

Case Study

Hilden Brewery Bike & Brew Tour Belfast City Bike Tours



Product Innovation

Belfast City Bike Tour organises a variety of guided cycle tours from Belfast and has started to partner with other operators to be able to innovate their offering and expand their product range to appeal to a wider range of customers. One of the most successful of these partnerships is with the award-winning craft brewers – Hilden Brewery in Lisburn, at the end of the River Lagan Towpath.

The tour sets out around Belfast's Cathedral and Titanic Quarters before joining the Lagan Towpath and meandering towards Lisburn. On arrival, the group receive a tour of the brewery, sample the beers and then sit down to lunch and beer. The return trip is by train.

This collaboration is beneficial to both businesses and to the ultimate delight of the visitor. Hilden Brewery already have a thriving business in brewery tours, corporate events and partnerships with others such as the Hilden Beer & Music Festival so this way of working is not new. Similarly, for Belfast City Bike Tours. But it is the integration of the ideas within both business offerings that can create a truly unique experience and one that is authentic, passionate and ultimately offering a visitor much more than they could do without these links.

It is this type of thinking around product innovation that illustrates the types of opportunities available when a business knows its USP, its target audience and can then be creative in how to expand their product range with others.

www.belfastcitybiketours.com

