

mirides

La Dolce Vita on two wheels off the beaten path



3 reasons WHY TO choose HiRides

With Hirides, every ride is more than just a journey — it's an unforgettable adventure where passion, cycling, and Italy's finest landscapes come together

1 Memorable Premium Experience

2 Flexible tailor-made offer

3 Hassle free for TO/DMC

Cycling Experience

A group of cyclists are riding on a light-colored dirt road that winds through a lush green vineyard. The vines are in the foreground and middle ground, with some showing signs of autumn. In the background, a hill rises with a cluster of buildings, including a church with a prominent dome and spire, under a clear blue sky. The overall scene is bright and scenic, typical of a cycling tour in a rural Italian setting.

- e-Gravel Bike or Gravel Bike
- Two different itineraries each day
- Certified guides who ride with the guests
- Bike apparel set
- Support wagon for assistance and broom service
- Extended spare battery for the guests' e-bikes
- Drinks and Energy bars
- Group ride from min 2 to max 14 cyclists
- Guest insurance coverage:
Italian civil liability
and Italian sanitary health



HiRides proposition

Private Tour

Prestige

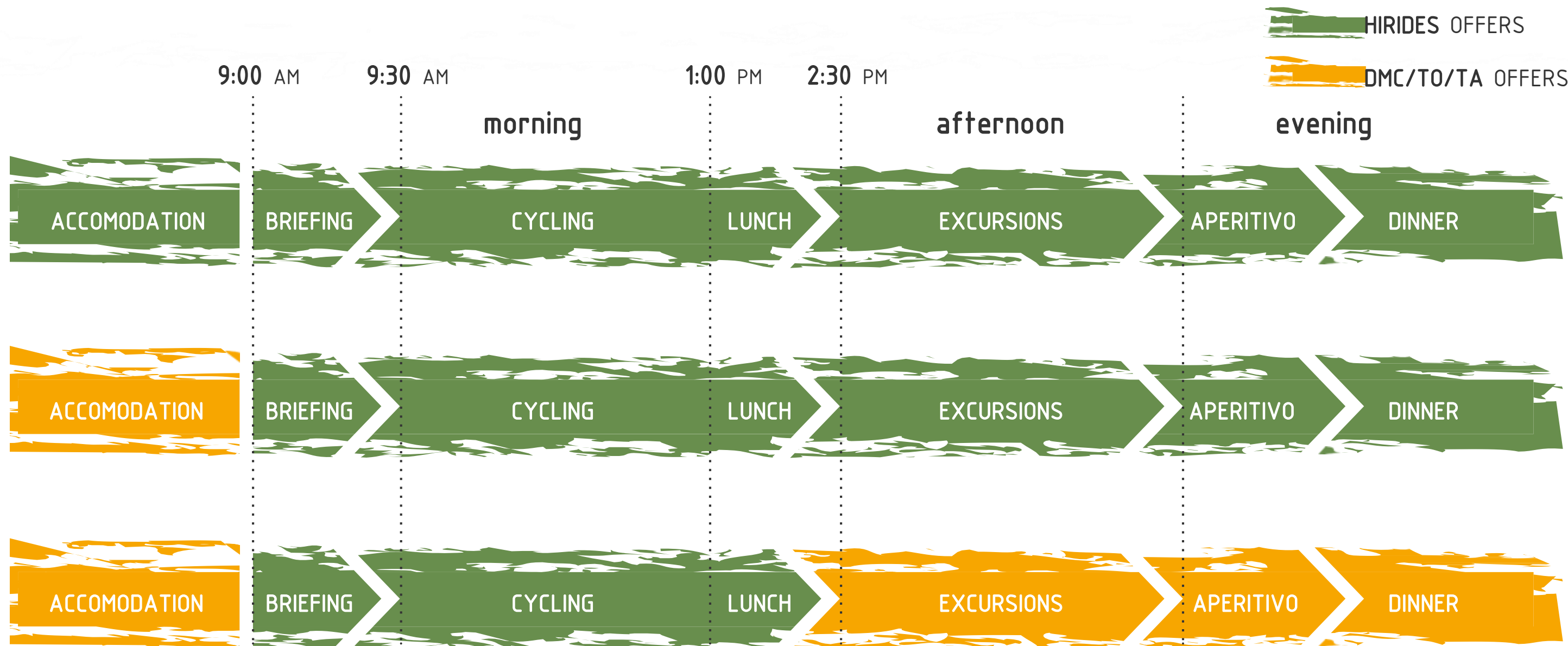
- From arrival to farewell.
- HIRIDES takes care of the guest every moment, every mile

Explorer

- DMC/TO/TA takes care of the hotel reservation
- HIRIDES takes care of the guest every moment, every mile

Experience

- DMC/TO/TA takes care of leisure experiences and hotel reservations
- HIRIDES takes care of the morning cycling experience





Active experience logistics

UP TO 3 GUESTS



GUEST / SUPPORT WAGON



E-GRAVEL BIKE



BIKE MECHANIC



CERTIFIED GUIDE



TWO DIFFERENT
ITINERARIES EACH DAY



CUSTOM CYCLING KIT

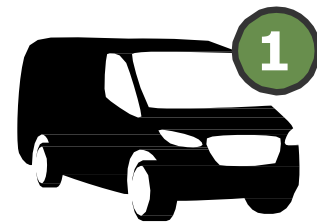


GUEST
INSURANCE
COVERAGE

UP TO 7 GUESTS



GUEST / SUPPORT WAGON



SUPPORT WAGON



E-GRAVEL BIKE



BIKE MECHANIC



CERTIFIED GUIDE



TWO DIFFERENT
ITINERARIES EACH DAY



CUSTOM CYCLING KIT



GUEST
INSURANCE
COVERAGE

UP TO 14 GUESTS



GUEST / SUPPORT WAGON



SUPPORT WAGON



E-GRAVEL BIKE



BIKE MECHANIC



CERTIFIED GUIDE



TWO DIFFERENT
ITINERARIES EACH DAY



CUSTOM CYCLING KIT



GUEST
INSURANCE
COVERAGE

e-Bicycles, Support Team, Insurance

BIANCHI e-GRAVEL BICYCLE

A professional carbon electric bicycle from our partner Bianchi will be prepared for each guest.

The autonomy of the bicycle is enough to carry out the tours we propose, so that the guest can enjoy the ride to the fullest and end the day in complete tranquility.

Guests will find the bicycle upon their arrival at the hotel prepared according to their measurements and preferences.



Bianchi e-Arcadex Carbon eGravel
Shimano GRX Disc 11-Speed, BOSCH CX
Motor Drive, 500W Battery

HIRIDES SUPPORT TEAM

The tour will be managed by a staff: **1 guide and 1 mechanic.**

The guides support the guests both in the cycling experience and in the leisure experiences and will manage the logistics of the guests.

The mechanic manages the good functioning of the bicycles and will take care of the well-being of the guests on the bike with water, isotonic drinks, coke, nuts, dried fruits.

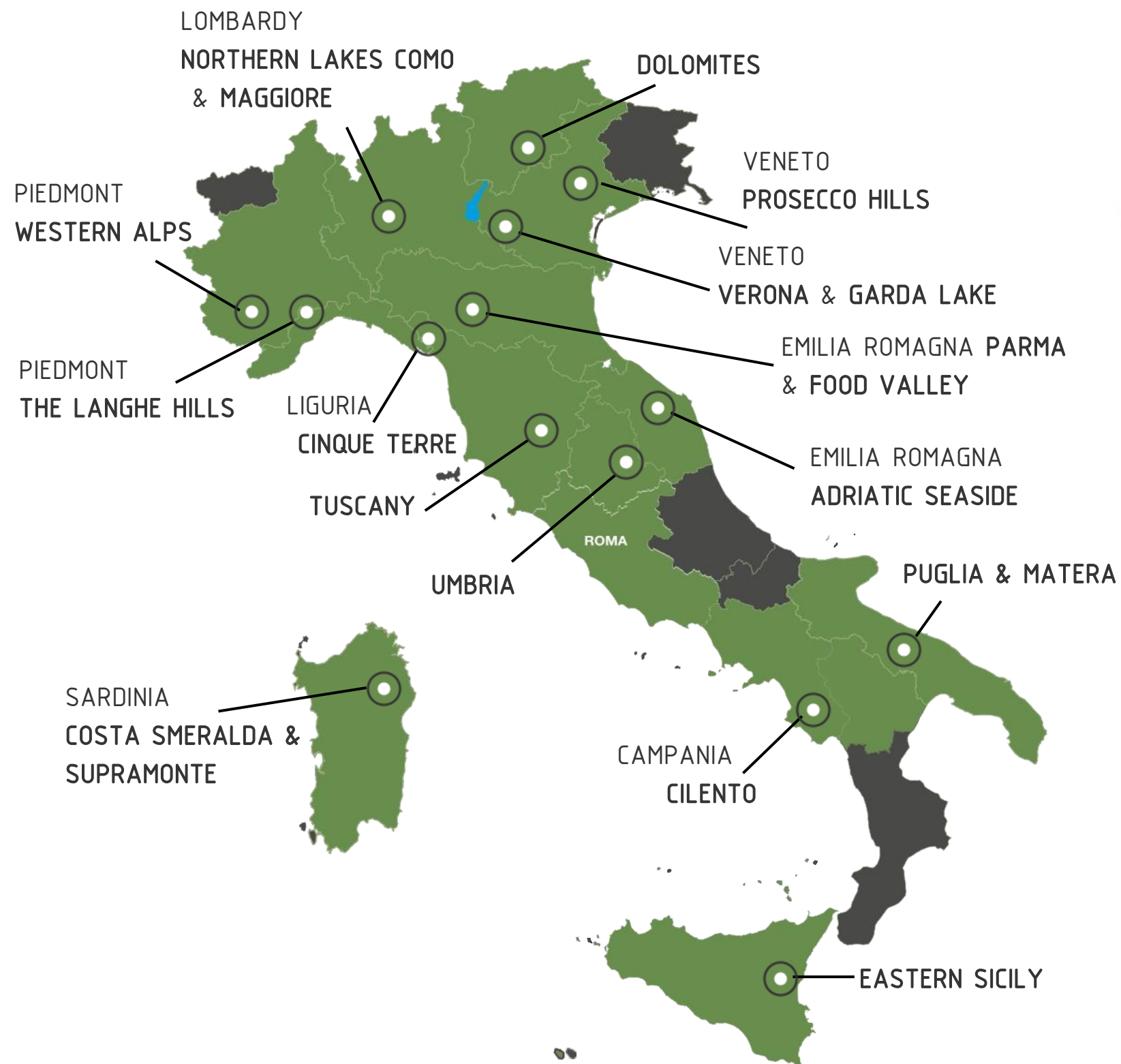
The broom service will also be managed which allows the guest, if he feels tired, at any time during the journey, to get on the van to return to the hotel.



Travel Insurance specific for cyclists

- **Civil Liability Insurance Service**
- **Italian Health Insurance** for non European citizens,
 - Access to Italian health facilities.
 - Transportation to the health facility for treatment.
 - Treatment and hospitalization

Private Cycling Tour areas



Designed for **luxury travel advisors, Tour Operator and DMCs**, with a strong focus on **value creation, full experience control and premium positioning**.

Aspect	Hotel Concierge / Local Guide Cycling Tour	HiRides Premium Cycling Experience
Experience positioning	Optional in-destination activity	Luxury, sportive, guaranteed and fully customized cycling experience - High-end signature experience enhancing the overall journey
Operational management	Managed by the hotel concierge or a local guide with rental bikes - Managed locally with limited coordination	End-to-end management by HiRides’ specialized premium cycling team
Guiding expertise	Local guide or route assistance	Certified professional cycling guide riding with clients
Quality consistency	Variable according to guide and availability	Guaranteed standards and consistent high-quality delivery
Logistics & support	Start/end point service only	Dedicated support van throughout the experience
Technical assistance	None or basic	On-route dedicated mechanic with professional equipment and spare parts
Bicycles provided	Standard rental bicycles	Latest-generation Bianchi road bikes or e-bikes
Risk management & insurance	No dedicated coverage	Full insurance coverage: Italian Civil Liability & Italian Sanitary Health
Guest equipment	Basic helmet	Customized technical cycling apparel and full HiRides kit
Itinerary design	Fixed or semi-guided routes	Fully tailor-made routes aligned with client profile and expectations
Client comfort & safety	Leisure guests seeking light outdoor activity	High-end leisure travellers, cycling enthusiasts & incentive groups
Client profile	Guests seeking a light or scenic activity	Amateur or experienced cyclists, couples or groups seeking an exclusive experience
Brand value for hotels & advisors	Ancillary service	Value-adding experience strengthening positioning and guest loyalty
Revenue & differentiation potential	Limited	High perceived value with strong upselling and differentiation potential

Hirides

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