How cycle tourism can save tourism?

Jesper Pørksen, Danish Cycling Tourism
Too much tourism
Too filthy tourism
Too exclusive tourism

“In 2018, only 9% of African Americans participated in outdoor activities compared to 74% of white Americans”

Mountains to climb

The outdoor industry in the USA suffers from a lack of diversity, known as the “adventure gap”. We met some trailblazers who are working to narrow it, by encouraging minorities to enjoy the country’s wilder parts.
The solution
Economic benefits

HIGH SPENDING

BIG TURNOVER

LOCAL SPENDING
One in five is a cycle tourist
A recipe for a cycle tourism product

• Visible
• Accessible
• Safe, but fun
• Guided, but still explorative
The Baltic Sea Cycle Route
Northern Europes best cycling destination

BIKE ISLAND 2020

FYN, LANGE LAND OG ÆRØ SOM INTERNATIONALT HOTSPOT FOR KVALITETSSØGENDE CYKELTURISTER
CPH -> B

ONE WAY BIKE TOURS

ONE WAY BIKEAWAY

Explore new horizons from A to B

WHY A ONE WAY BIKE TOUR?
Junction network

RUTEVISNING MED KNÜDEPUNKTER

DANSK CYKELTURISME