



**Strava gets 135M riders
to come back again and again**

**What can tour operators
copy to drive more bookings?**



Strava turns effort into identity.

Visible Progress.

< Profil

Statistiken

BESTZEIT

Längste Radfahrt 189 km >

Größter Anstieg 4.496 m >

Höhenzunahme 2.577 m >



Belonging.



Julio Ruggiero • 15.02.25

Great journey! It was a pleasure to follow.

♥ Gefällt 3 Mal



Marcus Mahn • 15.02.25

Absolut beeindruckend!!!
Die ganzen Eindrücke Deiner Reise zu
verarbeiten wird sicher noch lange andauern.

♥ Gefällt 2 Mal



Romain Level • 15.02.25

Bravo

♥ Gefällt 1 Mal



Maria Grazia Bottin • 15.02.25

ottimo inizio!!! 😊🐱...e tt il resto SUPPER 🍷



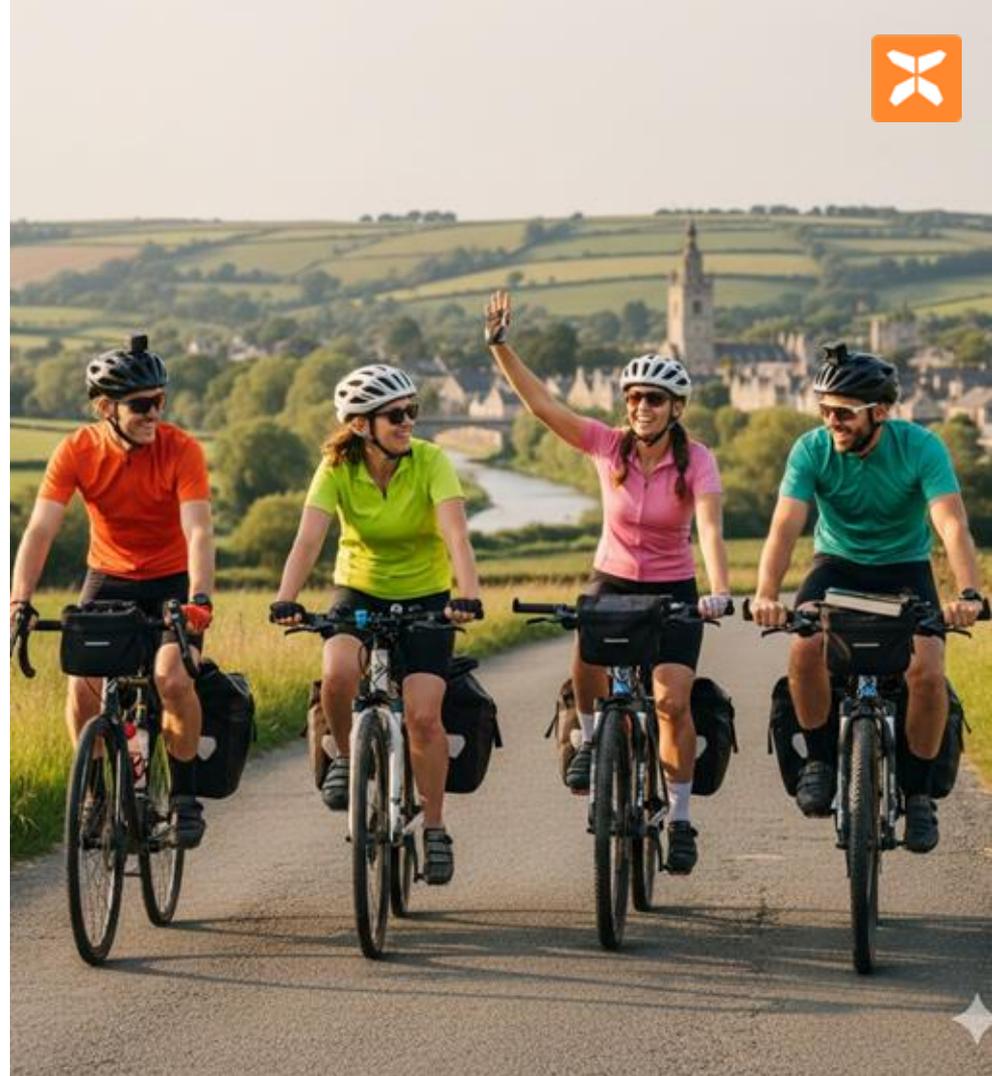
♥ Gefällt 2 Mal



Carsten Müller • 15.02.25

Sehr stark!

♥ Gefällt 1 Mal



Status.



< Profil

Segmente



Markiert



QOMs / CRs



Local Legends



Top 10

RADFAHRT

-  **Head Down to Kartbahn**
1,53 km 1:44 53,0 km/h 340 W >
-  **Schnurrgerade bergab**
1,57 km 1:54 49,7 km/h 325 W >
-  **Knappensee-Sprint**
1,43 km 2:20 36,7 km/h 248 W >
-  **Steinberg Triathlon Bike Sprint**
24,05 km 40:50 35,3 km/h 230 W >
-  **Kitzingen-Frickenhäuser TT**
9,41 km 14:12 39,8 km/h 264 W >

Trophäensammlung

79



1000
Aktivität



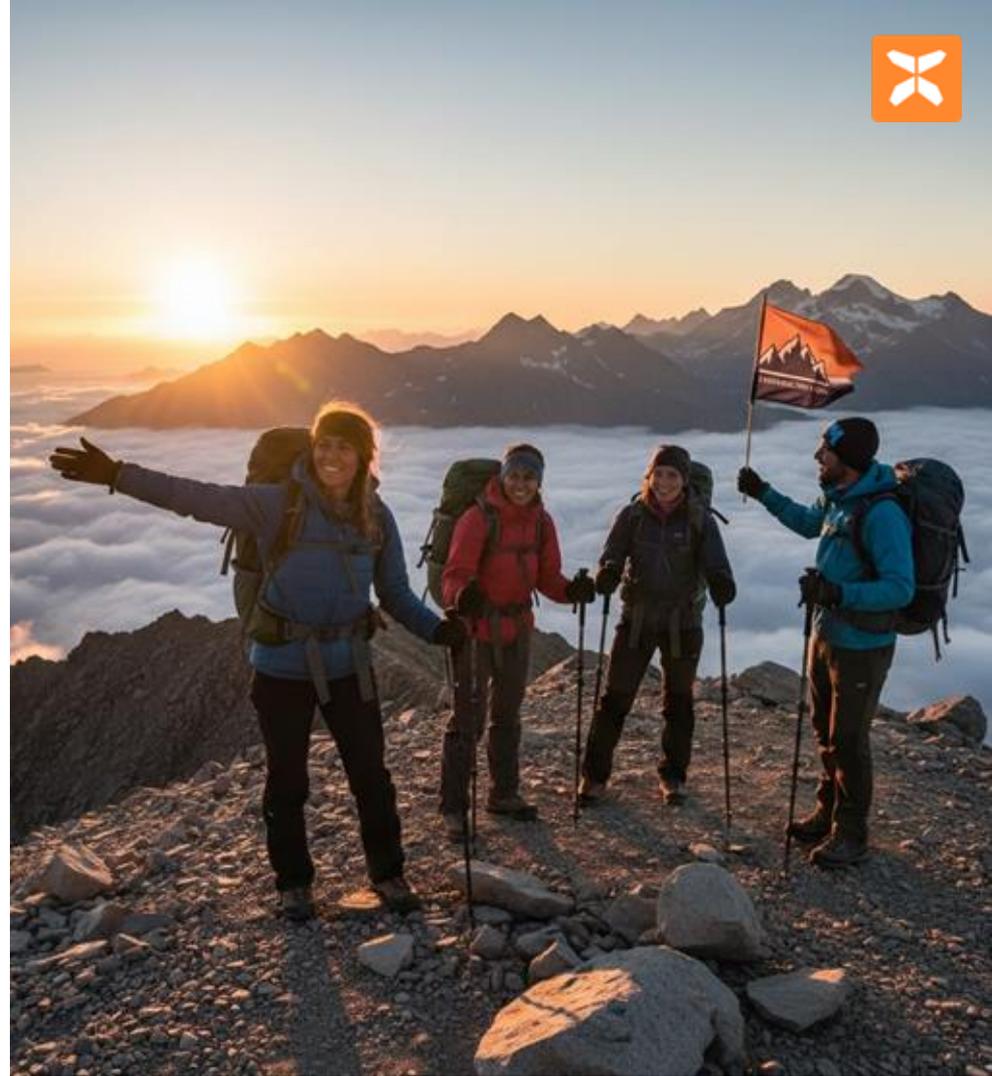
Feb. 2026



Feb. 2026



Jan. 2026



Story.





Identity creates return.







The trip ends.



The emotion peaks.





And the next brand touchpoint?



A newsletter.



Strava never disappears.
If you disappear after the ride ...



... so will your bookings.



Emotion fades.
Memory fades.
So does loyalty.



The gap kills retention.



Built around the moments that matter.



Before. During. After. Your brand.



The **all-in-on** experience for your travelers.

Beyond navigation.

