



FISHBIKE

Contact Details: +64 6 833 6979

Web Address: www.fishbike.co.nz

Owners: Brian Fisher, t/a Cycle Hawke's Bay Limited

Services Offered: Cycle Hire and Cycle Packages

Fishbike is an independent cycle hire business perfectly-situated on Napier's coastal Marine Parade. It's the ideal launch pad for visitors and tourists to explore Hawke's Bay Trails' 187 kilometres of landscapes, water, food, wine, activities and attractions.

OPPORTUNITY

Identifying the opportunity

Owner Brian Fisher's interest in tourism in New Zealand began in the early 1970s with guided trekking tours in the Central North Island, an easier step after leading guided walks in the Himalayas. Brian also operated a cycle tourism business in Fiji, before he settled in Hawke's Bay with his wife Joanne and started Fishbike in 2010. Fishbike began with the knowledge that Hawke's Bay Trails, a part of Nga Haerenga the New Zealand Cycle Trail, was under construction, and that more people would cycle and use it for their leisure time, based on overseas trends.

SOLUTION

Offered Products

With Fishbike's individual approach and convenient location, the offering is simple: hire a bike. Most business comes out of walk-ins, short lead-time bookings from local motels, hotels and backpackers, and via Napier's i-SITE Visitor Information Centre and the Fishbike website. In addition to bike hire, Fishbike offers local guided tours, which are popular with summer cruise ship passengers. Known for friendly service, Fishbike also recommends great places to eat and drink, and gives advice on activities and attractions.

Marketing Focus

Fishbike is a member of Hawke's Bay Tourism and works closely with them, as the Regional Tourism Organisation, and Napier's i-SITE. Fishbike became an Official Partner of Nga Haerenga the New Zealand Cycle Trail in 2011 and leverages this relationship along with its own website and marketing using Facebook.

- Great relationships with Hawke's Bay Tourism, the i-SITE network and local tourist industry operators
- A focus on friendly, efficient service



RESULTS

Brian is often surprised at the level of business resulting from walk-up customers, and based on word-of-mouth feedback.

- 150% year on year growth, summer 2010 to 2011
- 50.2% customers from offshore (Australia, UK, USA, Europe)
- New Zealand customers mainly from Wellington, Auckland, Manawatu and Waikato
- Significant referral business from locals, accommodation providers, and tourism service providers, as a result of strong relationships
- Fishbike is located on the trail and within a popular recreation reserve
- This is a long term investment, building a business in conjunction with cycle trail tourism growth
- Growing trend in direct internet bookings

Quote/Unquote Brian Fisher

What's Fishbikes's key to success:

"We've seen a noticeable increase in older people wanting to take up cycling. Feedback also tells us that much of the success of Hawke's Bay Trails is how it unlocks a new or different perspective of Hawke's Bay for visitors and many of those who live here in Hawke's Bay."

What is your current focus area:

"There is opportunity to develop a 'there and back' service, adding one-way transport to Fishbike's current offer. Hawke's Bay Trails has a complementary emphasis on food, which can reduce a customer's enthusiasm to ride back..."

Brian's Last Words/Favourite one liner to share:

"Walk in ride out"