



**SportActive**  
Cycling Holidays and Training Camps



# PRESS PACK 2019

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Company information including its Mission, Holidays, Training Camps, Sportives, Services, Press Interactions, and Key People.



# Press Pack

## Contents

SportActive Cycling Press Pack.....	3
Mission.....	3
History.....	3
Training camps, Holidays, and Sportives .....	4
Mallorca-Spain .....	4
Cycling Legend Sean Kelly .....	4
SportActive Training Camps.....	4
SportActive Leisure Cycling.....	5
SportActive Cycling for Beginners.....	5
Mallorca 312 Sportive .....	5
France.....	6
Geneva to Nice - Conquer la "Route des Grandes Alpes" .....	6
Mont Ventoux - The Challenge of the Bald Mountain.....	6
Marmotte Granfondo Alps- The toughest Alpine Cycle-Sportive in Europe.....	6
As with the Mallorca sportive holidays we look after riders from organising their entry into the sportive and providing event preparation advice. SportActive supplies back-up cars and riders during the day to help SportActive guests conquer this sportive. ....	6
Marmotte Granfondo Pyrénées- Ride the Sportive featuring Tour de France and Vuelta Cols! ...	6
Other Holidays .....	7
Custom Cycle Holidays.....	7
Walking Holidays.....	7
Publications.....	8
The National Press .....	8
<i>Chasing Perfection</i> .....	8
<i>Get on your bike</i> .....	10
Press Releases .....	12
News/Blog/Training Tips.....	14
6 Reasons to Improve your Cycling.....	14
Key People.....	16
Martin Birney - Cycling coach .....	16
Flora Mittermair.....	16
Sean Kelly .....	16
Derek Patterson - Cycling & Triathlon coach .....	16
Stephen Burns - bike mechanic.....	16



## Press Pack

Thierry Bry - cycling guide .....	17
Alfonso García - cycling guide .....	17
William Perello - cycling guide .....	17
Jose Miguel - masseur .....	17
Albert Cerdà - walking guide from Mallorca .....	17
Xavier Renan - walking guide from Samoëns - France .....	18
Georg Weihs - walking guide from St Johann in Tirol - Austria .....	18
Media Inquiries .....	19

# Press Pack

## SportActive Cycling Press Pack

### Mission

SportActive are committed to providing accessible and comprehensive cycling holidays, training camps, and access to sportives, for beginner through to amateur level cyclists. SportActive will improve the skills of cyclists of all levels in a fun environment through providing the following:

- Cycling training camps, sportive preparation and support, and leisure holidays in Spain and France
- Professional coaching
- A high standard of accommodation
- A friendly and fun environment
- Professional cycling experiences such as cycling in the mountain ranges used in the Tour de France featuring coaching and support
- Tournament preparation for sportives and support
- Guided cycle tours
- A safe and fun environment to cycle
- An experience as close to professional cycling as possible
- An environment conducive to improving the skills of all cyclists regardless of level
- A sense of achievement from cycling

### History

Founded by professional cycling coach Martin Birney, the company was born following Martin's experiences cycling all over the globe. Martin had experienced cycling with the best coaches in the best clubs the world over and wanted to bring this experience to everyone, not just professional cyclists.

Today, SportActive.net is very well thought of among the cycling community. Cycling legend Sean Kelly regularly rides on SportActive's Mallorca holidays, offering useful knowledge and tips to guests.

# Press Pack

## Training camps, Holidays, and Sportives

### Mallorca-Spain

SportActive based their cycling training centre in Mallorca following Martin's experiences at riding on the island. It is used by professional pro peloton cycling teams in the off season, and thanks to its cycling culture, Mallorca has been described as an island paradise by cyclists of all levels. It has amazing cycling roads including hairpins, country lanes, mountain climbs, and thrilling descents. The roads are largely devoid of cars.

The SportActive Cycling Centre is located in the four star hotel Zafiro Tropic, and this is also where guests stay while on holiday with SportActive. It is located in Puerto Alcúdia, on the north coast, the most picturesque and quiet part of Mallorca. Alcúdia is perfectly situated for warm up and warm down rides. Although in a quiet location, it is at the heart of the local shopping and nightlife district, and only a few metres from a golden beach.

SportActive has a comprehensive bike garage where guests are fitted for bikes, can hire bikes, and stock up on supplies.

### Cycling Legend Sean Kelly

During April and October Sean Kelly, one of the greatest cyclists ever to have lived rides with SportActive guests. In his professional career he achieved 196 professional victories. Sean was a sprinter but could keep pace with climbers and more endurance focused cyclists. Due to his brilliant performances in the classic races, he quickly became known as 'The King of the Classics.'

Sean Kelly rides with all SportActive groups regardless of level.

### SportActive Training Camps

SportActive run training camps for all levels of cyclist and provide good training environments for cyclists who wish to compete in the M312/M225/M167.

SportActive's training covers the following topics:

- Cornering
- Braking
- Gear Use
- Group riding techniques
- Hill climbing techniques
- Bike safety and coordination

SportActive uses a group ride system to ensure no rider is stretched too far or held back. This ensures all riders have the perfect cycling holiday for their ability. SportActive's routes take in the gems of Mallorca including the hairpins of Sa Calobra, the highest reachable point on Mallorca, Puig Major, and 'the meeting place of the winds' Cap Formentor.

SportActive's pro coaching advice helps riders improve their cycling and ride further and faster.



## Press Pack

### SportActive Leisure Cycling

As well as cycling training, SportActive also run leisure cycling holidays. Here our guided tours take you to the most fascinating, picturesque, and engaging parts of Mallorca. Your days will be full. You will see historical buildings, shop in vibrant markets, and sample the culture. There are plenty of stops for coffee and food. Martin is very good at judging just how far you can comfortably cycle, and ensures you see some of the amazing island destinations Mallorca has to offer.

### SportActive Cycling for Beginners

This holiday is aimed at the cyclist who is new or just returning to cycling. The idea is that cyclists build confidence through learning about the different aspects of cycling. All SportActive' guests leave their holiday better cyclists than when they arrived.

### Mallorca 312 Sportive

The Mallorca 312 sportive is the biggest held in Mallorca. It involves 312km ride taking in challenging climbs and coastal roads. The event which is held and celebrated every year is the longest amateur cyclist sportive in Europe.

SportActive is an official M312 Tour Operator and our services include event preparation, looking after the logistics of your trip including entry into the event, bike hire, cycling clothing and supplies and accommodation.

Riders can combine the M312 with a cycling training camp to ride the event in optimum condition.

As well as the M312, the M225 and the M167 run on the same day. They have the same starting and finishing points but here you will cycle either 225 kms or 167kms rather than 312 kms.



## Press Pack

### France

SportActive's French holidays are more for the enthusiastic amateur cyclists who wants to have a Tour de France experience. Our holidays take riders through stages of the Tour de France, and include some of the most demanding mountain climbs featured in the famous race.

As well as coaching and support, all accommodation is included in each holiday or sportive. For some rides we have support cars in operation and riders will experience what it is like to be looked after like a pro rider. This aim is that you finish each ride under your own steam. Your Tour de France style holiday achievements will be your own.

### Geneva to Nice - Conquer la "Route des Grandes Alpes"

The "Route des Grandes Alpes" takes riders across 550 kms of Alpine routes terrain, and sees riders cycling the alpine mountains of the Tour de France. Over one week riders will cycle between 75km to 120km per day, taking in the spectacular views this holiday affords.

Each year Tour de France professional cyclists take on the mountains, and this holiday offers the chance for amateur riders to do the same. The rides culminate in Nice, on the Mediterranean coast.

### Mont Ventoux - The Challenge of the Bald Mountain

Mont Ventoux or the "Bald Mountain" is an iconic mountain which every cyclists regardless of ability respects. At its summit it is 1912km above sea level, and for many cyclists this is the ultimate test of their mettle.

This holiday sees riders climb this mountain under their own steam. The ride is steep, but with coaching riders do reach the top. Due to the nature of some of the climbs on this holiday, a support car is provided for the most difficult rides.

### Marmotte Granfondo Alps- The toughest Alpine Cycle-Sportive in Europe

Marmotte Alps sees competitors ride 174km and climb 5000m over four major alpine cols; le col du Glandon, le col du Télégraph, le col du Galibier and Alpe d'Huez. This event has around 8000 riders, giving everything to conquer the cols.

As with the Mallorca sportive holidays we look after riders from organising their entry into the sportive and providing event preparation advice. SportActive supplies back-up cars and riders during the day to help SportActive guests conquer this sportive.

### Marmotte Granfondo Pyrénées- Ride the Sportive featuring Tour de France and Vuelta Cols!

Marmotte Pyrénées gives competitors a chance to test their limits in the Pyrénées mountain range. This is the sister event of Marmotte Alps and like its sister is one of the most demanding sportives on the amateur circuit. Featuring a total distance of 165 km and 5600+ altimeters, the route takes you across five legendary cols: Col du Tourmalet from Luz St Sauveur, La Hourquette d'Ancizan, Col d'Aspin, Col du Tourmalet from Ste Marie de Campan, Hautacam - col de Tramassel.

## **Press Pack**

SportActive provides full support to SportActive guests from organising their entry into the sportive to preparing them for the big event. SportActive supplies back-up cars and riders during the day, to help guests conquer this sportive.

## **Other Holidays**

### **Custom Cycle Holidays**

Here guests can specify what they want from their cycling holiday and we will provide it. Taking care of all the details and organising the holiday.

### **Walking Holidays**

As well as cycling holidays we also operate walking holidays in Mallorca, France, and Austria taking in some of the most picturesque views in the world.

# Press Pack

## Publications

### **The National Press**

SportActive is often written about in national newspapers and in specialist publications in various countries. Here you will find references to these publications together with SportActive's press releases.

### *Me falto ganar un Mundial – (I miss winning a world cup)*

Published May 2019 - Ultima Horo

The legend Sean Kelly is written about all over the world. He is particularly popular in Spain thanks to his legendary achievements and his ongoing involvement with SportActive. This article is an in-depth interview with the Legend.

### *Chasing Perfection*

By Peter Stuart

Published September 2018 – Cyclist Magazine August 2018 Edition

An article detailing the famous Mallorca cycling climb of Sa Calobra

“There are climbs with amazing views, roads with rustic charm, and mountains so severe that we never forget them. There is no road, though, as stunning as Sa Calobra.

“Sa Calobra is in fact not a road at all, but a port town on the northern coast of Mallorca. Out of the town, the road up to Coll dels Reis winds over and through the rock formations of the Tramuntana range like brushstrokes on a canvas, and over time this road has come to be known by cyclists simply as Sa Calobra.

“The only way to get to the bottom of the climb (other than by boat) is to start at the top and descend for 9.5km. The gradient averages 7% and near the top the road performs an incredible 270° loop, twisting around and back under itself in an iconic hairpin bend called the ‘tie knot’. Conceived and built by the same architect famed for the road to Cap de Formentor on the very northern tip of the island, Sa Calobra is probably as close as one could get to a perfect road for cycling, and it's precisely where we're heading today.”

Read more: [Chasing Perfection: Sa Calobra Big Ride](#)

### *Ride on with Sean Kelly*

Published 30/01/2018 – ABC Mallorca

ABC Mallorca published Sean Kelly interview provides useful insights into Mallorca cycling and his thoughts on the sport. Extract:

“For Sean Kelly there are two types of cycling tourists on Mallorca. “On the one hand, there are the experienced cyclists who know what to expect on the island,” he says. And on the other hand, those who do not know. “Beginners, particularly, often exceed their own abilities which can be dangerous.” Therefore, cycling tour operators are always a good choice when you want to cycle on

## Press Pack

the island. “Experienced tour guides place the bikers right from the start in the group that is appropriate for their level. Then nothing can go wrong,” Sean believes.”

### *SportActive: cycling holidays Mallorca*

Published 30/01/2018 – ABC Mallorca

Extract below:

“Whether you are an experienced cyclist looking to improve your performance with a dedicated training camp or a leisure cyclist interested in exploring, taking pictures, top up your tan and drink a fine cup of coffee; or even a beginner cyclist, SportActive offers something for you.

“The Cycling Holidays include guided group rides (different levels!), private SportActive Bike Garage with mechanic, optional bike hire, half board accommodation in Puerto d’Alcúdia, and airport transfers. If you choose not to hire a bike, you are welcome to bring your own. All leaders of the SportActive training team are passionate and accomplished cyclists and experts in cycle training. SportActive also offer an M312 sportive package for Europe’s longest amateur race.”

### *Formentor: Mallorca’s Finest Road*

Published: 07/11/2016

Peter Stuart of Cyclist Magazine reviewed riding to Formentor with our own Martin Birney:

“The Mallorcans call the Cap de Formentor the meeting point of the four winds. Sitting on the most northerly tip of the biggest of the Balearic Islands, the winds that blow from the Spanish mainland, the European Alps, the Atlantic Ocean and North Africa meet here, and each seems to have left an impression on this tiny outpost.

“With alpine-esque hairpins overlooking a crystal blue Mediterranean Sea, beating against a shore of jagged limestone rock, it’s no wonder that the road to Formentor has become an icon of European cycling. “

Read more: [Formentor: Mallorca’s Finest Road](#)

### *Majorca: Spinning in the Sunshine*

Published: 26/09/2016

David Conachy from the Irish Independent wrote a piece on his stay with us in 2016:

“There's nothing to it really is there? I mean, you just sit in the saddles, clip your shoes into the pedals and off you go. You could say it's as easy as riding a bike.

“Except there's a lot more to it than meets the eye, and even after years of experience on two wheels that have brought me to such iconic places as Alpe d'Huez, Croix de Fer and Mont Ventoux, there is still so much to learn about control, pacing and nutrition. So many roads to discover and so many new places to see.”

Read More: [Majorca: Spinning in the Sunshine](#)

## Press Pack

### *To hell and back: My Tour de France*

Published: 26/07/2015

Shane Phelan of the Irish Independent recounts his Marmotte experience:

“By the end of the day 2,822 of the 7,500 who started had thrown in the towel, but that was little consolation to me.

“The following afternoon myself and David had recovered enough to get back on the bike and ride up the Alpe with Martin Birney from the Derry-based cycle holiday company SportActive, who looked after us very well during the trip.”

Read more: [To hell and back: My Tour de France](#)

### *Get on your bike*

Publish date : Decemeber/January/February 2015, Issue 41

Sue Smith wrote about her experiences with us in Mallorca in Cotswold Magazine

*“In a moment of madness around two years ago I had a rush of blood to the head and bought myself a bike, despite the fact I hadn’t ridden since pre-teens.*

“Bradley Wiggins had recently added Olympic gold to his Tour de France yellow jersey (Maillot Jaune) and Wiggo fever was sweeping the country. Everyone I knew was getting out on the roads on their bikes and I was swept along in a wave of patriotism and an overriding fear of being left behind.”

Read more: [Get on your bike](#)

## Press Pack

### *The 10 Best Fitness Holidays*

Publish Date: 03/01/2011

Jason Morris wrote about his SportActive experience resulting in SportActive featuring in The Daily Telegraph's [10 Best Fitness Holidays](#) Article published in 2011.

Extract below;

#### **CYCLING**

“In spring 250,000 cyclists descend upon Majorca, attracted by the smooth roads, challenging climbs and favourable climate. Many stay as I did at a cycling centre like SportActive in Port d'Alcudia. From there coaches guide groups of up to 10 riders, teaching them the disciplines of team cycling. Of my fellow cyclists, some raced at amateur level, but two were complete beginners. My experience was limited to diversions around the potholes of London. I hoped not to disgrace myself.”

Read more: [10 Best Fitness Holidays](#)



# Press Pack

## Press Releases

### *SportActive.net Announce New Cycling Holiday Dates for Mallorca, Spain*

Popular and successful cycling holiday company, SportActive.net have announced new dates for their Mallorca cycling holidays and camps.

Londonderry, Northern Ireland (PRWEB UK) 8 January 2015

Popular and successful cycling holiday and cycling training camps provider, SportActive.net have announced their new cycling dates for Mallorca, Spain. The updated calendar of events features leisure and competitive cycling based on the Spanish Island, and like last year the programme offers something for all levels of cyclist.

The Mallorca 2015 dates are as follows:

- Leisure cycling in Mallorca is available from 01st March to the 10th May, and 26th September until the 24th October. Typically, each holiday is a 7 night stay though this can be negotiated.
- SportActive's Beginners Cycling School will run from 14th March until the 9th May and from 26th September until the 24th October. Typically the holiday runs for 7 nights but this can be negotiated.
- Women's week: SportActive's women only cycling week will take place this year on the 4th April and runs until the 11th April.
- Cycle Training with Sean Kelly- former world champion cyclist, will run from 14th February to the 10th May, and 26th September until the 24th October. Again this is typically 7 night stays.
- Mallorca 312 International Cyclotourist Tour of Mallorca will be held on the 25th April. This popular Sportive features 312 or a 167 km race around the Mediterranean island. Holidays for this trip normally last between 4 to 7 nights.

As always with SportActive, a high level of professionalism both in terms of coaching and advice are offered. Over the years they have improved their cycling holidays and camps based on customer and staff feedback. They have placed a strong emphasis on enabling cyclists to improve their cycling, fitness, and confidence.

Flora Mittenmair, general manager and co-founder of SportActive said:

"The dates are designed around the best conditions for cycling in terms of weather. So our guests will not only become better cyclists but they will have a better sun tan too."

As well as a comprehensive Mallorca cycling calendar, the company also operate cycling holidays in France. The French cycling holidays tend to have a more challenging emphasis.

Where required, SportActive will operate support cars and riders for some of the events and rides. More details on all the holidays and what's featured can be found by visiting the site.

## Press Pack

### *SportActive Revamps Cycling Holiday Website to Enhance Clarity and Ease of Use*

Popular cycling holiday gurus SportActive.net have revamped their cycling holiday website. The new site has focused on improving clarity and user experience based on feedback from several sources, including Irish cycling legend Sean Kelly.

Londonderry, Northern Ireland (PRWEB) December 04, 2014

Popular and successful cycling holiday company SportActive.net, have revamped their cycling holiday website to make it more user friendly. The new site is a result of user feedback, staff experiences, and the input of one of cycling's greatest riders, Sean Kelly.

The idea behind the changes was not just to create a more aesthetically pleasing website. The purpose was to improve user experience by providing clarity and ease of use.

SportActive.net, have redesigned their cycling holidays and cycling training camp pages to ensure cycling holidaymakers can easily determine whether the holiday is right for them. All the information needed is at the top of the page, with more detailed information and booking forms further down. In SportActive's experience most users will want to discover as much information as possible about the cycling holiday they want to go on.

SportActive.net have been running cycling holidays, training camps, and sportive in France and Mallorca, Spain, for several years. Their range of cycling holiday packages include leisure cycling in the Mediterranean to emulating professional riders in the Tour de France, cycling some of the toughest mountains on the Tour de France route. Nearly all the holidays feature professional coaching and guided routes. The more demanding rides and sportives feature backup cars and riders.

The new SportActive cycling holiday website is now live. All the information needed to make an informed choice about which cycling holiday is right for the user is now at their fingertips. The staff of SportActive.net are also just an email or phone call away should a user wish to speak someone in person.

General manager and co-founder of SportActive.net said:

"It has never been easier to choose and discover our cycling holidays via our website. It is made perfectly clear what the holidays offer, and what level of cyclist they are aimed at."



## Press Pack

### News/Blog/Training Tips

As well as running exciting and comprehensive holidays and training camps we also operate a comprehensive news/blog page on our site. It features company events and cycling tips.

An extract of a recent post is below;

#### **6 Reasons to Improve your Cycling Improve your Health and Confidence.**

#### **Start Cycling to Work and Save Money.**

#### **Age is no Barrier to Cycling.**

#### **Improving your Cycling.**

Cycling is a sport and pastime which has seen an upturn in popularity over the last ten years. From country lanes to city centres more and more people are climbing on a saddle rather than getting behind the wheel. Like any sport or pastime, the better you are at it the more you will get out of it.

So with a billion bikes currently whizzing all over the planet, let's look at why you should improve your cycling.

#### **Health**

Without question cycling is good for you. It is not only your lower body which gets a comprehensive workout, but your heart and your upper body are put to the test as well. Most places also demand a fairly high level of concentration, so your mind is stretched too. So not only do all these areas improve with your cycling, but the whole thing is low impact too.

#### **Cycling to Work**

If you can cycle to work, numerous benefits ensue. First, you get fit, two you save money, and three you're helping to protect the planet. This is not only because you're leaving the car at home, but you're consuming less fuel. Fuel as we know, carries great environmental risk to extract and is the subject of much controversy. If you improve your cycling, and can cycle to work, you and the rest of the world will benefit.

#### **Confidence**

As well as making you healthier, becoming a better cyclist will make you more confident. This is something we notice when we run our [women-only cycling week in Mallorca](#). Some women are quite timid at the start, but by the end they are feeling a lot more confident as they achieve more and more personal goals through cycling. There can be no doubts that getting better at cycling makes you a more confident person generally.

#### **Open to Anyone**

## Press Pack

One of the great things about cycling is that most of us learn to ride from an early age. So providing we can get our hands on a bike, we can get back on the saddle at any time of our lives. You're never too old to start improving your riding skills, and we often have people in their seventies cycling the hardest mountains in Europe.

### **Social**

Bicycle riding is surprisingly social. Not only are more and more people taking up the sport, but group riding is common. It is great family time, and regardless of your level a passion for cycling will ensure you have friends. With the advent of GPS and smartphones taking pictures of places you've explored is now a real option. Now is a good time to climb on a cycle.

### **Learning at your Level**

The other aspect of cycling which is positive is that you are only competing with yourself. So if you are looking at other cyclists feeling you'll never be faster than him or her, it really does not matter. It is improvements to your times and technique that is important.

### **Improving your Cycling in Mallorca**

A great way to improve your cycling is to join us in Mallorca and start riding. Our holidays are based around learning through enjoyment, and we have a holiday for all levels of cyclists. We can even help you ride in Sportives which occur on Mallorca every year.

To discover our [Cycling Holidays in Mallorca](#), follow the link. You're never too old or unable to improve your cycling.

# Press Pack

## Key People



### **Martin Birney - Cycling coach**

Martin, a founder of the SportActive Company, has a vast experience in cycling and extensive knowledge of Mallorca, gained with over 20 years of training on the island. He has competed in Europe and Australia in international road and track, achieving 4th in the World Master's Championship. He is also a qualified cycling coach. He is a native of Donegal and his cycling passion has taken him to many parts of the world.



### **Flora Mittermair**

Flora, General Manager of SportActive, comes from a downhill skiing background with also experience in mountain biking and running and has since moved to road bikes and now participates in cycle sportifs in France. Flora has many years experience in the tourist industry and is polyglote.



### **Sean Kelly**

**Sean Kelly** was the world ranked number 1 cyclist for 5 consecutive years. Amongst his long palmares, can boast of 4 Tour de France green jerseys, victory in the Tour of Spain (plus 16 stages), 7 editions of Paris-Nice, 2 Tours of Switzerland, 1 Worldcup series, 1 Grand Prix des Nations in his list of successes. He was known as the king of the Classics: he won 2 Milan-San Remo, Paris-Roubaix and Liège-Bastogne-Liège as well as 3 Tour of Lombardy.



### **Derek Patterson - Cycling & Triathlon coach**

Derek is a qualified cycling and triathlon coach. He has achieved the Irish Masters Triathlon Champion title twice, and is also a European Masters Triathlon bronze medallist. Derek has coached athletes to 15 overall Irish titles. With this wealth of experience and from having been racing since the mid-eighties, Derek has spent over 20 years training in Mallorca. This has given him an in depth knowledge of the roads, cafes and villages of the Island of Mallorca.



### **Stephen Burns - bike mechanic**

Stephen has a vast experience in cycling mechanics. He comes from Donegal from a cycling background. In his youth, travelling with his father to races all over Ireland, he gained the passion for cycling and the knowledge of the mechanics of the bike.

## Press Pack



### Thierry Bry - cycling guide

Thierry is our French cycling guide living in Haute Savoie in the French Alps. He is a passionate cyclist, triathlete and cross country skier and takes care of the children of his local triathlon club as instructor.



### Alfonso García - cycling guide

Alfonso is a qualified cycling guide and a native of Mallorca. He rides since 1998. He often competes in local triathlon, trail running and half marathon and has an in depth knowledge of the cycling routes. Alfonso also is a graduated Nutritionist by UNED (Universidad Nacional de Educación a Distancia. He speaks Spanish, English and German.



### William Perello - cycling guide

William is a qualified cycling guide and a native of Mallorca. Having competed and raced for several years on the Island, he has an in depth knowledge of the cycling routes. He is now a member of the "Club Ciclista Can Picafort" and is still competing in local races. William speaks Spanish, English and German.



### Jose Miguel - masseur

José is a Quiro-Masseur specializing on Sports Massage, Thai massage and Bioenergetics. Being involved in the world of sports himself - he was a competitive cyclist, both in mountain biking and road racing for a number of years, on a local level in Mallorca - Jose knows all the needs of cyclists. His first weeks with SportActive, in our Cycling Centre in Puerto Alcudia, in October 2012, were very successful and gave great satisfaction to all guests present in those weeks.



### Albert Cerdà - walking guide from Mallorca

Albert, is the local SportActive walking guide in Mallorca. He was born in the island and has explored all the walking paths and mountain bike trails. He is not ski instructor as the other SportActive local walking guides, but scuba diving instructor parallel to his walking and mountain biking. He will explain the history of the island, the local habits and customs of the inhabitants and mountain villages. He speaks perfect English and French.

## Press Pack

### **Xavier Renan - walking guide from Samoëns - France**



Xavier is the local SportActive guide from Samoëns, located in the Haute Savoie Region in the French Alps. He was born in Samoëns and has explored the area's mountains all his life : walking paths, mountain bike trails, downhill ski slopes, cross country ski trails and the snow-shoe walking options have no secrets for him. Xavier is a ski instructor of the "Ecole du Ski Français" as well as mountain guide. He can explain all the local habits and customs of the region and knows the places to find the chamois, ibex and other alpine fauna. He speaks perfect English.

### **Georg Weihs - walking guide from St Johann in Tirol - Austria**



Georg is the local SportActive guide from St Johann in Tirol. He was born in St Johann and has explored the walking path, mountain bike trails and ski slopes of the Tyrolean mountains for all his life. Georg is a ski instructor and mountain guide. He will be able to explain all the local habits and customs of the little mountain villages and inhabitants, name all the mountains and tell stories about them. He speaks perfect English and the Ladies in our groups simply Love him (ask previous guests).

## Press Pack

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