Cycle tourism governance: the Dutch way

Eric Nijland, director Fietsplatform (Dutch Cycling Platform)
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(1/4) elements:

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

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

- Marketing & communication

**Product**

**Research**

**Promotion**
3(/4) elements:

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

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

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

- Marketing & communication

(1/4) Research

(2) Product

(3) Promotion
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 and shops (national, local) ▪ several transport organisations ▪ 1000’s of service providers (bike friendly accommodation, restaurants, shops, publishers, tour operators etc.) ▪ .......
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 and shops (national, local) ■ several transport organisations ■ 1000’s of service providers (bike friendly accommodation, restaurants, shops, publishers, tour operators etc.) ■

- Necessary: co-ordination
- 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:

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Description</th>
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<tr>
<td>anwb</td>
<td>Dutch touring club</td>
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<tr>
<td>Fietsersbond</td>
<td>Dutch cyclists’ union</td>
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<tr>
<td>NTFU</td>
<td>Dutch cyclists’ touring union (sport cycling)</td>
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& huge numbers of partners/partnerships:

<table>
<thead>
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<th>Organisation</th>
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<tr>
<td>Holland</td>
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<td>VVV</td>
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<td>RECRON</td>
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<td>Horeca</td>
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<td>Reg. tourist boards/ route bureaus</td>
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<td>ECF</td>
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<td>EuroVelo</td>
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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
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
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)
• Innovation: “LF2.0”

less (routes) = more (result); strong “brands”
National cycle route network

40 regional networks (8,000 junctions)

3.500 km of “borders”!
Cycling without borders:

- No regional borders
- No national borders

Connected!

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

National cycle route network

40 regional networks
(8,000 junctions)

3,500 km of "borders"!
• Marketing & promotion

  alone you go faster;
  together you come further!
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!
- 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)
  together we know more!

  • Target groups (market research)
  • Use and effects > comparable
  • Trends
Strong base for cycle tourism: strong cooperation

Opportunity

Threat

How to keep the frogs in the wheelbarrow ...

Powered in NL by fiets
Strong base for cycle tourism: strong cooperation
Greetings from

More info:
Expo stand 2.10 – 2.12