

How to be a brand that cyclists trust and book in 2026

Epic Road Rides:

- 150,000 cyclists/month
- 8 years working with TBs and TOs
- We see what cyclists search, ask and book

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2026 is harder

- More competition
- AI-assisted search changing discovery
- Visibility is harder — and attention is shorter

Awareness isn't the goal...

Trust is!

The framework

Trust has 3 layers

Clarity	Be clear on who you're for and + why
Confidence	Prove what you do works
Credibility	Show why you're trusted



Clarity

If you can't explain it clearly ...

Cyclists won't have confidence.

The most awesome
tour operator ever!



The most awesome
tour operator ever!

The one-sentence promise

For [rider type], [company name] is/are the people to ride with for [payoff], because [proof].



Quick self-check

Rider type

Company name

“For *gravel riders*, *Bonny Bike Tours* are the people to trust for guided rides on *UCI-grade trails in accessible wilderness*”

Proof

Payoff

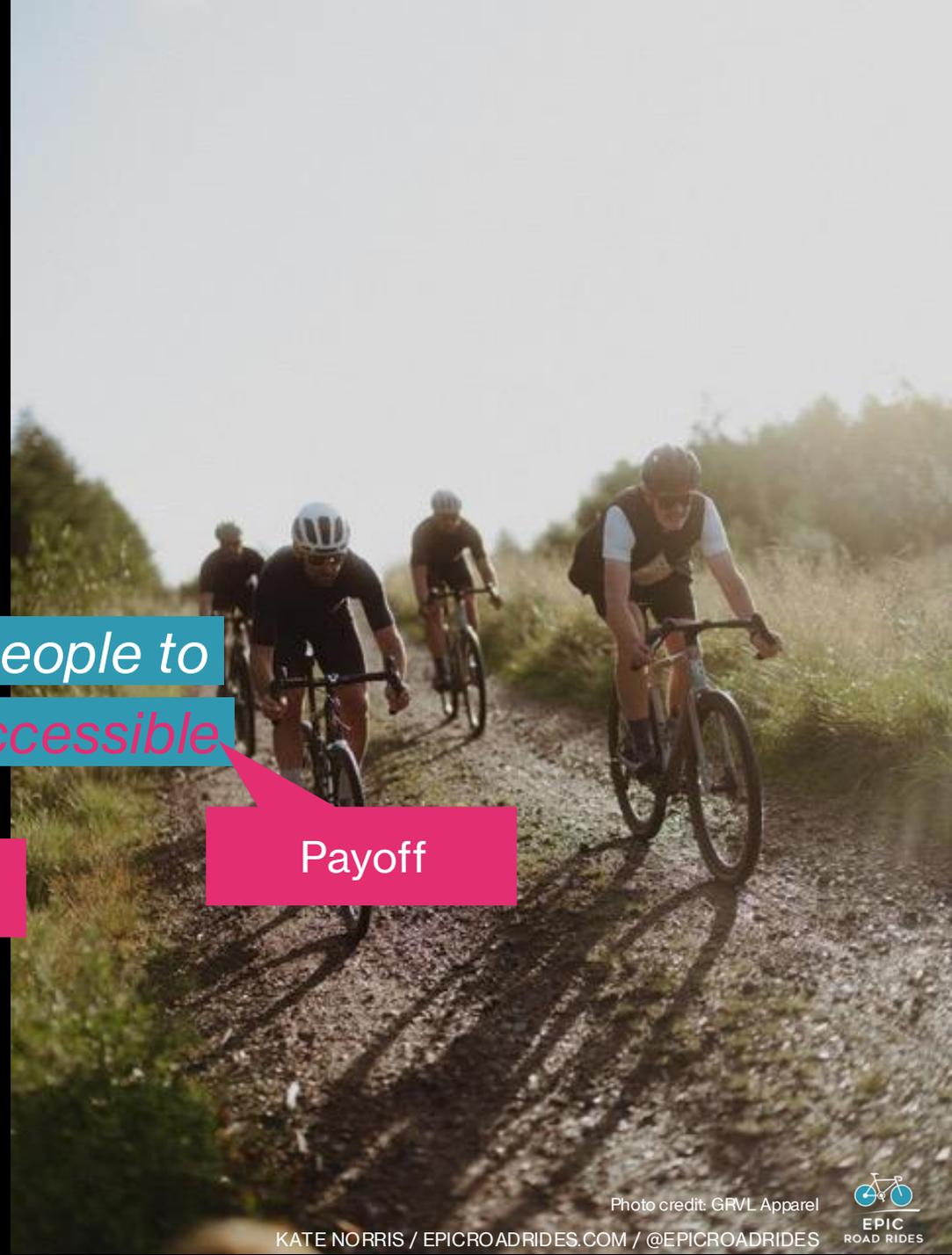


Photo credit: GRVL Apparel

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Confidence

Promotion is only half the job

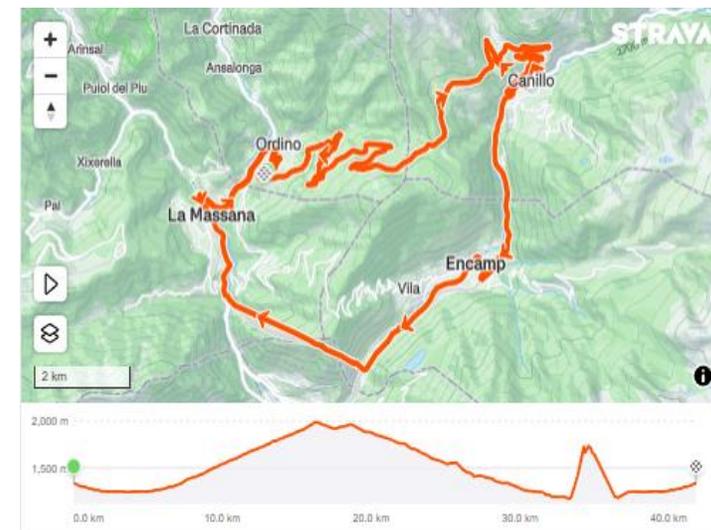
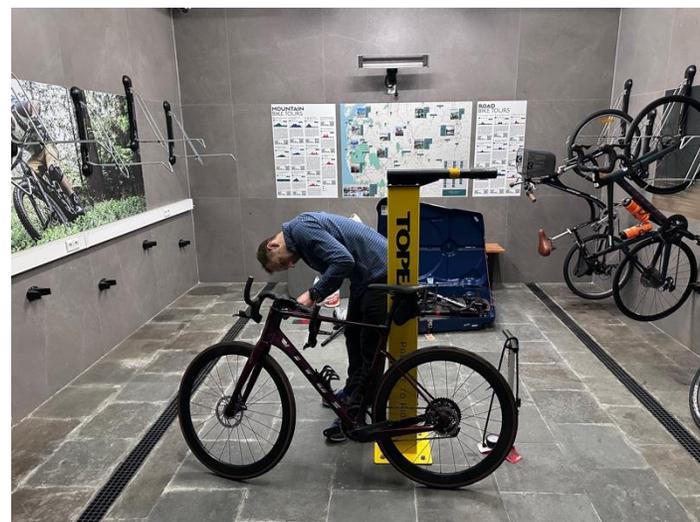
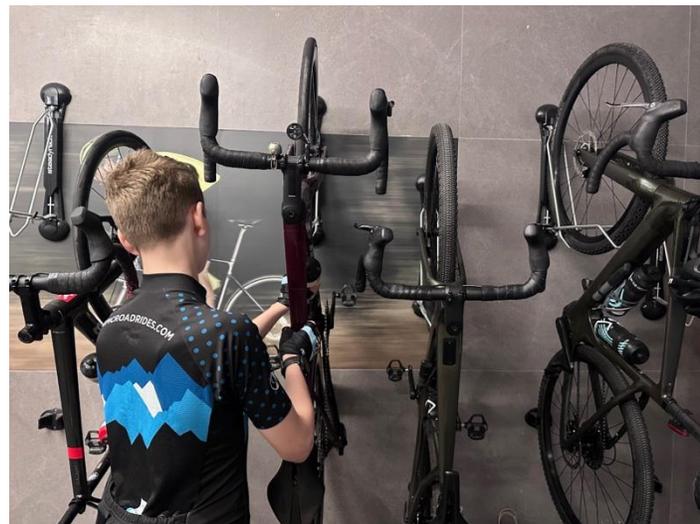


No confidence? No booking.

Answer the practical questions

Be specific.

Remove ambiguity.



Answer the detailed questions



Small details build big trust.

Make it easy to say yes

- Is navigation obvious?
- Is booking frictionless?
- Mobile friendly?
- Typos removed?

Professionalism = reassurance.



Brutal test

EVERYTHING YOU NEED TO PLAN

YOUR NEXT CYCLING TRIP

Find your next ride 

“

We are the free resource for travel-loving cyclists. We share [where to go](#) and what to ride, [multi-day routes](#), [events](#), [how to plan](#), and [what to pack](#).

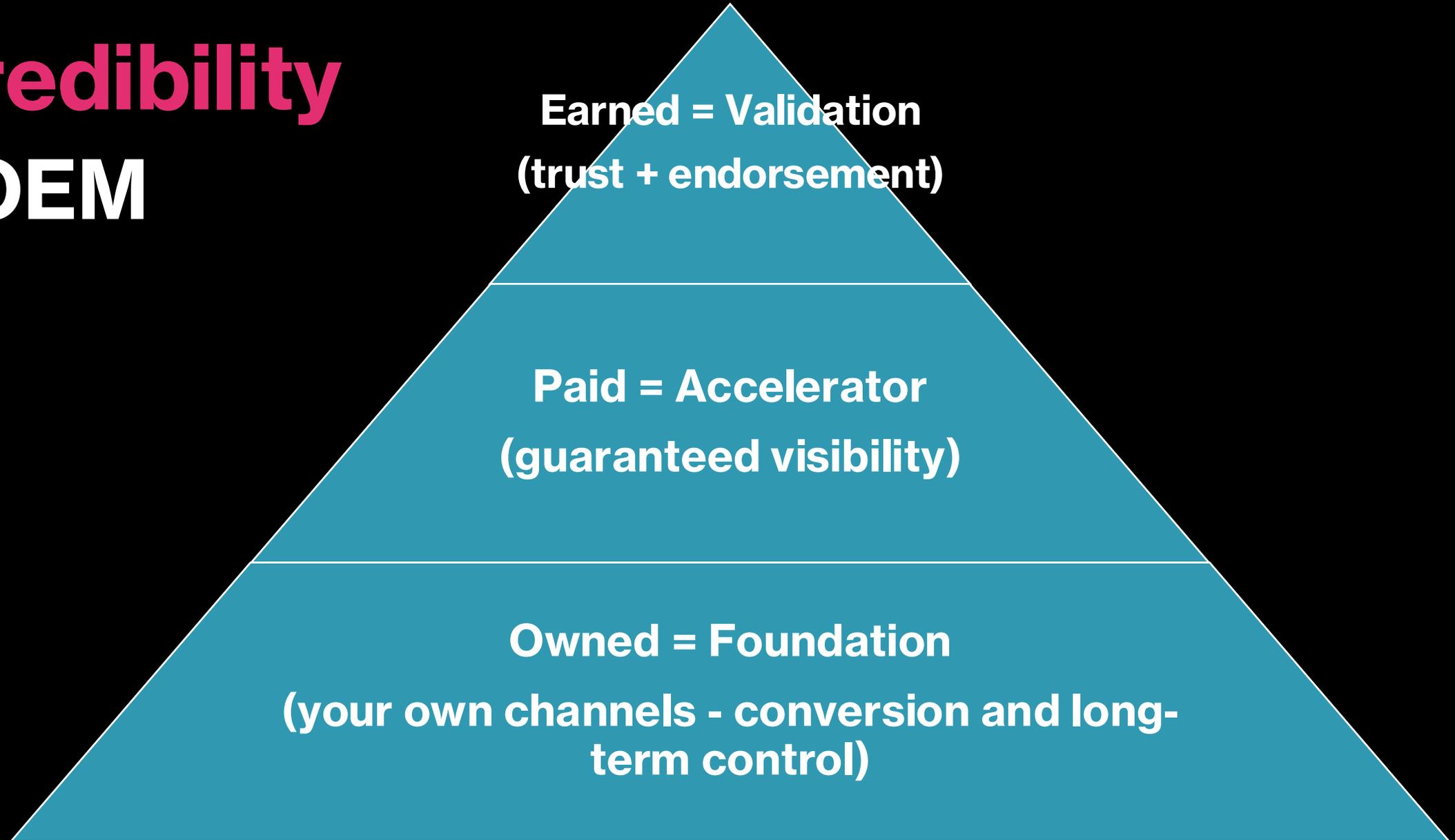
Ireland's Greenways: a guide to cycling the 6 Greenways in Ireland

18 of the world's best (long distance) cycling routes

5 reasons to cycle Belgium (especially when it's NOT the

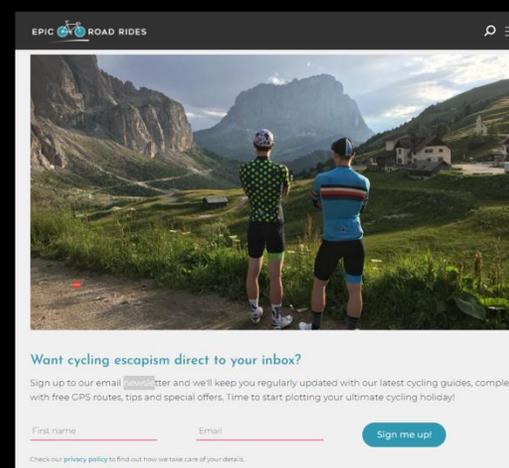
Credibility

POEM



Owned media is the foundation

Owned assets build control ... but not authority ...



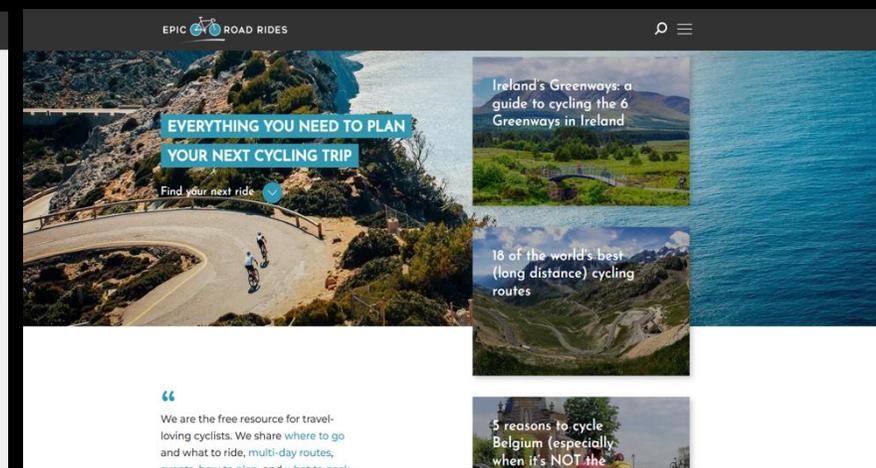
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EVERYTHING YOU NEED TO PLAN YOUR NEXT CYCLING TRIP

Find your next ride

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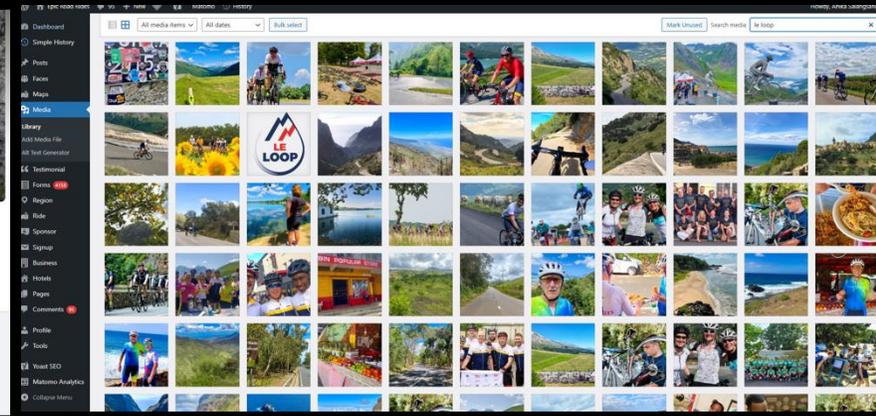


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Intro
The travel guide for cyclists. Go to [epicroadrides.com](#) for free guides to the world's top cycling destinations, tried and tested bike routes & downloads and tips for the best bike-friendly accommodation & bike hire.

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A cyclist's dilemma!
When spring arr... See more



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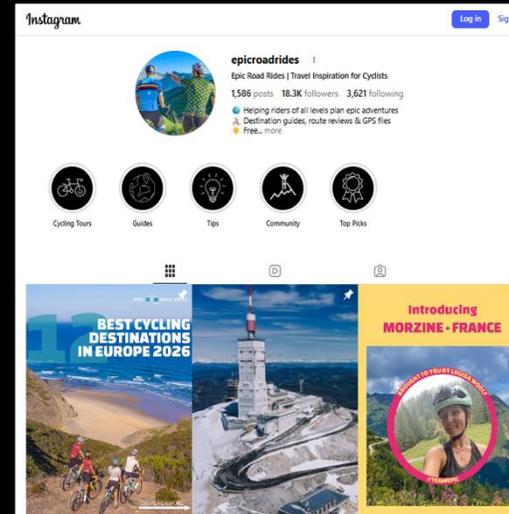
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Maps/ Analytics

Collaboration



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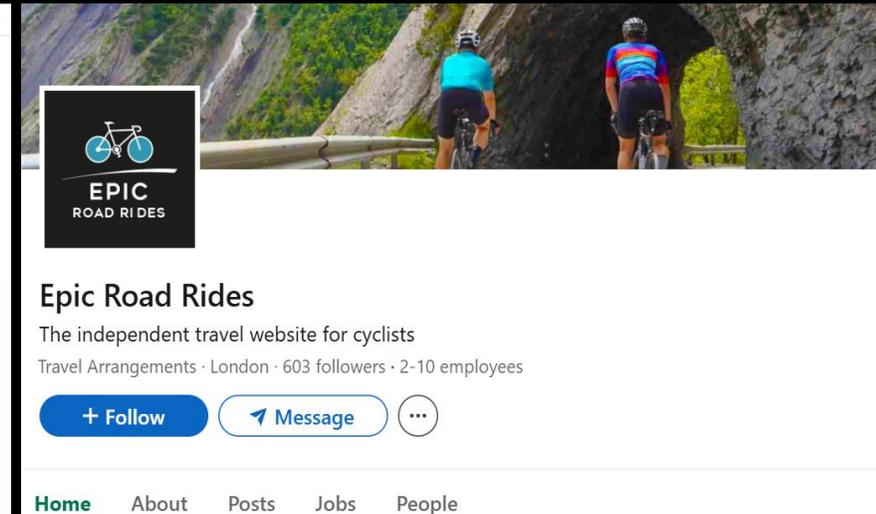
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Epic Road Rides | Travel Inspiration for Cyclists
1,586 posts 18.3K followers 3,621 following

Helping riders of all levels plan epic adventures
Destination guides, route reviews & GPS files
Free... more

Cycling Tours Guides Tips Community Top Picks

BEST CYCLING DESTINATIONS IN EUROPE 2026

Introducing MORZINE - FRANCE



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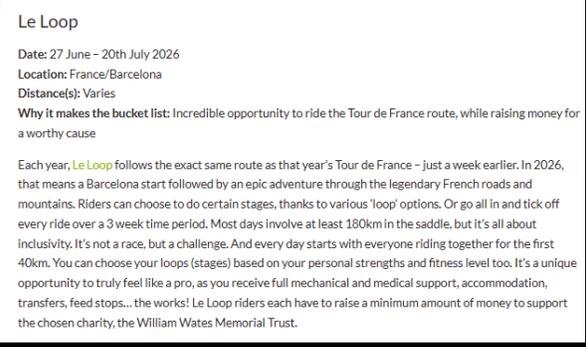
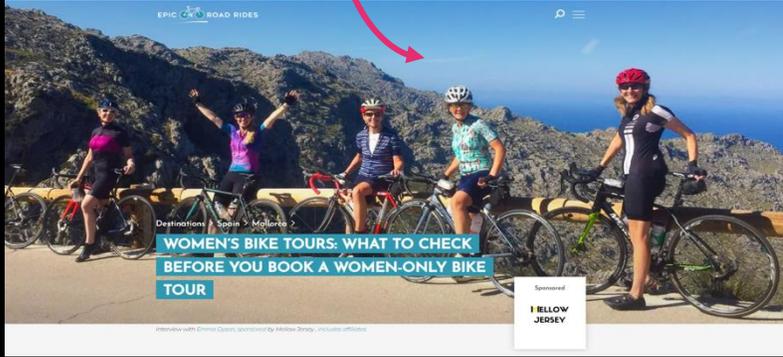
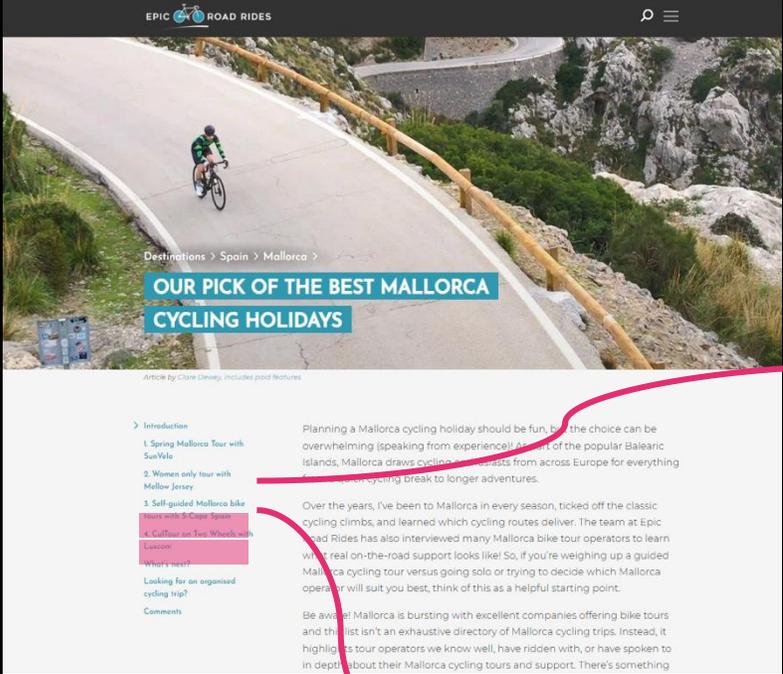
Epic Road Rides
The independent travel website for cyclists
Travel Arrangements · London · 603 followers · 2-10 employees

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Earned media = trust

It's credibility you can't buy directly.



Why this matters in 2026

- Differentiate yourself from your competitors
- AI pulls from trusted sources
- Google rewards authority signals
- Off-site visibility compounds over time
- Strategy beats one-off campaigns

Case study

What good looks like

- Clear positioning
- Obvious rider type
- Strong proof

Cyclists instantly understand the promise.

THE ULTIMATE LUXURY CYCLING TOURS

This is cycling, but not as you know it. Get ready for an adventure.

"MORE THAN A DESTINATION OR TRIP. MORE THAN A BIKE TOUR. BEYOND ANYTHING WE HAD HOPED FOR IN A JOURNEY THAT WE WAITED 14 YEARS TO EXPERIENCE AND IT COULD NOT HAVE BEEN BETTER."

OUR MISSION WHY INGAMBA?

WELCOME TO INGAMBA

THE ULTIMATE CYCLING EXPERIENCE

Ever wondered what your perfect day on the bike would look like? We did too. We wanted to create a cycling vacation that could combine luxury travel with an unrivalled cycling experience. We'd provide you with the best equipment and the most talented support staff. We'd eat and drink like a local, and stay in wonderfully luxurious accommodation.

Above all though, it had to be real. With genuine connections to the places we visit, we wanted to live like locals and make lifelong bonds. We wanted to follow the guidebooks, we wanted to rewrite the whole story.

You can read what our guests from the last 11 years have to say about us here. We've received the feedback we get. We promise, we will give you a trip of a lifetime. Read what *The New York Times* said about our Tuscany Chianti Classico trip – we would love to welcome you.

OUR TRIPS OUR MISSION

IN THE PRESS

WHAT THE WORLD'S TOP PUBLICATIONS SAY ABOUT US

Forbes *The New York Times* *Bloomberg Businessweek* *THE SUNDAY TIMES*

Ingamba has been featured in some of the world's finest publications, with thoughtful, honest articles from a host of internationally acclaimed writers and photographers. We're proud to share them here with you so that you can see why they think we're the best in the business.

Recap

Clarity	Be clear on who it's for and why
Confidence	Prove it works
Credibility	Show why you're trusted

Become a brand cyclists trust and book in 2026

Workshop: which is your weakest layer?