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# Cycling tourism and EuroVelo: truly sustainable tourism and mobility

13<sup>th</sup> European Tourism Forum, Naples  
Friday 31<sup>st</sup> October 2014

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*European Cyclists' Federation (ECF)*

*500,000 individual members in all  
EU countries and beyond*



*'More people cycling more often'*





# *ECF'S KEY GOAL & APPROACH*

*Doubling cycling to 15% by 2020*

7%

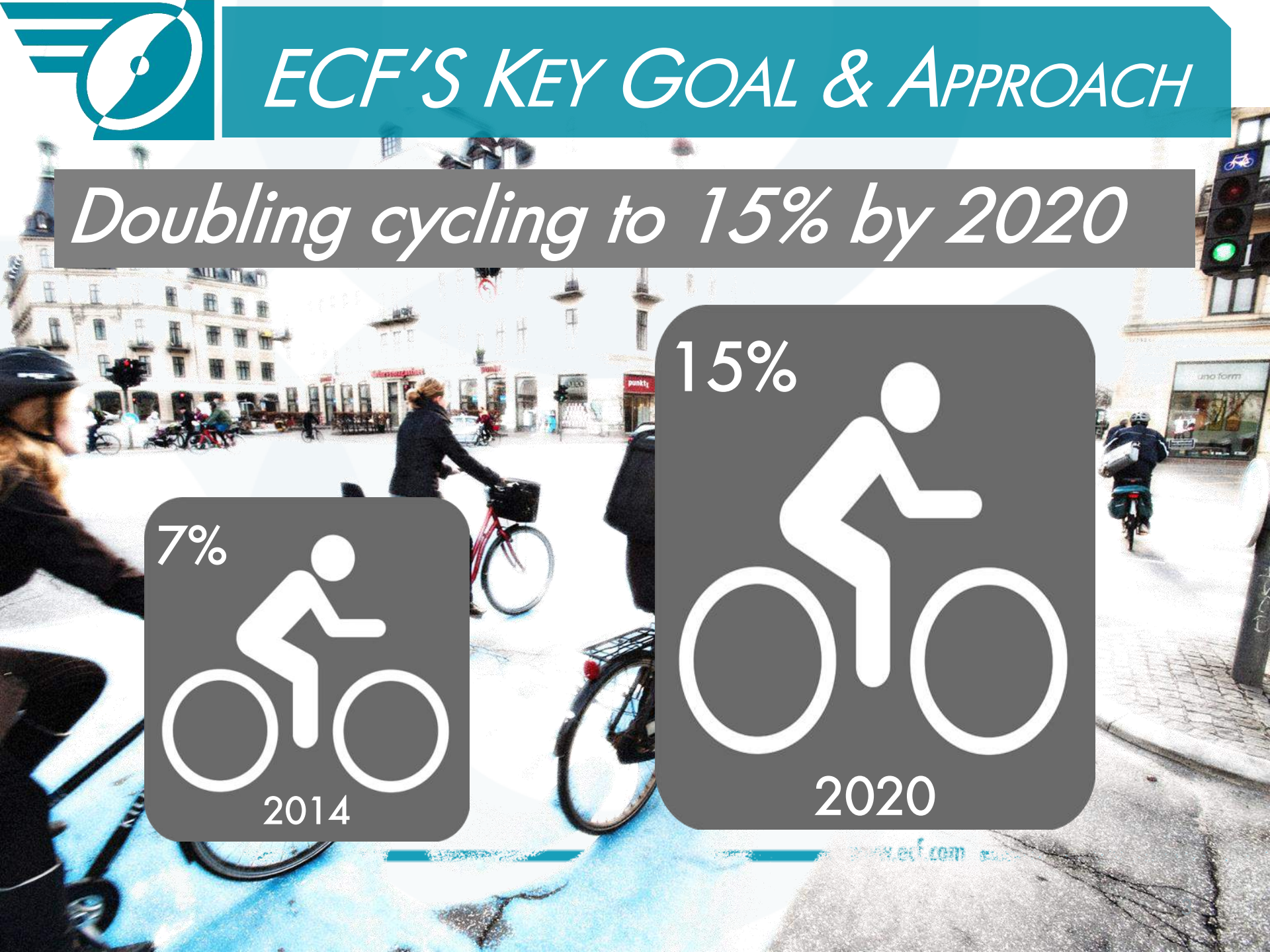


2014

15%



2020





1.- Cycling tourism is environmentally sustainable;

2.- Cycling tourism is socially and economically sustainable;

3.- What makes a country successful in cycling tourism?





# *CYCLING TOURISM IS ENVIRONMENTALLY SUSTAINABLE*







## *CYCLING TOURISM IS ENVIRONMENTALLY SUSTAINABLE*

*How do cyclists get to their holiday destination?*



*Cyclists prefer public transport  
more than other tourists*



## *What makes the difference?*

- Possibility of cycle carriage;
- Information online;
- Online booking;
- Frequent connections;
- Few / no changes;
- Safe bike transport;
- Accessibility to platforms;
- Fair prices.







# *CYCLING TOURISM IS SOCIALLY / ECONOMICALLY SUSTAINABLE*







*CYCLING TOURISM IS SOCIALLY / ECONOMICALLY  
SUSTAINABLE*

## *The economic impact of cycling tourism in Europe*

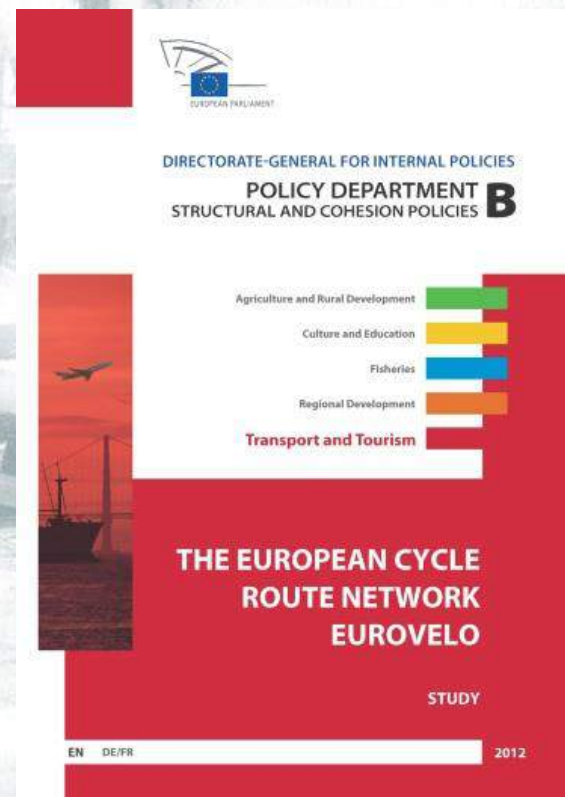


2.3 billion cycle tourism trips  
per year.



20.4 million trips involving  
an overnight stay.

The total economic impact:  
€44 billion per year





# *CYCLING TOURISM IS SOCIALLY / ECONOMICALLY SUSTAINABLE*

## *The cycle tourism cycle*







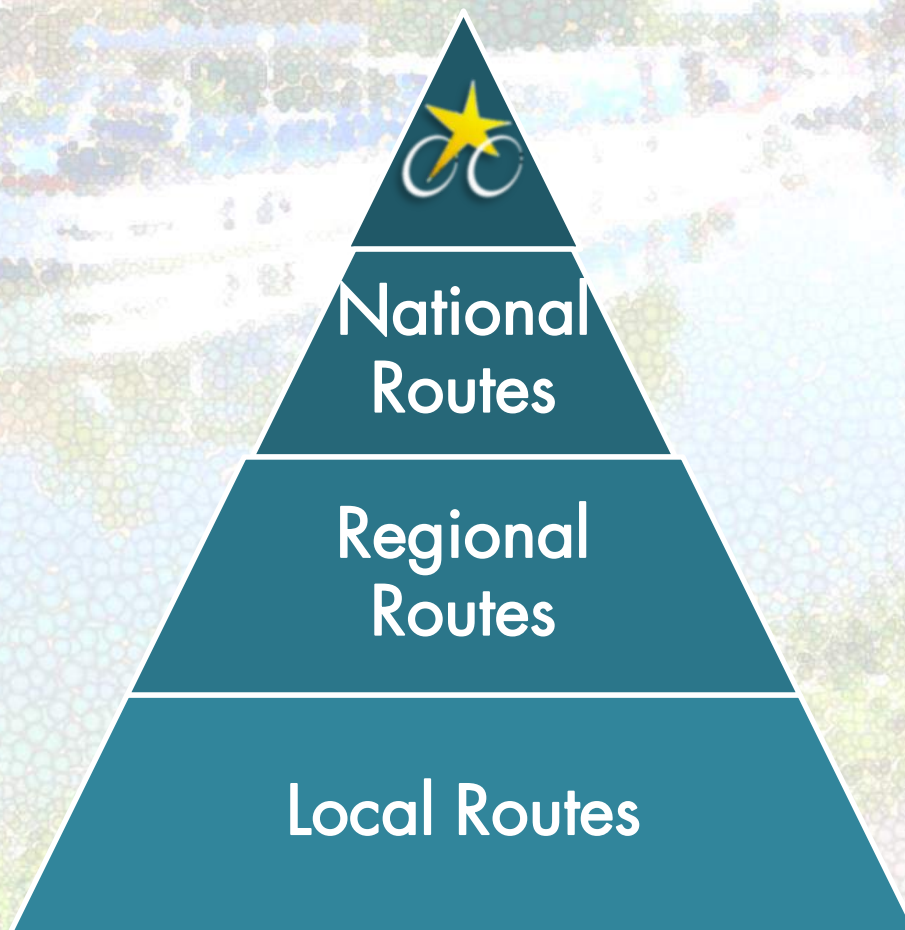
# *EUROVELO , THE EUROPEAN CYCLE ROUTE NETWORK*







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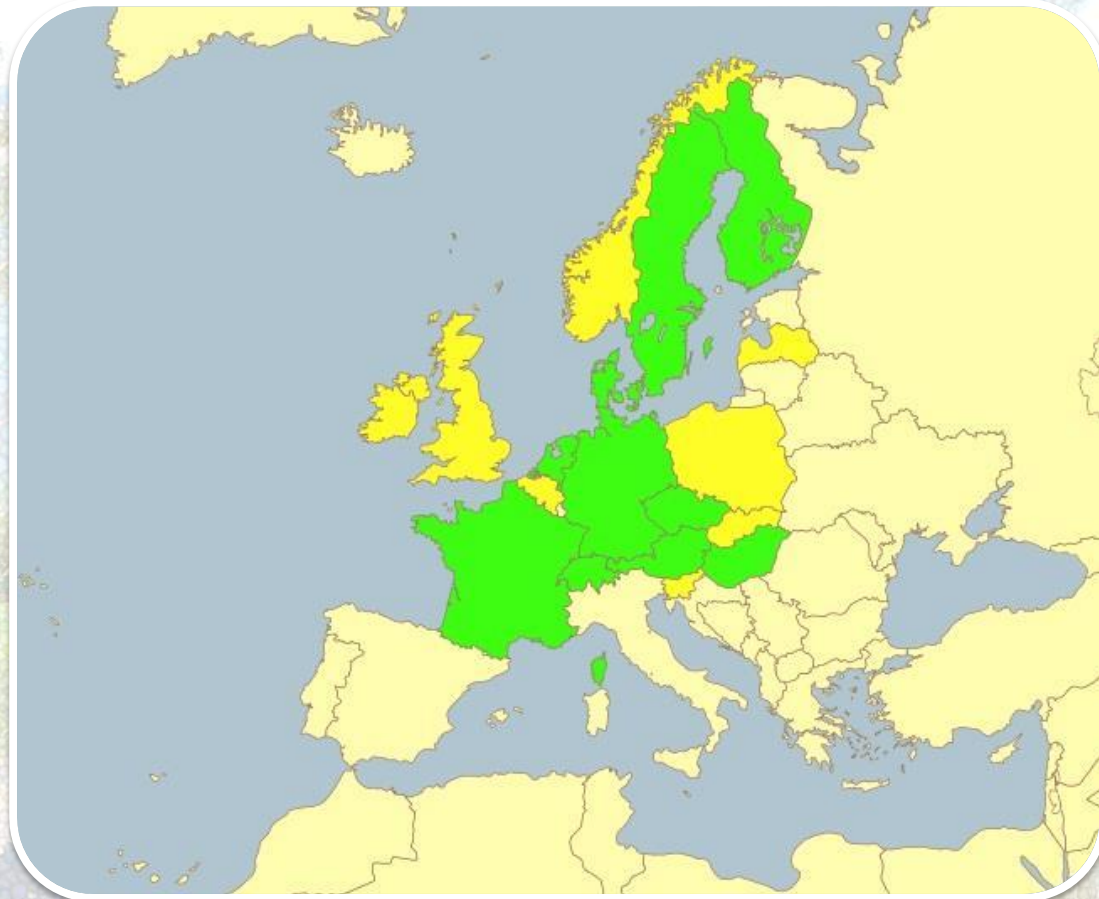






# *Which countries are benefiting from cycling tourism?*

- ☐ Over 100€ economic benefit per year per inhabitant (green)
- ☐ Over 40€ per year per inhabitant (yellow)
- ☐ Under 40€



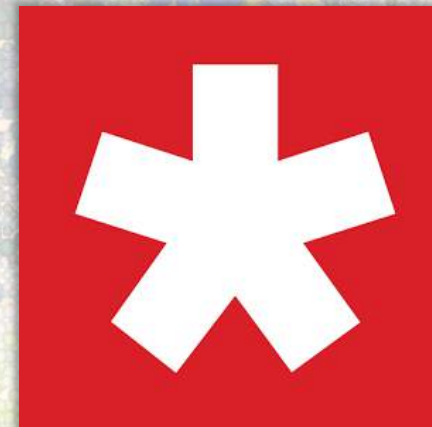


## *What type of organisation is behind the successful countries?*

Coordination centers bringing together:

- national, regional and local public authorities,
- public tourism bodies;
- transport agencies;
- private service providers; and
- cycling NGOs.

Coordinating all elements of the needs of cyclists







# *CYCLING TOURISM IS SOCIALLY / ECONOMICALLY SUSTAINABLE*

## *The cycle tourism cycle*





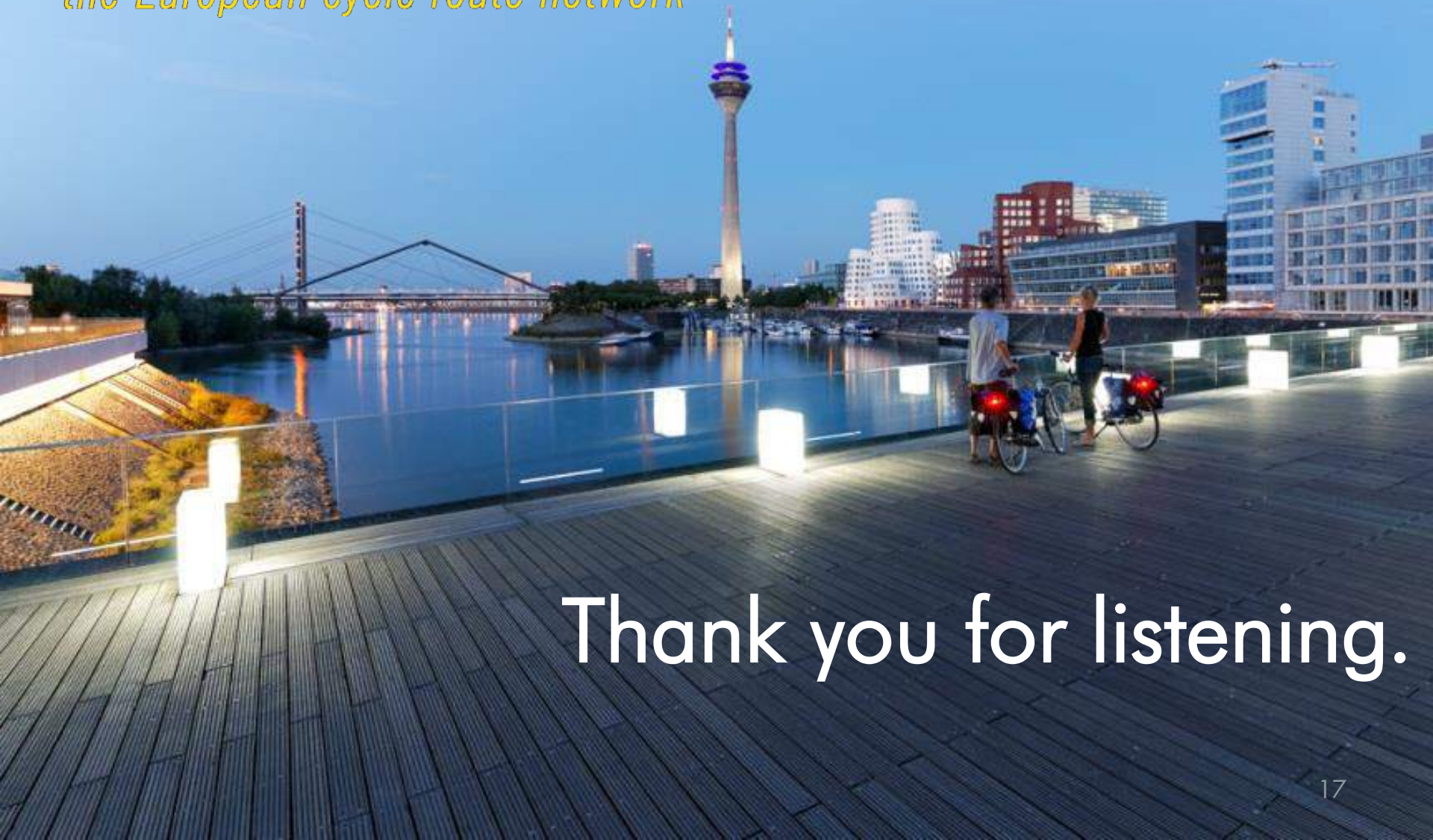


## *What is needed on the European level?*



1. Well developed national coordination centers in every country
2. Recognition of the EuroVelo network as part of the TEN-T network
3. Clear regulation for cross border cycle carriage.
4. EU support for cycle tourism - promotion and marketing activities, especially overseas





Thank you for listening.

More information:

[www.ECF.com](http://www.ECF.com) /

[www.EuroVelo.com](http://www.EuroVelo.com) / [www.EuroVelo.org](http://www.EuroVelo.org)



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