

## **ALTOUR-MED**

**2022-2-MT01-KA210-VET-000096406**

***KA210-VET - Small-scale partnerships in vocational education and training***



**altourmed**  
Alternative Tourism for the Mediterranean Region

## **Good Practices: GREEN VILLAGE, GREECE**



**Co-funded by  
the European Union**

The material of the project reflects only the author's views. The European Commission's support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission or the National Agency cannot be held responsible for any use which may be made of the information contained therein.

Project Number: 2022-2-MT01-KA210-VET-000096406

<b>Practice number</b>	3
<b>Name of the Practice</b>	<i>MyHotelBike</i>
<b>Category</b>	<i>2. Active Tourism</i>
<b>Type</b>	<i>1. Service 3. Digital Tool/Mobile App</i>
<b>Developer / initiator</b>	<i>Fernando Lujano Benavides</i>
<b>Short description</b>	<i>MyHotelBike is a service used in hotels for guests to rent a bike.</i>
<b>Goal</b>	<i>To promote cycling as a way to discover and do tourism thusly contributing to sustainability and environmental protection</i>
<b>Detailed description</b>	<p><i>MyHotelBike creates a complete cycling experience for visitors from all around the globe, saying goodbye to closing times, high deposits and strict rules, and welcoming the ease of having bikes in front of hotels.</i></p> <p><i>For guests it is simple to rent out a bicycle from the hotel, and for hotel staff it is easy to track occupancy and repair status. Invoicing is all automated, which means no paper trail.</i></p> <p><i>A green way for guests to explore the area without the need for public transport, plus an extra source of revenue for hotels.</i></p>
<b>Innovativeness</b>	<p><i>The company sees cycling as the most planet-friendly way to commute from one place to another. Therefore, MyHotelBike aims to inspire governments to improve cycling infrastructure in their cities and people to choose the bicycle as their number one mode of transport.</i></p> <p><i>Knowing that every year over a million bicycle parts get thrown away, it became the company's second nature to not only fix bicycles but also the parts they carry—instead of ‘simply’ replacing them.</i></p> <p><i>The company is developing the most sustainable bike of the world—a bike forever.</i></p> <p><i>100% carton free : the first bike company that aims to fully eliminate the use of carton boxes in its logistic process.</i></p>

	<p><i>Everything digital with MHB Systems, the company is cocreating a paperless environment for its employees, partners, franchisees and guests.</i></p> <p><i>They believe that a bike should be made available to anyone, also to someone who cannot afford it. Therefore they give away their used bicycles to those in need.</i></p>
<b>Financial aspect</b>	€€ = Moderate investment
<b>Country</b>	Netherlands
<b>Transferability</b>	<i>It can be easily up taken by hotel and tourism businesses without any modifications</i>
<b>Website and/or relevant links</b>	<a href="https://myhotelbike.com/">https://myhotelbike.com/</a>