



CYCLE TOURISM : USAGE AND ECONOMIC IMPACT MONITORING



COORDINATEUR DU RÉSEAU NATIONAL CYCLABLE



CYCLE TOURISM : USAGE AND ECONOMIC IMPACT MONITORING



From counting sites to national view

What is the French Counting National Platform?



Usage and economic impact monitoring on EuroVelo routes

What is the EuroVelo 6 methodology and main findings in France?



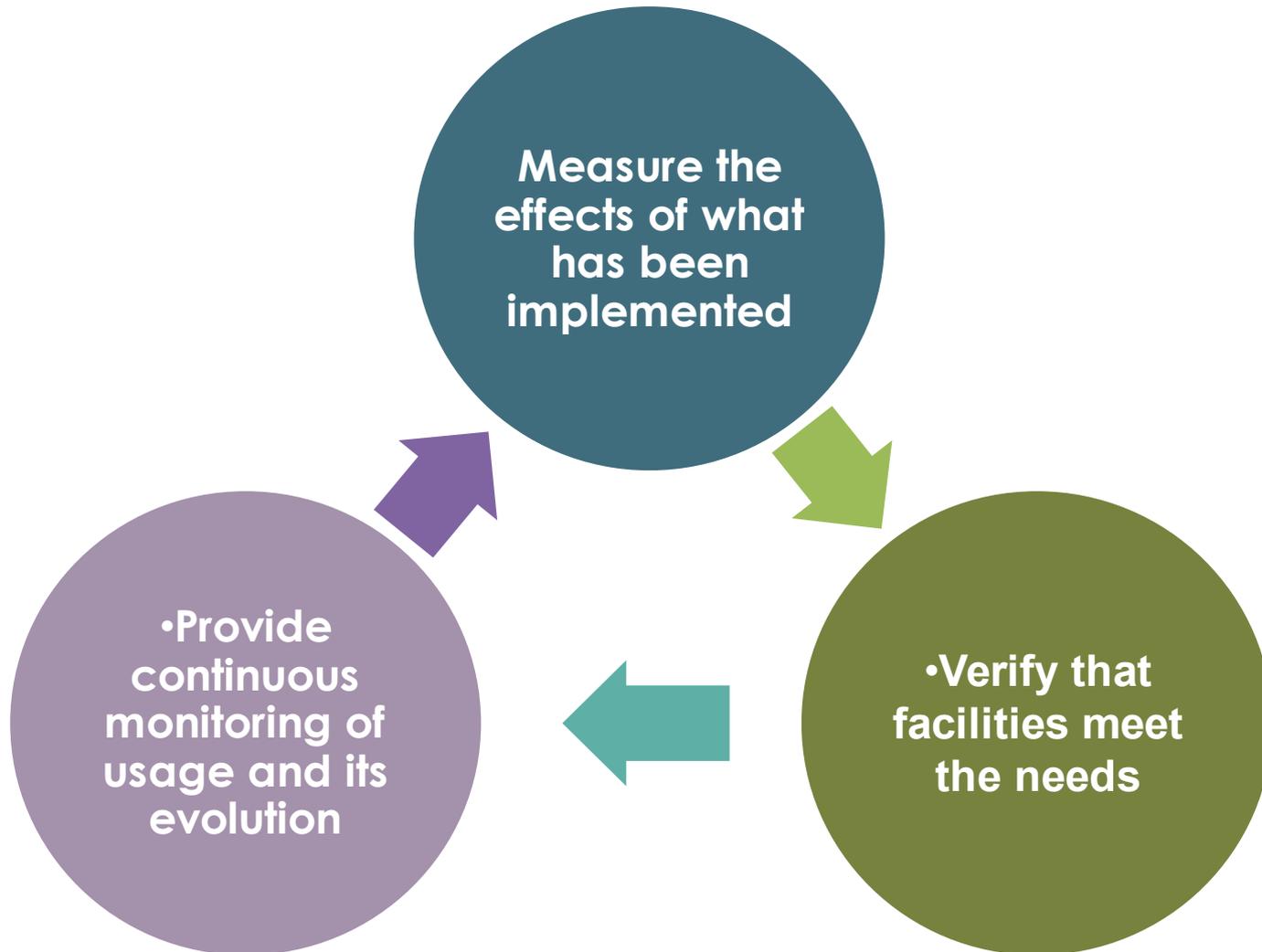
Replicability through AtlanticOnBike project

Tools and guidance to offer replicable methodology through Europe



Usage monitoring, what for?

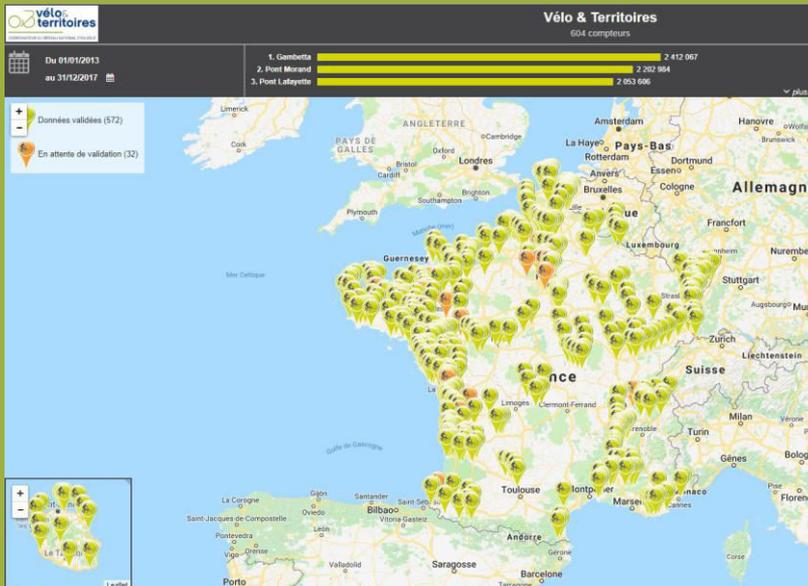
A global system for 3 major challenges





From counting sites to national view

What is the French Counting National Platform?



Nearly 700 automatic counters

Agregated for a national analysis

- 435 counters on regional, national or european cycle routes
- 243 on EuroVelo routes

2 main objectives

- **Build a deeper knowledge** of cycling practices in France
- **Promote the development** of the National Cycle Route Network (infrastructures), cycling policies and cycling use.



Usage and economic impact monitoring

Surveys on EuroVelo routes in France

FROM BICYCLE PASSAGES TO ECONOMIC IMPACT MONITORING...

A methodology shared on national level

- Developed for EuroVelo 6 project in 2006
- Implemented several times in France (La Loire à Vélo, Brittany, Alsace EV5-EV15, Burgundy, EV17-ViaRhôna, EV8, EV1-La Vélodyssée...)
- **A local approach to consolidate**



ON-SITE SURVEYS

- Profile
- Behaviour
- Spendings



COUNTING DATA

- Nb of passages/day
- Hourly profile
- Type of usage



ECONOMIC IMPACT

- Nb of cyclists
- Return on investments



Usage and economic impact monitoring

Surveys on EuroVelo routes



ON-SITE SURVEYS

- Profile
- Behaviour
- Spendings



Manual counts



Questionnaire



Interview



Usage and economic impact monitoring

Surveys on EuroVelo routes

STRENGTHS

- Methodology applied 10 times
- Comparable data for routes in France
- Questionnaire includes a wide range of subjects
 - infrastructure improvement
 - strategy reflexion
 - to help motivate partners
- Permanent monitoring system: main figures can be updated each year thanks to counting data

WEAKNESSES

- Calculation complicated to process
 - requires good knowledge of the methodology and of the route
 - requires a lot of manual treatment=source of error
- Demands good quality of permanent counting data



AtlanticOnBike

Interreg
Atlantic Area
European Regional Development Fund
AtlanticOnBike





Towards a replicable method

Through AtlanticOnBike project

Core guidance & core questionnaire

- A core questionnaire & complementary questions
- A core guidance to implement the survey and calculations consistently along a route / between routes



Transnational Data platform

- To collect counting data from all partners
- To enter main ratios from surveys
- To calculate usage and economic impact





Thanks for listing!



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