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 & Jobs?
562 million international tourist arrivals
€400 billion
Visitor economy
10,3% of the EU’s GDP
27,3 million employees
Tourism is one of the main pillars of the European economy.

- €400B visitor exports
- 562M international tourist arrivals
- 10.3% of the EU's GDP
- 27.3M employees

Uninterrupted growth

Europe is still the world's number 1 tourism destination!
The future of tourism?
Is this the right direction?

What are the “side effects” of this growth?
Side effects

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
I drink, and I visit things.
Side effects

Increasing inequalities
Side effects

Increasing inequalities

Booking.com  Airbnb
Ships owned by Carnival corporation emit 10 times more SO$_x$ than all European cars

Air pollution
CO2 emission
Cycling tourism can deliver and meet these challenges in the same time!
Cycle tourism products
CORE
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 tourists are more likely to take a train than average tourists!
CYCLE TOURISM

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
The services
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!
Thank you!

www.ecf.com

Adam Bodor – Advocacy and EuroVelo Director
a.bodor@ecf.com