

**FOR IMMEDIATE RELEASE**

## **What Kind of Holiday Cyclist Are You?**

Maidstone, Kent (3 July, 2015) – Are you someone who likes a casual ride along the beach front? Do you like to take an adventurous off road cycling experience? Or do you like to channel your inner Wiggins, dial up the intensity and tackle a series of sharp inclines and competitive race routes? Regardless of your preference or proficiency, James Villa Holidays has created a new interactive guide to help you find your ideal cycling holiday!

The James Villas cycling guide covers 15 different routes, across 5 popular tourist destinations: Algarve, Cyprus, Mallorca, Menorca and Lanzarote.

The routes are divided into three categories; beginners, covering the more casual / less competent cyclist pursuing shorter more manageable routes. The intermediate routes are for the slightly more adventurous and confident cyclists, who are seeking a challenge. The advanced routes are for the keen / pro-cyclists aiming to take it to the max!

These hand-selected routes have been chosen as they cater to a variety of cyclist; but these routes also offer a fantastic cycling experience – with idyllic scenery and ways to explore fascinating local cultures.

For additional guidance on your cycling trip, James Villas has recruited former Commonwealth, Olympic and World road race champion – Nicole Cooke MBE (<http://www.nicolecooke.com/index.php/en/>). Her expert insight and advice will help inspire and educate all levels of cyclist as you prepare for your personal cycling adventure!

Nicole Cooke MBE, discusses her early holiday cycling memories:

“Some of my favourite holidays have been inspired by cycling from my childhood holidays exploring the Devon countryside on a tandem with everything packed into the saddlebags for our two week trip to holidays in the French Alps geared around doing as much riding as possible over the highest roads in Europe mixed with some sightseeing and sunbathing in between.”

So, what kind of holiday cyclists are you? Whether you’re a beginner, intermediate or advanced cyclist James Villas has a number of fantastic options to help decide which route is best for you!

Please find the full guide on the James Villas blog <http://blog.jamesvillas.co.uk/nicole-cookes-guide-to-a-cycling-holiday>

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**Notes to the editors:**

James Villa Holidays by Wyndham Vacation Rentals is the leading villa tour operator in the UK with over 3,000 villas across more than 50 great destinations, flying from 25 UK airports to the Mediterranean and beyond, for both summer and winter holidays, and with every type of villa imaginable.

With over 30 years of knowledge and experience, we know how to create the perfect villa holiday, and pride ourselves on offering handpicked, quality accommodation, at an affordable price. There is no need for customers to shop around as we can arrange every aspect of their holiday, from flights, airport parking, ferry crossings, car hire, and travel insurance.

James sells holidays directly, you won't find us through travel agents, instead, customers deal with us online, by phone or face to face in our store at Bluewater Shopping centre in Kent. And, with our ABTA and ATOL bonding, this gives our customers the security that their holiday is fully protected, financially.

**James offers:**

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- Over 150 fabulous luxury villas, for those looking for pure indulgence
- Best of James range, for those looking for something special with the "wow factor"
- Private self-catering accommodation in over 55 Holiday Resorts, with on-site dining, leisure activities and facilities
- Villas within easy reach of Florida's favourite attractions.

James Villa Holidays is the proud winners of the 2014 British Travel Awards - Best Large Villa/Self Catering Booking Company, and Silver medallist of 2014 Conde Nast Traveller - Favourite Villa Rental Company.

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**Wyndham Vacation Rentals Profile:**

Wyndham Vacation Rentals is the parent company of James Villa Holidays and brings you a distinct collection of more than 25 rental brands – all providing different holiday experiences. With more than 103,000 holiday rental properties in over 550 unique holiday destinations worldwide, Wyndham Vacation Rentals is the world's largest serviced holiday rentals business.

We've just been recognised by Great Place to Work UK as being one of the top 30 Best Workplaces in the Large category.