CYCLE TOURISM: USAGE AND ECONOMIC IMPACT MONITORING

From counting sites to national view
What is the French Counting National Platform?

Usage and economic impact monitoring on EuroVelo routes
What is the EuroVelo 6 methodology and main findings in France?

Replicability through AtlanticOnBike project
Tools and guidance to offer replicable methodology through Europe
Usage monitoring, what for?
A global system for 3 major challenges

Measure the effects of what has been implemented

• Provide continuous monitoring of usage and its evolution

• Verify that facilities meet the needs
What is the French Counting National Platform?

Nearly 700 automatic counters
Agregated for a national analysis

• 435 counters on regional, national or european cycle routes
• 243 on EuroVelo routes

2 main objectives

• **Build a deeper knowledge** of cycling practices in France
• **Promote the development** of the National Cycle Route Network (infrastructures), cycling policies and cycling use.
Usage and economic impact monitoring
Surveys on EuroVelo routes in France

FROM BICYCLE PASSAGES TO ECONOMIC IMPACT MONITORING…
A methodology shared on national level

- Developed for EuroVelo 6 project in 2006
- Implemented several times in France (La Loire à Vélo, Brittany, Alsace EV5-EV15, Burgundy, EV17-ViaRhôna, EV8, EV1-La Vélodyssée...)
- A local approach to consolidate

ON-SITE SURVEYS
- Profile
- Behaviour
- Spendsings

COUNTING DATA
- Nb of passages/day
- Hourly profile
- Type of usage

ECONOMIC IMPACT
- Nb of cyclists
- Return on investments
Usage and economic impact monitoring
Surveys on EuroVelo routes

ON-SITE SURVEYS
• Profile
• Behaviour
• Spendings

Manual counts
Questionnaire
Interview
Usage and economic impact monitoring
Surveys on EuroVelo routes

QUESTIONNAIRE

• Available in 5 languages (French, English, German, Dutch, Spanish)
• A double-sided A4 document
• Self-administered
• Questions about
  • Behaviour
  • Satisfaction
  • Cyclists’ profiles
• Goodies
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<th>STRENGTHS</th>
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| - Methodology applied 10 times  
- Comparable data for routes in France  
- Questionnaire includes a wide range of subjects  
  - infrastructure improvement  
  - strategy reflexion  
  - to help motivate partners  
- Permanent monitoring system: main figures can be updated each year thanks to counting data | - Calculation complicated to process  
  - requires good knowledge of the methodology and of the route  
  - requires a lot of manual treatment=source of error  
- Demands good quality of permanent counting data |
Towards a replicable method
Through AtlanticOnBike project

Core guidance & core questionnaire

• A core questionnaire & complementary questions
• A core guidance to implement the survey and calculations consistently along a route / between routes

Transnational Data platform

• To collect counting data from all partners
• To enter main ratios from surveys
• To calculate usage and economic impact
Thanks for listing!

For any further information, your contact:

Stéphanie MANGIN

stephanie.mangin@velo-territoires.org

+33 6 61 86 80 41