



EuroVelo 3 – St James Way

Brussels, Dec. 8, 2011

Jesper Pørksen, jep@dcf.dk

Danish Cyclists' Federation



EuroVelo – the European cycle route network

EuroVelo is a project of the European Cyclists' Federation (ECF) to develop a network of high-quality cycling routes that connect the whole continent. The routes can be used by long-distance cycle tourists, as well as by local people making daily journeys.

EuroVelo is about:

- Supporting **sustainable** travel
- Improving the **quality** of routes
- Promoting **uniform signing**
- Providing Europe-wide **information**
- Developing **national coordination centres** for routes
- Exchanging **best practises**



**European
integration**

EuroVelo – the bicycle highways of Europe

- 14 routes
- More than 76,000 km - on existing routes primarily
- Substantially completed in 2020



Bicycle tourism is on the move

- 4.9 mio Germans went on a biking tour with at least one overnight stay in 2009
- In Switzerland, bicyclists went on 4.2 mio day trips and on 210.000 multi day-trips in 2010
- Bicycle tourists spent 1.3 mio nights in Holland and 3.9 mio nights in Germany
- Bicycle tourism accounts for 4% of total tourism turnover in Denmark and 5% in Austria. In the German region of Rhineland-Palatinate: 10%
- In 1995, the German Cyclists' Federation had a list of 216 "bike-friendly" accommodations. In 2011 the list of "Bett'n'Bike" places had grown to 5,152.
- The Swiss internet portal for bicycle tourism experienced a growth in visitors of 70% between 2009 and 2010.

Bicycle tourism is an excellent business

- For the private sector

- Bicycle tourists in Switzerland spent 67 mio CHF on food and 33 mio CHF on accomodation in 2010. App. 50 % chose to sleep in hotels.
- In average, the German bicycle tourist spends 65 € per day – on accomodation, food etc.
- In addition, the tourists buys maps, books, clothing etc. prior to the trip

- For the public sector

- The state of Brandenburg has calculated that even with construction of new bicycle roads, the ROI of bicycle tourism is more than 4:1.
- In Holland, it is estimated that bicycle tourism (multi day only) generates revenue around 350 mio €. The bicycle roads used by tourists have originally been constructed for other purposes

... and a contribution to tourism

The main traffic on the EuroVelo routes is:

- Single day bicycle tourists
- Multi-day bicycle tourists (less than one week in average)

The EuroVelo routes

- Take tourists through landscapes and places worth visiting
- Provide signage and bicycle-friendly roads
- Lend an aura of "Europe-wide" bicycling to a local area
- Support European integration

Bicycling tourism is coveted by tourist destinations

- Single day tours adds content to a holiday (additional offer)
- Multi-day bicycle tourists spend more than the average tourist in rural areas

Bicycle tourism is sustainable

- Benefits the environment: A bicycle tourists emits 60% less CO₂ than the average (German) tourist
- Adds to regional development: The EuroVelo routes run mainly through rural areas
- A means of fully utilising the capacity of a destination since bicycles do not cause traffic congestion or parking problems
- Is an attractive offer to the new generation of health-conscious Europeans, aged 40 – 65
- A means of expanding the tourism season in some areas: Spring and early autumn are excellent seasons for bicycling in Europe

Thank you for your attention

Jesper Pørksen

Danish Cyclists' Federation

www.dcf.dk