



EuroVelo 1  
Atlantic Coast Route

AtlanticOnBike Project Extension



# Toolkit for the Development of Transnational Cycling Products

April 2023

ECF, Belgium





**EuroVelo 1**  
Atlantic Coast Route



# Introduction on EuroVelo 1 and why this toolkit?





EuroVelo 1  
Atlantic Coast Route



# EuroVelo 1: a transnational project

EuroVelo 1  
**Atlantic Coast Route**

11,150 km long    14 UNESCO sites    4 European seas    6 countries visited

One of the highest potential within EuroVelo:

- The attractiveness of the Atlantic coast
- Diverse localities and climates (from Scandinavian auroras across majestic Irish coast to sunny beaches of Portugal)





EuroVelo 1  
Atlantic Coast Route



# Why is EuroVelo 1 such a successful project?

EuroVelo 1 has **great potential** in itself: *diverse landscapes, great tourism attractivity, various and rich cultural offers etc.*

**National and regional stakeholders** have made great developments on EuroVelo 1: *cycling infrastructures, cycling friendly services, communications including national websites, etc.*

European funded project « AtlanticOnBike » has produced great results, including the guideline document ***Elaboration and evaluation of new cycling tourism packages/bookable offers***, (from the original AtlanticOnBike project) which contains a methodology on sustainable tourism offers.

« **AtlanticOnBike** » **project extension** aims to sustain those results.





EuroVelo 1  
Atlantic Coast Route



# Introduction to the “Toolkit for the development of transnational cycling products”

- **Why the toolkit?** Help develop more transnational products and bookable offers on EuroVelo 1 – Atlantic Coast Route based on previous work
- **How was the toolkit developed?** Based on interviews with key stakeholders: tour operators “Saddle Skedaddle” (UK) and “Discover Norway”, and consortium “La Vélodyssée partnership” (French section of EuroVelo 1) led by ECF
- **What to find in it?**
  - Identification of **key factors for success** to create transnational cycling products on EuroVelo 1
  - Sharing of **best practices** from destinations with successful cooperation with private stakeholders



**EuroVelo 1**  
Atlantic Coast Route



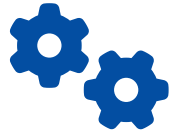
# Findings and recommendations to develop transnational cycling products on EuroVelo 1



EuroVelo 1  
Atlantic Coast Route



## 5 key factors of success for cycling products in general:



**Logistical feasibility** of products, streamlined and easily manageable both for tour operator and customer



**Appealing products**, with quality infrastructure, attractions, signage, and adequate cycling friendly services (accommodation/rest areas/bike rentals etc.)



**Availability of intermodality** options (train/bus/ferries + bike) as transportation factor to access and depart from the destination



**Close cooperation** with relevant local and (inter)national organisations/public authorities for better promotion, advocacy and development



**Brand recognition** by customers, marketing and promotion of products - attending relevant events, workshops, web and social media activity



EuroVelo 1  
Atlantic Coast Route



# Main finding: transnational products face multiple obstacles

- **Market demand:**
  - No high demand for transnational cycling products at the moment
  - Brand recognition is not high enough to overpass logistical obstacles
- **Logistical feasibility – very complicated to handle:**
  - The longer the tour is, the more difficult it is to organise the logistics
  - Visa and administrative procedure
  - Intermodality options
  - Relation with service providers: network, language, working habits etc.
  - The offer needs to be reliable and access to knowledge about the product is even more challenging transnationally (infrastructure, signage, services etc.)





EuroVelo 1  
Atlantic Coast Route



## Other interesting finding: high potential for EuroVelo 1 as a product

- *'We believe that EuroVelo offers a basis for a successful product'*, Saddle Skedaddle
- *'Our opinion is that EuroVelo could serve as a solid basis for successful tourism products'*, Discover Norway

➔ **EuroVelo is attractive but would still require more recognition as a brand by customers and companies.**

- In 2022, €1,000,000 revenue was generated by tour operators on La Vélodyssée when it was €100,000€ in 2015: *'this is a market that has made good progress'*, La Vélodyssée



EuroVelo 1  
Atlantic Coast Route



## Context on tour operators' customers

- *'We are targeting people who have already been on tours, 45 % are returning customers and 55 % new customers'* , Saddle Skedaddle
- *'In 2018, only **0.4% of users** surveyed on La Vélodyssée had used an agency or tour operator'* (out of a sample of 2,900 users and a high representation of day-trip users).
- In 2022, **11% of German cycling tourists** sought assistance from a tour operator according to [ADFC Bicycle Travel Analysis](#).
- The logistical issues encountered by tour operators organising transnational offers are quite similar to the obstacles that individuals may themselves encounter in planning a transnational cycling trip. The transnational dimension makes the route more attractive but also more challenging to cycle. This may discourage users from cycling on EuroVelo 1 - Atlantic Coastal Route.



EuroVelo 1  
Atlantic Coast Route



# Recommendations on how to develop cycling products on EuroVelo 1

**#1 Ensure the quality of the product:** infrastructure, signage, services etc.

**#2 Increase the awareness of the brand EuroVelo 1 – Atlantic Coast Route**

**#3 Support the creation of new services** necessary for customers, including intermodality options and transnational use of services

**#4 Bring visibility on existing offers** to end-users

**#5 Build good relations** with tour operators and demonstrate the added value of EuroVelo 1



EuroVelo 1  
Atlantic Coast Route



# Highest potential transnational products areas

When trying to encourage the development of transnational cycling products on EuroVelo 1, stakeholders should **focus on where it is the most relevant** considering existing intermodal connections and usage relevance.





EuroVelo 1  
Atlantic Coast Route



## Relevant links for quality services

- [European Cycle-Friendly Service Network Concept - Findings from a study, 2020](#)
- [Tourism Star Ratings - Quality Assurance | VisitScotland.org](#)
- [Cycling Friendly Services schemes in Europe](#)





**EuroVelo 1**  
Atlantic Coast Route



## **Summary and extended versions of interviews:**

- with two tour operators (Saddle Skedaddle and Discover Norway)
- and one consortium (La Vélodyssée partnership, representing EuroVelo 1 in France)



**EuroVelo 1**  
Atlantic Coast Route



# Tour operator data (Saddle Skedaddle and Discover Norway)

	Saddle Skedaddle (UK)	Discover Norway
<b>Founding year</b>	1995	1998
<b>Number of tours</b>	190 guided and self-guided (world-wide)	10 self-guided (in Norway)
<b>Number of clients – cycling tourists (2023)</b>	4000	600
<b>Average age range of clients</b>	50s-60s	50s
<b>Clients' profile and preferences</b>	High disposable income, prefer self-guided leisure tours	High income, coming from abroad, prefer leisure trips and outdoors, staying for two-week trips
<b>Bike rentals</b>	Yes (also in co-op with external partners)	No (only via external partners)
<b>Hotel accommodation provided</b>	Yes	Yes
<b>Transnational tours</b>	No	No
<b>Partners</b>	Adventure Travel Trade Association, Sustrans, ECF, national tourism boards	Responsible travel (web platform), Cycle Summit, local authorities



**EuroVelo 1**  
Atlantic Coast Route



## La Vélodyssée partnership (French section) data

	La Vélodyssée partnership – EuroVelo 1 in France
Number of partner tour operators (2023)	18
Number of offers on website (2023)	77
Estimated revenue generated by tour operators (2022)	€1,000,000
Estimation of number of tours sold (2022)	549
Estimation of number of clients (2022)	1,400
Transnational offers	No





EuroVelo 1  
Atlantic Coast Route



# Saddle Skedaddle interview



EuroVelo 1  
Atlantic Coast Route



## Discover Norway interview



EuroVelo 1  
Atlantic Coast Route



## La Vélodyssée partnership interview



**EuroVelo 1**  
Atlantic Coast Route



©European Cyclists' Federation, June 2023

Authors:

Ivan Ratkovic, Agathe Daudibon

Reviewers:

Florence Grégoire, Alexandra Fournier, Cassandre de Froidmont

Deliverable from AtlanticOnBike extension project funded by Interreg Atlantic Area.

Work Package 4 - Networking, promotion and cooperation

Toolkit for the Development of Transnational Cycling Products