

Velo-city 2017 Arnhem - Nijmegen

Session:

The benefits of cycle tourism at a local level

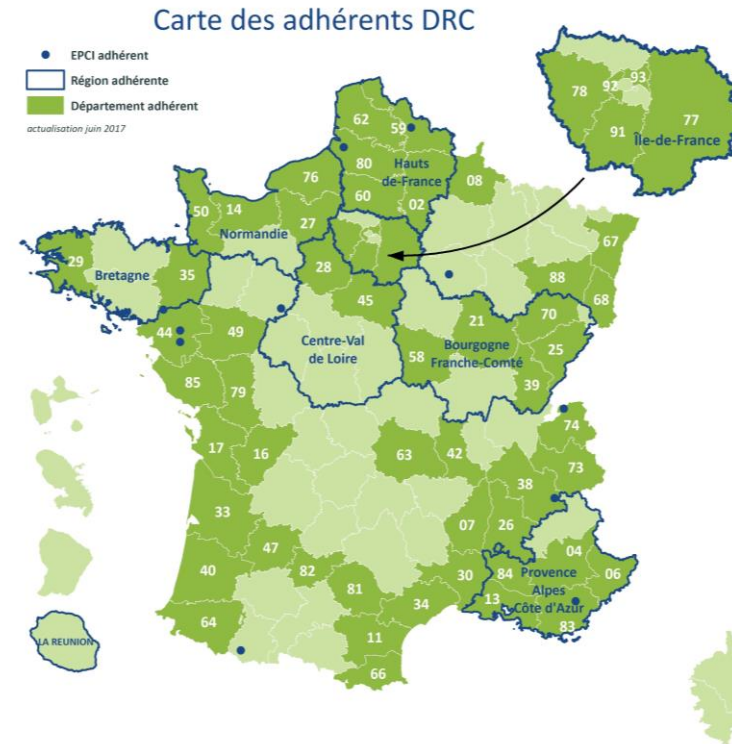
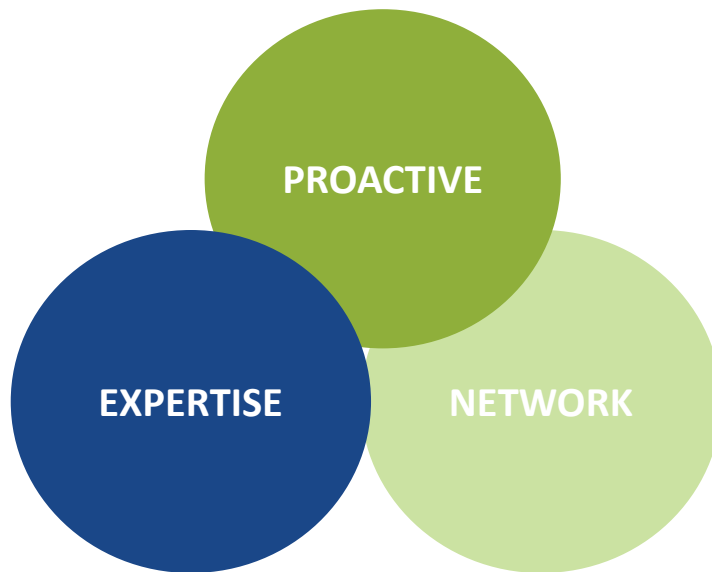
Dorothee FRANKE, Départements & Régions Cyclables, France



Presentation of the Départements & Régions Cyclables

1 | Who are we?

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



74

MEMBERS : Regions, Départements, Intercommunalities

The voice of local and regional authorities in France and Europe

2 | What do we do ?

Themes we work on

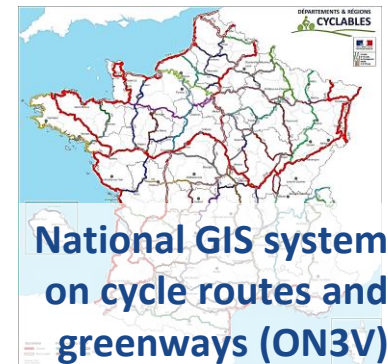
Tourism, europe, fundings,
technical aspects of cycle routes,
monitoring

A dynamic team that supports
its members

Events

Rencontres DRC - Club itinéraires
Journée DRC

Observatory tools to produce reliable data
at national scale



National Monitoring
platform (PNF)



National coordination centre for EuroVelo in France



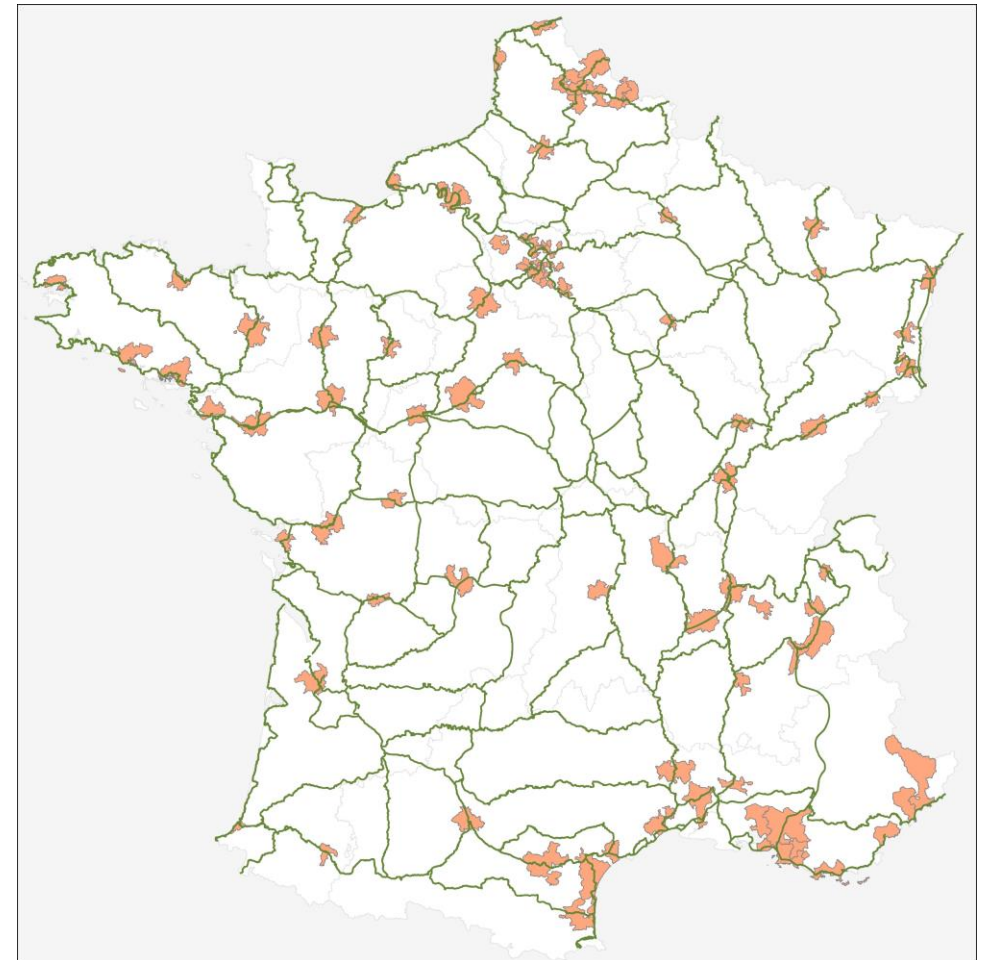
Cycling tourism in cities, a flourishing activity ?

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?



National cycle network with indication of the agglomerations > 100 000 inhabitants

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

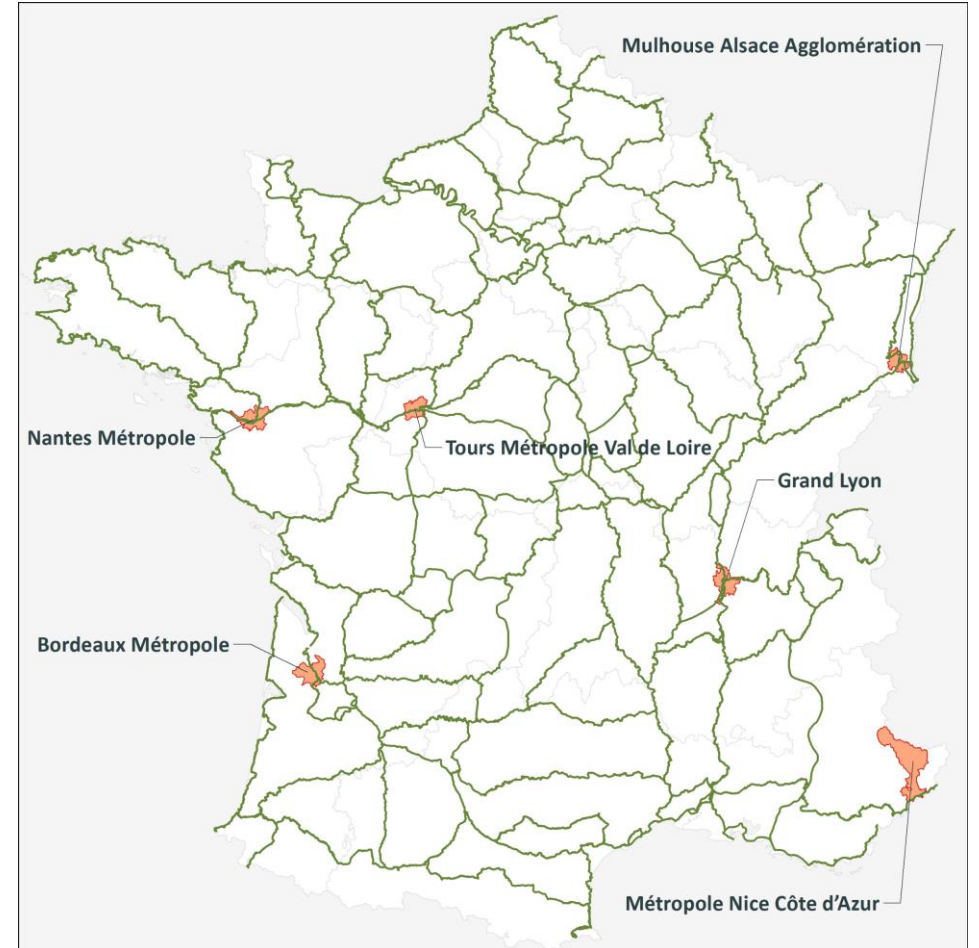
2 | The methodology used for the study

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



The 6 French agglomerations selected for the case study

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)

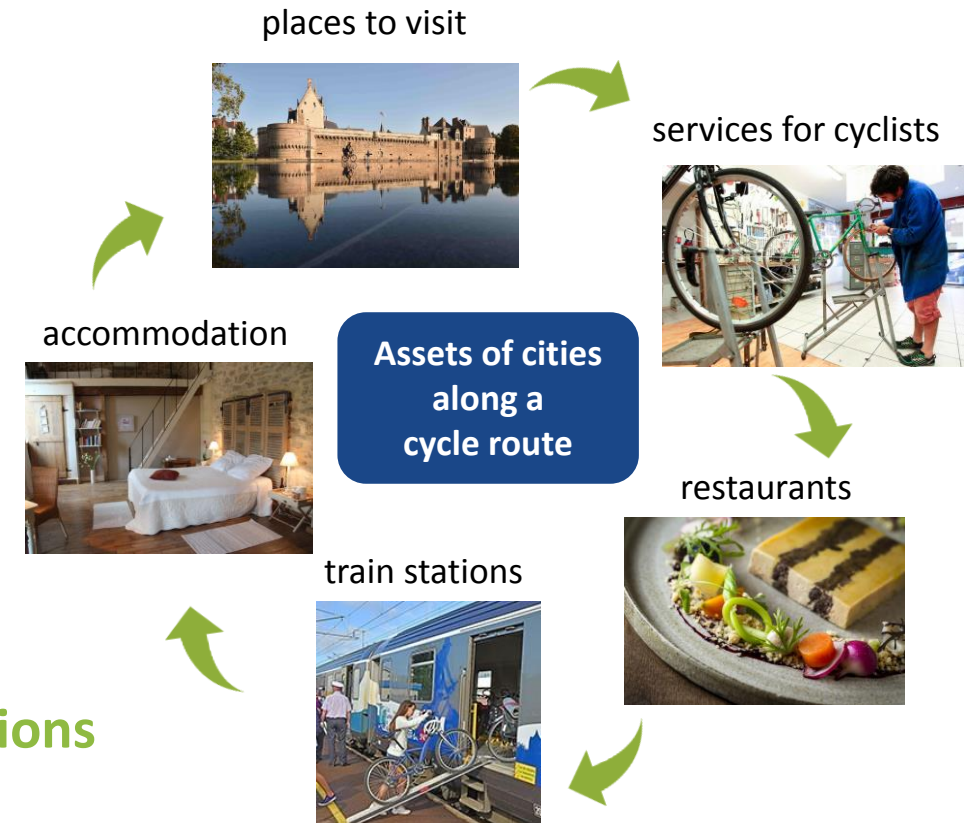
2) 3 different types of cycle tourists in cities:

- **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

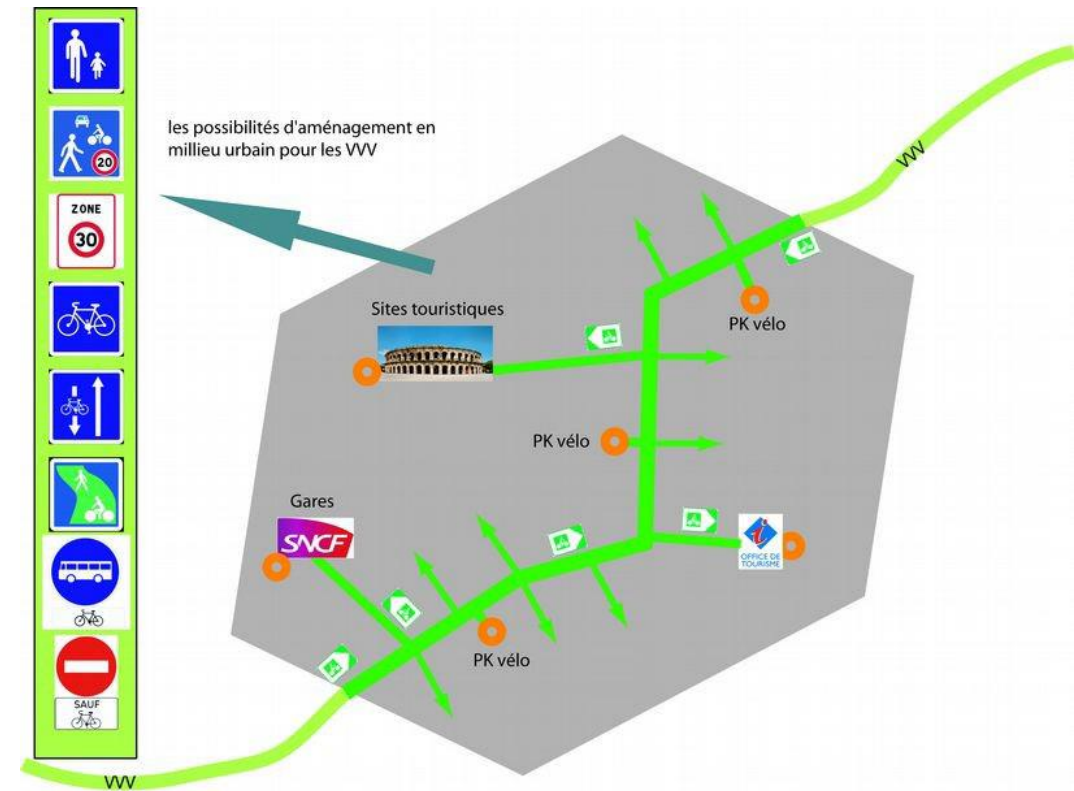
4) Cities are already attractive cycle tourism destinations

- 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 accomodation, 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



DÉPARTEMENTS & RÉGIONS CYCLABLES
www.departements-regions-cyclables.org



+33 (0)9 72 56 85 05

Contact



Départements & Régions Cyclables
52, avenue Maréchal Foch
69006 LYON



info@departements-regions-cyclables.org



Départements & Régions Cyclables



@DRC_info