Unlocking the potential of cycle tourism in Brazil

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**National Tourism Policy (2008)**

Stimulate the federative unities and municipalities to plan sustainable tourist activities, including between each other, with the effective participation of the receptive communities.

Implementation of production and exchange of data and information relative to tourism companies, integrating universities and private research institutes in the analysis process.

**National Policy on Urban Mobility (2012)**

Sustainable development of cities in the socioeconomic and environmental dimensions.

Priority of active modes of transportation over motorized vehicles.
Cycle Tourism: Opportunities for the Brazilian economy
According to Brazil's Ministry of Tourism, in 2017 Brazil received 6,588,770 international tourists, the largest in the country's history surpassing both 2016, during the Rio Olympic Games, and 2014 during the FIFA World Cup.
**Cycle day trips**
- Trips during no longer than a day, which can be done by residents and visitors

**Holiday cycling**
- Cycling comprises only a part of several holiday activities

**Cycling holidays**
- The bicycle is the main motivation and transport mode of the travel

- Urban cycle tourism
- Mountain bike
- Cycle tourism’s circuits
R$ 20,2 milhões é o que o Ministério das Cidades investiu em 53 municipios brasileiros para a construção de ciclovias.

O faturamento de empresas de turismo de aventura e ecoturismo passou de R$ 491,5 milhões em 2008 para R$ 515,9 milhões em 2009.

Domestic tourism accounts for approximately 90% of the industry’s revenues in Brazil.
Cycle tourism in Brazil: data and baseline setting
Vale Europeu study case: data and baseline setting
Vale Europeu study case: data and baseline setting
Branding and promotion

Sport and leisure events

Encourage cycling

Press dissemination
Rio de Janeiro: cycle tourism potential
Promoting cycle tourism can help improve the tourism industry; Reduce carbon footprint; Save energy; create more employment opportunities.
transport and tourism: the governance challenge

Establishment of activity coordination centers

Performance analysis:
- Annual basis
- Monthly basis

Transportation Planning <-> Tourism Planning

- Regional
- Local
- National
Rio de Janeiro:
undiscovering routes

Legend:
- UCS Federais e Estaduais
- Rotas realizadas por ciclistas

Official Circuits:
- Estrada Real
- Volta do Desengano
- Volta das Transições
Comments and suggestions are welcome

Thank you!