

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!

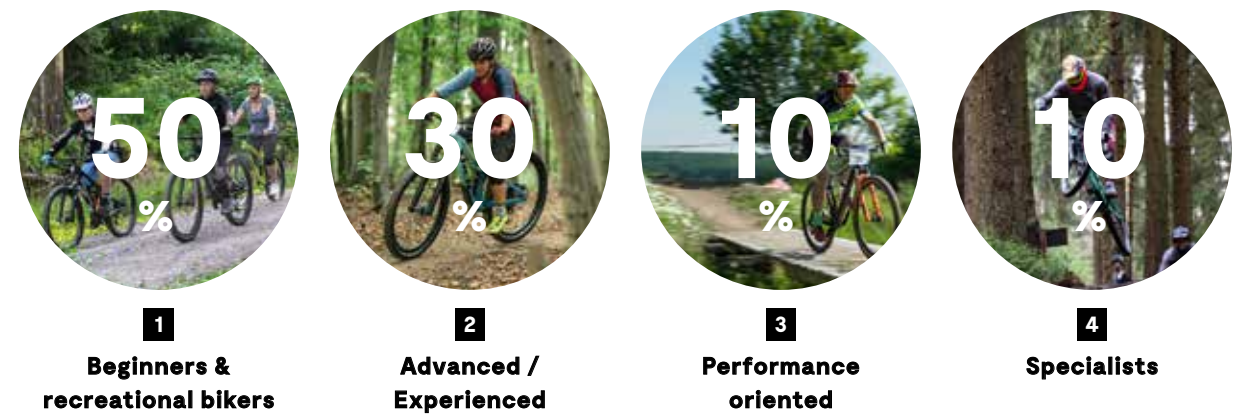


PHASE 2:
Destination
Building

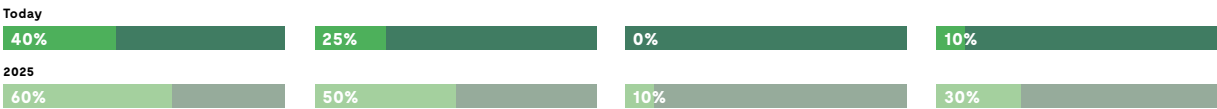
The “biking experience” with the right
MTB infrastructure is the foundation and
together with services tailored to your
target groups, recreational offers and
your scenery it forms the identity of your
destination.

Over 18 million mountain bikers in Germany & Austria

Into which MTB target groups can they be devided?



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”

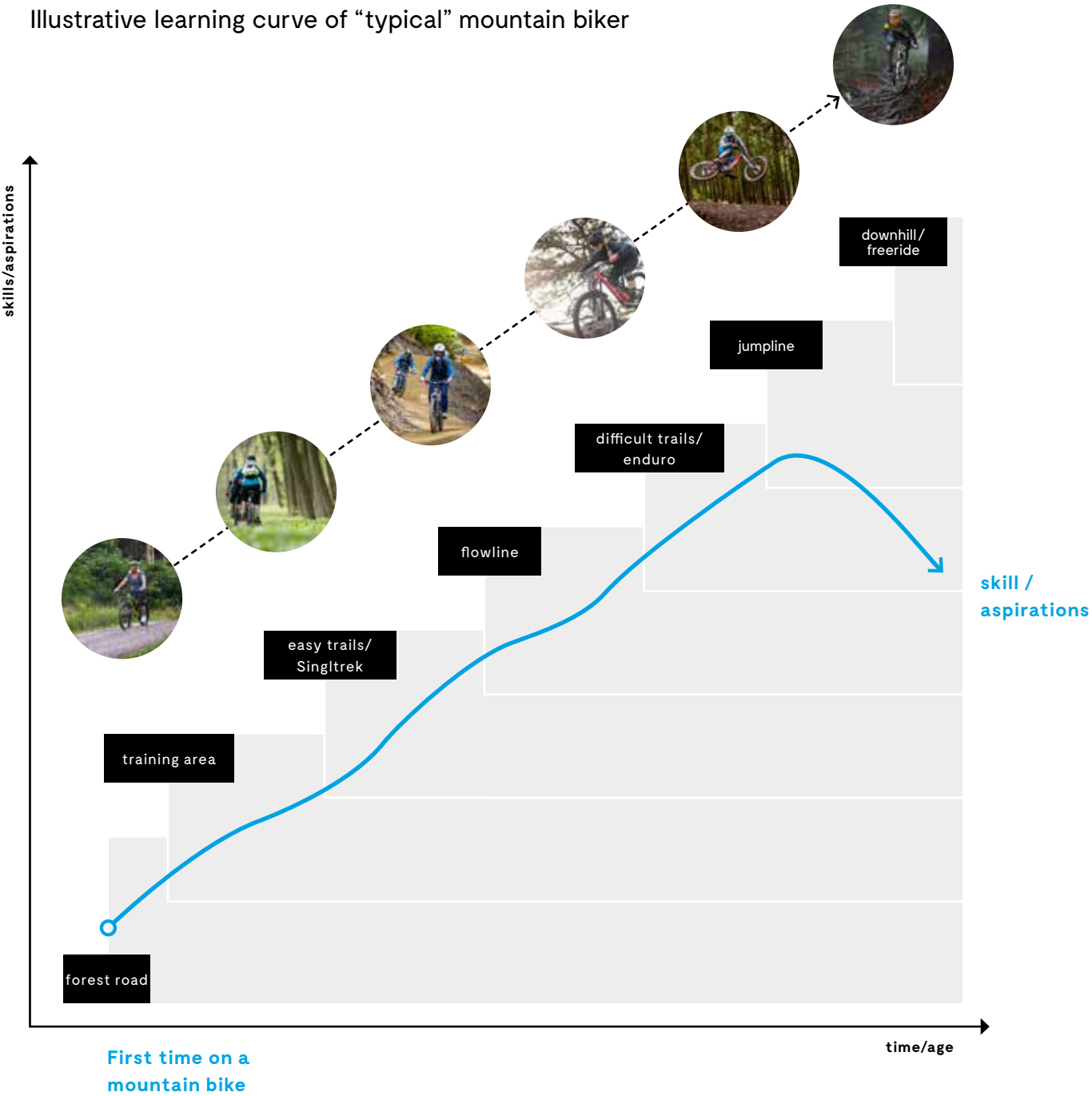
There’s a great potential among the target group that does not ride MTBs today, but will soon get a taste for it.

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

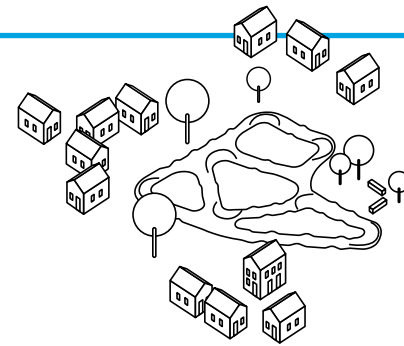
Which product/overall concept corresponds to your vision?



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

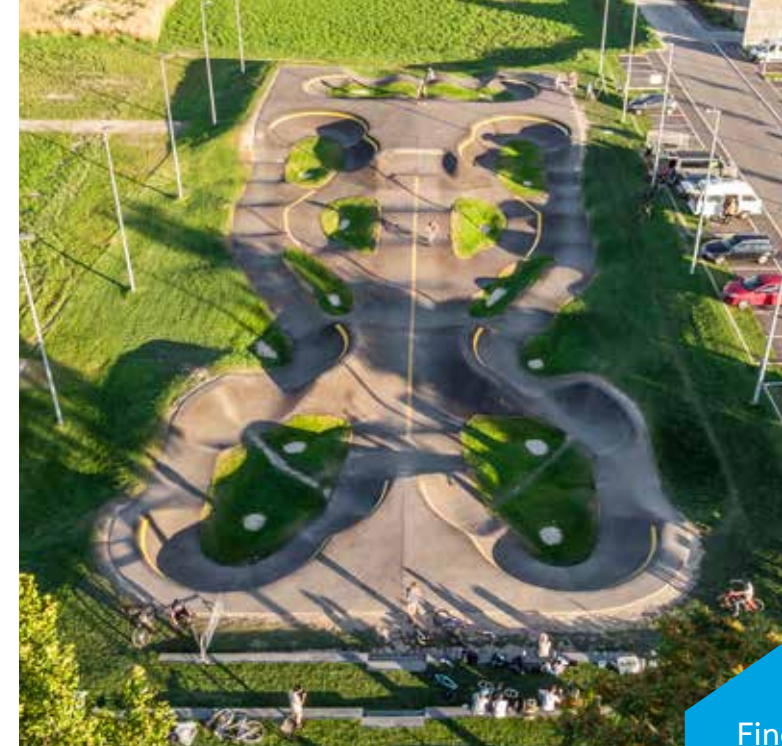
Size: approx. 1.300 m² in total
 Client: Stadt Groß-Umstadt
 Services: Drainage, landscaping, tarmac, revegetation



Linz

Race pump track und walking bike track

Size: approx. 2.175 m² 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!

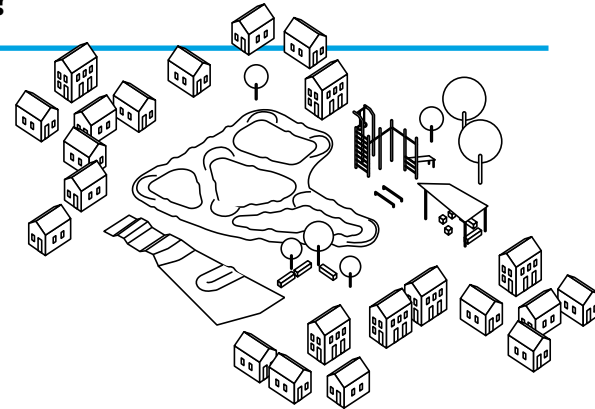
Download here:
www.schneestern.com



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 m² 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 m² 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

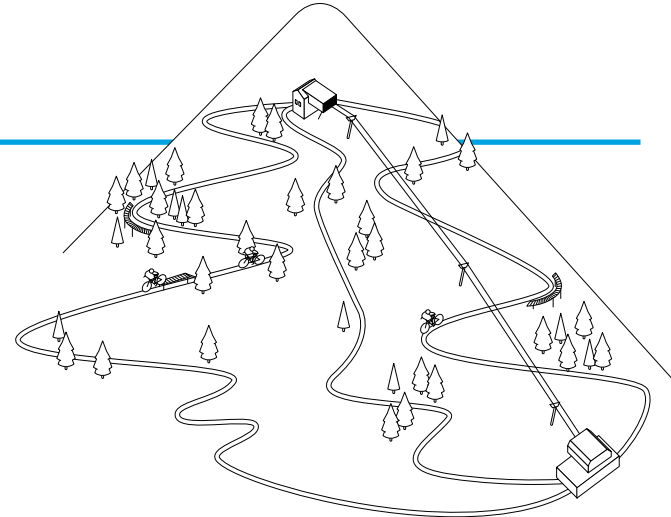
Size: approx. 5 km
 Client: DAV Sektion Günzburg
 Services: Trail construction with excavators and manual labor



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?

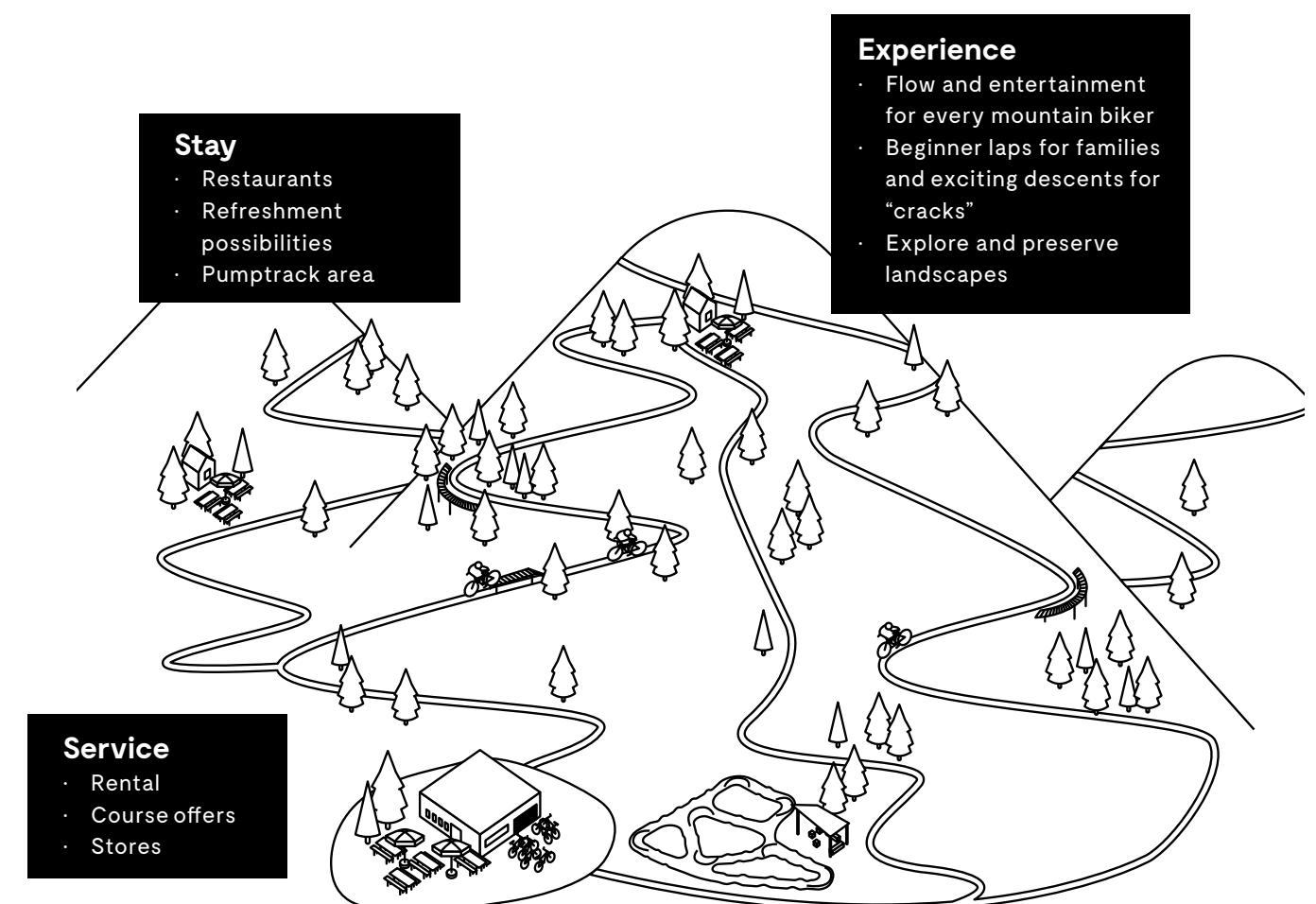


How can I turn my
region into a successful
mountain bike
destination?



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.”

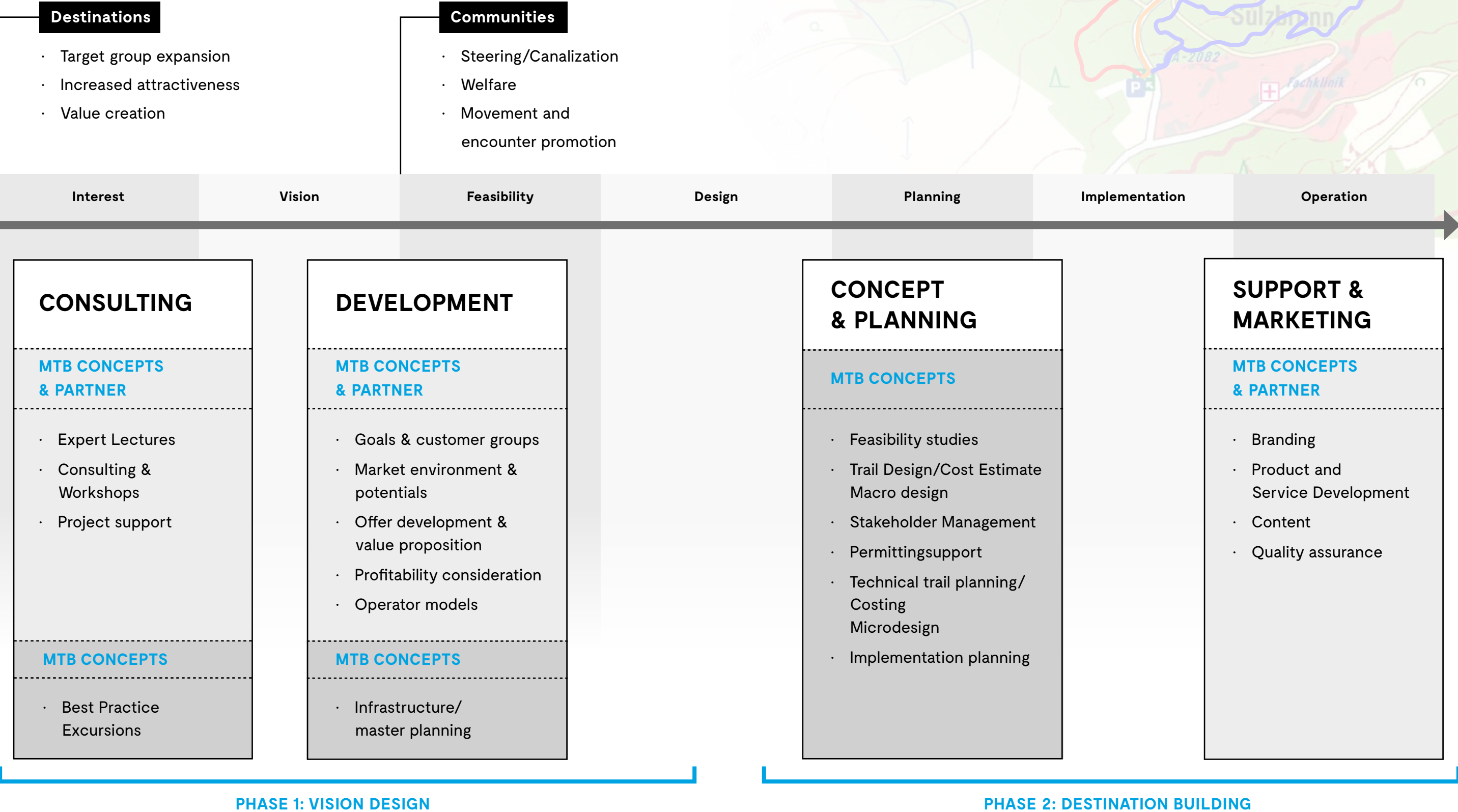
Tomas Kvasnicka, Singltrek Founder

Singltrek pod Smrkem



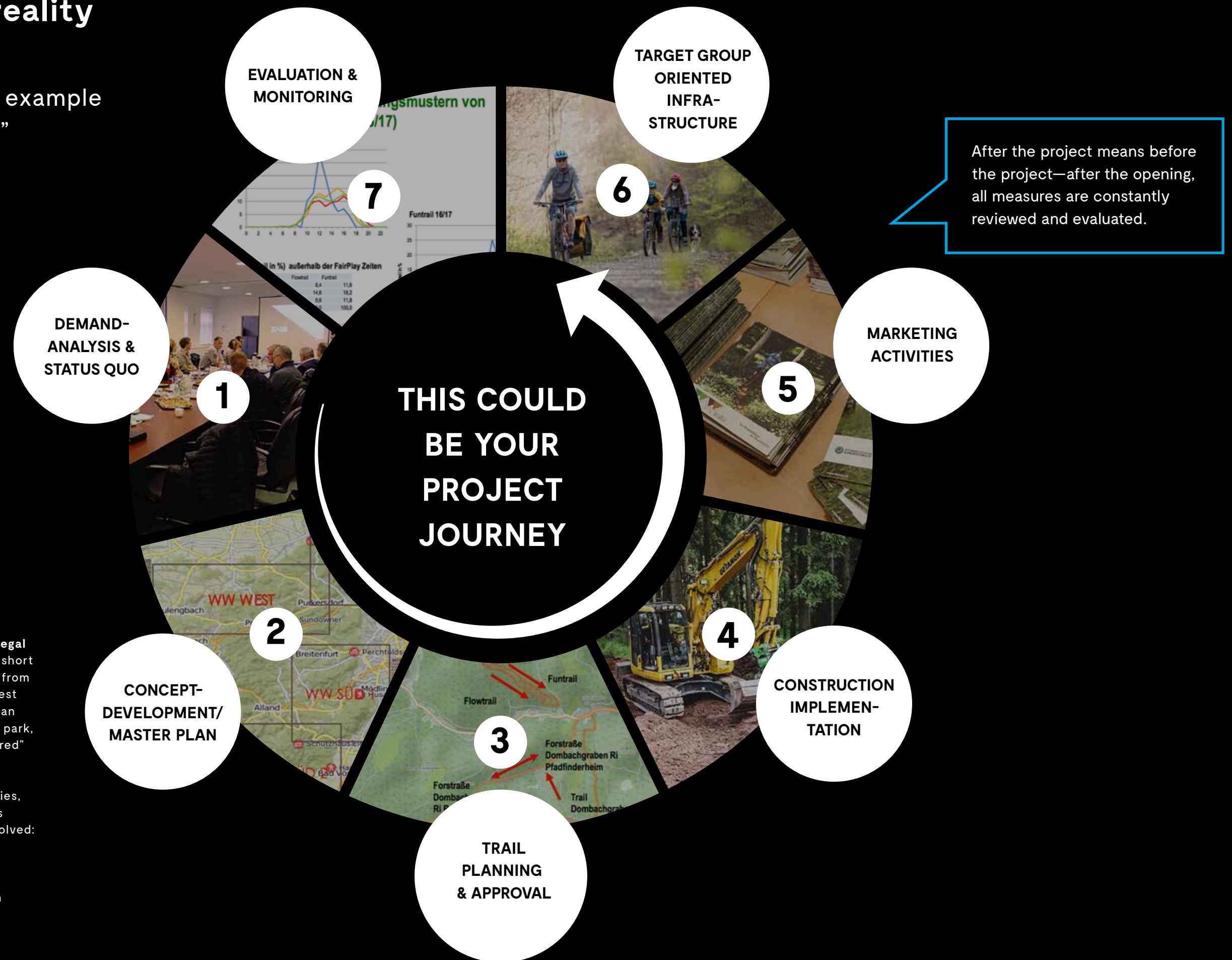
MTB Concepts Services

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.

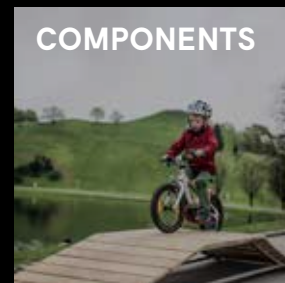
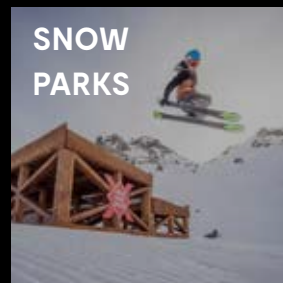
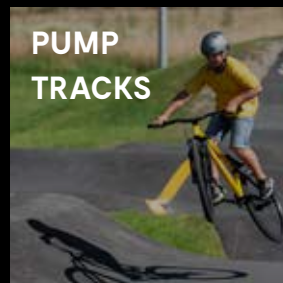
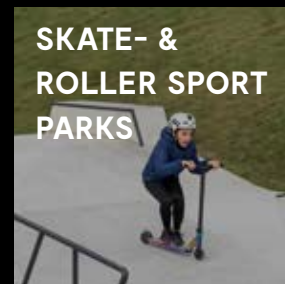
A project with 55 involved communities, which after 3 years and 18 workshops leaves only one impression on all involved: It was worth it!

More information at:
www.wienerwald.info/mountainbiken

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



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