A new national cycle route

Cooperation between national and local authorities

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Velo-City 2017
Cycle tourism in Denmark

18 pct. of all tourist in Denmark are biking at least once or more trips during their vacation.

It is 1,5 mio. tourist each year.
Cycle tourists in Denmark

- German: 500,000 (2008), 400,000 (2011), 420,000 (2014)
- Norwegian: 30,000 (2008), 25,000 (2011), 30,000 (2014)
- Swedish: 10,000 (2008), 12,000 (2011), 15,000 (2014)
- Dutch: 5,000 (2008), 4,000 (2011), 7,000 (2014)
- Other foreign countries: 10,000 (2008), 15,000 (2011), 20,000 (2014)
3 main pillars:

- Everyday cycling
- Active holidays and recreation
- New and safe cyclists
National Cycle Routes
Coordination and Organisation

Local Government Denmark

VisitDenmark
National cycle route 8
– South Sea Route
New Baltic Sea Cycle Route – N8
Corporation with local authorities
Upgrade the Signs
Subsidy to national cycle routes 2016

- 8 mio. DKK (1. mio. €)
- Baltic Sea Cycle Route
- Quality check of 1500 km national cycle routes
- Signage at few other places
Challenges – top 5

1. To develop a high quality cycle route
2. To coordinate between all participants and interest
3. To balance local interest with the purpose of the long distance cycle routes
4. To find local money for the signage
5. To find a financial model to invest in service and marketing
Questions to discuss

How can you balance the local/regional interests with national interests?

How is national/long distance cycle routes financed?

How does your country coordinate and cooperate about national/long distance cycle routes, and which experiences do you have?

How can you make the municipalities interested in supporting project across the local borders?

How do you promote and make money out of cycle tourism?
Thank you for your attention!

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