

For Immediate Release

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Pedaling Towards the Future: 11th Cycle Cities Symposium, The Premier Bike Tourism Event, Gears Up in Marseille

MARSEILLE, FRANCE - October 8, 2024 - The global cycling tourism industry is set to converge in the picturesque port city of Marseille for the 11th Cycle Cities Symposium, taking place from February 3-5, 2025. As the oldest and most established symposium and networking event for bike tour operators, bike-focused hotels, cycling and travel brands, and industry professionals, this landmark gathering promises to be a catalyst for innovation and collaboration in the ever-growing world of bike tourism.

Hosted by Cycle Cities Member, Fada Bike Tours, the symposium continues its legacy of bringing together the brightest minds and most influential players in the cycling tourism sector. Cycle Cities, the driving force behind the symposium, represents a powerhouse in the industry with its member companies generating an impressive €30 million in revenue annually and serving over 300,000 travelers each year.

Program Highlights:

Day 1 (February 3):

- Marseille Bike Tour: Discover the city's secrets and treasures with expert guides from Fada Bikes
- Sunset Boat Party: A Welcome night cruise in the Vieux Port

Day 2 (February 4):

- Strategic Sync-Up: Focusing on Cycle Cities' mission and achievements
- OTAI: Exploring AI's impact on the tourism industry
- Bike 2 Consumer: Workshop on maximizing B2C sales and promotions
- Cyc-lone: Creative Brainstorming Session
- A Mighty Meeting: Virtual Happy Hour connecting with partners worldwide

- Partner Dinner: Traditional French dining experience

Day 3 (February 5):

- Connections Day
- Afternoon Networking & Exploration
- The Afterparty: Celebrating with drinks, awards, and Marseille atmosphere

Optional Activities:

- Feb 2: Informal get-together
- Feb 3: (Morning): Short Calanque Tour
- Feb 6: Full-day Calanque Tour, including de Sormiou

"We're honored to host this prestigious event that has been shaping the bike tourism industry for over a decade," says Emmanuel of Fada Bike Tours. Helene adds, "As the longest-running symposium of its kind, it offers unparalleled opportunities for networking and knowledge exchange in our beautiful city of Marseille."

Steve Kopandy, Founder of Cycle Cities, emphasizes the symposium's enduring significance: *"For 11 years, the Cycle Cities Symposium has been the cornerstone event for our industry. In Marseille, we'll continue our tradition of fostering connections and driving innovation that propels bike tourism forward."*

The 11th Cycle Cities Symposium is set to reinforce its position as the premier event in cycling tourism, offering attendees unmatched opportunities for growth, collaboration, and innovation in this dynamic sector.

For more information and registration details, visit <https://ccsymposium.com>.

Follow Cycle Cities [Instagram](#), [Twitter](#), [Facebook](#), and [LinkedIn](#) accounts for updates from the event.

For Press Release in English & Spanish as well as available photos:

<https://ccsymposium.com/pressrelease/>

About Cycle Cities: Cycle Cities serves as the global hub where bike tour operators unite to collaborate, network, and exchange valuable insights and expertise. With member companies offering bike tours, packages, and customized arrangements, Cycle Cities grants travelers unparalleled access, insider insights, peace of mind, exceptional value, and the freedom to savor destinations across Europe and beyond.