Cycling tourism in Europe
a success story, a booming business
and a gateway to urban cycling

Brussels
13th June 2018
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Advocacy and EuroVelo Director
Cycling (tourism) has changed...
Cycling (tourism) has changed...
...and moved to the mainstream
...and moved to the mainstream

Regular cycle tourists

Occasional cycle tourists

Demanding cycle tourists: families with children, road cyclists, handbikes, tandems...
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!”
€44 billion

Vs

€39.4 billion
• Local SMEs
• Local employment
• Local tax incomes
• Reduce CO2 emission
• Deconcentrate tourism flow

Vs

• Global companies
• Guest workers
• Avoid paying tax
• Use of fossil energy
• Concentrate tourism flow
€44 billion Vs €39.4 billion
Development circle of cycle tourism

- Organisation
- Services / facilities
- Routes
- Cycle tourists
- Promotion, communication, offers
Development circle of cycle tourism

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ROUTES
The routes

- National Routes
- Regional Routes
- Local Routes
The routes

The European, national and regional cycle routes of the Netherlands
The routes

• **15** routes

• **Over 70,000 km**

• **42** countries
The routes

EuroVelo 8 – Mediterranean Route
The routes

EuroVelo 15 – Rhine Cycle Route
The routes

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

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

→ Completely signposted
The routes

→ Public transport with bike carriage to reach the destinations and skip problematic sections
Development circle of cycle tourism

SERVICES / FACILITIES

Organisation

Promotion, communication, offers

Cycle tourists

Routes
Services

Local products - specialties
Services

Certified
cycling friendly
accommodations
Development circle of cycle tourism

ORGANISATION

Promotion, communication, offers

Cycle tourists

Services / facilities

Routes
Organization

1 ECF – EuroVelo management team and EuroVelo council

22 National EuroVelo Coordination Centres and Coordinators
Organisation - investments

- Small preparatory project for EuroVelo 8 led by ECF – 0,3 million Euro

- Interreg – scale up – detailed preparation for investments and trans-national activities led by the Region of Andalusia, Spain – 2,5 million Euro
Organisation - investments

EU Funds, national, regional and local resources invested in cycling (infrastructure)

100million Euro – in Andalusia only!
Development circle of cycle tourism

PROMOTION, COMMUNICATION, OFFERS

Organisation

Cycle tourists

Services / facilities

Routes
Promotion and Marketing

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

www.eurovelo.com
Promotion and Marketing

→ Use innovative and interactive tools...
Development circle of cycle tourism

- Organisation
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- Promotion, communication, offers
- Cycle tourists
High quality routes for all...

Regular cycle tourists

Occasional cycle tourists

Demanding cycle tourists: families with children, road cyclists, handbikes, tandems...

Essential criteria

Important criteria

Additional criteria

100% of the route

min 70% of the route

optional/aspiration level
Don’t miss!
High quality routes for all...

15th June 14.00 – 15.00 Velo-city Rio

EuroVelo - Developing long-distance cycle routes - interactive workshop
And after Velo-city 2018 in Rio...
EuroVelo and Cycle Tourism Conference!

www.euroveloconference2018.com

(Call for abstracts is open!)
See you on the other side of the Atlantic by Bike! Thank you for your attention!