

How cycle tourism can save tourism?

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DANISH CYCLING TOURISM

Too much tourism



Too filthy tourism



Too exclusive tourism



The solution



Economic benefits



HIGH SPENDING



BIG TURNOVER

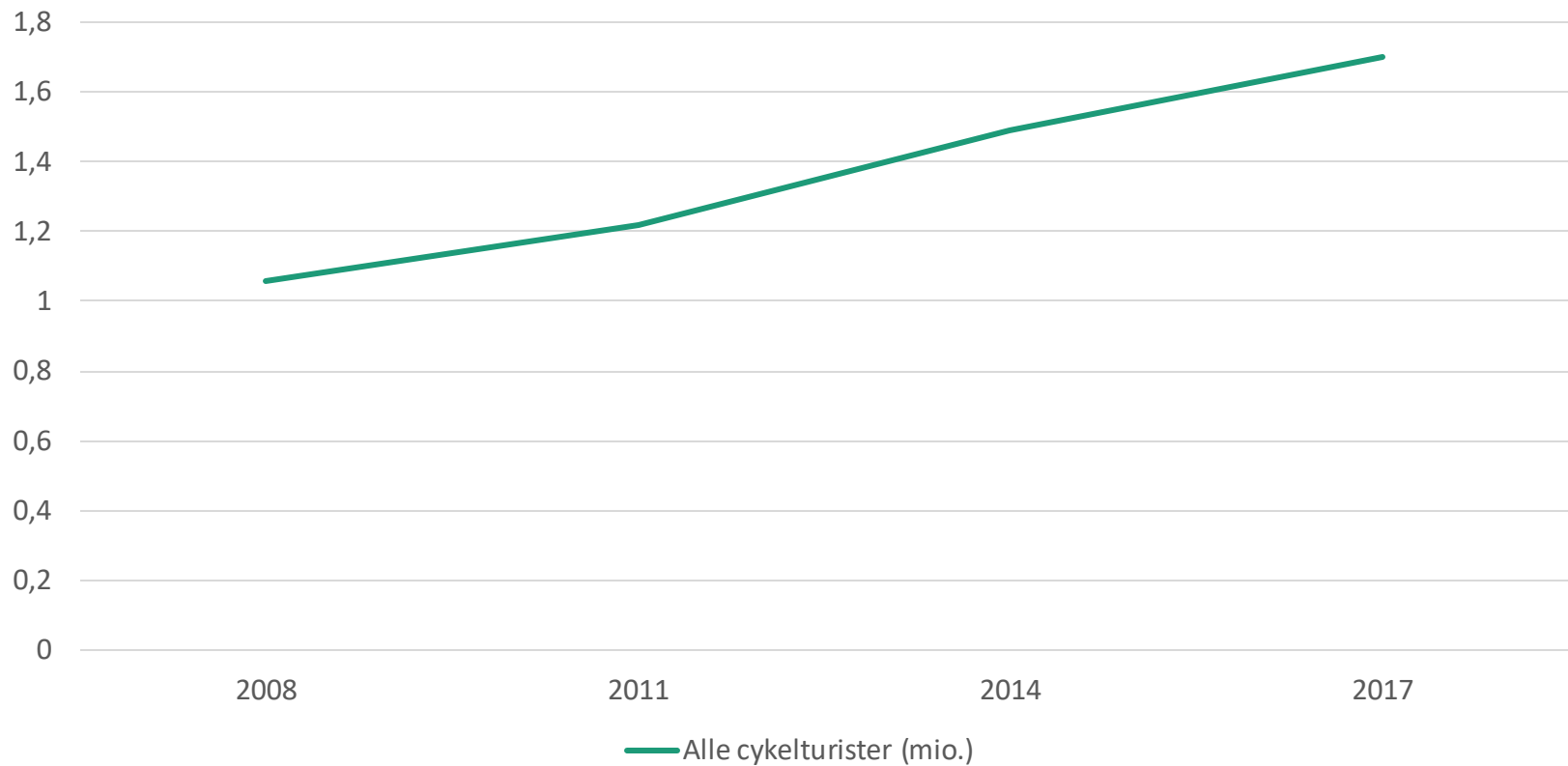


LOCAL SPENDING

One in five is a cycle tourist



Alle cykelturister (mio.)



A recipe for a cycle tourism product

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



The Baltic Sea Cycle Route



Northern Europe's best cycling destination



BIKE ISLAND 2020

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



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ONE WAY BIKEAWAY

Explore new horizons from A to B

WHY A ONE WAY BIKE TOUR?

Junction network

