

How cycle tourism can save tourism?

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DANISH CYCLING TOURISM

Too much tourism



Too filthy tourism



Too exclusive tourism



"In 2018, only 9% of African Americans participated in outdoor activities compared to 74% of white Americans"



Mountains to climb

The outdoor industry in the USA suffers from a lack of diversity, known as the "adventure gap". We met some trailblazers who are working to narrow it, by encouraging minorities to enjoy the country's wilder parts

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The solution





Economic benefits



HIGH SPENDING



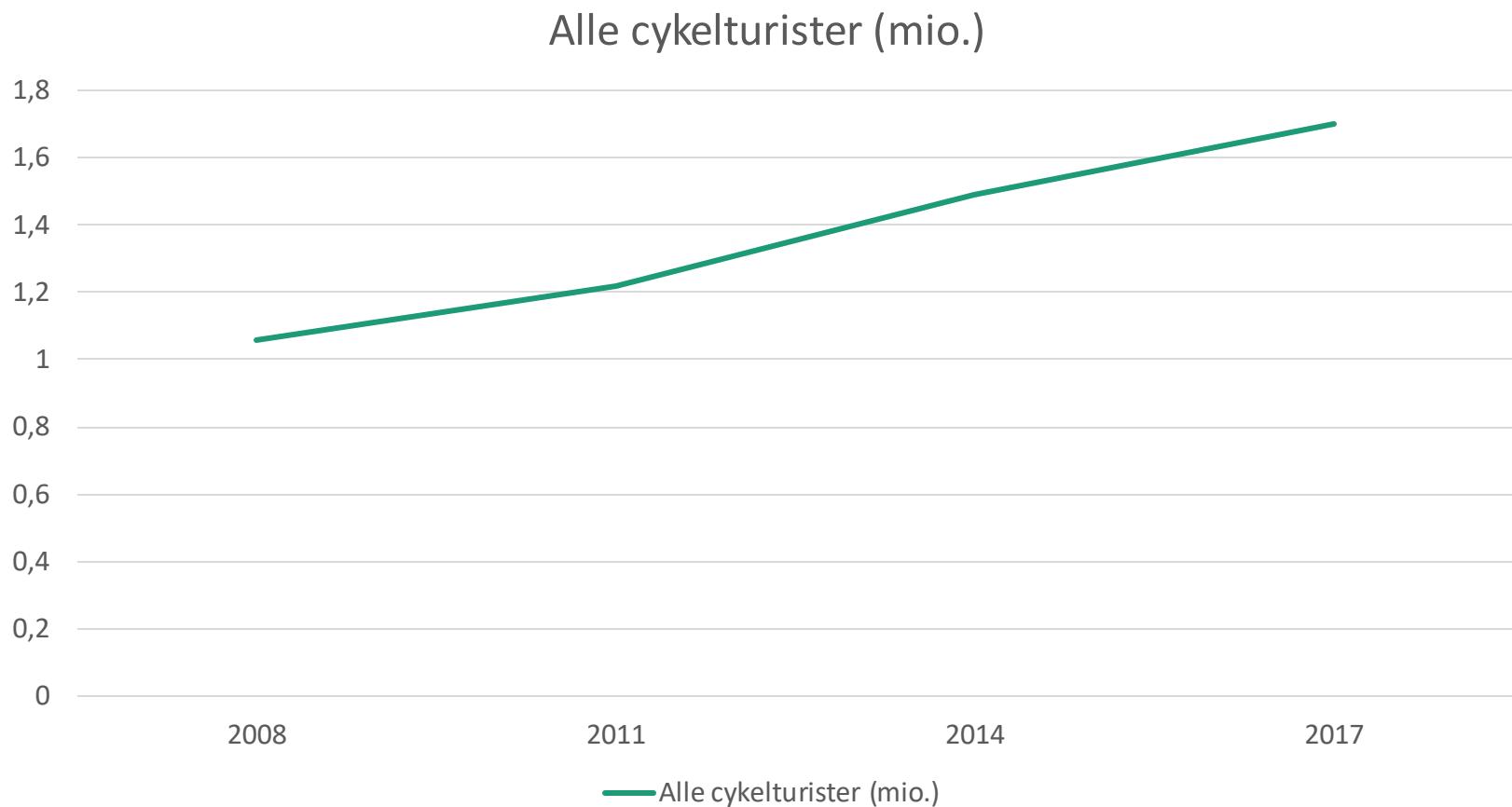
BIG TURNOVER



LOCAL SPENDING



One in five is a cycle tourist





A recipe for a cycle tourism product

- Visible
- Accessible
- Safe, but fun
- Guided, but still explorative

The Baltic Sea Cycle Route



Northern Europes best cycling destination

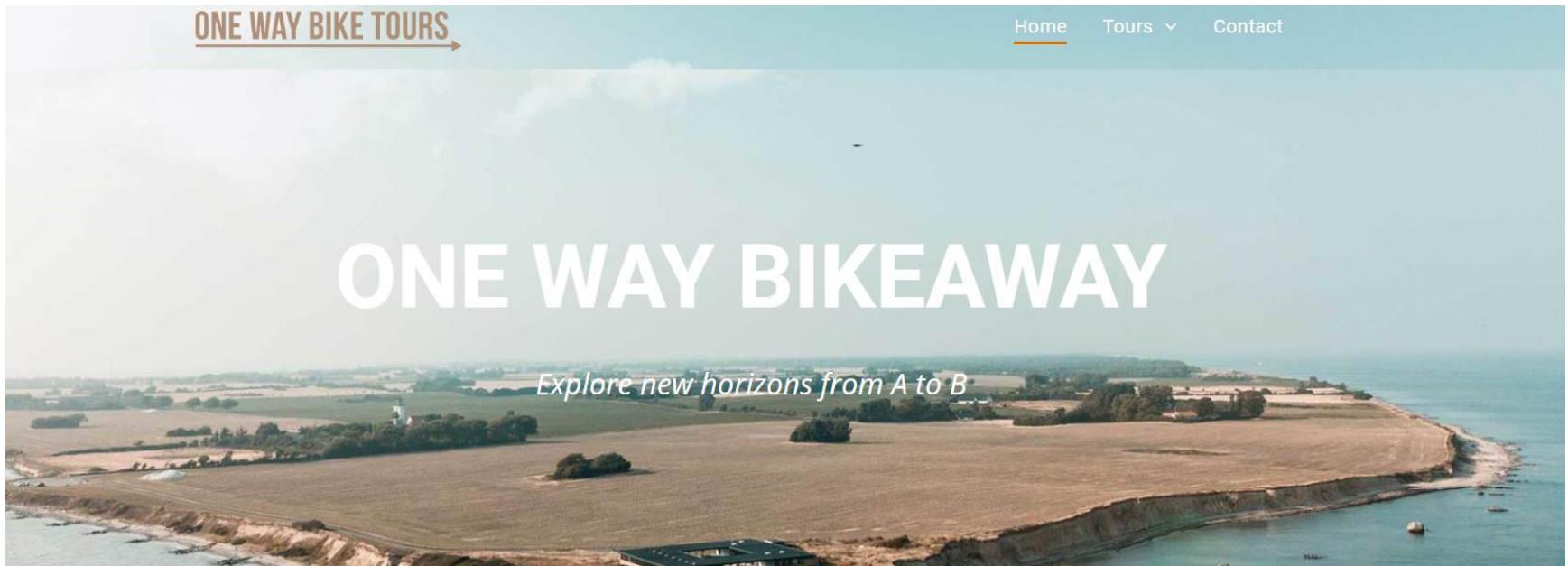


BIKE ISLAND 2020

FYN, LANGE LAND OG ÆRØ SOM INTERNATIONALT
HOTSPOT FOR KVALITETSSØGENDER CYKELTURISTER



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Junction network

