How cycling tourism contributes to the transition of mobility systems

Louise Böhler – Head of Tourism, ADFC e.V.
The world’s largest long-standing survey on cycling tourism:
- examines the travel behaviour of German cycle tourists
- identifies trends in cycling tourism

Questions on
✓ The duration and type of the last cycling tour
✓ The most popular cycle routes and regions in Germany and abroad

The bicycle travel analysis is a representative survey.
Cycling tourism on the road of success

1999: 1,92 Mio.*

2014: 4 Mio.

2015: 4,5 Mio.

2016: 5,2 Mio.


2018: 5,5 Mio.

Tagesausflüge:

- 2016: 150 Mio.
- 2018: 258 Mio.

*Auf Basis anderer Grundgesamtheit
Every second German makes a day trip by bicycle

258 million cycling trips

Ø 11 excursions in leisure time + 38%
10 %* of turnover in the tourism industry in Germany comes from cycling tourism!

*Source: Grundlagenuntersuchung Fahrradtourismus in Deutschland 2009
Advantages of cycling tourism

...creates added value and jobs
...strengthens rural areas
...enables visitor guidance (over tourism)
...is a sustainable holiday style
...strengthens German tourism industry
...grows with demographic change
...
Cycling tourism can do even more...
Four types of cyclists

- 6.5% enthusiastic and convinced
- 60% interested but worried
- 0.5% strong and fearless
- 33% no way!
## Infrastructure matters!

What would be important for you to cycle to work/training or school/university/vocational training? (multiple answers possible)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better cycle paths</td>
<td>40%</td>
</tr>
<tr>
<td>More cycle paths</td>
<td>37%</td>
</tr>
<tr>
<td>Secure bicycle parking</td>
<td>36%</td>
</tr>
<tr>
<td>Changing facilities</td>
<td>24%</td>
</tr>
<tr>
<td>More bicycle parking spaces</td>
<td>23%</td>
</tr>
<tr>
<td>Washing facilities/ Shower facilities</td>
<td>23%</td>
</tr>
<tr>
<td>Cyclists receive a bonus (voucher for bike repair, company bike, etc.)</td>
<td>21%</td>
</tr>
<tr>
<td>Repair possibility (air station, breakdown set, etc.)</td>
<td>16%</td>
</tr>
<tr>
<td>Possibility to dry wet laundry</td>
<td>14%</td>
</tr>
<tr>
<td>I don’t miss a thing</td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: Infas: Fahrradmonitor Deutschland 2017

N = 1,000 Cyclists who do not cycle to work/training and are employed or undergoing training
1. Cycling Tourism creates enthusiasm for the bicycle
Cycling tourism creates positive experiences & emotions
... enables cycling under ideal conditions

- Car-free or with less traffic
- Cycle path with 3 meter width
- Near-natural route guidance
... provides access to cycling, motivates and can change behavior

35% cycle more often in everyday life after cycling holidays

Transition of mobility systems begins in the head
2. Cycling Tourism increases quality of life as component for livable cities
RAD MACHT STADTKULTUR

RADTOURISMUS IN STÄDTEN
Cycling makes cities attractive

- Cycling and the bicycle have long been an *integral part and expression of urban lifestyle*
- A high proportion of bicycle traffic is an important prerequisite for *urban quality of life and recreation*
- Ride (walk) like a local is a component for contemporary city marketing. Good for the city, locals and guests alike.

“When citizens do not dare to go to the streets, it is hard to get tourists on their bikes.”
Bremen Bike it!

Initiator: WFB Wirtschaftsförderung Bremen GmbH/ Campaign of Bremeninvest

Objectives: Promotion of cycling culture for a better quality of life; Developing cycling culture – Ride like a local

Target group: Addressed to locals and tourists alike

Features:
- 5 urban round trips
- Routing app
- Cultural institutions + cycling tourism
Cycling Tourism

...as driving force of bicycle culture
Cycling tourism as an image & location factor

Offers for local recreation and tourism:

- Leisure activities for citizens
- Increasing the attractiveness of the region
- Creating identity to the region
- Simultaneous visitor guidance
- Cycling traffic as part of tourism concepts
Selected examples are:

- **Bremen Bike it!**
- **Master plan cycling tourism, Braunschweig**
- **Cycling concept of Marburg**
- **City of Memmingen**
- **City of Arnsberg**
Everyday cycling and cycling tourism … can develop manifold synergies … must be thought and planned together
3. Cycling tourism creates a better infrastructure for bicycle traffic
Cycling tourism as an initiator of...

- **Cycling traffic analysis → Methodology incl. cycling traffic measurement, cyclist survey and data analysis**

- **Purpose:**
  - Frequency of the usage of cycle routes from different user groups
  - Quality and user assessment
  - Economic indicators: Cost-benefit, turnover, added value
  - Potentials

- **Implemented in Brandenburg, Lower Saxony, Saarland etc.**
Ruhr cycling superhighway – RS 1

101 km, for commuters, tourists and anyone who wants to travel quickly by bicycle between Hamm and Duisburg
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