Session:
The benefits of cycle tourism at a local level
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Presentation of the Départements & Régions Cyclables

1 | Who are we?

Local and regional authorities’ network engaged in the development of cycling in France

The voice of local and regional authorities in France and Europe
2 | What do we do?

Themes we work on

Tourism, europe, fundings, technical aspects of cycle routes, monitoring

A dynamic team that supports its members

Events

Rencontres DRC - Club itinéraires
Journée DRC

Observatory tools to produce reliable data at national scale

National GIS system on cycle routes and greenways (ON3V)

National Monitoring platform (PNF)

National coordination centre for EuroVelo in France
Cycling tourism in cities, a flourishing activity?

1 | Why this study? (1/2)

Agglomerations in the context of the French national cycle network:

- 102 agglomerations with more than 100,000 inhabitants crossed by a cycle route of the national cycle network
- 47% of the French national cycle network is situated in an urban area (in taking into account all the agglomerations with more than 25,000 inhabitants)

How to best integrate a cycle route into the city’s tourism and mobility offer?

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1 | Why this study? (2/2)

Urban renovation projects:

➢ The negative effects (climatic effects, fine-particle and noise pollution, ...) oblige cities to look for alternatives to private car travel

➢ Cycling plays an important role in the reconquest of public space and urban renewal

Does this renewal play in favour of cycle tourism in cities? Would the rise of everyday practice have a beneficial effect on the touristic habits?

Development of urban tourism:

➢ Cultural events, city breaks, improvement of transport offers

Objective of the study: reveal the potential, some best practices and needs of cycle tourism in cities
The study features three parts:

1) Overview of the offer of cycle tourism in French cities
2) A national survey on the request
3) A case study on 6 representative French cities

6 aspects taken into consideration for every French agglomeration:
- Tourist attractions
- Bike accessibility
- Offer for cycle tourists
- Current and potential cycle tourist attendance
- Communication and promotion of the city’s cycle tourism offer
- Governance on cycle tourism
3 | The main findings of the study (1/2)

1) The potential:
Cycle tourism in cities meets the expectations of today’s and tomorrow’s tourists

**Benefits for tourists:**
- Link between rural and urban landscape (during a cycle touring)
- Broader vision of the city
- Off-the-beaten track and responsible tourism

**Benefits for cities:**
- Economic benefits: cycle tourists spend more than average
- Reputation: image of a sustainable city
- Better spatial distribution of tourists
- Diversification of the tourism offer
- City environnement
3 | The main findings of the study (2/2)

2) 3 different types of cycle tourists in cities:

- **Touring cyclists**: cities = main assets of a cycle route
- **Cycle tourists** who choose the city as vacation destination
- **Urban tourists** who discover the city by bike

3) Cities play a strategic role for cycle touring

4) Cities are already attractive cycle tourism destinations

- **Synergie** between active holidays and cultural activity
- **Strong correlation** between daily and touristic practice
4 | How to position a city as cycle tourism destination?

- Promote safe and high quality urban cycle network
- Integrate the cycle route into the city (signposting, connection with the urban cycle network, communication and promotion supports)
- Create cycle ways connected to the places to visit
- Connect the cycle route with the public transport network
- Suggest signposted loops, guided bike tours
- Develop the offer of bike friendly accommodation, accessible and safe parking, bike rental and bike sharing schemes
- Encourage networking of local actors
- Ensure clear communication and promotion
- Don’t forget to monitor
THANKS FOR YOUR ATTENTION

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