

# How cycling tourism contributes to the transition of mobility systems

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# Market research: ADFC bicycle travel analysis

## The world's largest long-standing survey on cycling tourism:

- examines the travel behaviour of German cycle tourists
- identifies trends in cycling tourism

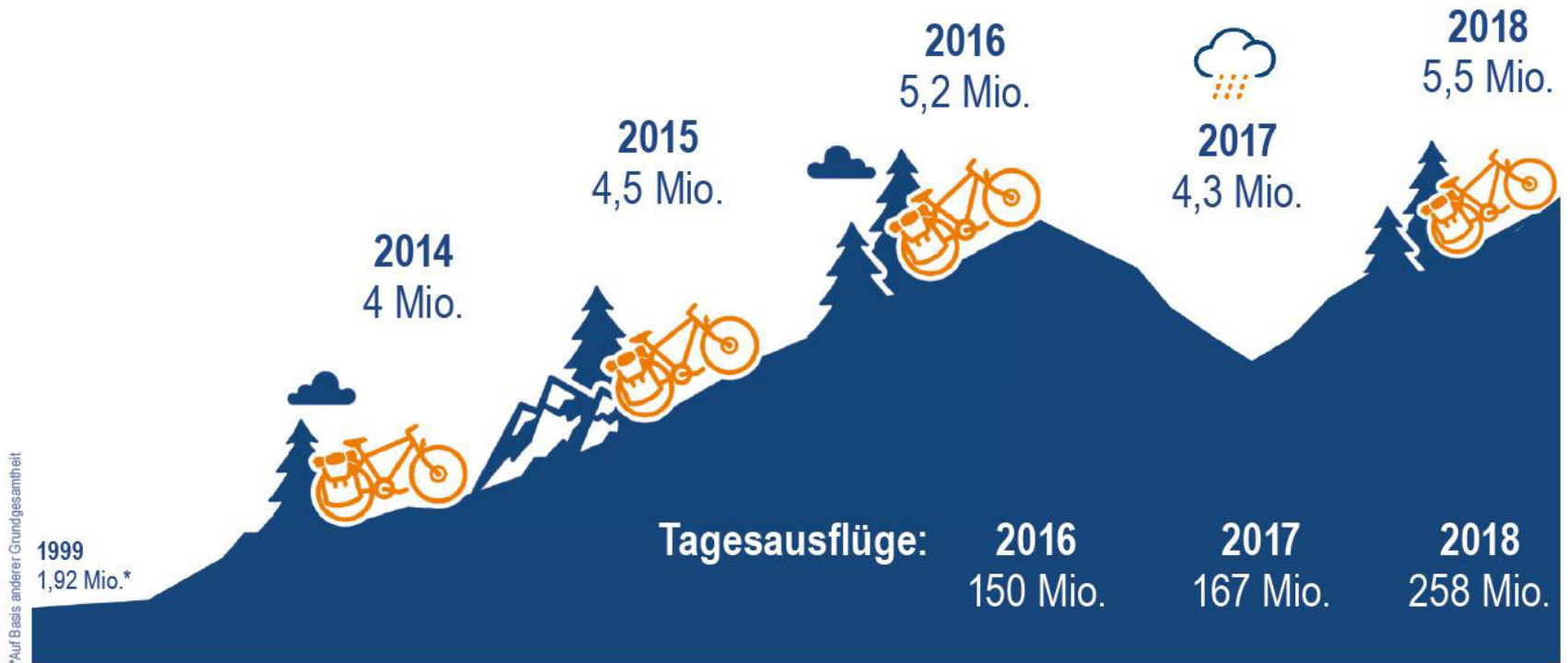
## Questions on

- ✓ The **duration and type** of the last cycling tour
- ✓ The **most popular cycle routes and regions** in Germany and abroad

The bicycle travel analysis is a **representative survey**.

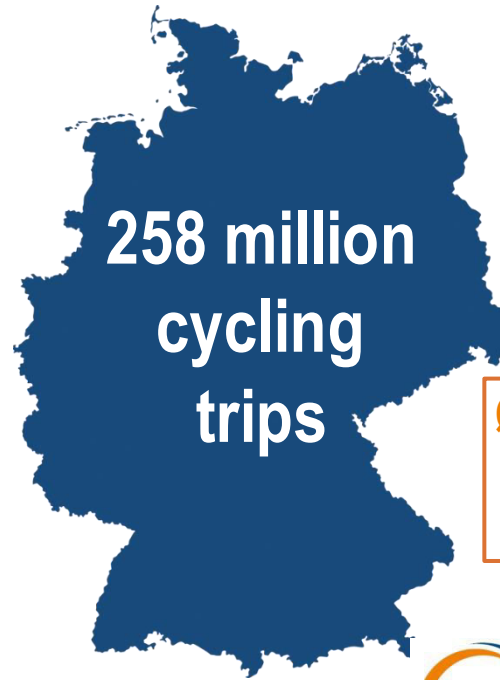


# Cycling tourism on the road of success





**Every second German**  
makes a day trip by bicycle



Ø 11 excursions  
in leisure time  
+ 38 %



10 %\* of turnover in the  
tourism industry in Germany comes  
from cycling tourism!

# Advantages of cycling tourism

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- ...creates added value and jobs
- ...strengthens rural areas
- ...enables visitor guidance (over tourism)
- ...is a sustainable holiday style
- ...strengthens German tourism industry
- ...grows with demographic change
- ...
- ...

Cycling tourism  
can do even more...



# Four types of cyclists

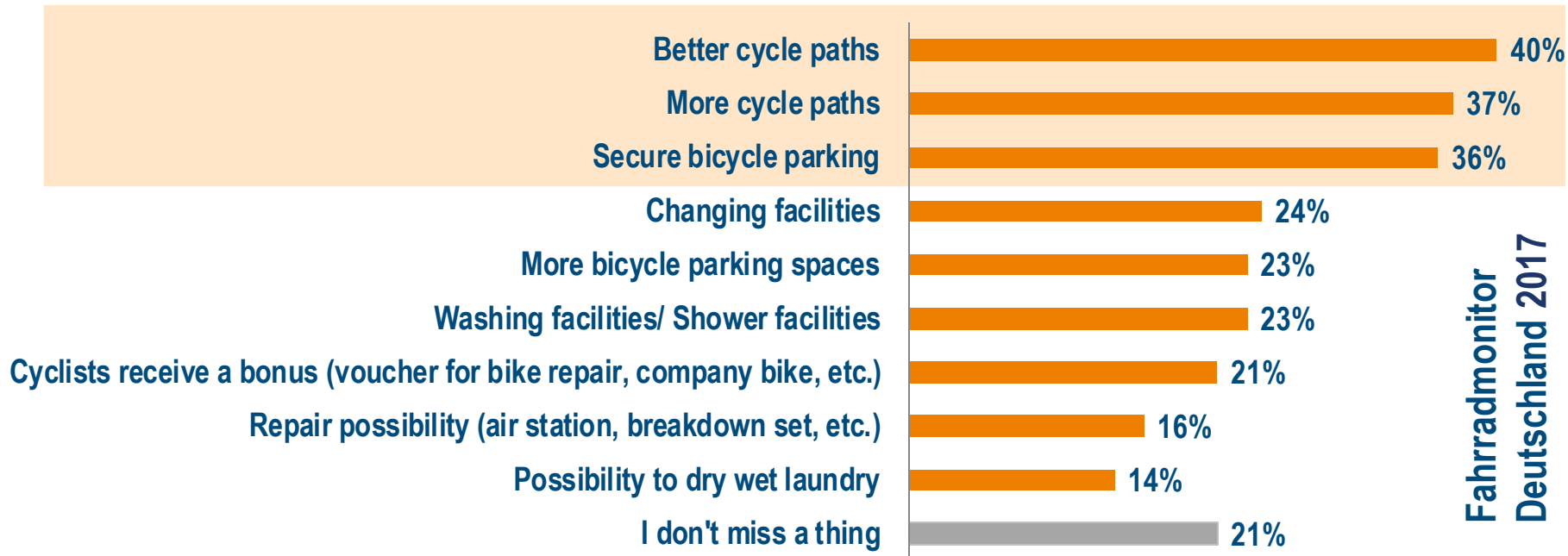
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# Infrastructure matters!

What would be important for you to cycle to work/training or school/university/vocational training? (multiple answers possible)



N = 1.000 Cyclists who do not cycle to work/training and are employed or undergoing training

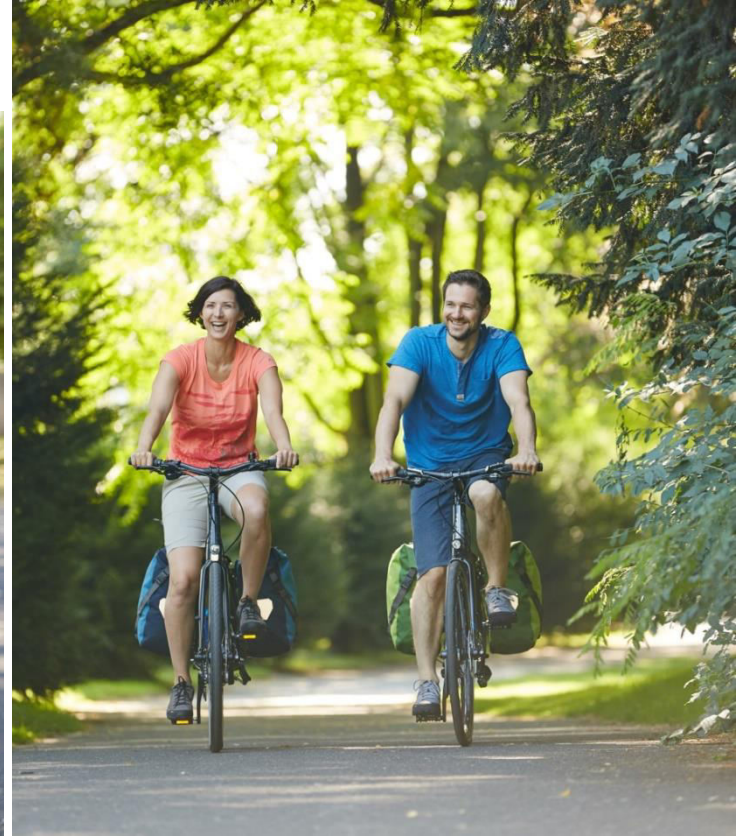
Source: Infas: Fahrradmonitor Deutschland 2017



# 1. Cycling Tourism creates enthusiasm for the bicycle

# Cycling tourism creates positive experiences & emotions

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# ... enables cycling under ideal conditions

- Car-free or with less traffic
- Cycle path with 3 meter width
- Near-natural route guidance



... provides access to cycling, motivates  
and can change behavior

**35 %** cycle more often  
in everyday life  
after cycling holidays

Transition of mobility systems  
begins in the head



**2. Cycling Tourism increases  
quality of life  
as component for livable cities**



**BREMEN  
BIKE IT!**

# **RAD MACHT STADTKULTUR**

**RADTOURISMUS IN  
STÄDTEN**



**BIKE IT!**



# Cycling makes cities attractive

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- Cycling and the bicycle have long been an *integral part and expression of urban lifestyle*
- A high proportion of bicycle traffic is an important prerequisite for *urban quality of life and recreation*
- Ride (walk) like a local is a component for contemporary city marketing. Good for the city, locals and guests alike.

*“When citizens do not dare to go to the streets, it is hard to get tourists on their bikes.”*



# Bremen Bike it!



**Initiator:** WFB Wirtschaftsförderung Bremen GmbH/ Campaign of Bremeninvest

**Objectives:** Promotion of cycling culture for a better quality of life; Developing cycling culture – *Ride like a local*

**Target group:** Addressed to locals and tourists alike

**Features:**



5 urban round trips



Routing app



Cultural institutions + cycling tourism



UNBEKANNTE GALAXIEN  
4. ETAPPE: MONDFAHRT AUF ERDEN  
FAHRE DIE MEISTEN  
UNTERSCHIEDLICHEN WEGE



# Cycling Tourism

...as driving force of bicycle culture

Die Blockland-Runde

Kuh, Knipp u...



WISSEN, WO ES LANG GEHT.

# Cycling tourism as an image & location factor

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Offers for local recreation and tourism:

- Leisure activities for citizens
- Increasing the attractiveness of the region
- Creating identity to the region
- Simultaneous visitor guidance
- **Cycling traffic as part of tourism concepts**

# Selected examples are...



# Everyday cycling and cycling tourism



**... can develop  
manifold synergies**

**... must be thought and  
planned together**

**3. Cycling tourism creates a  
better infrastructure for  
bicycle traffic**

# Cycling tourism as an initiator of...

- Cycling traffic analysis → Methodology incl. cycling traffic measurement, cyclist survey and data analysis
- Purpose:
  - Frequency of the usage of cycle routes from different user groups
  - Quality and user assessment
  - Economic indicators: Cost-benefit, turnover, added value
  - Potentials
- Implemented in Brandenburg, Lower Saxony, Saarland etc.





# Ruhr cycling superhighway– RS 1

101 km, for commuters, tourists and anyone who wants to travel quickly by bicycle between Hamm and Duisburg



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