

*1st Austrian Bicycle Travel Analysis
2015*

presented at the ITB 2016



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Team Cycling-Tourism*

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1. Austrian Bicycle Travel Analysis



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ÖSTERREICH

Kondeor

Project lead



RADTOURISMUS
ÖSTERREICH

Initiative of:



(Mag. Christian Weinberger)

Die Wirtschaftsagentur des Landes Niederösterreich

Contents discussed and agreed w



The German Bicycle Market Analysis

Sponsored by: **Kondeor**
MARKTFORSCHUNG

(Dataaquisition and analysis of data)

2

1. Austrian Bicycle Travel Analysis



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- 4.000 clicks to questionnaire ➤ 1.150 usable online questionnaires ➤ 667 Online-Interviews filled in by Austrian cyclists
- 1st time in 2015 as a pilot project, not representative for the Austrian cyclists yet
- 2016: online panel
 - <http://www.radtourismus.at>
 - <https://cawi.kondeor.at/surveys/de/radreiseanalyse>

3

Results

Bicycle Travels: Key data

Ø Duration of travel Days

Bicycle short break	2,9
Bicycle main holiday	10,5
Bicycle Travel	7,2

Type of travel %

Different single routes	20
Long distance route	80

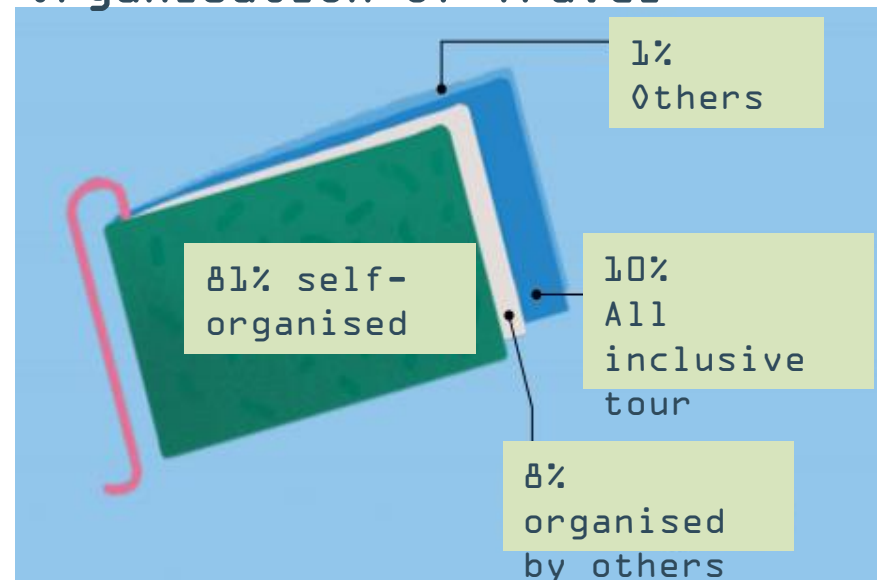
Type of bicycle %

Touring, Trekking, MTB	94
Racing bike	.
Pedelec, E-Bike	6

Country of destination %

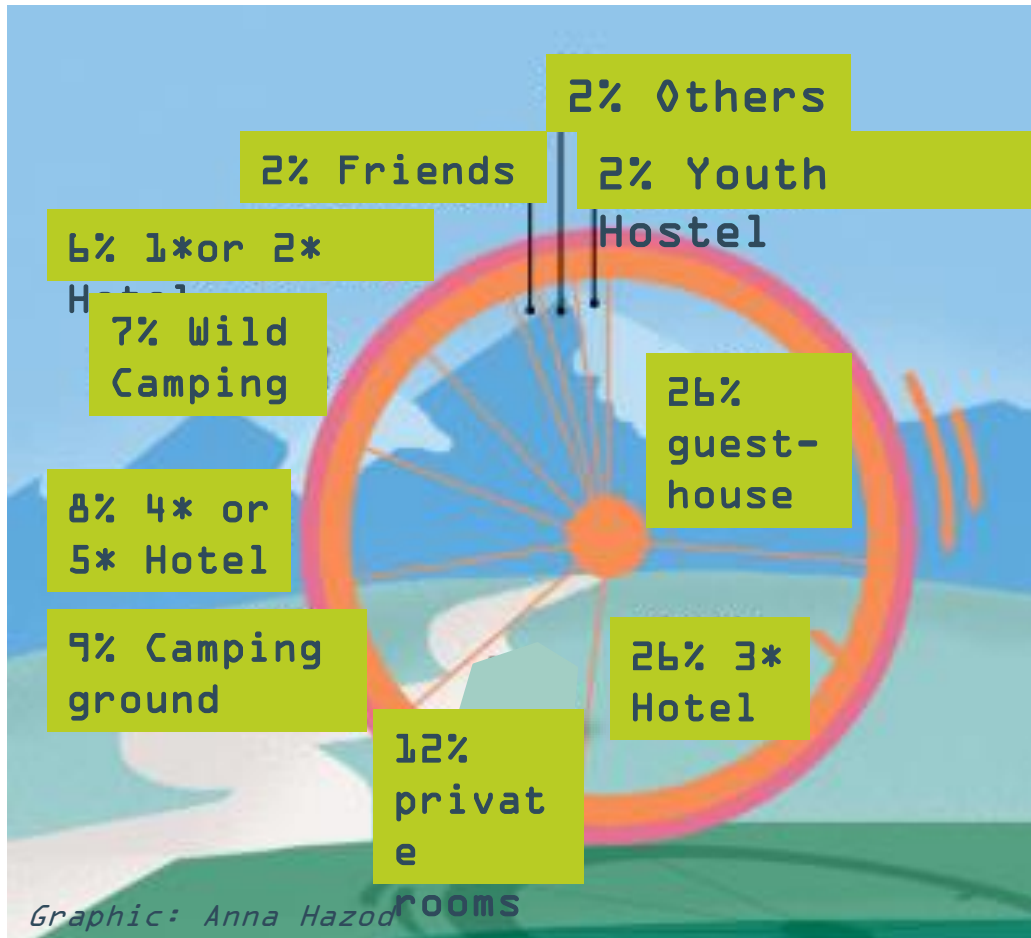
Austria	54
Foreign Country	46

Organisation of Travel



Results - extracts

Bicycle Travels: Main Accomodations used in %



Results - extracts

Bicycle Travels: sources of information

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(for the preparation of the travel, in %)

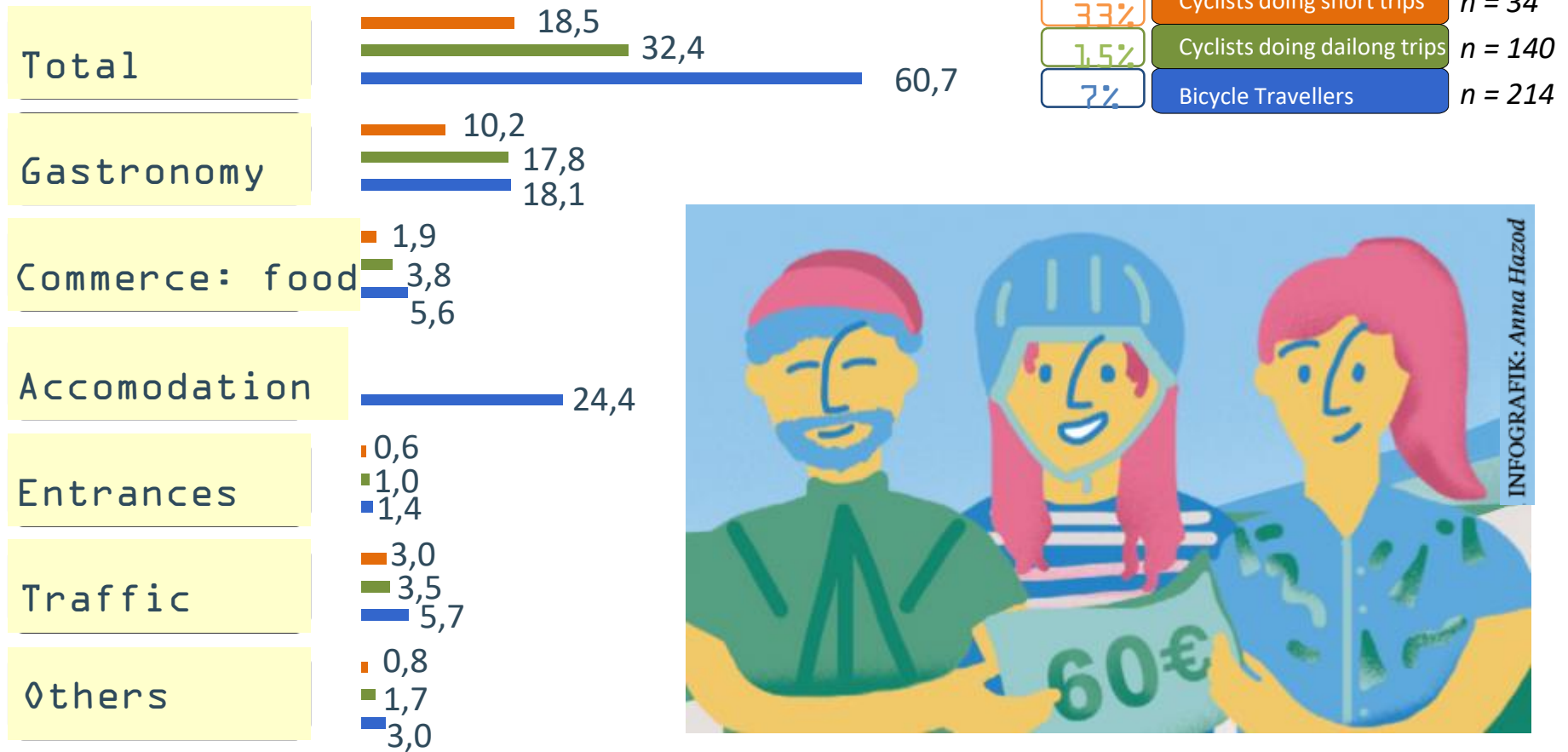


6

Results - extracts

Expenses

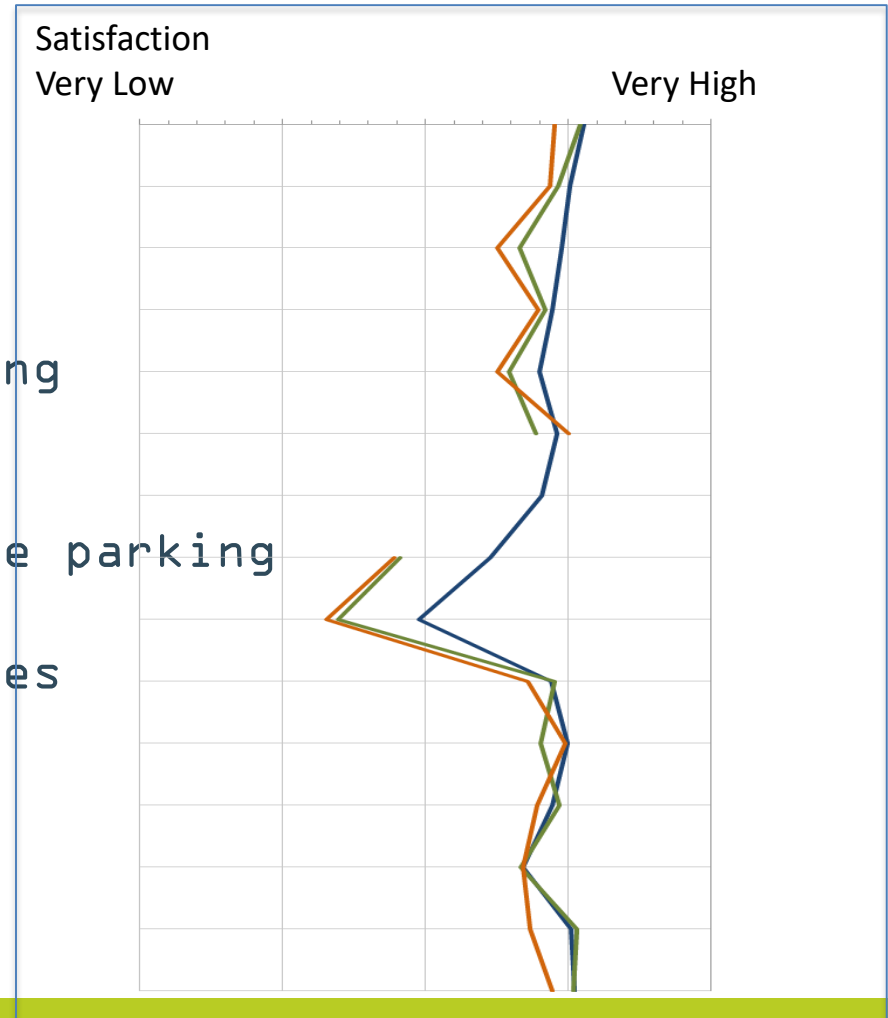
Expenses (per person and day) in €



Satisfaction of cyclists

Satisfaction with the following factors was asked:

- Route guidance
- Signposting
- Information materials
- Altitude profiles
- Possibilities to go shopping
- Gastronomy
- Accommodations
- Save possibilities for bike parking
- Save luggage storage
- Public traffic possibilities
- Quality
- Safety to traffic
- Disturbance by traffic
- Continuous traffic ability
- Route in total



14 Top Bicycling Paths in Austria



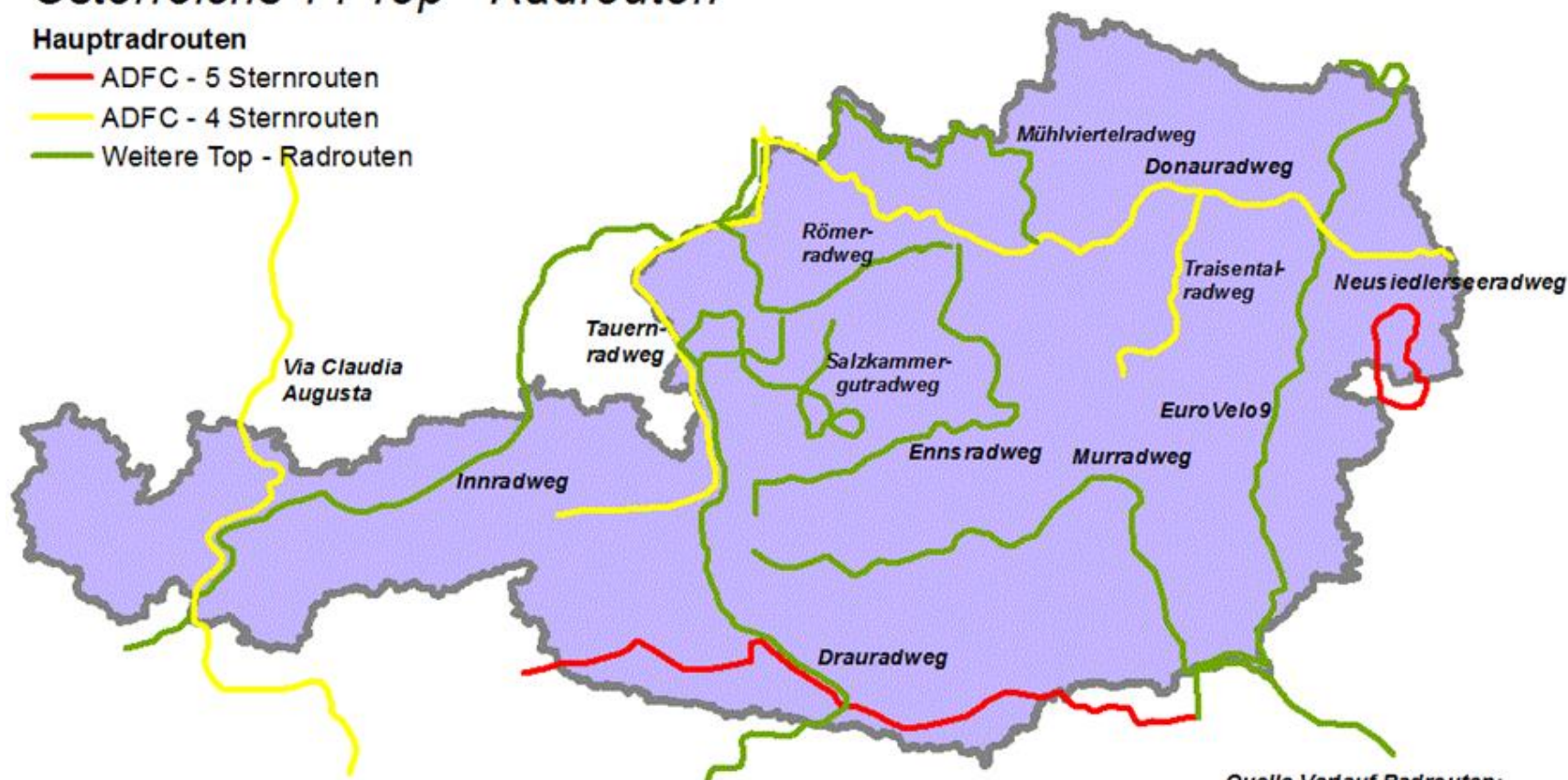
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Österreichs 14 Top - Radrouten

Hauptradrouten

- ADFC - 5 Sternrouten
- ADFC - 4 Sternrouten
- Weitere Top - Radrouten



Quelle Verlauf Radrouten:
Radtouren Österreich
Grafik: Radlobby-Radtourismus

9

Most favourite bicycle path in Austria



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- Salzkammergutradweg - Murradweg - Ennsradweg - Ciclovía Alpe-Adria
- 3. EuroVelo 9 ex aequo Drauradweg
- 2. Neusiedler See Radweg
- 1. Donauradweg



Base: n = 458 (von n = 667).

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Importance of the Austrian Bicycle Travel Analysis for the tourism sector

- **Information's about Cyclists** using cycling infrastructure, resp. About target group of the cycling tourism economy, e.g.:
 - Basic information's for marketing and communication
 - Basic information for touristic product design and investments
 - Documentation of importance of cycling and creation of value
- **Synergies** of the project with on site - interrogations and frequency measurements
- **International exchange of data** (benchmarking)
- **standardised possibility for guests to give a feedback**

Aims

Who are we?

*Team of people excited by cycling also
their holidays, trained by ADFC*

Our Aims

- **Strengthen cycle tourism in Austria**
- *Linking knowhow (national / international)*
- *Offering services (e.g. inspection of cycling routes for certification by ADFC, sign-posting, consulting)*
- *Quality intensification of accommodations esp. for cyclists*
- *Market analysis*
- *Study Trips*
- *Events*



Thank You!



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13