



## **Proposal for the delivery of the MountainBikeNI Consortium 2023 – 2024**

**January 2023**

Outdoor Recreation NI (ORNI) has prepared this proposal in order to request support from trail managing Councils for the financial year 1<sup>st</sup> April 2023 – 31<sup>st</sup> March 2024.

This proposal outlines:

1. Overview of Outputs
2. Added value gained from adopting a consortium approach
3. Proposal for 2023/2024

## 1. Overview of Outputs:

Outdoor Recreation NI will continue to assign staff resources to the MountainBikeNI Consortium in order to continue to promote Northern Ireland as a 'must visit mountain bike destination'.

Whilst promotion will take place under the MountainBikeNI umbrella brand each destination will be clearly differentiated within marketing activity.

The focus of marketing activity will be within Northern Ireland and the Republic of Ireland in order to deliver on key objectives:

- Increase number of visits within each trail centre
- Increase the engagement of mountain bikers with the local economy i.e. increase economic impact

Partner	NMDDC	MUDC	BCC	FODC
<b>Partner Support</b>	£16,666	£9,450	£5,250	£5,250
<b>Sponsorship Contribution</b>	£11,000	£5,500	0	0
<b>Partner Total</b>	£27,666	£14,950	£5,250	£5,250
<b>% of Delivery Capacity</b>	52%	28%	10%	10%
<b>Fundamental Outputs</b>				
<b>Mountain Bike NI Consortium</b>	✓	✓	✓	✓
<b>MountainBikeNI.com Website</b>	✓	✓	✓	✓
<b>Customer Interaction</b>	✓	✓	✓	✓
<b>Trail Centre Specific Outputs</b>				
<b>Trail Cards E-commerce</b>	✓	✓	x	x
<b>Mountain Bike NI Trails Team (Volunteer Ranger Scheme)</b>	✓	✓	✓	✓
<b>Sponsorship Liaison</b>	✓	✓	x	x
<b>Marketing Outputs</b>				
<b>NI Marketing via MTBNI Channels</b>	✓	✓	✓	✓
<b>ROI Marketing Campaigns</b>	✓ (£2,000)	✓ (£1050)	x	✓ (£1050)
<b>Business Upskilling</b>	✓	✓	x	✓
<b>Destination Support</b>	✓	✓	✓	✓

<b>Fundamental Outputs</b>	<b>NMDDC</b>	<b>MUDC</b>	<b>BCC</b>	<b>FODC</b>
<b>MountainBikeNI Consortium</b> <ul style="list-style-type: none"> <li>Act as the Secretariat for the MountainBikeNI Consortium - minimum of 2 meetings per annum</li> <li>Agree meeting dates, venue, agenda and circulate minutes</li> <li>Prepare and agree annual work programme and provide a progress report on a quarterly basis</li> </ul>	✓	✓	✓	✓
<b>MountainBikeNI.com Website</b> <ul style="list-style-type: none"> <li>Manage and maintain the MountainBikeNI.com website including: <ul style="list-style-type: none"> <li>All Trail Centres: <ul style="list-style-type: none"> <li>Manage Trail Centre Profile including event calendar in liaison with trail managers</li> <li>Update of Trail Conditions (diversions, closures etc) as required in liaison with trail managers</li> </ul> </li> <li>National Trail Centres Only: <ul style="list-style-type: none"> <li>Proactive liaison with local tourism service providers (accommodation and eatery) to ensure their web profiles are targeted to the mountain bike market and offers are available in line with campaigns</li> </ul> </li> </ul> </li> <li>Provide accurate information and content (as required) for councils' tourism websites</li> <li>Proactive Search Engine Optimisation (SEO) to ensure competitive Google Ranking for key terms in both Great Britain (GB) and Republic of Ireland (ROI) markets</li> </ul>	✓	✓	✓	✓
<b>MountainBikeNI Social Platforms</b> <ul style="list-style-type: none"> <li>Manage and maintain the MountainBikeNI social media platforms on: <ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>Twitter</li> <li>YouTube</li> </ul> </li> </ul>	✓	✓	✓	✓
<b>Customer Interaction</b> <ul style="list-style-type: none"> <li>Deal with customer enquiries via telephone, email and social media in a timely manner</li> </ul>	✓	✓	✓	✓

<b>Trail Centre Specific Outputs</b>	<b>NMDDC</b>	<b>MUDC</b>	<b>BCC</b>	<b>FODC</b>
<b>Trail Cards</b> <ul style="list-style-type: none"> <li>Manage and maintain the e-commerce platform within MountainBikeNI.com</li> <li>Proactively engage with tourism service providers and relevant retail outlets to encourage stocking and sale of trail cards</li> </ul>	✓	✓	x	x

<ul style="list-style-type: none"> <li>Facilitate any reprint / redesign of trail cards<sup>1</sup></li> <li>Provide quarterly report of trail card sales within overall work programme report</li> </ul>				
<b>MountainBikeNI Trails Team (Volunteer Ranger Scheme)<sup>2</sup></b> <ul style="list-style-type: none"> <li>Lead the recruitment of MTB volunteers and manage database</li> <li>Communicate dates of maintenance days and allocate volunteers</li> <li>Manage MountainBikeNI Trails Team Facebook Group</li> <li>Proactively publicise the work of the MountainBikeNI Trails Team</li> <li>Organise a training and reward programme in conjunction with the trail sponsor</li> </ul>	✓	✓	✓	✓
<b>Sponsorship Liaison</b> <ul style="list-style-type: none"> <li>In partnership with National Trail Centre managing councils recruit a title sponsor for MountainBikeNI.com and the National Trail Centres</li> <li>Agree annual sponsorship plan with sponsors and act as key liaison to maximise benefits of both parties</li> <li>Manage the ongoing relationship with the sponsor</li> </ul>	✓	✓	×	×

Marketing Outputs	NMDDC	MUDC	BCC	FODC
<b>NI Marketing via MTBNI Channels</b> <ul style="list-style-type: none"> <li>Increase awareness levels, visitation and spend from NI based Mountain bikers via: <ul style="list-style-type: none"> <li>Creation of blog content</li> <li>Implementation of E-marketing plan</li> <li>Implementation of social media plan</li> <li>Creation and distribution of press releases to local and NI media</li> </ul> </li> </ul>	✓	✓	✓	✓
<b>Rol Marketing via MTBNI Channels</b> <ul style="list-style-type: none"> <li>Increase awareness levels, visitation and spend from Rol based Mountain bikers via: <ul style="list-style-type: none"> <li>Creation of blog content</li> <li>Implementation of E-marketing plan</li> <li>Implementation of social media plan</li> </ul> </li> </ul>	✓	✓	✓	✓
<b>Rol Marketing Campaign</b> <ul style="list-style-type: none"> <li>Increase awareness levels, visitation and spend from Rol based Mountain bikers via: <ul style="list-style-type: none"> <li>Delivery of a targeted marketing campaign to include offline and online advertising, social media advertising, social influencer marketing, PR, FAM trips etc.</li> </ul> </li> </ul>	✓	✓	×	✓

<sup>1</sup> Additional budget will be required for trail card design and print costs

<sup>2</sup> Council partners to deliver maintenance days including provision of lunch

<p><b>Business Upskilling</b></p> <ul style="list-style-type: none"> <li>• Support Council workshops for local tourism service providers</li> <li>• Proactive engagement with local tourism service providers (accommodation, eateries and activity providers) to ensure: <ul style="list-style-type: none"> <li>○ their offering is targeted to the mountain bike market i.e. 'MTB Friendly'</li> <li>○ innovative offers are available in line with campaigns</li> <li>○ increased awareness of MTB product offering within their destination</li> <li>○ Update of on-line toolkit for local tourism service providers including visitor profiles and requirements, product and service advice, marketing recommendations / opportunities and best practice benchmarking</li> </ul> </li> <li>• Ongoing support and promotion of the trail head providers</li> <li>• Distribution of 2 e-newsletters to relevant stakeholders re marketing campaign updates, promotional opportunities and support</li> </ul>	✓	✓	x	✓
<p><b>Destination Support</b></p> <ul style="list-style-type: none"> <li>• Provide support to Council Tourism teams to accurately incorporate the promotion of mountain biking within a wider tourism offering</li> </ul>	✓	✓	✓	✓

## 2. Added value gained from adopting a consortium approach

Outdoor Recreation NI is able to provide the following added value to those councils supporting the MountainBikeNI Consortium:

### Consortium Approach

A consortium approach provides the following benefits:

- **Economies of scale** in campaign costs
- The ability to **cross sell** between trail centres i.e. consumers interested in or visiting the Mourne based trails will learn about the Davagh Trails and vice versa
- A greater potential to attract (via tender) a **sponsor**
- **Improved brand, destination and product recognition**

### Marketing Foundation

The following marketing foundation is already in place – reducing the need for supporting councils to further invest elsewhere:

- MountainBikeNI.com website attracting 27,283 visits in 2022/23 from April – December 2022 (9 months)
- E-marketing Database of 10,532
- Social media following of 30,000+ (Facebook, Twitter, Instagram)

### Expertise & Knowledge

Outdoor Recreation Northern Ireland is a not-for-profit organisation whose role is to develop, manage and promote outdoor recreation across Northern Ireland, therefore those councils supporting the consortium benefit from its significant expertise and knowledge.

- Product knowledge gained from:
  - proactive campaigning for 10+ years for the development of mountain biking in Northern Ireland
  - driving the development of Rostrevor, Castlewellan, Blessingbourne, Castle Ward, Davagh Forest, Gortin Glen Forest Park, Gosford and Barnett Demesne Mountain Bike Trails
- Visitor Safety knowledge gained from:
  - membership and secretariat of Visitor Safety Group (VSG)
  - staff training investment including VSG and other relevant workshops
- Mountain bike market knowledge gained from proactive:
  - benchmarking from competitor destinations
  - engagement with UK and ROI wide industry experts
  - staff training investment including learning journeys and industry conferences
- Marketing expertise gained from:
  - 10+ years of proactively promoting outdoor recreation / activity tourism in Northern Ireland via Outdoor Recreation NI platforms such as WalkNI.com
  - 10+ years building key contacts within the mountain biking industry, including journalists at popular mountain bike and mountain bike related magazines,

competitive riders at a local and national level and appropriate influencers within the UK and Ireland

### 3. Proposal 2023 / 2024

#### Delivery of Outputs

Partner	NMDDC / £	MUDC / £	BCC / £	FODC / £
Partner Support	£16,666	£9,450	£5,250	£5,250
Sponsorship Contribution	£11,000	£5,500	0	0
Partner Total	£27,666	£14,950	£5,250	£5,250
% of Delivery Capacity	52%	28%	10%	10%

#### Rol Campaign

Source	Amount / £	% of campaign delivery
Newry, Mourne and Down District Council	2,000	49%
Mid Ulster District Council	1,050	25.5%
Fermanagh & Omagh	1,050	25.5%
<b>TOTAL</b>	<b>£4,100</b>	<b>100%</b>

#### Total Costs

Council	Partner Support	Rol Campaign	Total Cost
Newry, Mourne and Down District Council	£16,666	2,000	<b>£18,666</b>
Mid Ulster District Council	£9,450	1,050	<b>£10,500</b>
Belfast City Council	£5,250	/	<b>£5,250</b>
Fermanagh & Omagh	£5,250	1,050	<b>£6,300</b>





chain reaction

MOUNTAINBIKENI MID ULSTER HIGHLIGHTS

(APRIL 2022 – MARCH 2023)



## What is the MountainBikeNI Consortium?

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The MountainBikeNI Consortium was set up to provide a forum for coordinating marketing for the official mountain bike trail centres in Northern Ireland with participating councils, and for them to share best practise with each other. The Consortium is made up with members from Belfast City Council, Mid Ulster District Council, Newry, Mourne and Down District Council and Fermanagh and Omagh District Council.

Mid Ulster District Council's package of support includes:

- Being a part of the MountainBikeNI Consortium, which meets twice per year
- Placement on the MountainBikeNI website, with information on the trails and local accommodation and eateries
- Featured in MountainBikeNI social platforms
- Customer interaction
- Marketing to NI and ROI audiences
- Involvement within an ROI marketing campaign
- Business upskilling – providing information and content to local businesses interested in capitalising upon the mountain biking market
- Added value from a consortium approach; economies of scale for campaigns and an improved brand, destination and product recognition

## Key Benefits of the MountainBikeNI Consortium

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- Access to over **30,000** mountain bikers in NI and ROI on the MountainBikeNI social media platforms
- Access to over **10,000** mountain bikers via the MountainBikeNI e-newsletters
- Presence on the MountainBikeNI website which receives over **2,500** visits per month
- Largest social media following of any UK or Ireland mountain bike trails page
- Presence on the largest social media following of any UK or Ireland mountain bike trails page
- Direct access to mountain bikers to communicate trail conditions, any diversions, closures, events or other vital health and safety information
- Benefit from cross promotion through mountain bikers visiting the website interested in the trails at Barnett Demesne, Castlewellan, Gortin Glen Forest Park and Rostrevor MTB Trails
- Access to other council best practise advice and experiences from consortium meetings
- Expertise in content creation, including developing photo suites, videos and tailored copy for mountain bikers.
- Access to MountainBikeNI's back catalogue of UGC (User Generated Content)
- Contacts within the industry, such as Greg Callaghan and Dan Wolfe
- PR and social influencer contacts within the industry
- Opportunity to work with Chain Reaction / Wiggle, who remain one of the largest companies in the mountain bike scene

# MountainBikeNI Consortium Davagh Forest and Blessingbourne Estate

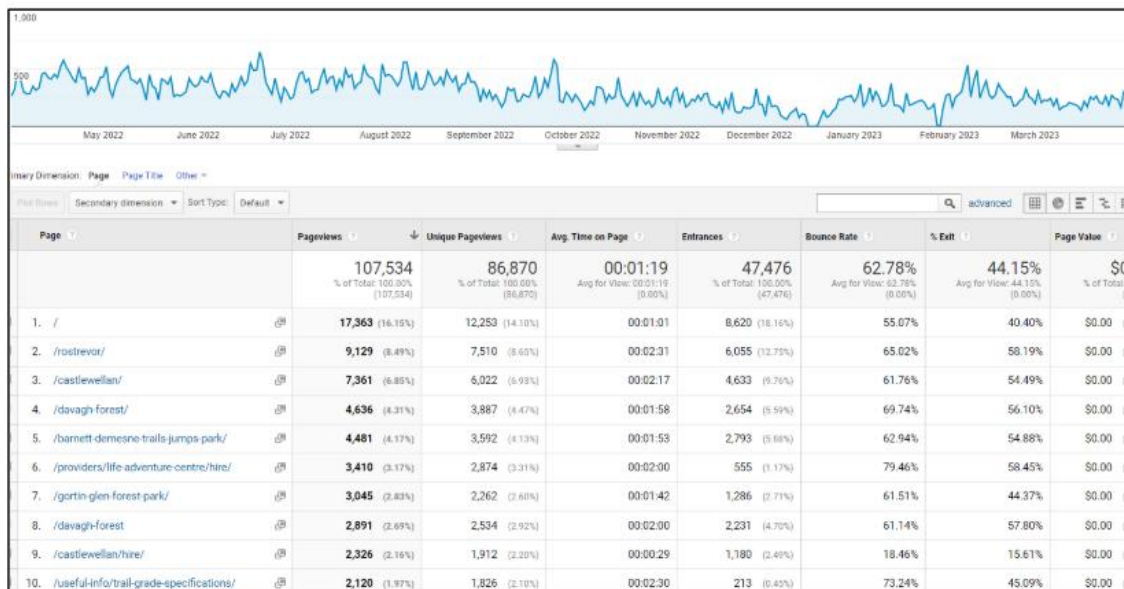
## MTB Trails Coverage

### WEBSITE

Received **34,200** unique visits between 01/04/22 and 31/03/23

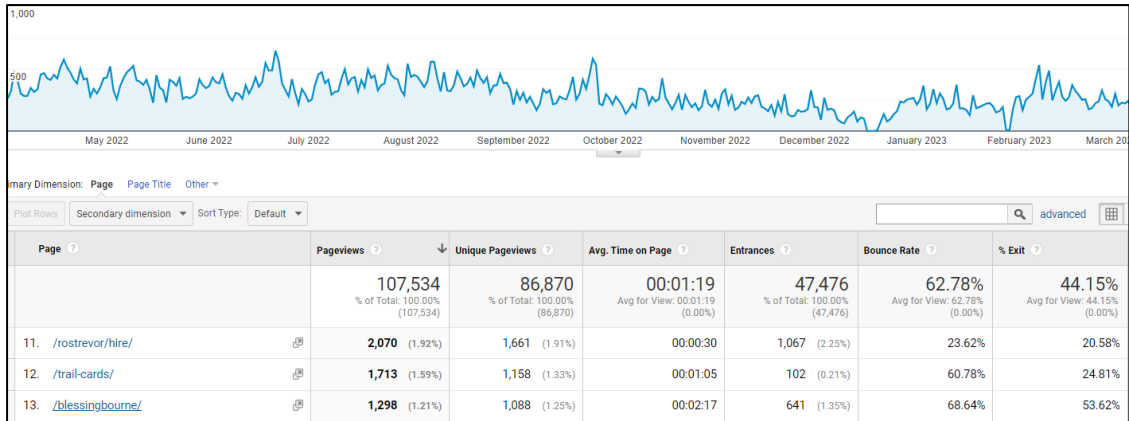


Davagh Forest Profile received **4,636** page views



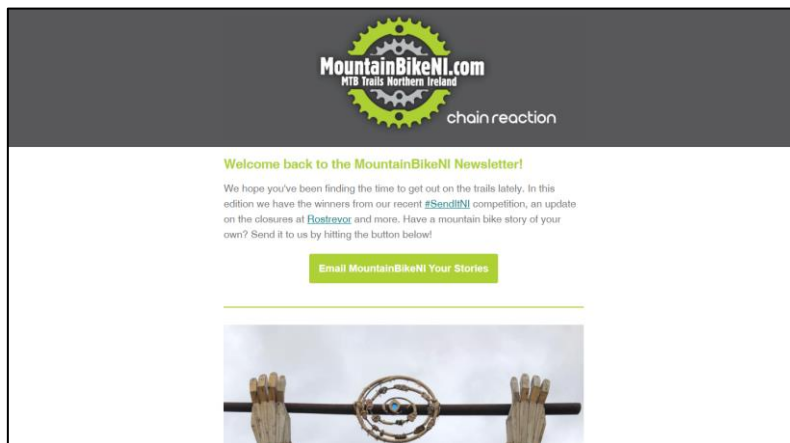
Davagh Forest profile page is the 4<sup>th</sup> most visited page on the website

Blessingbourne Estate Profile received **1,298** page views



## ONLINE MARKETING

6 Newsletters sent out to database of 10,472 subscribers. 5 Features mentioning Davagh Forest.



### Apres Ride Pints - Shepherds Rest

The Shepherds Rest is located less than 3 miles from the [Davagh Forest Trails](#) and welcome all mountain bikers looking to stay near the trails. They have pitches for touring caravans (electric + water), tents, service block, laundry, hot showers, bike wash, BBQ and picnic area. There is also a cosy garden cottage and a welcoming pub on site perfect for a post-ride pint!

The Shepherds Rest also provides shower, bike wash, laundry and bike storage facilities.

Make sure to stop in or stop over next time you visit Davagh!



### "On Yer Bike" Video Showcases Northern Ireland's Trail Centres

The trails in Northern Ireland are waiting for you.

[Castlewellan](#) [Davagh Forest](#) [Gortin Glen Forest Park](#) [Bostrevor](#).

You know the names - let us show you what we've got.

[Watch the Video Now](#)



### Accommodation Spotlight

Sperrinview Glamping is an idyllic location, with amazing trails nearby and a totally unique vibe.

Conveniently located a stone's throw away from the mountain bike trails at [Davagh Forest](#), Sperrinview Glamping is also very close to the [QM Dark Sky and Observatory](#), a recent feature that benefits from the markedly low levels of light pollution amidst that particular area of the Sperrins.

Each pod features a specially manufactured "viewing window" allowing you to lie in bed and gaze upon the stars.

For information on accommodation near to any of Northern Ireland's Mountain Bike Trail Centres, visit the centre you're interested in on [MountainBikeNI.com](#) and then select "Where to Stay."

[Check Out Sperrinview Glamping](#)



### Giant Picture Wins MountainBikeNI Photo Competition!

The [#SendItNI](#) photo competition has come to an end and we have a winner! Congratulations to Gian Grissam for capturing a fantastic photo of the Giant at [Davagh Forest](#) and winning a £200 voucher for [Chain Reaction Cycles](#) in the process.



### Accommodation Discounts with 'On Yer Bike'

Accommodation providers listed on [MountainBikeNI](#) are currently offering a range of discounts for mountain bikers in the Republic of Ireland who book to stay between now and the end of May.

Providers like [Hearthome Cottage](#) close to [Davagh Forest MTB Trails](#), [Hanna's Cloga Cottages](#) near to [Castlewellan MTB Trails](#) and [East Coast Adventurous Centre](#) at [Rostrevor MTB Trails](#) are just some of those providing special offers. To avail of them, simply quote "On Yer Bike" when you book.

[Find Accommodation Providers](#)

Mentioned in **5** News Stories and **7** Blogs

# News

[SEE ALL NEWS](#)

## ON YER BIKE VIDEO LAUNCHES!

**MAY 4** MountainBikeNI has launched a new video showcasing Northern Ireland's mountain bike trail centres, as part of a campaign to encourage rides in the Republic of Ireland to visit the trails.

The video, titled 'On Yer Bike!' takes viewers on a tour of multiple trails around NI including Castlewellan, Rostrevor, Davagh Forest and Corlin Glen Forest Park MTB Trails.

The video also showcases a plethora of local talent, with Gary Donaldson, Hannah Mullin, Nic Rocks, Connor Campbell, Joe Ward, as well as Spanish MTB coach, [Torrey Hooper](#).

For more information on the mountain bike trails in NI, visit [MountainBikeNI.com](#) now.

# News

SEE ALL NEWS

## LAST CHANCE TO AVAIL OF #ONYERBIKE ACCOMMODATION

The special offers from MountainBikeNI's 'OnYerBike' campaign are ending at the end of this month, meaning it's your last chance to book and avail of them.

**MAY 26** Places like [Hawera, Clove](#) and [East Coast Adventure Centre](#) in the Mourne's both have fantastic offers, while further west you can avail of [Ais Teach Eain](#) that resides close to the trails at [Davagh Forest](#) and [Gortin Glen Forest Park](#).

To book your trip, simply contact the providers (which can be found on [MountainBikeNI](#)) and quote "OnYerBike" to them.

# News

SEE ALL NEWS

## WHAT ARE THE OPENING HOURS OF THE MOUNTAIN BIKE NI TRAIL CENTRES OVER CHRISTMAS?

**DEC 21** **Barnett Omeene** Christmas is a time when most of us are off for a little longer than normal, and as such a great time to get out for a spin on the trails. If Santa dropped off some new gear and you're planning to try it out, here are the opening hours of trail centres.

The trails of Barnett are open all throughout Christmas, 24 hours a day. Parking is free in the Mary Peters Track car park as always.

**Blessingbourne Estate**  
The trails are open all during Christmas.

**Castlewellan Forest Park**  
The Forest Park at Castlewellan is closed on Christmas day.

**Davagh Forest Park**  
The trails are open all throughout Christmas.

**Gortin Glen Forest Park**  
The trails are open all throughout Christmas.

**Rostrevor**

# News

SEE ALL NEWS

## SEND IT!

**JAN 16** MountainBikeNI are offering a £200 voucher for Chain Reaction Cycles for the best picture sent to us from any any of the large official mountain bike trail centres (Rostrevor, Castlewellan, Davagh Forest or Gortin Glen Forest Park).

To enter the competition, you can send your picture to [info@mountainBikeNI.com](mailto:info@mountainBikeNI.com) or post your image under our Facebook post here.

Entrants agree that any pictures sent in may be reshared by MountainBikeNI in the future on social media. The winner will be the person who sends in the photograph.

There will also be a £50 voucher for the runner up. The winner will be selected on Friday 27th January.

Good luck!

# News

SEE ALL NEWS

## NEW CHAIN REACTION SIGNAGE INSTALLED

**SEP 2** Volunteers from trail sponsor [Chain Reaction Cycles](#) yesterday traversed almost 100km of mountain bike trails across three trail centres updating waymarker discs and trailhead signage.

The trails at [Castlewellan](#), [Davagh Forest](#) and [Rostrevor](#) are all in the process of updating their signage and volunteers from the organisation traversed the multiple trails across all trail centres to update the signage.

Along the way, they also lifted litter, gave out directions to lost bikers at one stage and enjoyed the trails themselves!

Managing Editor of Chain Reaction, Matt Cole said, "Mountain biking is at the core of everything we do at Chain Reaction and we're hugely proud to sponsor our local trails in Davagh, Castlewellan and Rostrevor – each of which offer an awesome day out for a broad range of riding abilities. We were stoked to head out with our newly branded waymarkers and update the many routes at each location. Of course, being able to ride trails all day was a bonus too!"

2) Splashing in puddles is fun



*Yee'ing is not compulsory but is advised*

This probably sounds a little simplistic but almost every rider has that inner child who loves the thrill of flying through a muddy puddle and feeling it skate up around the bike as we take the next corner. Just last week in [Glenties Forest Park](#) we literally heard some giggling as they set off down Kelan's Run. The autumn and winter months provide this in abundance and it makes the hot shower at the end of your ride all the more rewarding. [Davagh Forest](#) is a personal favourite of ours for going in dry and coming out like a swamp monster. We love it.

Davagh Forest

Karl Price

*A popular spot for a picture but Karl's captures a few extra elements. The intensity of the sun, the blue sky and Davagh's distinctive forest all look incredible here - the perfect backdrop to an epic rock drop.*



Philip Bayne

*Philip's picture looks like a Bob Ross painting. Every time we see it there's an extra layer, from the colouring to the heat, to the bikes and the trail sign. Love this.*



2. Bike accessories: If a new bike isn't in the budget (the cost-of-living crisis means there's likely to be a slowdown in bike sales this Christmas), there are plenty of other bike-specific gifts that will no doubt go down a storm. Consider a new suspension fork, dropper seat post, or set of custom wheels to give your loved one's ride a boost. Again, make sure you know the specific make you'll need; check with a mountain biking friend or your loved one if it's a gift.
3. Guided mountain bike tours or rentals: This one is a little different and definitely for the newer mountain bikers that are out there. Companies like [BikeMourne](#) offer the ability to hire an e-bike and explore further afield; or you could hire [a MTB guide](#) for the trails and get some lessons. In either case, there'll be an added sense of adventure of doing something different.
4. Protective gear: No matter how skilled a rider is, accidents can happen. There's a reason [Davagh Forest's](#) slogan is "Davagh Rocks". For parents of newer mountain bikers, it should be obvious that helmets are an absolute essential. Thankfully experienced mountain bikers here are acutely aware of this as well and young people riding without any protective gear are frequently called out on the trails before they even get started. Help your loved one stay safe on the trails with a new helmet or some protective gear, [such as elbow or knee pads; there are a huge number available from Chain Reaction](#).



*Yew and Holm Oak Trees are distinctive around Blessingbourne Estate*

In survey after survey, mountain bikers repeatedly highlight getting into nature as one of the biggest reasons for why they mountain bike. It's easy to see why - problems seem to be smaller, if not forgotten altogether when you're pushing down your favourite trails.

The good news is that the absence of long days or hotter weather doesn't change that. It's a different costume on the same old friend. If you're at [Blessingbourne Estate MTB Trails](#), you'll still be surrounded with its ruggedly epic forest - it just may not be as sunny (although we're told the sun is always shining in Fivemiletown...) All the benefits humans derive from being outdoors are still there - we might just be a little wetter than before. Speaking of which...



*Davagh Forest and Barnett Demesne trail centres have both become popular night riding spots*



#### **1. It's so close**

If you're thinking about exploring the mountain biking world, you don't have far to travel. Luckily on this island, we have plenty of incredibly exciting trails on our doorstep. Northern Ireland is home to six mountain bike trails that encompass black, red, blue and green trails, as well as a number of downhill trails and orange features.

Dublin's fair city is a short distance to two of NI's biggest trails, only an hour and a half from [Rostrevor](#) and just under two hours to [Castlewellan](#). You're also much closer to the mountain bike trails in Northern Ireland if you live in the west of Ireland with [Blessingbourne Estate](#) only a half an hour journey from Monaghan and Cavan. The MTB trails at [Gortin Glen Forest Park](#) in County Tyrone are only a half an hour journey from the border of Donegal. With these wonderful trails situated only a few hours up the road, it's a must try for MTB riders across Ireland.



# CAMPAIGN SUITE OF PHOTOGRAPHY

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## CAMPAIGN VIDEO

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@phil8697 8 months ago

Nice video. Makes me want to head out on the NI trails asap. Great soundtrack too!



1



Reply



@smashyrashy708 9 months ago

Its a shame the mtb trails in the south arent as good



Reply



@Dima-in6en 5 months ago

## USER GENERATED CONTENT IMAGES

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## SOCIAL MEDIA

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25,292



2,712



3,058



1,167

Continued branding on Facebook, Instagram and Twitter.

## 17 Facebook Posts


**MountainBikeNI**  
Published by Ethan Loughrey · 2 February · 🌐

COMPETITION FINALISTS!

We had so many entrants for our #SendItNI photo competition that we could only narrow it down to the final 4.


You guys have the hard work! We've also decided to increase the prizes:  
1st place receives a £200 voucher for Chain Reaction Cycles.  
2nd place - £75 voucher,  
3rd place - £50 and  
4th place - £25

Vote for your winner by commenting 1, 2, 3 or 4 (or vote on Instagram) BEFORE 3PM TOMORROW!  
Best of luck 🍀



**MountainBikeNI**  
Published by Ethan Loughrey · 9 February · 🌐


Meet the 10 runners up from our #SendItNI Photo Competition!  
<https://www.mountainbikeni.com/blog/>  
#ChainReactionCycles #MountainBikeNI #CastlewellanMTB #RostrevorMTB #DavaghForestMTB #GortinGlenForestParkMTB



**MountainBikeNI**  
Published by Ethan Loughrey · 16 January · 🌐

Post a picture\* of you riding at Rostrevor, Castlewellan, Davagh or Gortin Glen Forest Park below to be in with a chance of winning a £200 voucher for Chain Reaction Cycles!  
The winner will be selected next Friday 27th January at 3pm.  
You can also email your picture to [info@mountainbikeni.com](mailto:info@mountainbikeni.com)! For more information, visit [MountainBikeNI.com](http://MountainBikeNI.com)... See more

**ENTER YOUR PICTURE TO BE IN WITH A CHANCE TO WIN A £200 VOUCHER FOR CHAIN REACTION!**



#SENDITNI

See Insights and Ads [Boost post](#)

**MountainBikeNI**  
Published by Ethan Loughrey · 4 May 2022 · 🌐

ON YER BIKE!

The trails in Northern Ireland are waiting for you. Let us show you what we've got.  
#CastlewellanMTB #RostrevorMTB #DavaghForestMTB #GortinGlenForestParkMTB #OnYerBike #mountainbikeni ... See more

Click to expand

0:05 / 2:09


MOUNTAINBIKENI.COM  
On Yer Bike [Learn more](#)

[See Insights and Ads](#) [Boost again](#)

151 24 comments 35 shares

**MountainBikeNI**  
Published by Ethan Loughrey · 19 December 2022 ·

Book a short trip to Blessingbourne Estate over Christmas and have 13km of fantastic trails at your back door.  
The back door of award winning accommodation no less.  
[Blessingbourne @blessingbourne](#)



See Insights and Ads [Boost post](#)

4

Like Comment Share

**MountainBikeNI**  
Published by Ethan Loughrey · 8 November 2022 ·

Davagh is hosting a 10k race this Saturday 12th November and the forest will be closed until 3pm.




See Insights and Ads [Boost post](#)

3

3 comments 4 shares

**MountainBikeNI**  
Published by Ethan Loughrey · 14 February ·

[#DavaghForest](#)



See Insights and Ads [Boost post](#)

22

6 comments

**MountainBikeNI**  
Published by Ethan Loughrey · 6 February ·

Our first place winner! Congratulations to [Gariné Grissam](#) for this shot taken at Davagh Forest with one of it's recently arrived Giants. Can't make out the brand but we'll assume we know what it's riding 🤔

Runners up are in the comments - thanks to everyone who submitted and voted, the standard was incredibly high!  
[#SendItNI](#) [#MountainBikeNI](#) [Mid Ulster District Council](#)



See Insights and Ads [Boost post](#)

33

7 comments

**MountainBikeNI**  
Published by Ethan Loughrey · 12 January · 🌐

**TRAILS CLOSURE NOTICE**  
The trails at Blessingbourne Estate and Davagh Forest are closed until 3am due to the weather warning currently in place.

**NOTICE:  
TRAILS CLOSURE AT  
BLESSINGBOURNE  
ESTATE AND  
DAVAGH FOREST**

See Insights and Ads [Boost post](#)

👍 5 7 comments

👍 Like    💬 Comment    ➦ Share

**MountainBikeNI**  
Published by Ethan Loughrey · 18 January · 🌐

Experience the package at Davagh Forest.

If you book to stay at the amazing glamping pods with [Sperrin View Glamping](#) you have an incredibly array of experiences at your doorstep.

📍 Access to Davagh Forest's 16km of red and blue trails (along with a few orange features 🤩). The skills park and an encounter with a nearby giant, as well as the brand new [OM Dark Sky Park and Observatory](#)

Plan your trip now  
[#SendItNI](#)

See Insights and Ads [Boost post](#)

👍 75 21 comments 18 shares

👍 Like    💬 Comment    ➦ Share

**MountainBikeNI**  
Published by Ethan Loughrey · 18 October 2022 · 🌐

Davagh Forest is hosting a motor rally event on the 5th November with the forest closed until 6pm.

**TRAILS CLOSURE**

**DAVAGH FOREST  
SAT 5TH NOV**

See Insights and Ads [Boost post](#)

👍 10 10 comments 4 shares

**MountainBikeNI**  
Published by Ethan Loughrey · 13 September 2022 · 🌐

**Autumn Escapes at Blessingbourne Estate**  
Blessingbourne has 13km of great trails, a pump track and bike hire, as well as award winning accommodation.

Get in touch at [Blessingbourne](#) to book your short stay trip now.  
[#MountainBikeNI](#) [#Staycations](#) [#MTBTrips](#)

See Insights and Ads [Boost post](#)

👍 18 4 comments 1 share

👍 Like    💬 Comment    ➦ Share

Write a comment...

**Canon Maddox**  
**Matthew Gilchrist keen**  
Like Reply Hide 50 w



**MountainBikeNI**  
Published by Ethan Loughrey · 12 September 2022 ·

The night riding season is getting closer.  
Where do you like to head for the cycle in the dark effect? What do you like about it?

See Insights and Ads [Boost post](#)

33 30 comments 2 shares

**MountainBikeNI**  
Published by Ethan Loughrey · 7 September 2022 ·

**\*PARTIAL TRAIL CLOSURE\***  
The Run Ragley Run trail at Davagh Forest is currently closed due to a number of trees down. Thanks to everyone getting in touch to let us know!

See Insights and Ads [Boost post](#)

15 14 comments 1 share

**MountainBikeNI**  
Published by Ethan Loughrey · 2 September 2022 ·

Almost 100km of updated waymarker posts!

Big thank you to the volunteers from Chain Reaction Cycles who helped us update the waymarker discs around Castlewellan, Davagh Forest and Rostrevor MTB trails yesterday!  
Big shout out to the helpers from MourneLive and Mid Ulster District Council also!  
If you happen to see any we missed, drop us a PM

See Insights and Ads [Boost post](#)

**MountainBikeNI**  
Published by Ethan Loughrey · 25 August 2022 ·

Notice for Davagh Forest this Sunday 28th August.  
The trails will be closed while a rally is taking place through the forest. It will reopen on Monday 29th.

See Insights and Ads [Boost post](#)

5 3 shares



9 Tweets



**MountainBikeNI** @MountainBikeNI · Feb 6

Our first place winner! Congratulations to Garie Grissam for this shot taken at Davagh Forest with one of it's recently arrived Giants. Can't make out the brand but we'll assume we know what it's riding 🤪

#SendItNI #MountainBikeNI @MidUlster\_DC



433

**MountainBikeNI** @MountainBikeNI · Oct 11, 2022

Temporary Trails Closure Notice: Davagh Forest is hosting a motor rally event on the 5th November with the forest closed until 6pm.



**MountainBikeNI** @MountainBikeNI · Jan 12

TRAILS CLOSURE AT DAVAGH FOREST AND BLESSINGBOURNE ESTATE: A yellow wind warning has been issued which is valid from 15:00 today to 0300 tomorrow. These trail centres will be closed until that time.

219

**MountainBikeNI** @MountainBikeNI · Sep 7, 2022

\*PARTIAL TRAIL CLOSURE\*

The Run Ragley Run trail at Davagh Forest is currently closed due to a number of trees down. Thanks to everyone getting in touch to let us know!



**MountainBikeNI** @MountainBikeNI · May 17, 2022

Davagh Forest continues to be one of the most exciting, remote and popular trail centres in Ireland.

In addition to the amazing trails, there is now also bike hire and glamping available nearby, as well as the @omidarksky observatory!

Plan your visit now #OnYerBike



**MountainBikeNI** @MountainBikeNI · May 10, 2022


One of the best things about mountain biking at Davagh Forest is that, as well as having amazing trails for all levels, it allows you to really explore.

Davagh's wilderness means there's so much to see and enjoy, especially if you're taking the whole family out [#OnYerBike](#)



1   ↻   ❤️   📊   📤

**3 Instagram Posts / 28 Instagram Stories**



**mountainbikeni**  
Davagh Forest Trails

**mountainbikeni** With an extra day off this weekend, there's no better excuse to get on two wheels! 🍀

#mountainbikeni #davaghforest #stpatrikksday  
23w

**michaelregan\_photography** @andy\_lyle some guy  
23w 1 like Reply

— View replies (1)

**darreenharpur** Heading tomorrow, no point praying for a bit of sunshine 🤞🤞🤞🤞  
23w 1 like Reply

[View insights](#)

❤️ 💬 📌

Liked by jimmy\_horsepower and 65 others  
MARCH 16



**mountainbikeni** ...

**mountainbikeni** Book a short trip to Blessingbourne Estate over Christmas and have 13km of fantastic trails at your back door.  
The back door of award winning accommodation no less.  
Blessingbourne @blessingbourne  
36w

**stevyc888** @ryan.edfitz nice hat  
36w 1 like Reply

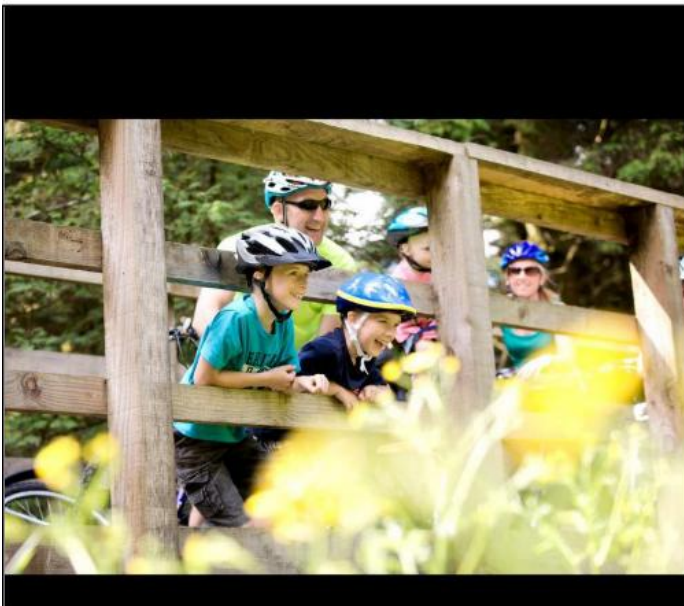
**sharon\_murphy12** @ryan.edfitz  
36w 1 like Reply

[View insights](#)

👍🗨️📌

👤👤👤 Liked by life\_adventure\_centre and 53 others  
DECEMBER 19, 2022

😊 Add a comment... [Post](#)



**mountainbikeni** ...

**mountainbikeni** One of the best things about mountain biking at Davagh Forest is that, as well as having amazing trails for all levels, it allows you to really explore.  
Davagh's wilderness means there's so much to see and enjoy, especially if you're taking the whole family out #OnYerBike  
67w

**frank.gallagher.31** Ready good spot  
67w Reply

**leigh.martin0102020** @darren.irwin.3  
67w Reply

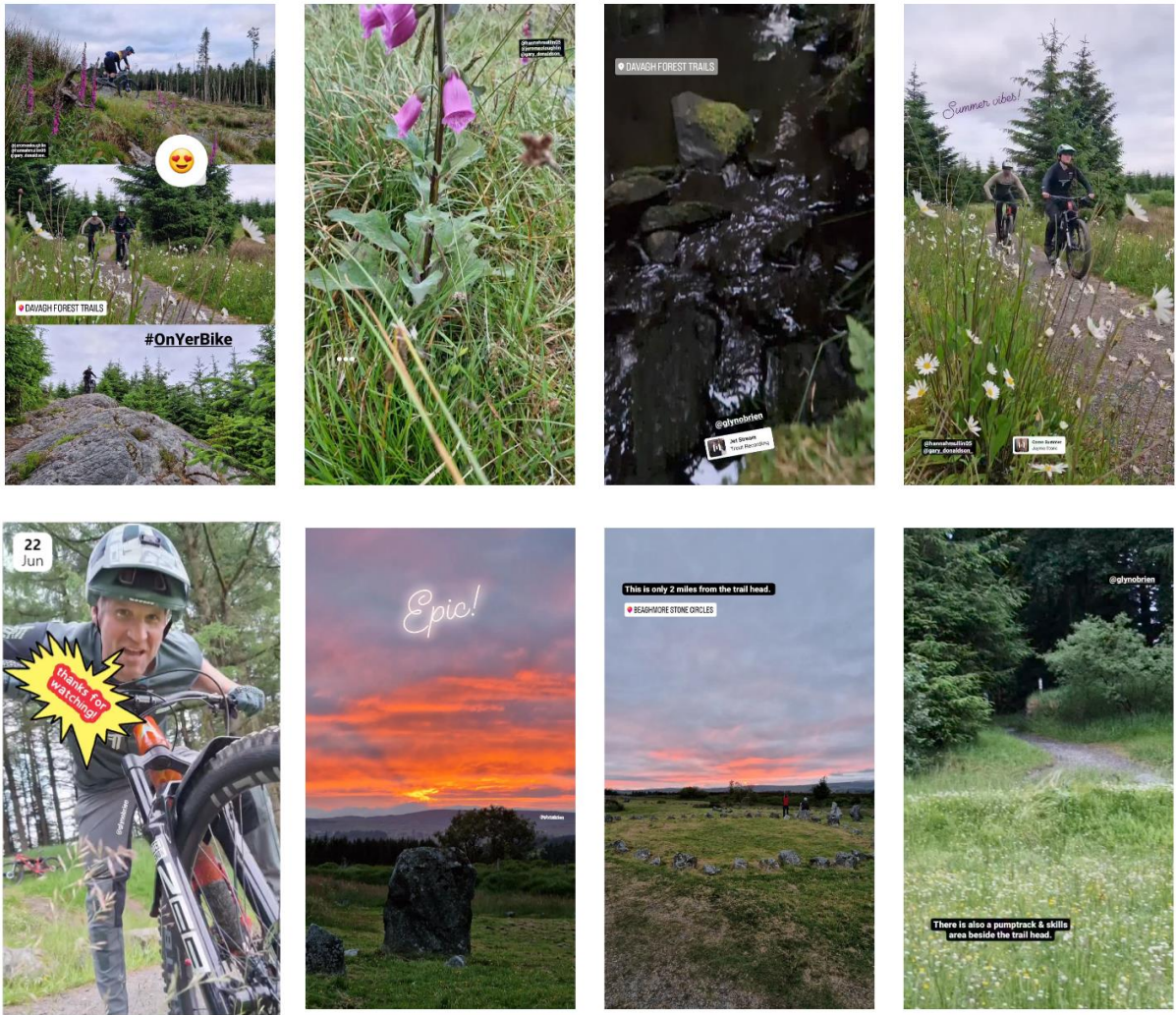
[View insights](#)

👍🗨️📌

👤👤👤 Liked by ashilliday987 and 28 others







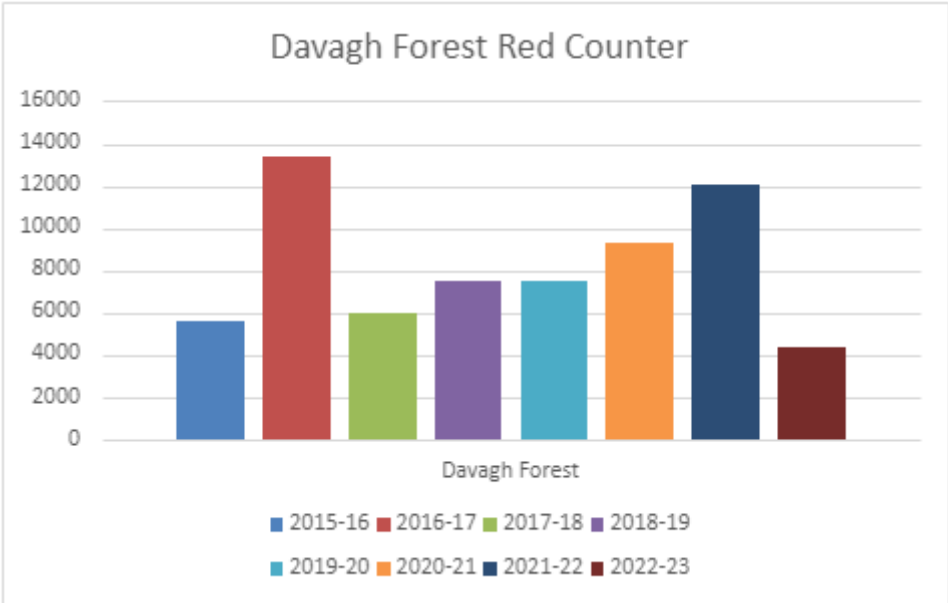
## Davagh Forest MTB Visitor Figures

Davagh Forest MTB Trails has enjoyed continued growth since opening year on year, with 2016-17 providing one anomaly in data. This growth continued in line with other trail centres in Northern Ireland, peaking in 2021/22, when all MTB Trail centres in NI saw on average a 34% increase<sup>1</sup> in visitors (most likely due to the Covid-19 pandemic).

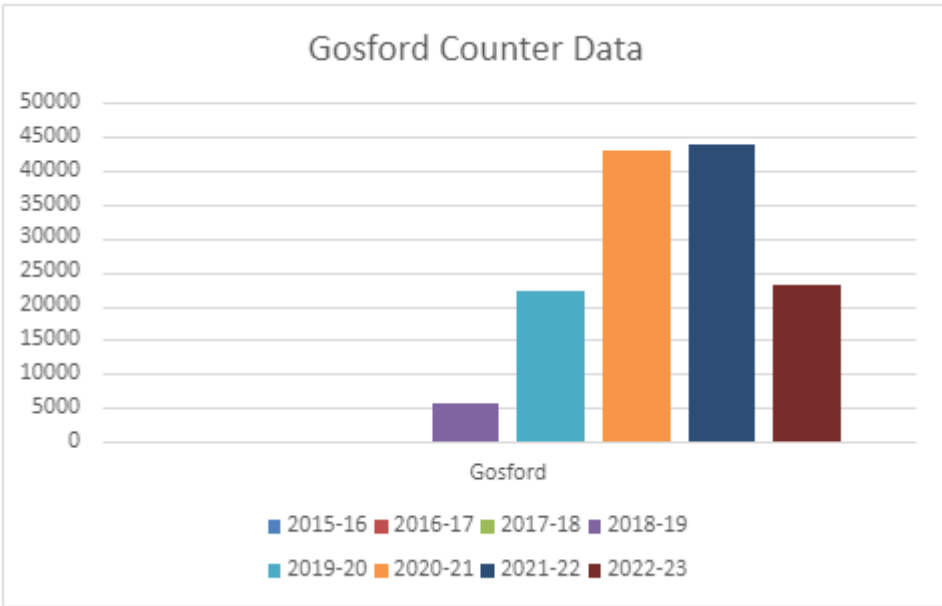
### Davagh Forest Growth Figures:

<sup>1</sup> Figures gathered from ABC and Mid Ulster Council, Armagh Banbridge and Craigavon Borough Council, and Mourne Heritage Trust counters

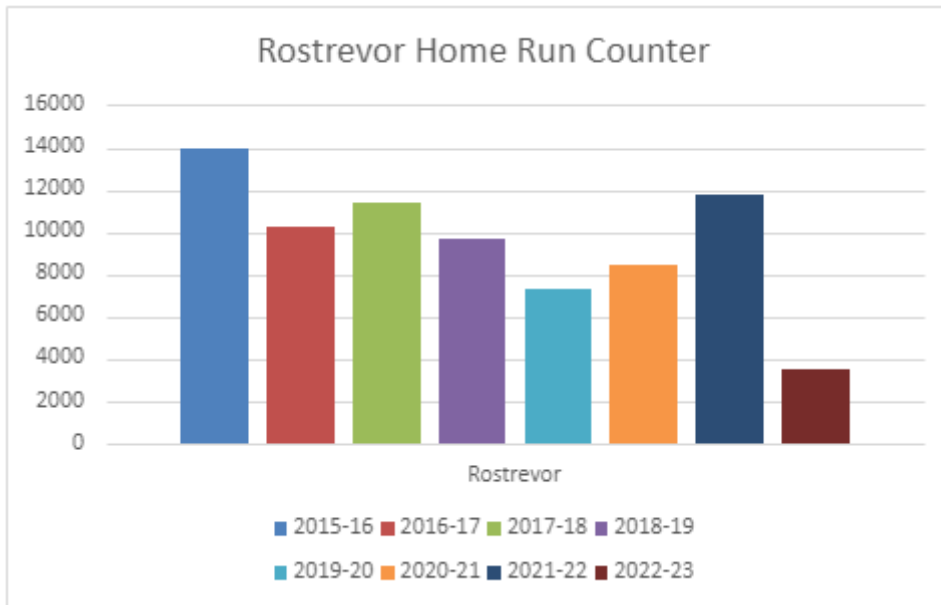




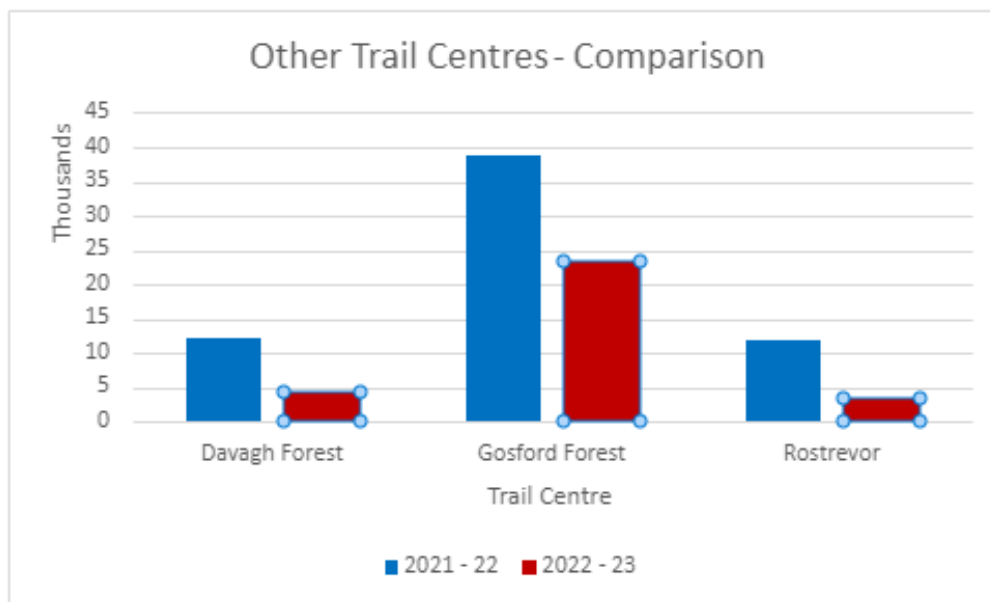
**Gosford Trail Growth Figures:**



**Rostrevor Trail Growth Figures:**



As can be seen above, in 2022/23 the visitor number figures started to decrease, meaning Davagh Forest is also following the wider national trend. The evidence of this trend can also be seen in the graphs below where the comparison with Davagh Forest, Gosford Forest and Rostrevor MTB Trails are evident. Drops from 2021-22 figures are between 39% and 69%.



## Blessingbourne Estate MTB Visitor Figures

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Blessingbourne Estate saw a significant drop off in visitor figures between 2015-16 and 2019-20, when it hit its lowest point. Since that time however, it has seen a modest increase in visitors in the years 2020-21 and 2021-22.

