



EuroVelo

the European cycle route network boosts cycling (tourism) in Europe

Adam Bodor

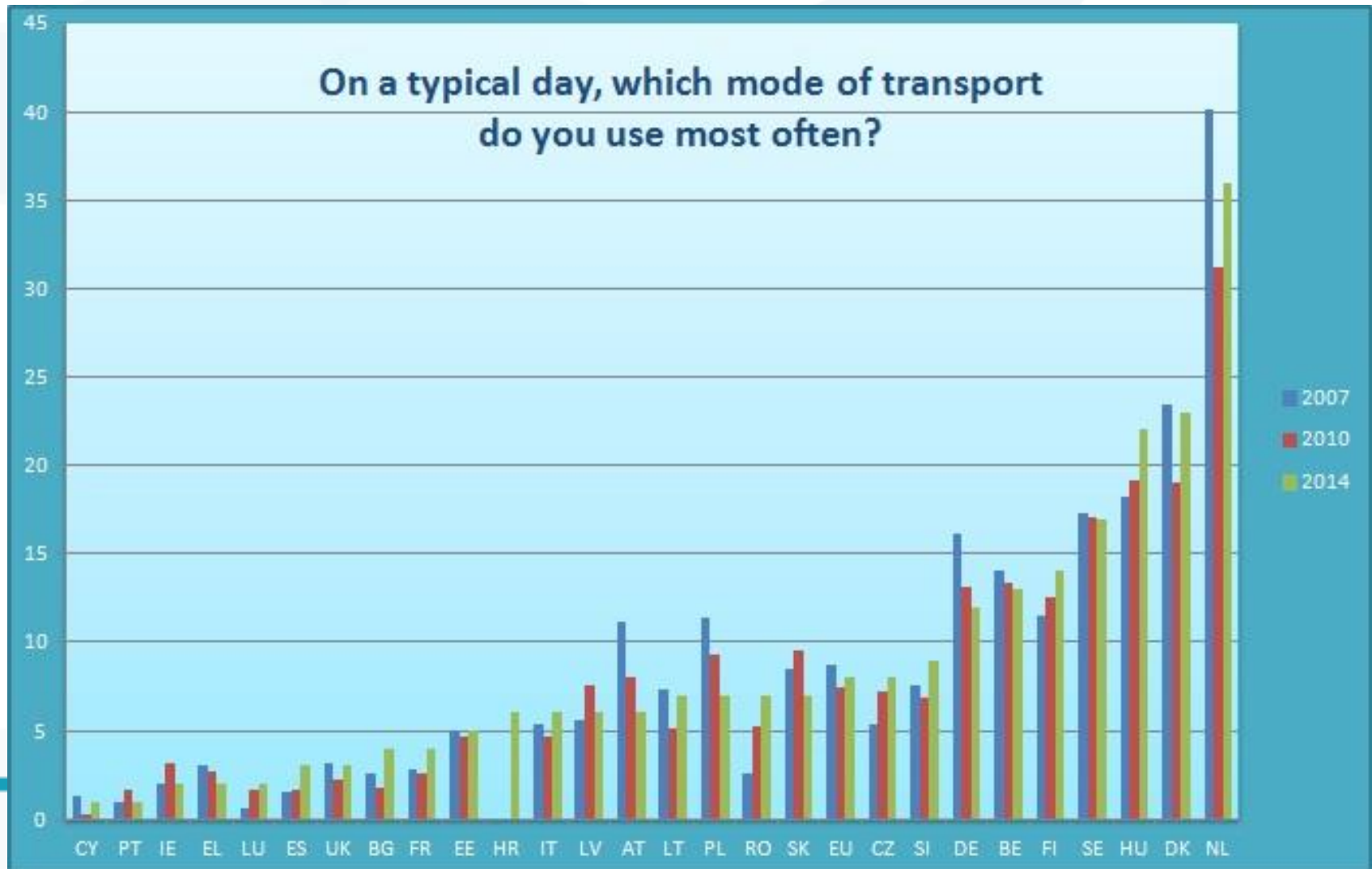
Advocacy and EuroVelo director

Taipei, 28th February 2016

European Cyclists' Federation (ECF)

*More people cycling,
more often*

More people cycling, more often on a typical day in Europe...



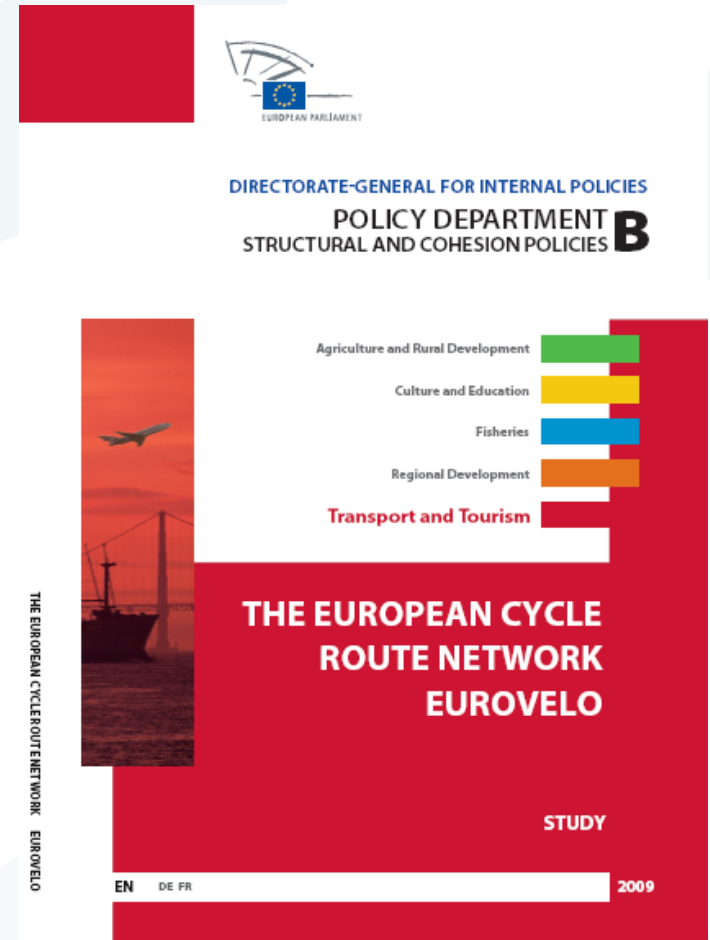
More people cycling, more often on holiday in Europe



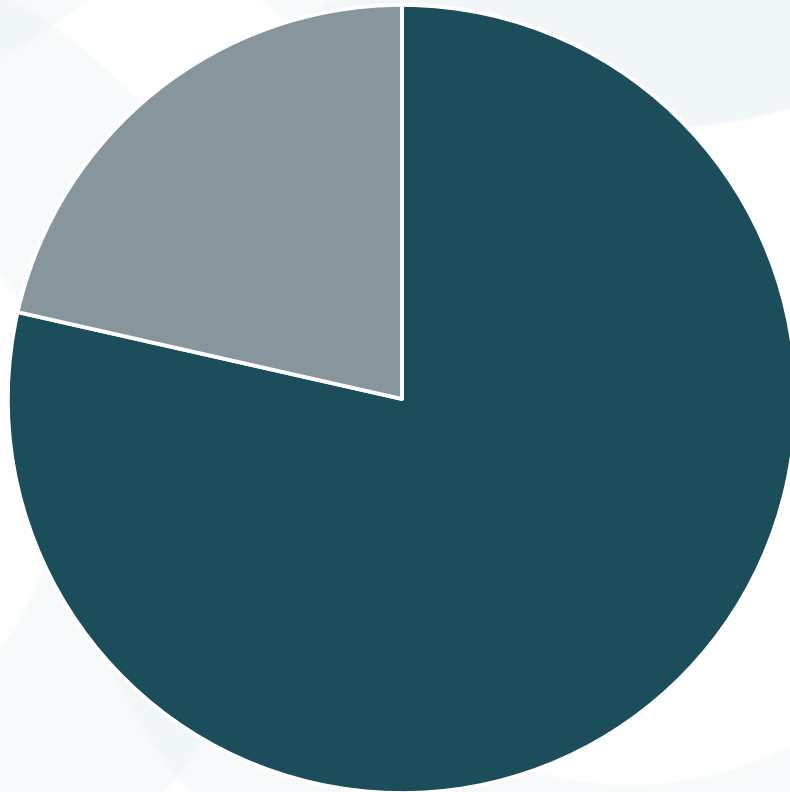
Cycling tourism trips in Europe

European Parliament
Study:

“2.3 billion cycle
tourism trips per year
in Europe, of which
20.4 million include
overnight stays!”



Cycling in general more than €200bn economic benefits, from it €44bn is connected to cycle tourism!



- All other benefits
- Cycling tourism benefits

€44 billion



Vs

€39.4 billion





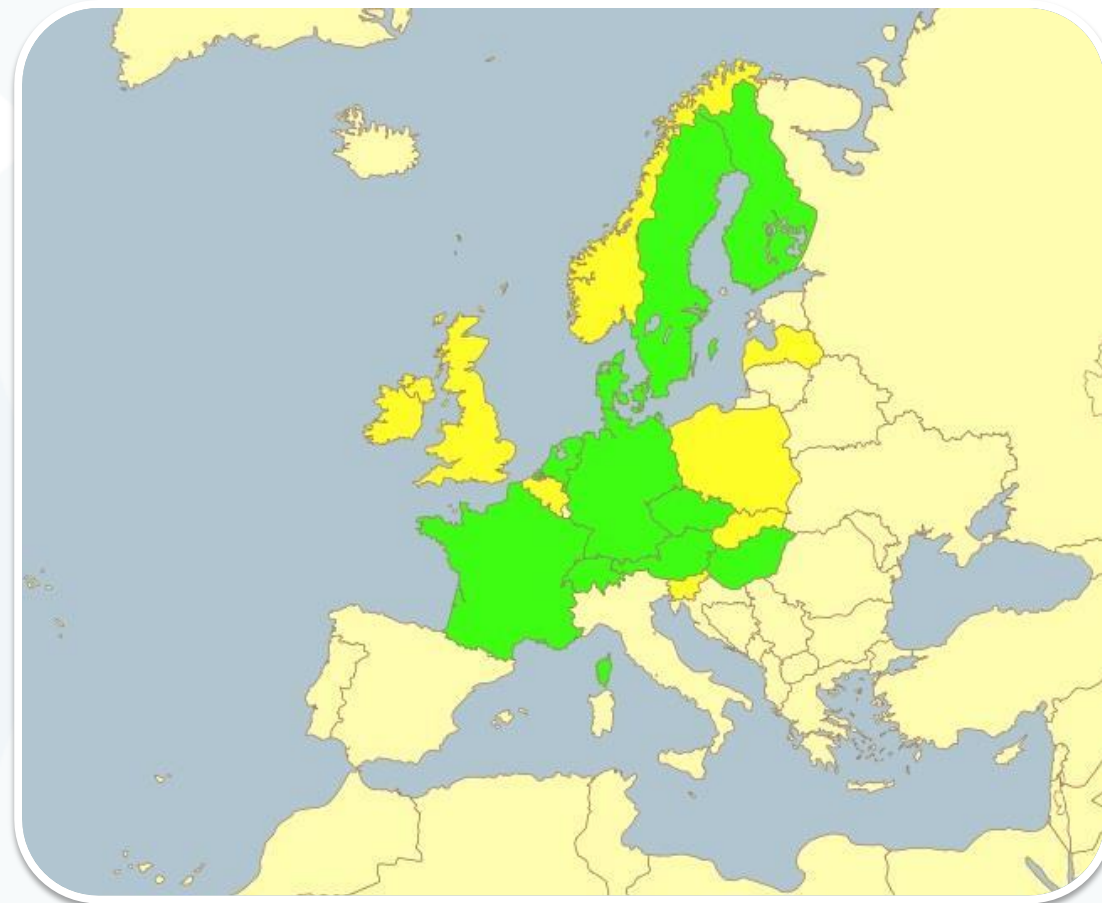
Vs



- **Local SMEs**
- **Local employment**
- **Local tax incomes**
- **Reduce CO2 emission**
- **Deconcentrate tourism flow**

- **Global companies**
- **Guest workers**
- **Avoid paying tax**
- **Use of fossil energy**
- **Concentrate tourism flow**

Which countries are benefiting from cycling tourism?





Why the
economic
impact is so
high?

How did we
archive this?



Why the economic impact is so high?

How did we
archive this?

Cycle tourism has changed...



...and moved to the
mainstream.



...and moved to the
mainstream.



...and moved to the mainstream.



...and moved to the
mainstream.



...and moved to the
mainstream.



...and moved to the
mainstream.



Because more people cycling more often for leisure and spends more!

- Average spend on day trips is €16.
- For overnight stays: €353 per trip.
- The total economic impact of cycling tourism in Europe is **€44 billion per year**





Why the
economic
impact is so
high?

How did we
archive this?

How did we archive this in Europe?

Investing in:

- Public transport conn.
- Routes, signalization
- Services
- Marketing, promotion
- Organization
- Monitoring, evaluation



Public transport connections

Good public transport connections with cycle carriage



Public transport connections

Tourists



Cycle tourists



Cyclists prefer
public (land)
transport more
than other
tourists!

Routes

Cycling tourists need attractive, safe, comfortable (and direct) routes



Routes

Attractive routes with clear themes and USP



Routes



EuroVelo – the European cycle route network

70.000 km

14 routes



EuroVelo – the European cycle route network

70.000+ km

14+1 routes

Rhone route!



EuroVelo – the European cycle route network

70.000+ km

14+1 routes

Rhone route!



Routes

Comfortable routes – well rideable surface, flat



Routes

Greenways



Routes

Agricultural, forestry, water management roads



Routes

Low traffic public roads



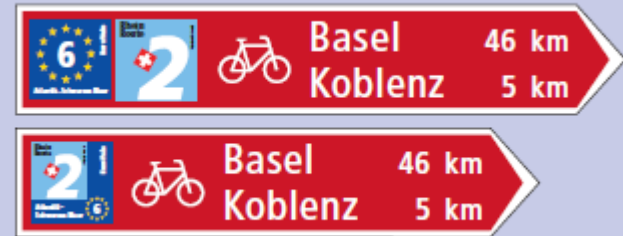
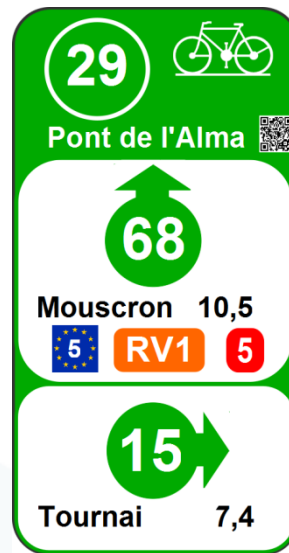
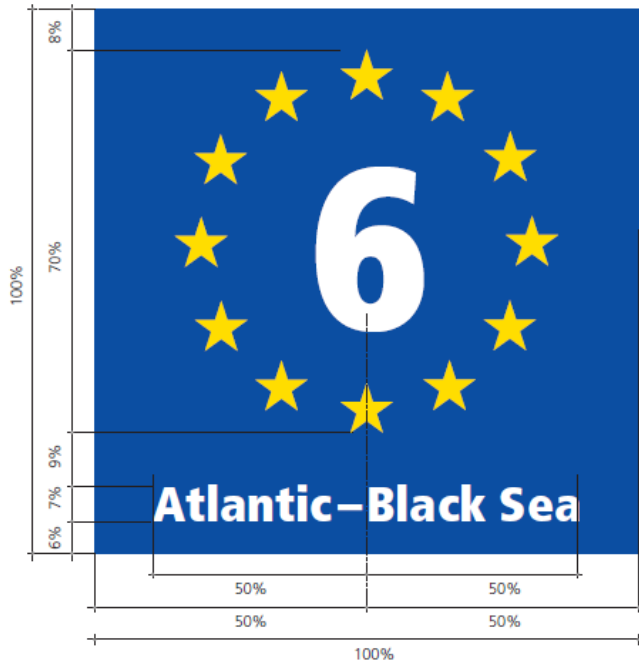
Signalisation

Complete and consistent signing according the national standards



Signalisation

Integration of EuroVelo signs



Services



Services

Controlled, high-quality cycling friendly services



Promotion and marketing

Up-to-date and easily accessible information and promotional tools.



www.ecf.com



Croatia	Cyprus
Czech Republic	Denmark
Estonia	Finland
France	Germany
Greece	Hungary
Iceland	Ireland
Italy	Latvia
Liechtenstein	Lithuania
Luxembourg	Malta
FYRO Macedonia	Moldova
Monaco	Montenegro
Netherlands	Norway
Poland	Portugal
Romania	Russia



Switzerland is a natural paradise for active people and with SwitzerlandMobility you can discover the most attractive signposted tours in the country. The route network for "gentle mobility" is unique worldwide and covers all of Switzerland. Whether you're sightseeing or in a hurry, for just a few hours or a whole day; the 8,500 kilometres/5,282 miles of SwitzerlandMobility cycling routes are diverse enough to suit every taste.



EuroVelo 5



EuroVelo 6



EuroVelo 15

National information



SwitzerlandMobility

SwitzerlandMobility, the National Coordination Centre, coordinates and communicates the most attractive, officially signposted routes for walking, cycling, mountainbiking, skating and canoeing in Switzerland. On the SwitzerlandMobility Foundation website, you will be able to access detailed descriptions of EuroVelo routes in Switzerland, including online maps, all kinds of cycling friendly services and links to public transport connections.



available in [en](#) / [fr](#) / [de](#) / [it](#) / [it](#)



<http://www.cycling-in-switzerland.ch> >

EuroVelo tools - web



- Language versions indicated
- Deep link



Routes

- › National routes
- › Regional routes
- › Local routes
- › Travel reports

Cycling in...



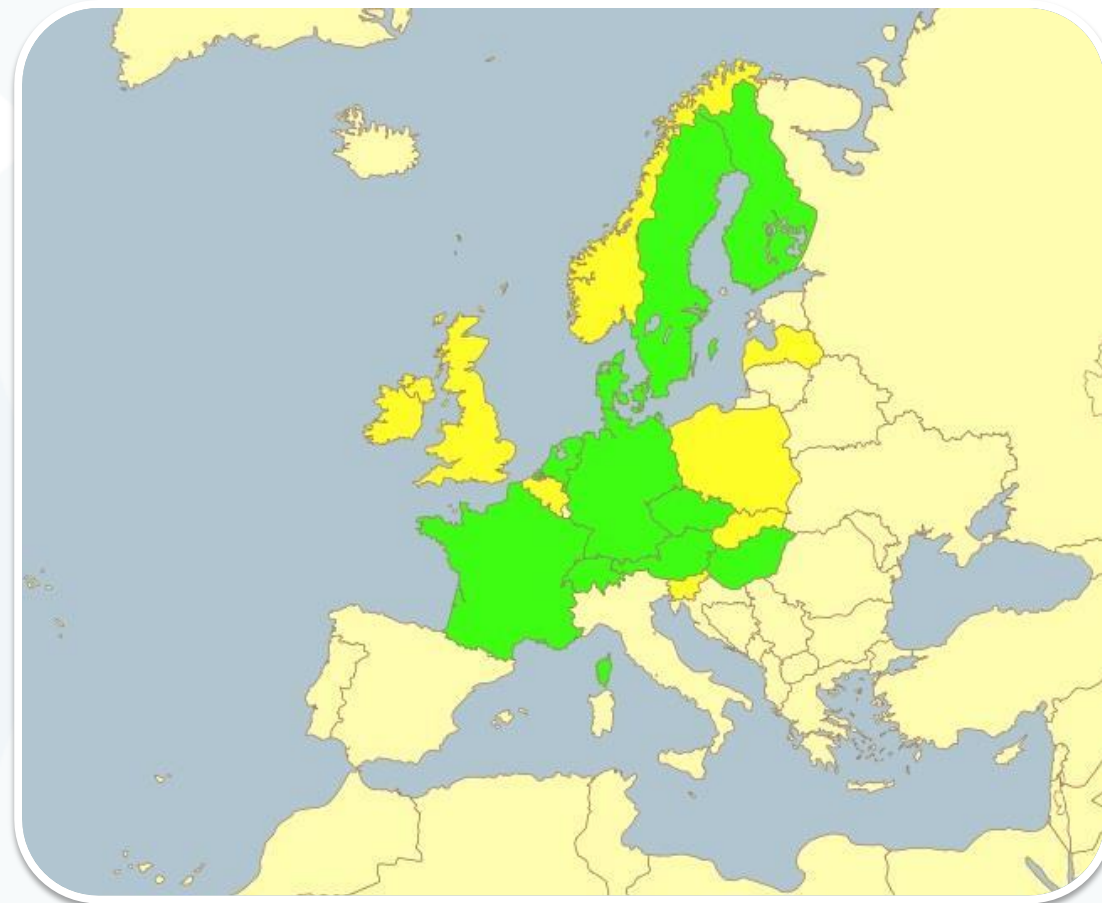
Selected cycling tours



Services

- › Bookable offers
- › Accommodation
- › Cycle rental
- › Flyer-Land

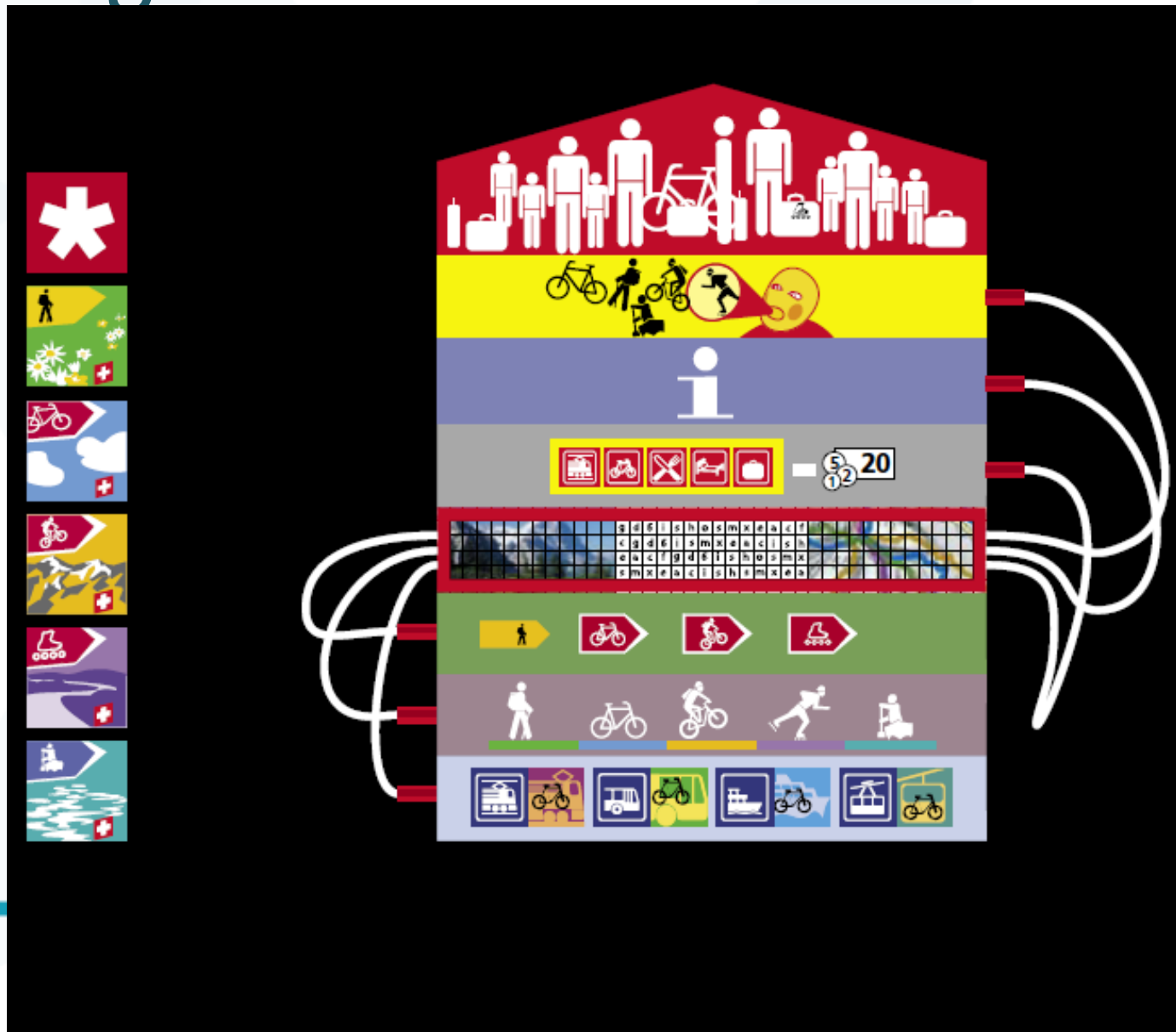
Which countries are benefiting from cycling tourism?



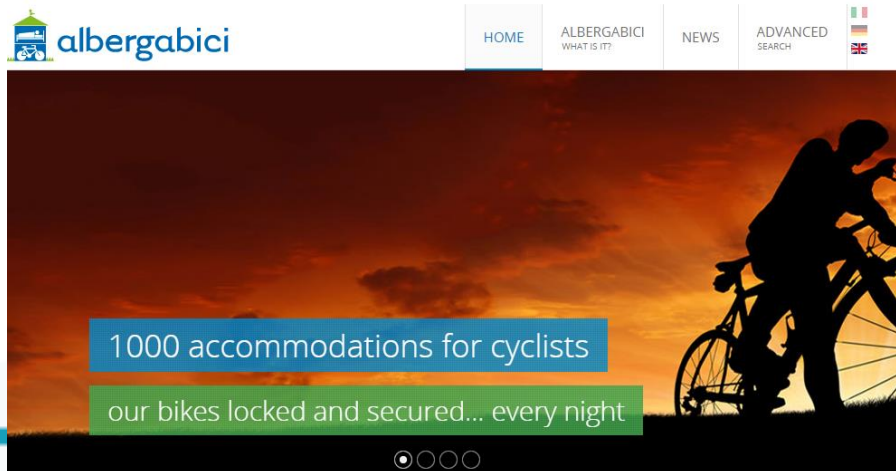
Organisation



Organisation: Switzerland



Organisation: Italy



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Monitoring and evaluation

- Usage monitoring
- Impact assessment



How did we archive this?

Investing in:

- Public transport conn.
- Routes, signalization
- Services
- Marketing, promotion
- Organization
- Monitoring, evaluation

On the right level!

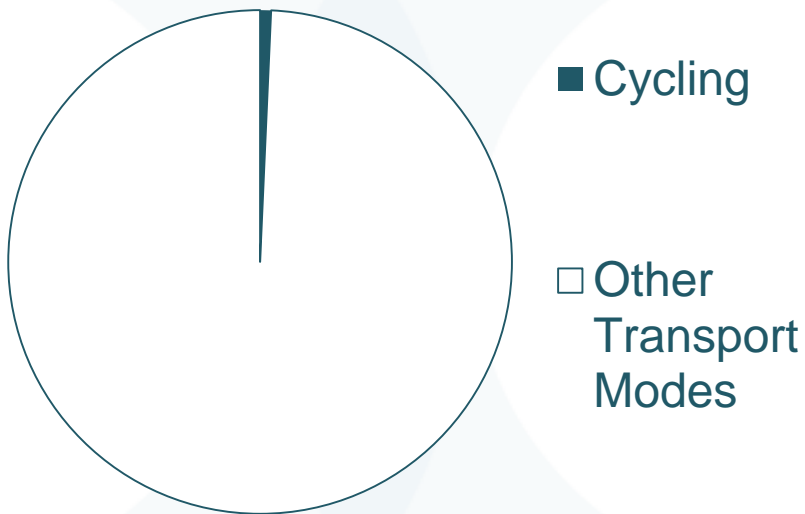
To all components!

Step by step!



The EU was investing in cycling between 2007-2013!

EU Spending on Transport



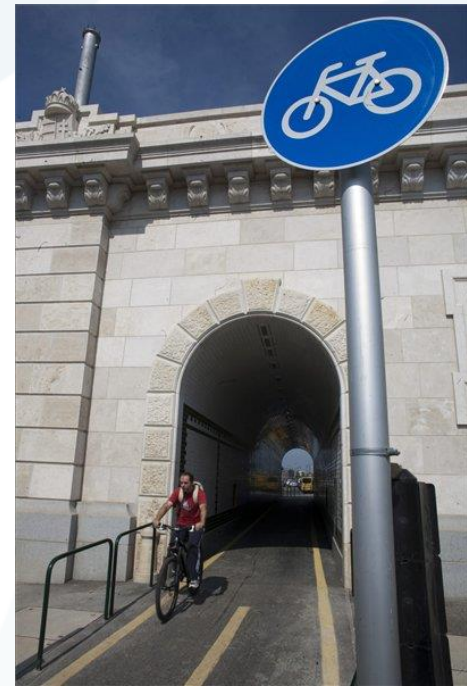
European funding of cycling-related projects between 2007 – 2013 was 600 million Euros.

Four countries spent over 100 million Euro each:





Case study: EuroVelo 6 in Budapest, Hungary

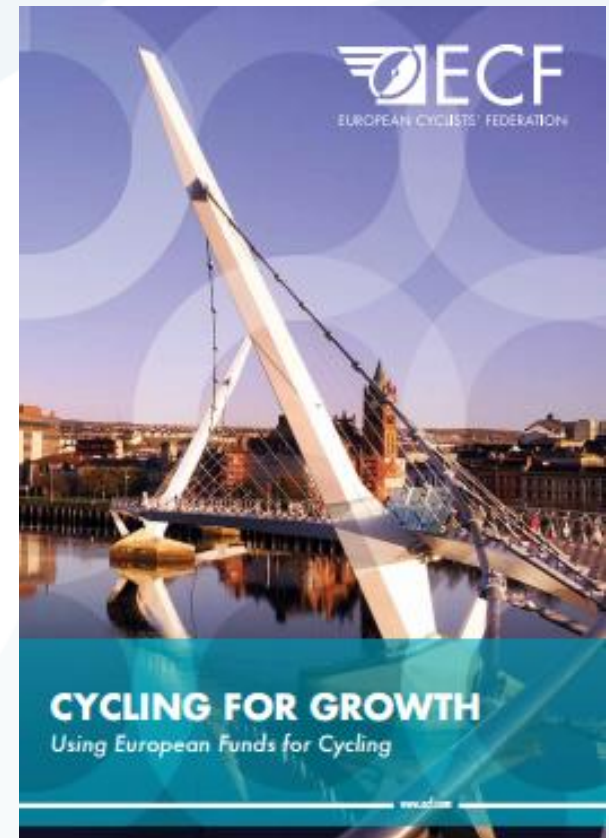


ECF was campaigning to increase EU investment in cycling!

Using the (economic) benefit figures and best practices

Involving ECF members and other stakeholders

to increase EU investment in cycling!



The EU is investing in cycling more between 2014-2020!

Based on the explicit references to cycling we estimate that

1.3 – 1.5 billion Euros

of EU Funds are available for cycling between
2014 – 2020.

With implicit and indirect connections:

Over 2 billion Euros

Conclusion

- Investing in cycling (tourism) returns fast!
- Use economic arguments!
- Involve all relevant stakeholders!
- Develop all cycling (tourism) components, systematically, step by step!
- Measure the impacts celebrate the success!
- Discover Europe by Bike!





For more information

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www.ecf.co

www.eurovelo

www.eurovelo

Thank you for listening!