

EN

 SCHNEESTERN

action sports engineered



# MTB CONCEPTS

for municipalities  
& destinations







# Why do we need a MTB Concept





# Mountain biking —a new star in the world of tourism

#ebike #mtblife #trail  
#holiday #regional #bikelife  
#sustainability



## Be a part of it—together with us

Like an unstoppable force, MTB tourism is changing and redefining the world of tourism and leisure activities. Low mountain regions that want to become MTB destinations or municipalities wanting to offer their citizens innovative leisure opportunities. Everywhere you can hear the credo “We too invest into mountain biking”.



## MTB for everyone!—Is it even possible?

This is an approach that seems logical when everyone talks about the incredible potential of mountain biking, especially because of the Corona pandemic. It is a topic you will hear about everywhere. But how can you turn your vision into a real plan and guarantee that the needs of enthusiasts, beginners and all those who are simply curious will be met? An idea that, at first glance, only raises more questions:

- What do I want to accomplish and what infrastructures do I need to do that?
- What costs can I expect?
- How can we make sure the riders keep coming back?
- What do my guests actually want?

These and similar questions must be answered in preliminary stages. Every project is unique and deserves a precise evaluation. That's what we are here for and we will give it all we've got. We want to turn your ideas into the real thing. We know what is coming for you: A new era in outdoor tourism and the promotion of physical activities by municipalities, a world full of opportunities. Let's take advantage of it!



Your success is plannable!  
Our approach

PHASE 1:  
Vision Design

Together we will find the right balance  
between your goals and the real  
conditions!

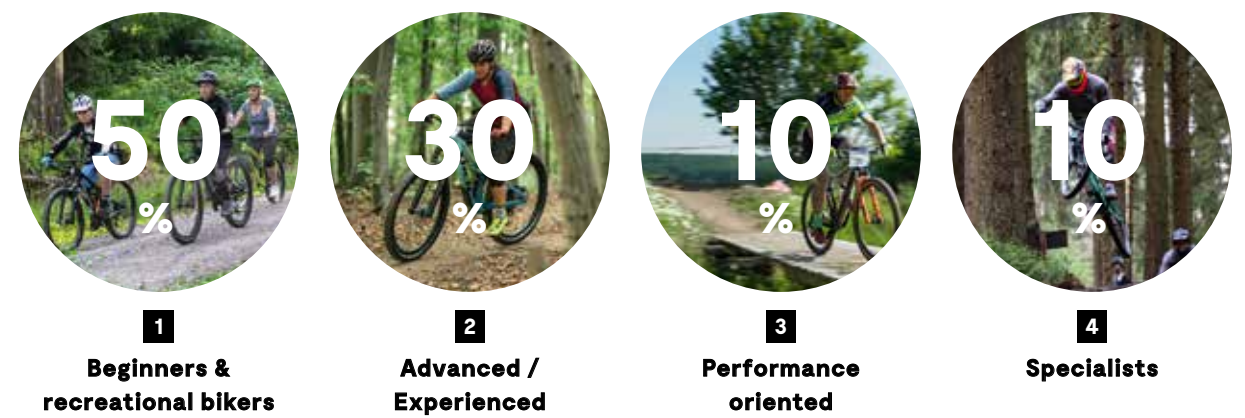


PHASE 2:  
Destination  
Building

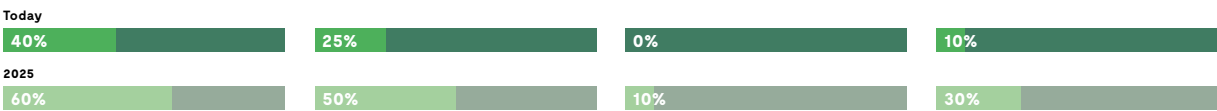
The “biking experience” with the right  
MTB infrastructure is the foundation and  
together with services tailored to your  
target groups, recreational offers and  
your scenery it forms the identity of your  
destination.

# Over 18 million mountain bikers in Germany & Austria

Into which MTB target groups can they be divided?



Bio Bike vs. E-Bike



- The focus is: nature and the experience of it / Relaxation & being active / Family trips
- Has “evolved” from the target group of beginners & recreational bikers
- The focus is: progression of skills / identification with the “MTB lifestyle”
- The focus is: progression of stamina and endurance / Want as much distance and elevation gain as possible / High sporting ambitions
- The focus is: the rush of adrenaline / progression in very specific niches → e.g. Enduro Racing, Downhill, Slopestyle, etc.

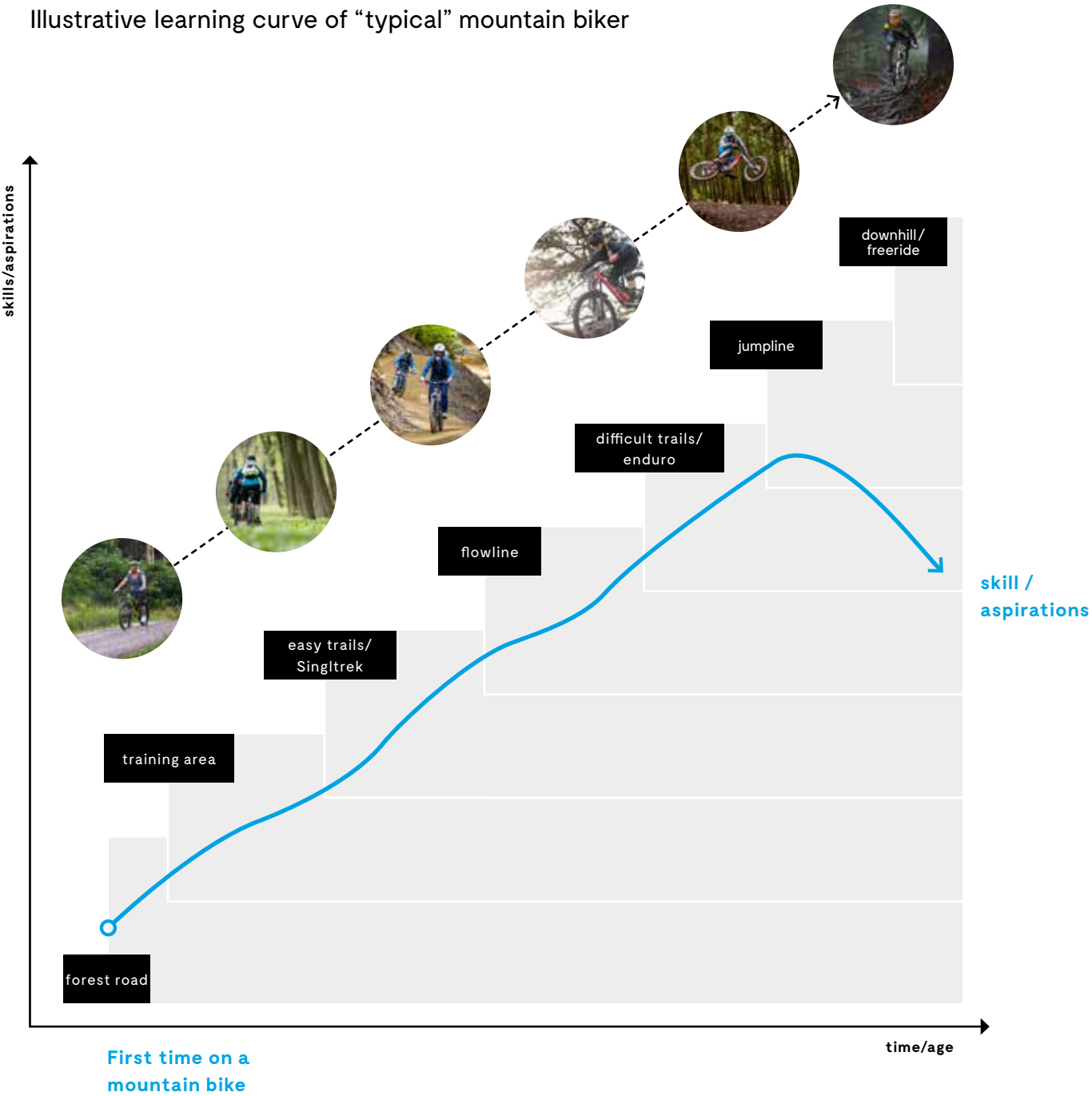
**+** **The bikers of tomorrow—the logical consequence of the “mountain bike boom”**  
There’s a great potential among the target group that does not ride MTBs today, but will soon get a taste for it.

## And what infrastructures/trails do they use?

		trails							
		forest road	training area	easy trails/ Singltrek	flowline	difficult trails/ enduro	jumpline	downhill	freeride
target group	1	x	x	x	x				
	2			x	x	x	x		x
	3	x		x					
	4				x	x	x	x	x

## Why should we take the progression of the users’ skills into account?

Illustrative learning curve of “typical” mountain biker



Naturally, the learning curve is individual for each athlete. However, you can get some insights if you look at the progression of an enthusiastic mountain biker. As a mountain bikers skills develop the personal “MTB goals” are adjusted, so that the expectations for trails change. What sparks joy today, may no longer meet the demands tomorrow. This general fact should be taken into account when deciding which trails to build for the future.

So there is no “one” trail that will make all users happy forever. Tailored to your target groups and their progression, a well thought out overall MTB infrastructure is much more effective and sustainable.



# MTB Concepts product landscape

Which product/overall concept corresponds to your vision?

TOURISM CONCEPT  
ADDED VALUE

## Singltrek center

- Concept for MTB Tourism
- A fit for 90% of all bikers
- Brand promise
- Added value

## Bike park

- Mountain railway
- Gravity & Downhill
- Flowtrails
- Young & dynamic

## Trail park

- "MTB starter set"
- Locals and day guests
- Conflict management
- Local demand

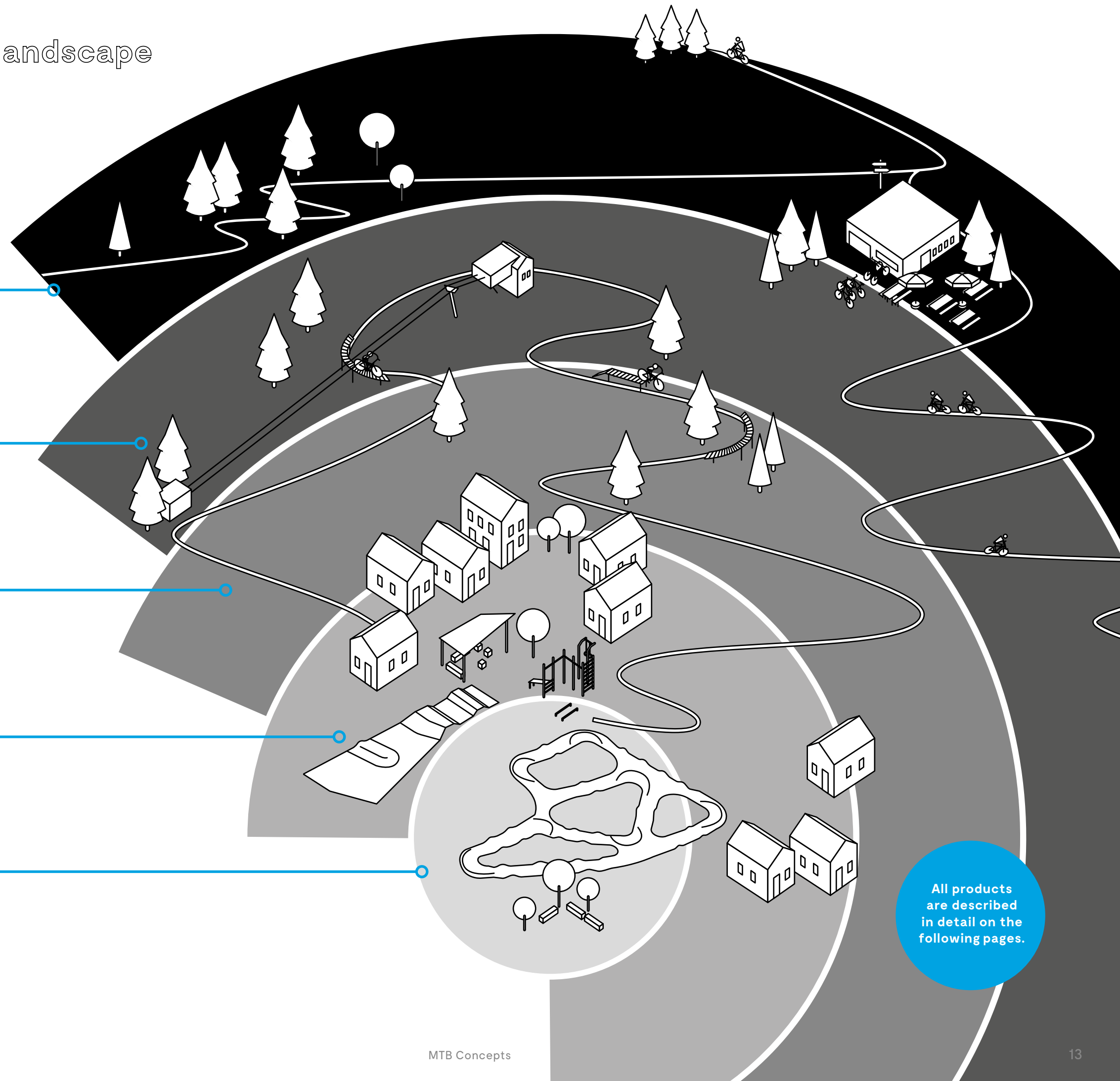
## Urban Sports Park

- Exercise park and social hub
- Fitness trends
- Work-life-challenges

## Pump track

- Circuit track
- Cycling and roller sports
- Physical activity
- Multi-sport-facility

COMMUNITY BUILDING  
PRODUCT FOR GENERAL INTEREST



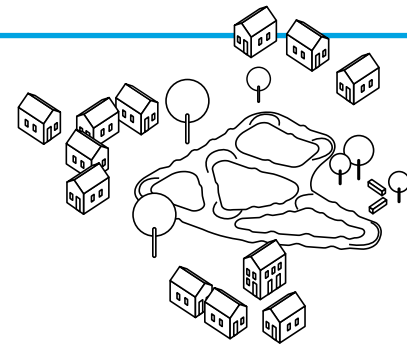
All products  
are described  
in detail on the  
following pages.



# Pump track

## What is a pump track?

Promoting physical activity and having fun on a compact **circuit**: that's the pump track. Whether as part of **municipal exercise promotion** or a tourism concept, this **multifunctional sports facility** inspires pretty much all **cyclists and roller sport fans** — regardless of age and ability!



## Target groups

- Mountain bikes
- Walking bikes
- Dirt bikes
- BMX
- Inline skates
- Scooters
- Skateboards
- Longboards
- Wheelchairs

## Added value

- ⇒ Promotion of physical activity for municipalities
- ⇒ Sports facility with a high social return
- ⇒ Works good in combination with trails
- ⇒ Ideal element for local community building

## References

### Groß-Umstadt

#### Pump track

Size: approx. 1.300 m<sup>2</sup> in total  
 Client: Stadt Groß-Umstadt  
 Services: Drainage, landscaping, tarmac, revegetation



### Linz

#### Race pump track und walking bike track

Size: approx. 2.175 m<sup>2</sup> in total  
 Client: SchachermayerGroßhandelsGmbH  
 Services: Groundwork, drainage, landscaping, tarmac, add-ons (counter, information board, labeling work, grand stand)



Find more information in our pump track brochure!

Download here:  
[www.schneestern.com](http://www.schneestern.com)

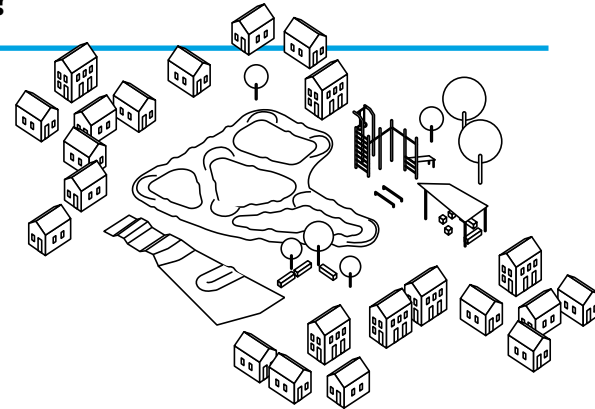




# Urban Sports Park

## What is an Urban Sports Park?

The Urban Sports Park is an **exercise park and social hub**. It primarily addresses the demand of **roller sports** infrastructures for all age groups. It also acts as a central hub for modern **fitness trends** and provides answers to current **work-life-challenges**.



## Target groups

- Kids (3–7 years)
- Scooters
- Mountain bikers
- Skateboards
- Inline skates
- Passive kids & teenagers (7–18 years)
- Passive adults
- Active adults

## Added value

- ⇒ High quality of stay thanks to a broad, but targeted address of the user groups
- ⇒ Extension of stay for Families in tourist destinations
- ⇒ promotion of physical activity for municipalities, but also possible as an operator concept

## References

### Salem

Size: approx. 4.000 m<sup>2</sup> in total  
 Client: Municipality of Salem  
 Services: steel-, metal-, concrete work tramac, Steel construction, landscaping, shading, trash cans, fire pit, Signage, seating, bike racks, repair station.



### Gerolzhofen

Size: approx. 810 m<sup>2</sup> in total  
 Client: City of Gerolzhofen  
 Services: Groundwork, drainage, steel-, metal-, concrete- and landscaping work, tarmac, installation of a calisthenics station, coordination EPDM surface/base





# Trailpark

## What is a trail park

Trail parks are the “**MTB starter set**”. Both as a tourist offer for **day visitors and locals**, as well as a response to conflicts around the topic of MTB. In the urban environment, you can respond to the demand for **local recreation** with the right “trail design” and at the same time resolve conflicts (hunting, hikers, nature conservation, etc.) directly on site.



## Target group

- MTB beginners & pleasure athletes
- Advanced/experienced MTB
- Performance oriented MTB

## Added value

- ⇒ **Regional meeting place for locals and day visitors**
- ⇒ **Guidance and pacification of MTB conflicts**
- ⇒ **Promotion of physical activity for municipalities**

## References

### Sonthofen

Development of local trail offer

Size: approx. 4 km  
 Client: City of Sonthofen  
 Services: Trail construction with excavators and manual labor



### Günzburg

Development of a MTB house circuit

Size: approx. 5 km  
 Client: DAV Sektion Günzburg  
 Services: Trail construction with excavators and manual labor

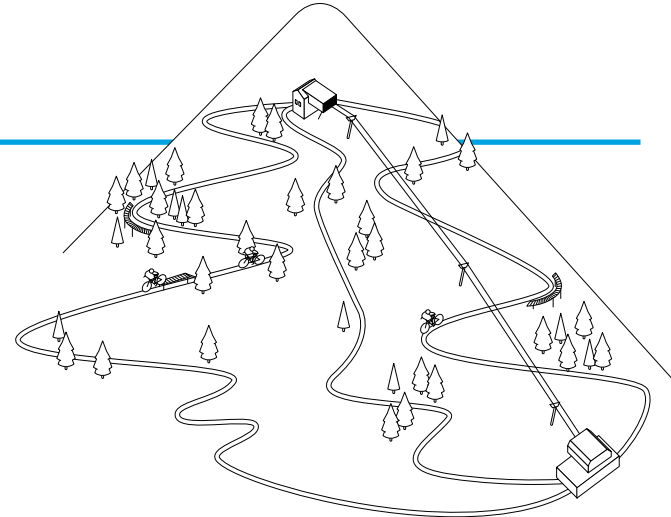




# Bikepark

## What is a bike park?

A classic in MTB tourism that really needs no explanation. Concentrated around a **mountain railway**, the routes in a bike park are exclusively **downhill oriented**. With the right **combination of different trail types**, attractive offers for **all mountain bikers** can be implemented, whether in the lower or higher mountain range.



## Target group

- MTB beginners & pleasure athletes
- Advanced/experienced MTB
- Performance oriented MTB
- MTB specialists

## Added value

- ⇒ **Upgrading of winter sports areas for the summer season**
- ⇒ **Top product with high appeal**
- ⇒ **Attract overnight and day visitors**

## References

### Oberhof

Trail network: New construction of 7 MTB trails—total approx. 5.5 km, 1 pump track, 1 airbag facility

Client: Administration Union Thuringia Winter Sports Center

Services: Consulting, conception, trail construction with excavators and manual labor



### Schöneck

Trail network: New construction of 4 MTB trails—total approx. 4 km

Client: City of Schöneck

Services: Consulting, conception, trail construction with excavators and manual labor





Mountain bike for all!

# Singltrek center

Singltrek is our brand promise for a **successful touristic MTB concept with a clear added value**. For us, it is the **Trailcenter 2.0**. The focus is on **natural quality MTB trails** which appeal to **90% of all mountain bikers**. With the Singltrek brand you guarantee your customers the best quality and a great experience.



How can mountain biking  
function as economic  
firestarter?

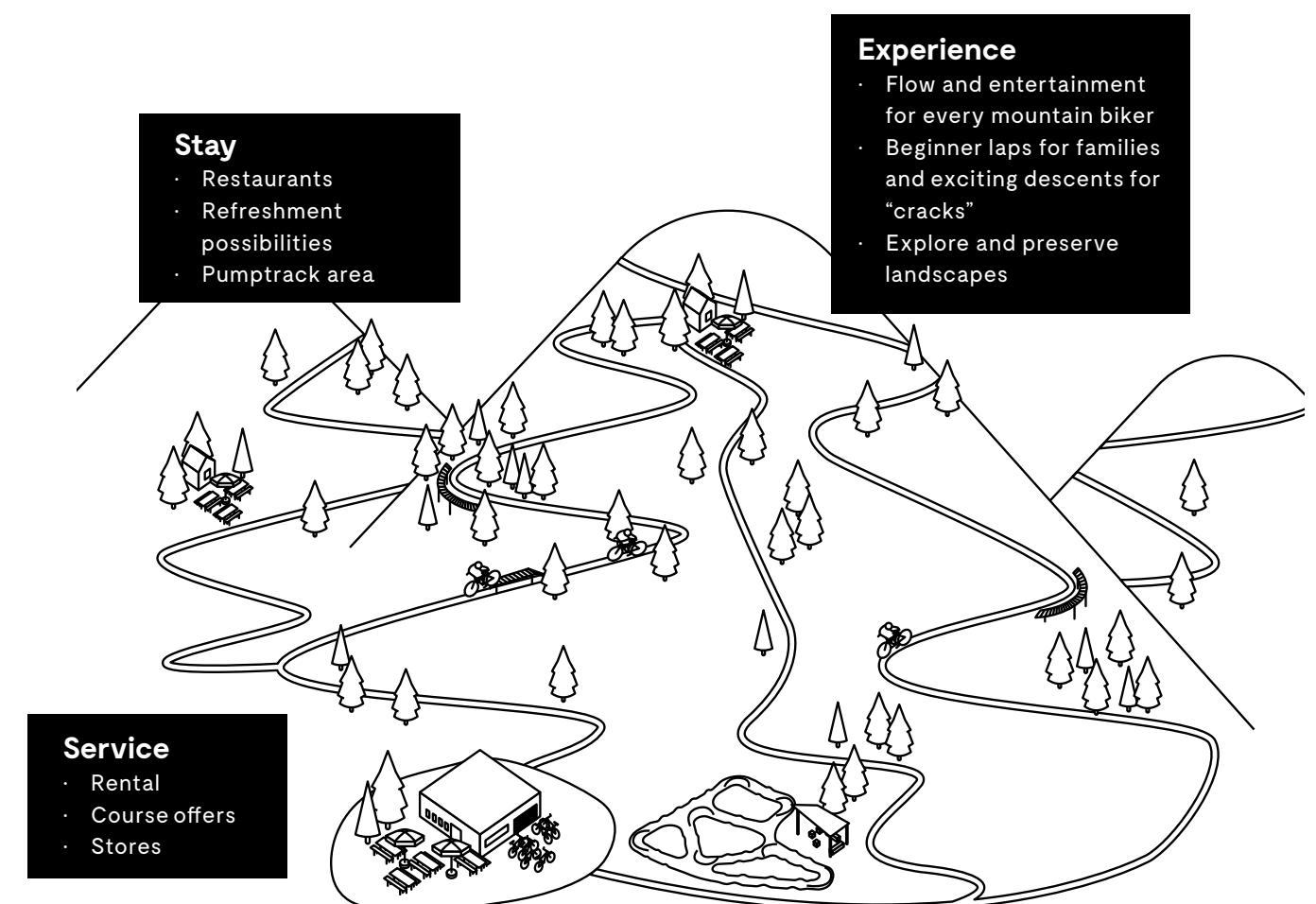


How can I turn my  
region into a successful  
mountain bike  
destination?



How can I really offer  
mountain biking for all  
skill levels?

Our answer: 





# Best Practice:

## Singltrek pod Smrkem

The Singltrek pod Smrkem in the Czech Republic is an organized network of flow trails, which are artificial, close to nature, have a low threshold and a total length of 80 km. Sounds like an exciting MTB project? We think so too, but there is much more behind the idea! Singltrek stands for a new overall concept in the world of MTB facilities. With the small width and the gravelled roadway, they blend in

perfectly with the surrounding forest and—in contrast to wide downhill tracks—are perceived by other forest users as pleasant and integrated. Singltrek stands for accessibility, marketability and high quality with maximum safety. The return on investment has been tested and proven in numerous comparable parks worldwide.

## Added Value

At the Singltrek Pod Smrkem, the numbers send a clear signal for the project and also for the trail park concept in general.



**1 Mio. €**  
economic  
added value/year



**120.000**  
overnight stays/year



**50.000**  
visitors/year



**1,7 Mio. €**  
added value for  
health reasons/year

**“Transferred to low mountain ranges in a metropolitan region and with the support of a professional destination developer, there is a huge potential.”**

Nico Graaf, Mountainbike Tourismusforum Deutschland



**Sounds exciting? Learn more and join one of our excursions to pod Smrkem! Just contact us.**



**“When I came back from my trail building years in England, I knew Singltrek was the kind of mountain biking I wanted to offer. The success proves me right.”**

Tomas Kvasnicka, Singltrek Founder

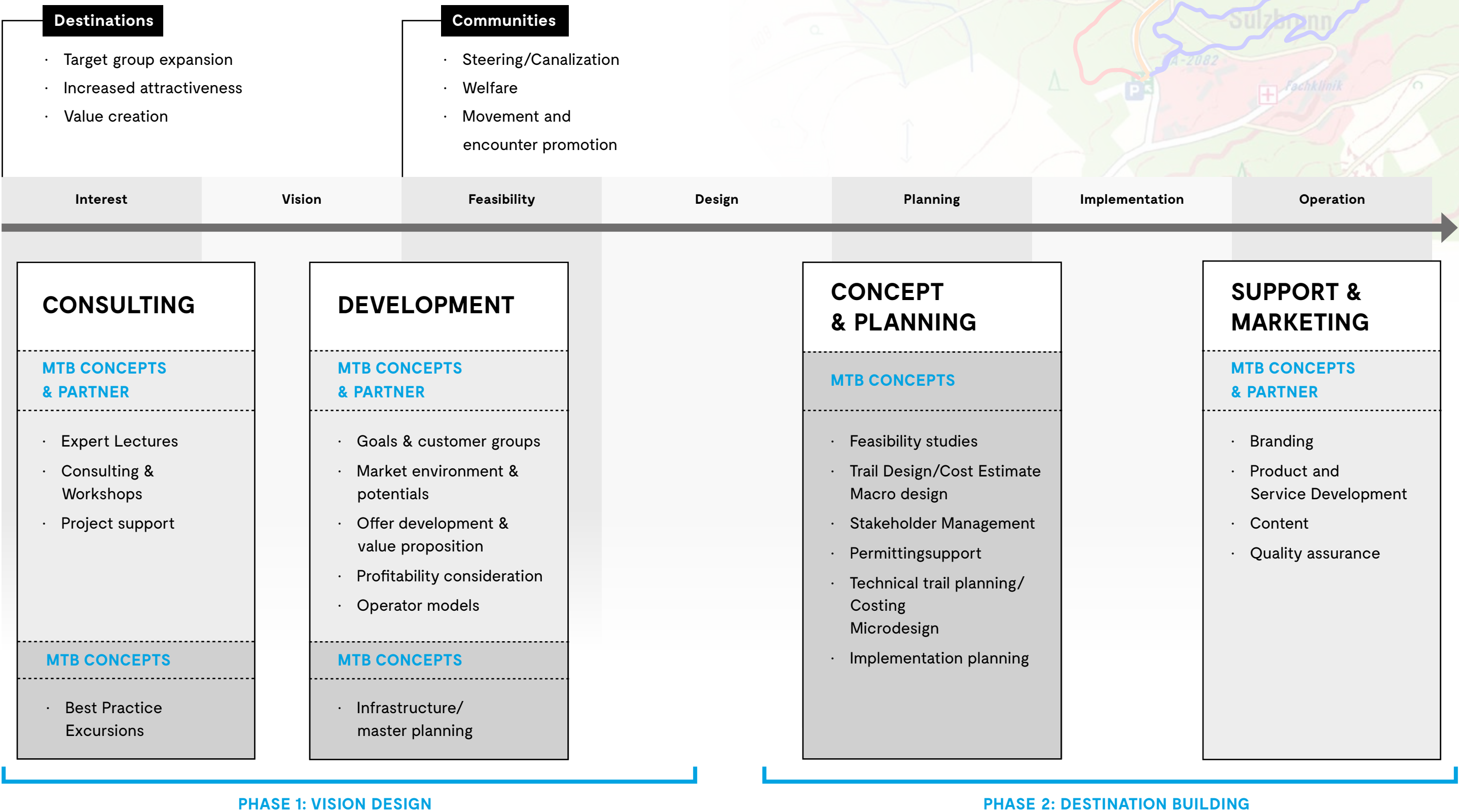
**Singltrek pod Smrkem**





# MTB Concepts Services

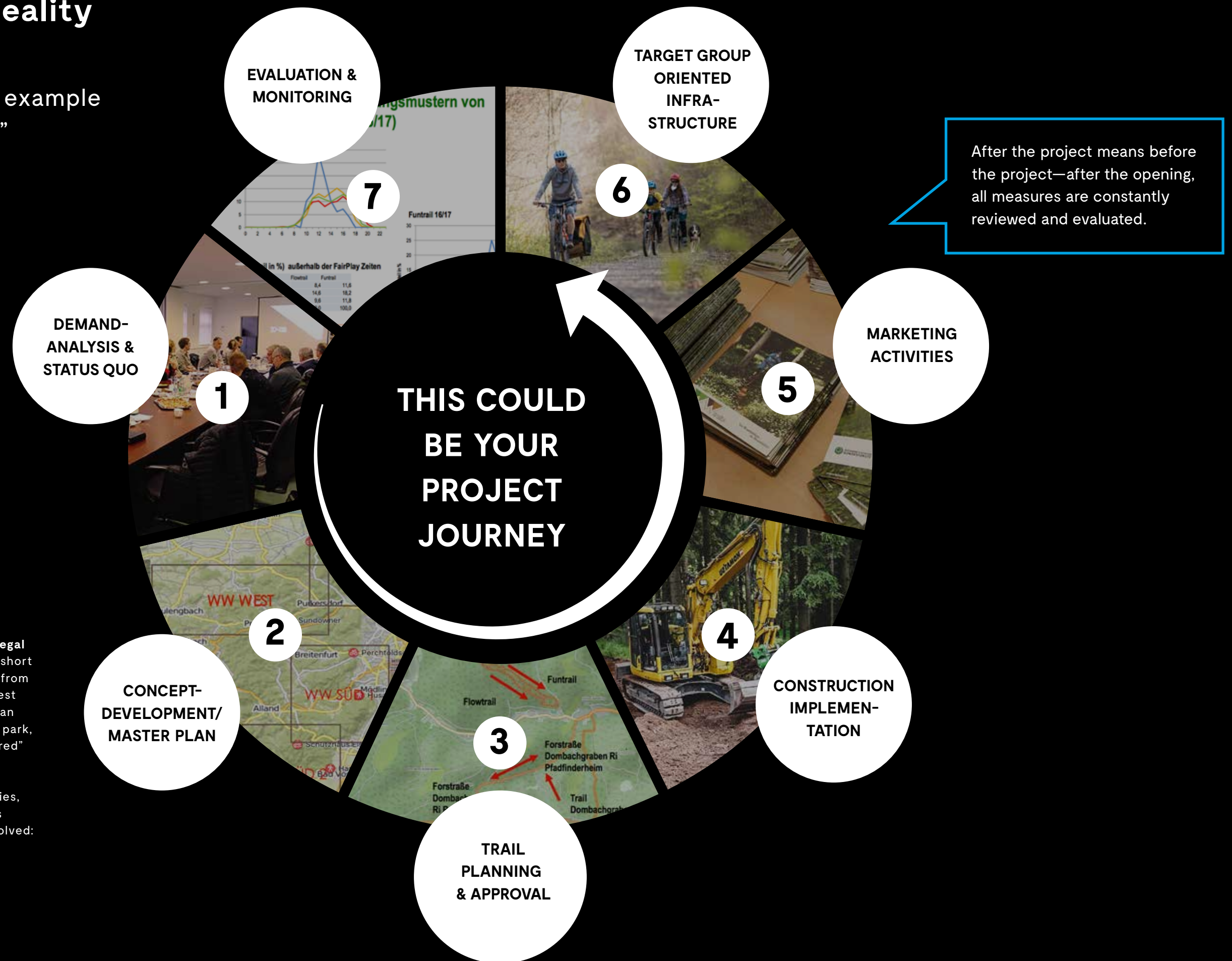
Did you discover your perfect concept?  
Where does your path to the finished product begin?





# From idea to reality

Exemplary project cycle based on the example “Wiener Wald Trails”



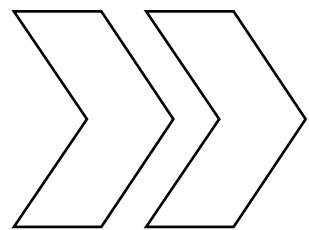
**From zero to one hundred or how illegal trails became a prime example.** In a short time, the Wienerwald has developed from a cycling destination with simple forest roads and lots of illegal bike trails to an urban MTB destination. Trail and bike park, as well as approx. 70 km of legal “shared” singletrails included.

A project with 55 involved communities, which after 3 years and 18 workshops leaves only one impression on all involved: It was worth it!

More information at:  
[www.wienerwald.info/mountainbiken](http://www.wienerwald.info/mountainbiken)



# You have questions? We have the answers!



Is our location appropriate?

Which target groups do we want to address?

Do I need a lift?

What running costs can we expect?

...

## Your contact person

Successful with MTB infrastructure that meets demand.  
—Let's go for it!



### ALEXANDER ARPACI

Head of MTB Concepts

M.Sc. Forest Information  
Technologies



[a.arpaci@schneestern.com](mailto:a.arpaci@schneestern.com)



+49 151 15 04 20 62

As a forest scientist with many years of experience in consensus-based planning and implementation of complex MTB projects, Alexander and his team are sure to find the right approach for your ideas and challenges.

"Modern mountain bike concepts convince me not only as department manager of MTB Concepts or due to my professional expertise, but also simply as a family man. I'm (still) looking in vain for mountain biking for the whole family in many places, and that's why I'd like to make my own contribution here."

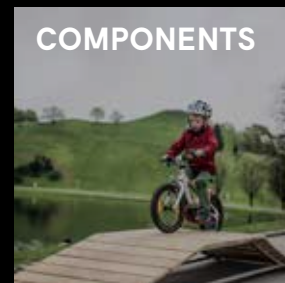
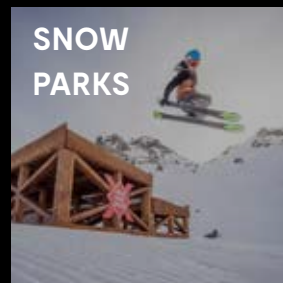
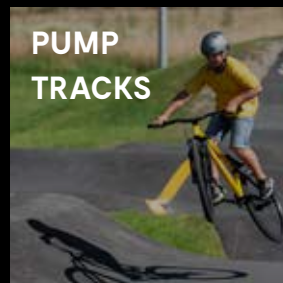
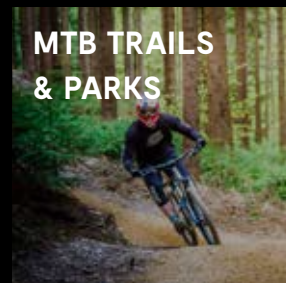
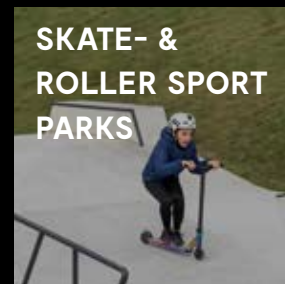


action sports engineered

SCHNEESTERN







Download  
our catalogs  
now!



BIKE  
Parks &  
Equipment

Do we  
really need  
a trail?

BIKE  
Pumptrack

What the  
Hell is a  
Snow Park?

SNOW  
Equipment

SKATE  
Parks &  
Equipment

# Schneestern?

## Who we are and what we can do!

In short—we design and build facilities for action sports, both in winter and summer. But of course there is more behind it. Our product range is divided into different focal points in the field of action sports.

In addition to freestyle winter sports, the focus is clearly on cycling and roller sports. Since 1999 we have realized more than 500 action sports installations and projects world-wide and produced more than 20.000 obstacles for action sports. These figures show that we are working successfully to provide safe and comprehensive access to action sports parks for athletes all over the world, true to our company motto—action sports engineered.

From the individual obstacle to the entire facility, the know how and passion of now around 100 employees flow into every single product. Always with the goal to transfer the positive influence of action sports to society not only today, but also in the future.

### What?

We build action sports parks.

### Why?

We want to anchor action sports deeper in society because we are convinced that the community will benefit from it.

### How?

By designing and building the most advanced and safest action sports facilities.



# Network of partners

We rely on a strong network to utilize synergies and to collectively push the bike sport forward. Therefore, we are proud members and networkers of the following partners.

## MEMBERS OF:

IMBA: International Mountain Bicycling Association



IAKS: Internationale Vereinigung Sport- und Freizeiteinrichtungen



DIMB: Deutsche Initiative Mountainbike



FLL: Forschungsgesellschaft Landschaftsentwicklung Landschaftsbau e. V.



VDS: Verein Deutscher Seilbahnen



HWK: Handwerkskammer für Schwaben



IHK: Industrie- und Handelskammer



## NETWORKERS AT:

MTB Tourismusforum Deutschland



MTB Kongress Österreich



# Contact



+49 831 960 886 10



trails@schneestern.com



Schneestern GmbH & Co KG  
Werner-von-Siemens-Str. 47  
87471 Durach · Germany



www.schneestern.com

# Imprint

t: +49 (0) 831-960886-10      Schneestern GmbH & Co. KG  
f: +49 (0) 831-960886-40      Werner-von-Siemens-Strasse 47, D-87471 Durach

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**action sports** engineered