



Cycle tourism governance: the Dutch way

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Cycling in Holland

more than just mobility!





Cycle tourism in Holland



- Attractive landscape/ POI's
- Unique route network (33.000 km)
- Good cycling infrastructure (90.000 km)

Cycle route network in Holland



<https://vimeo.com/218480751/2ae07feaf6>



Cycle tourism in Holland

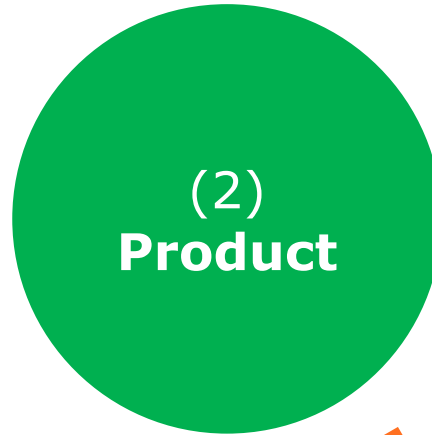


- Service & service products



3(/4) elements:

- Market research
(demand)
- Monitoring
(use/ effects)



- Development/ maintenance/
innovation
*(infrastructure, routes,
service products)*

- Marketing &
communication

3(/4) elements:

- Market research
(demand)
- Monitoring
(use/ effects)

(1/4)
Research

(2)
Product

- Lot of organisations involved:
 - *Public/ private*
 - *National/ regional/ local*

(3)
Promotion

- Development/ maintenance/
innovation
*(infrastructure, routes,
service products)*

- Marketing &
communication



3 departments ■ **12** provinces ■ **390** municipalities ■

Lot of road-, water- and land- owners/authorities ■ **30** regional

route organisations ■ **3** Tourism/cycling member organisations

(ANWB, Fietsersbond,

NTFU) ■

100's of tourist

boards

and shops (national,

regional,

local) ■ several transport

organisations

■ **1000's** of service providers (bike friendly accommodation,

restaurants, shops, publishers, tour operators etc.) ■



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• Necessary: **co-ordination**

restaurants, shops, publishers, tour operators etc.) ■

• Opportunity: **co-creation**





Dutch Cycling Platform (Fietsplatform)

- National coordination centre for cycle tourism (*since 1987*)





Organisation (1)

- Public-private partnership, foundation
- Board: national (member) organisations involved with cycling and tourism:



Dutch touring club



Dutch cyclists' union



Dutch cyclists' touring union
(sport cycling)

& huge numbers of partners/partnerships:



Reg. tourist boards/
route bureaus





Tasks

1. Coordination of national cycle route network (LF-routes + regional networks; quality management)
2. Functioning as a national expertise, coordination and information centre





Goals

1. Top quality route network
2. More people enjoying NL by cycling;
more cycle trips
3. With less costs more return on
investment
4. Stimulate co-creating
5. Sharing knowledge





Organisation (2)

- Small staff (7 employees), lot of volunteers (125)





Financing

- 2/3 public funding: national government/ provinces
(programme: general activities + projects)
- 1/3 private funding/ own resources



Rijksoverheid

Dutch national
government




Interprovinciaal Overleg 

the 12 Dutch provinces





Activities/ instruments

1. Long distance cycle routes; maintenance & innovation
2. Quality management: national route databank (GIS, 33.000 km)
3. Quality management: national monitoring system (route quality, signposting)
4. Quality management: national quality certification cycle regions 
5. National quality label Cyclist Welcome 
6. Web portal for consumers (NL/D/Eng: www.hollandcyclingroutes.com)
7. Web portal for professionals
8. (Inter)national representations (e.g. national coordinator )

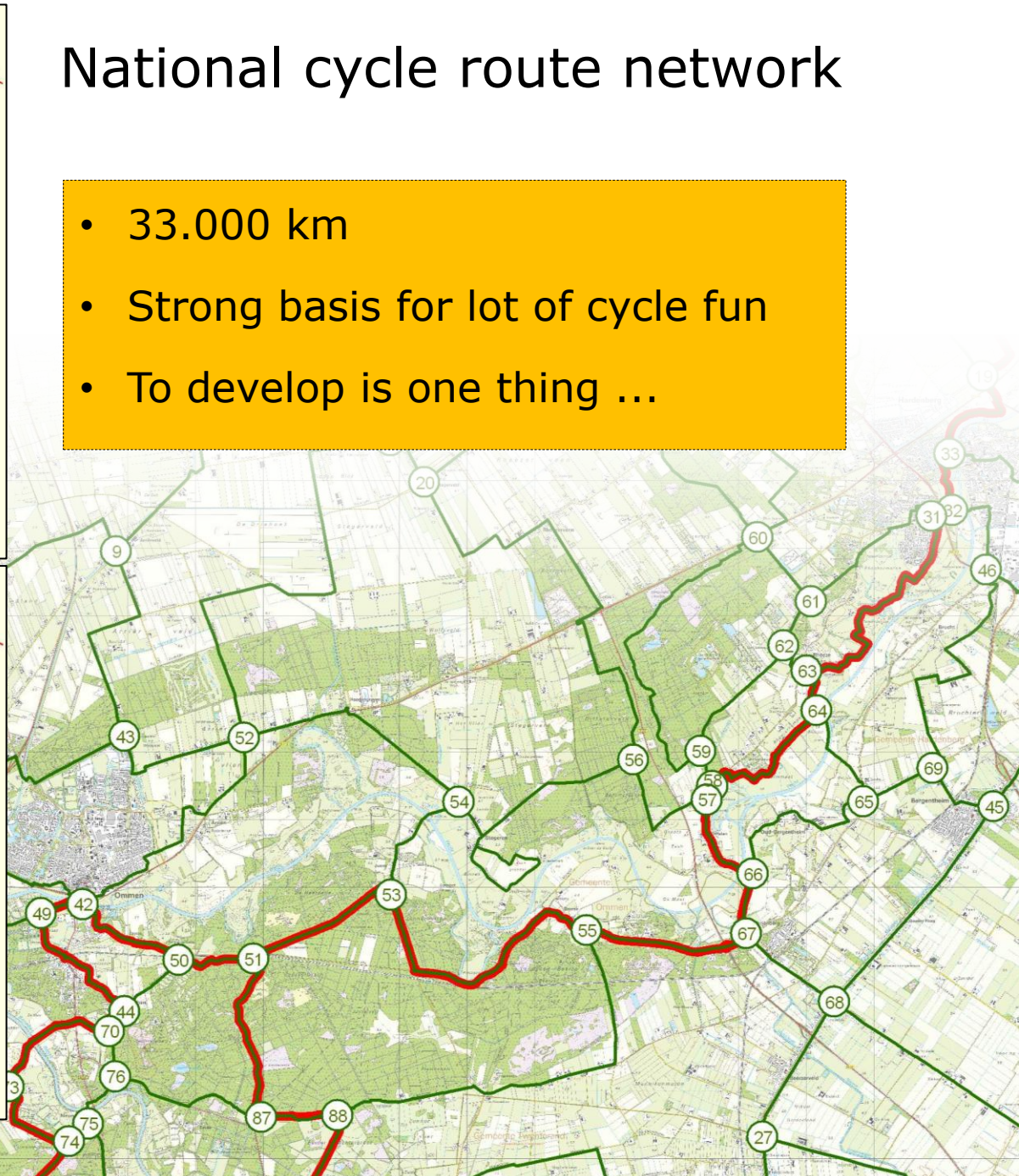
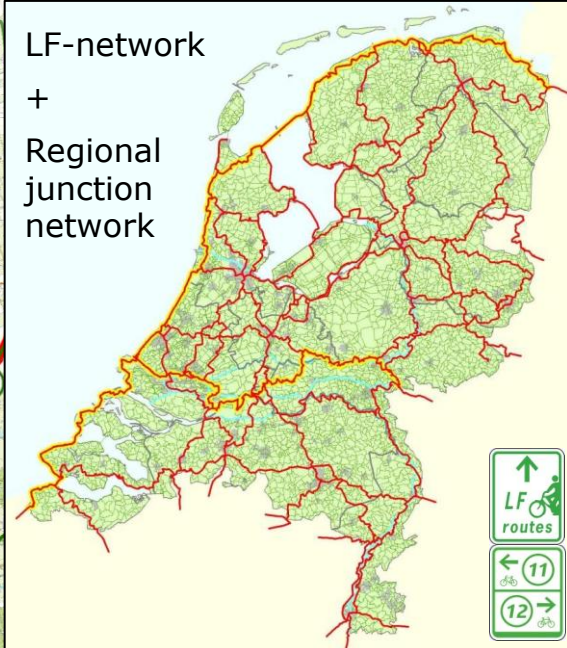
Why, what, how:



1. Routes
2. Promotion
3. Monitoring

National cycle route network

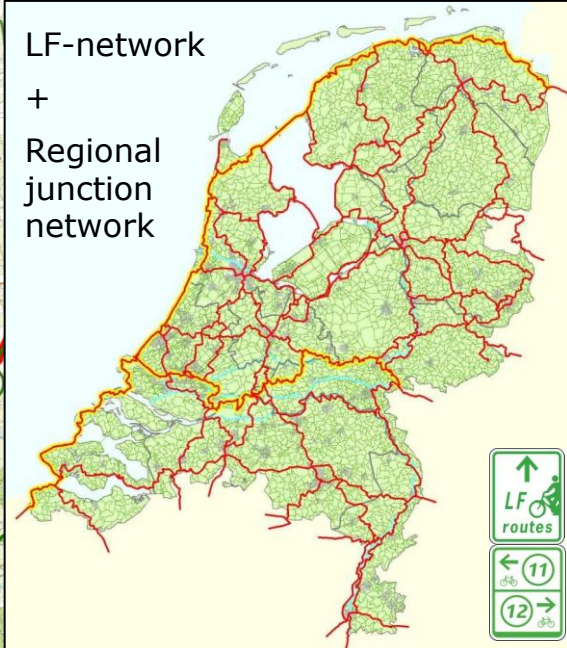
- 33.000 km
- Strong basis for lot of cycle fun
- To develop is one thing ...



National cycle route network

- 33.000 km
- Strong basis for lot of cycle fun
- To develop is one thing ...

- **Maintenance !!!**
(60 contract partners)

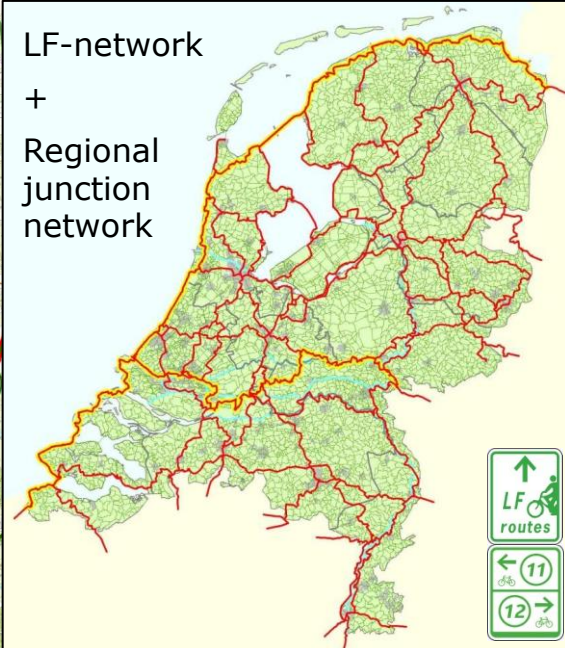


LF-netwerk



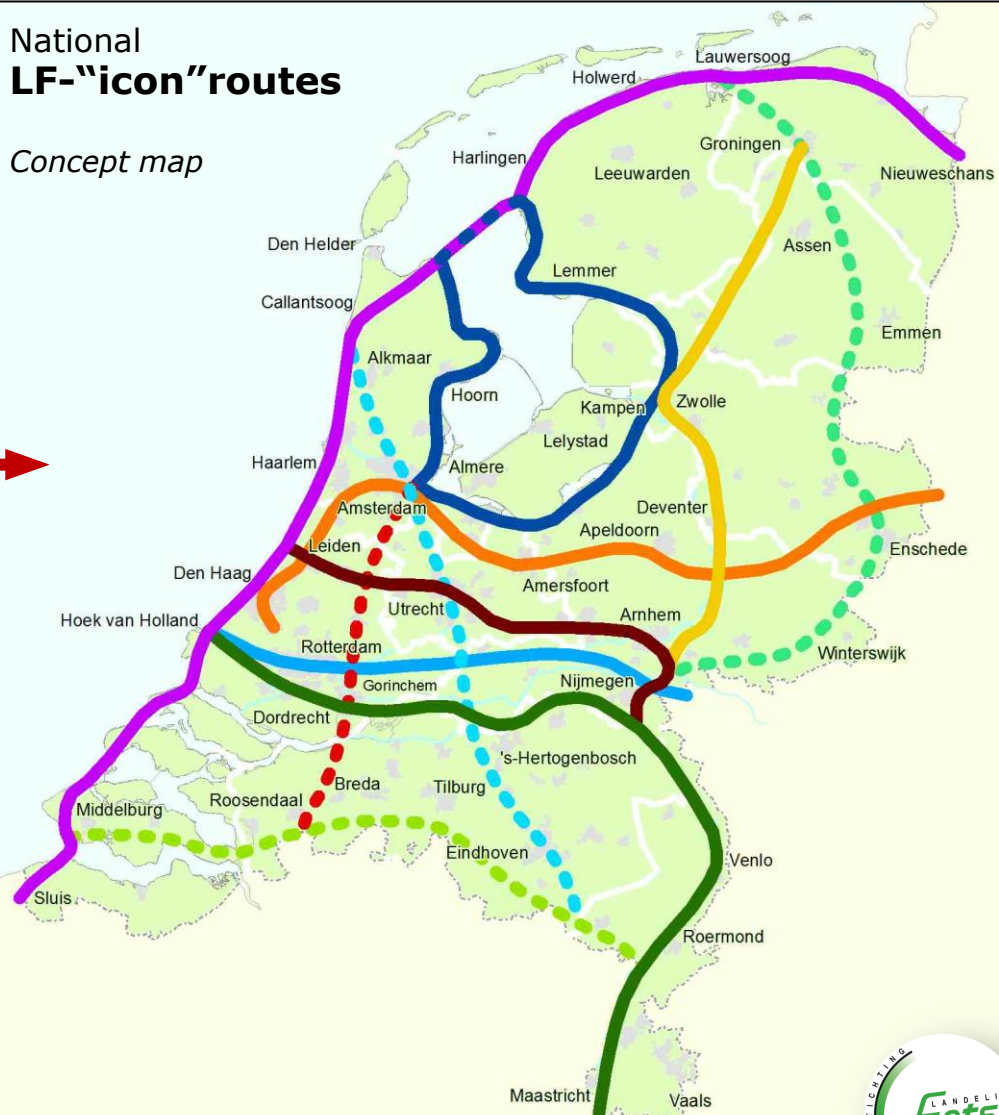
LF-netwerk

+
Regional
junction
network



National LF-"icon" routes

Concept map



• **Innovation: "LF2.0"**
less (routes) = more (result); strong "brands"

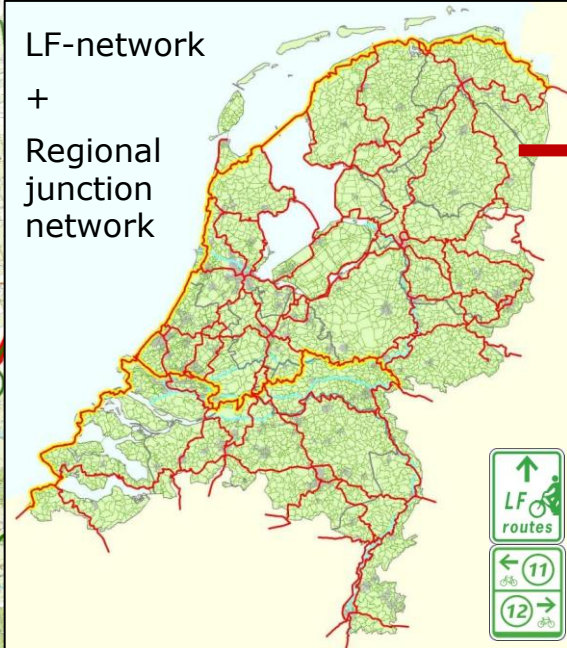
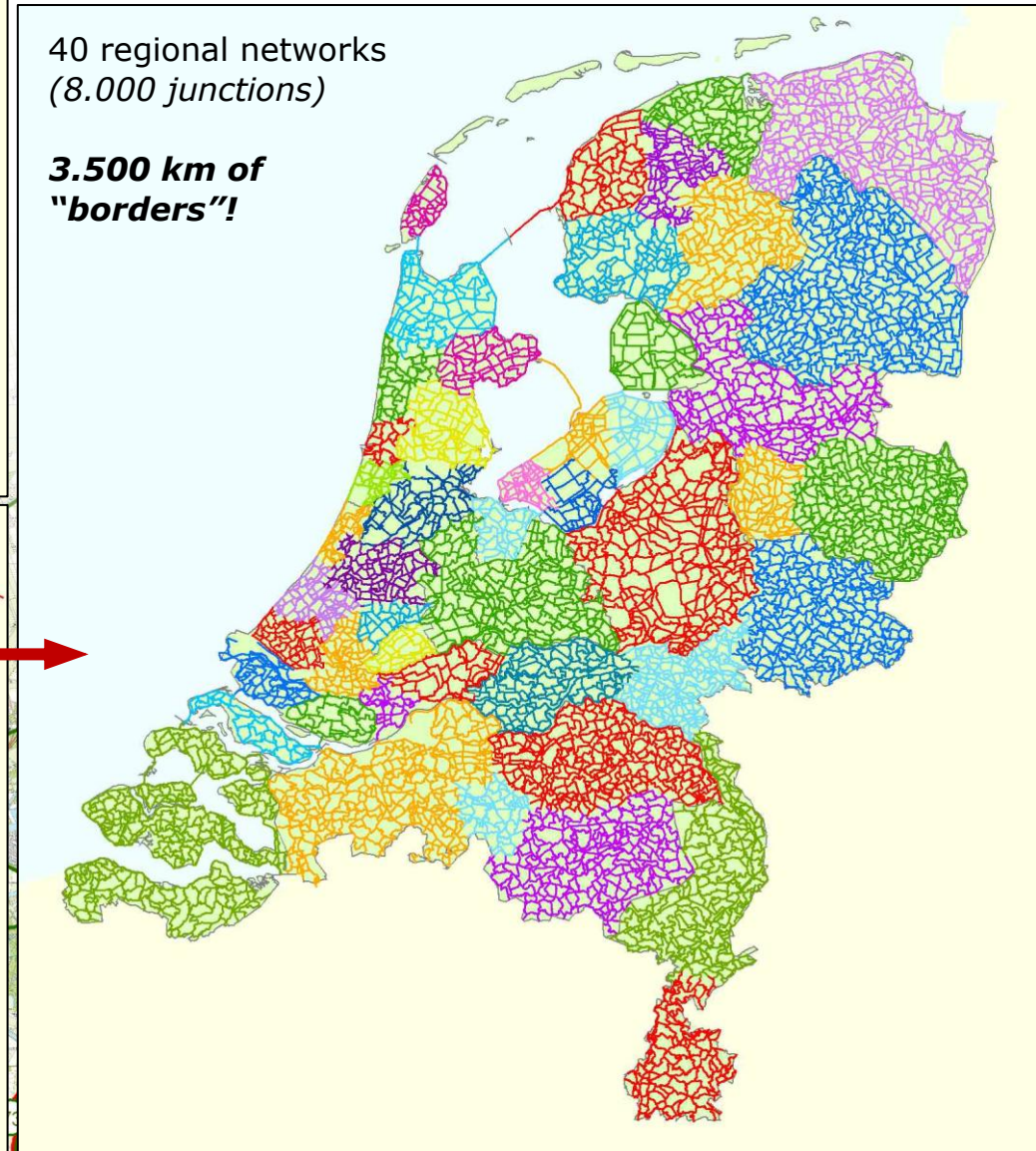


National cycle route network

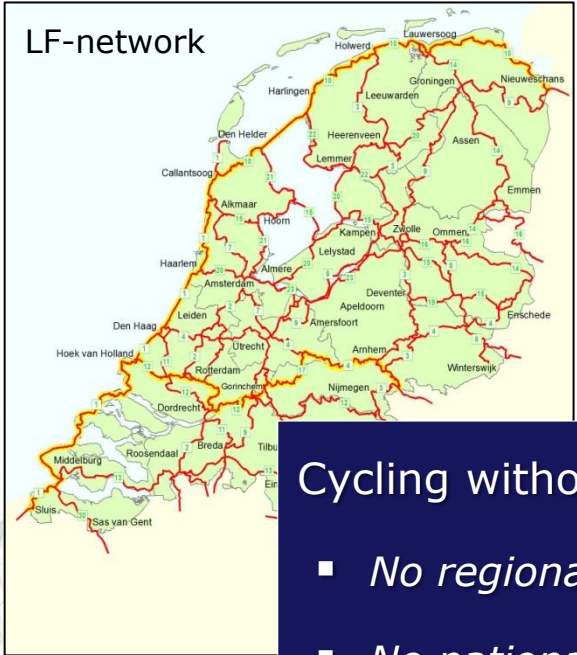


40 regional networks
(8.000 junctions)

3.500 km of "borders"!



National cycle route network



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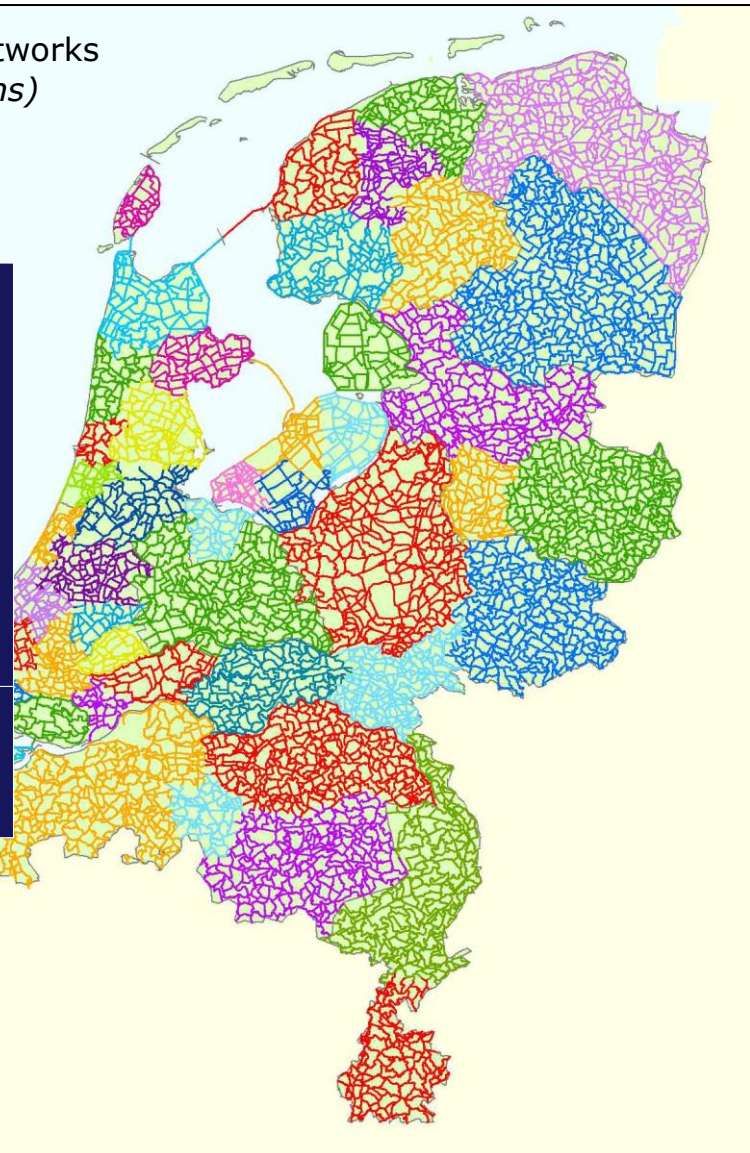
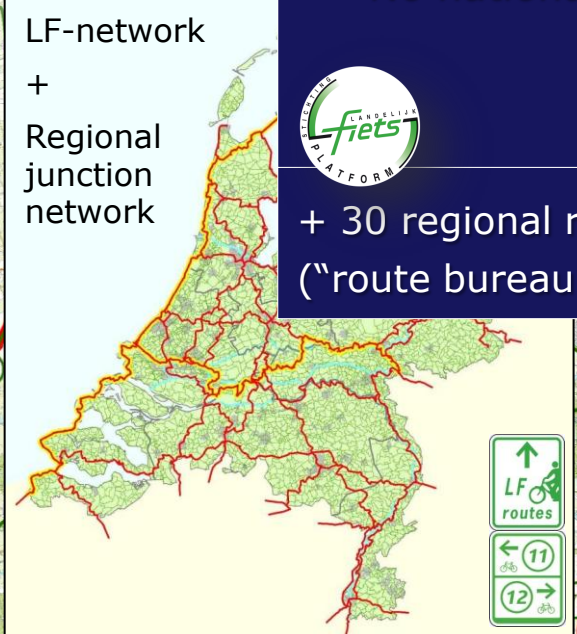
3.500 km of "borders"!

Cycling without borders:

- No regional borders
- No national borders

Connected!

+ 30 regional route partners ("route bureau's")





- **Marketing & promotion**

alone you go faster;

together you come further!



All about cycling tourism in the Netherlands

hollandcyclingroutes.com is an initiative of Landelijk Fietsplatform the official Dutch organisation for recreational cycling

contact Search...

- Provinces
- Cycling daytrips
- Long-distance routes
- Cycle route planner
- Maps & guides
- Practical

Home

Explore the Netherlands by bike

So you want to find out more about cycling (holidays) in the Netherlands? Great! Because the Netherlands is the perfect place to explore by bike. The country has many cycle paths and signposted cycle routes, the landscape is flat, distances are short and there is lots to see and do along the way. So come visit the Netherlands and get on a bike!

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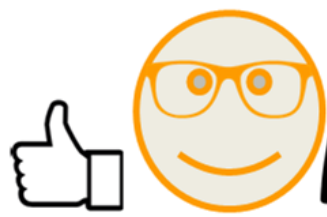


Come visit Holland, for instance to enjoy our cycling facilities!

Come visit our region. You can explore it by bike. We have nice regional routes!

Go on cycle holiday in cycle paradise Holland. We help you further!

Book our service for a wonderful cycle holiday in the Netherlands!



Holland Marketing



Regio Marketing



Marketing LF Icoonroutes



Marketing Service providers



- **Monitoring (research)**

together we know more!

- Target groups (market research)
- Use and effects > comparable
- Trends



Recreational use bicycle in NL:

- 50% make recreational cycle tours
- 193 million trips
- 2,1 million cycle-holidays
- € 500 million spending



• Monitoring (research)

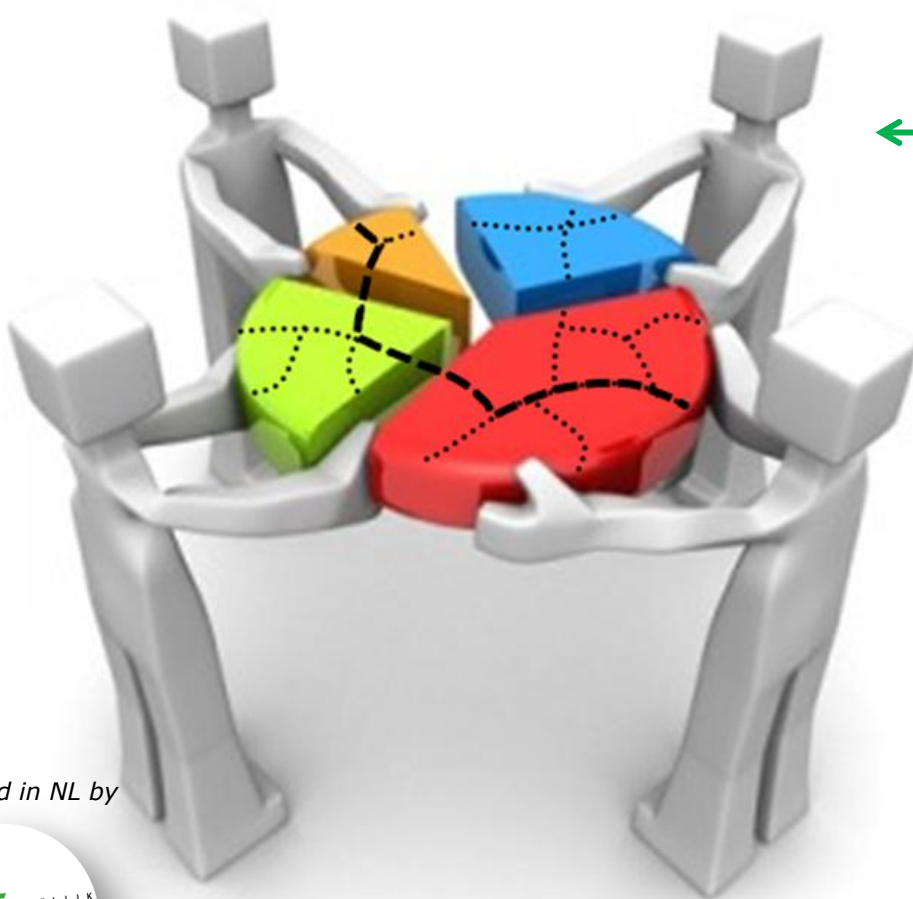
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Powered by



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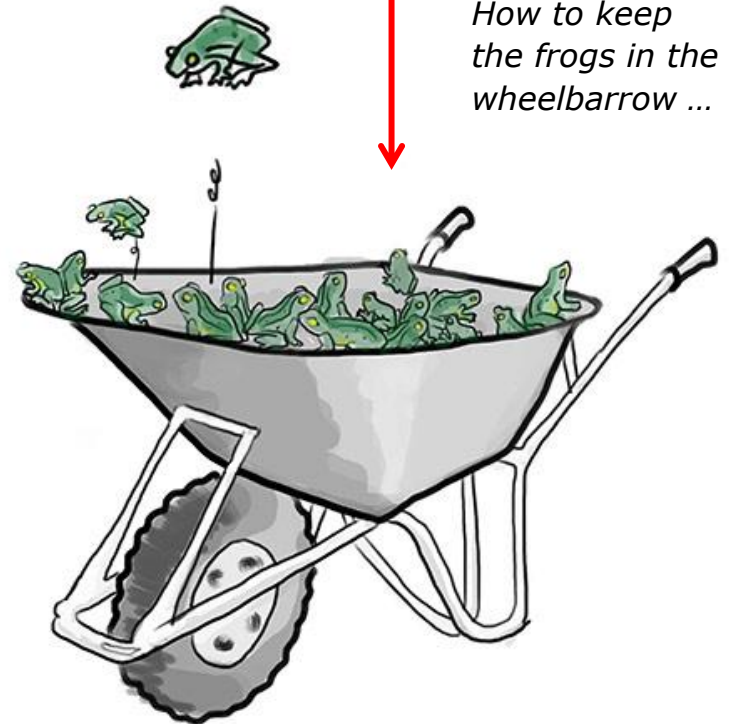
Strong base for cycle tourism: strong cooperation



← **Opportunity**

Threat

How to keep the frogs in the wheelbarrow ...



Powered in NL by



Strong base for cycle tourism: strong cooperation



Powered in NL by





Greetings from



More info:
Expo stand 2.10 – 2.12

