Tourism of the future

27 JUNE 2019

Adam Bodor
Vice-chair of Tourism Manifesto for Growth & Jobs
ECF Advocacy & EuroVelo Director
What is the Tourism Manifesto for Growth and Jobs?
562 million international tourist arrivals
10.3% of the EU’s GDP
27.3 million employees
Tourism is one of the main pillars of the European economy

Uninterrupted growth
Europe is still the world’s number 1 tourism destination!

- €400B visitor exports
- 562M international tourist arrivals
- 10,3% of the EU’s GDP
- 27,3M employees
The future of tourism?
Is this the right direction?

What are the “side effects” of this growth?
Overtourism – in space and time

The Economist
Hirdelis: Dubrovnik is under threat of losing its UNESCO world heritage site status because of over-tourism.

ECONOMIST.COM
"Game of Thrones" brings hoards of tourists to Dubrovnik.
Side effects

Increasing inequalities
Increasing inequalities
Ships owned by Carnival corporation emit 10 times more SO\textsubscript{x} than all European cars
Cycling tourism can deliver and meet these challenges in the same time!
Cycle tourism products
CYCLE TOURISM

Values and benefits

€44 Billion economic impact per year

11% of the value of European tourism
CYCLE TOURISM

Values and benefits

345,000 jobs
13% of European tourism workplaces
CYCLE TOURISM
Values and benefits
Jobs and growth generated off the beaten track at local SMEs!
CYCLE TOURISM

Values and benefits

Cycle tourists are more likely to take a train than average tourists!
Values and benefits

Growth and jobs are generated with better environmental, economic and social impact!
CYCLE TOURISM
Values and benefits

Cycling tourism
= health, happiness, adventure, discovery
The cycle routes
The cycle routes
ACTUAL PRODUCT
The organisation behind
AUGMENTED PRODUCT
Website and apps
AUGMENTED PRODUCT

Images and messages

AUGMENTED
Cycling tourism is sun and sea!
Cycling tourism is breathing fresh air!
Cycling tourism is discovery!
Cycling tourism can be adventure if that’s what you want!
Cycling tourism can be fast or slow!
Cycling tourism is time for self reflection!
Cycling tourism is fun with your friends!
Cycling tourism is for everyone!