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Cycling tourism and EuroVelo: sustainable cultural tourism

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INTRODUCING ECF

World's largest cyclists' advocacy organisation

One goal: To promote cycling as a sustainable and healthy means of transportation and recreation



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INTRODUCING ECF

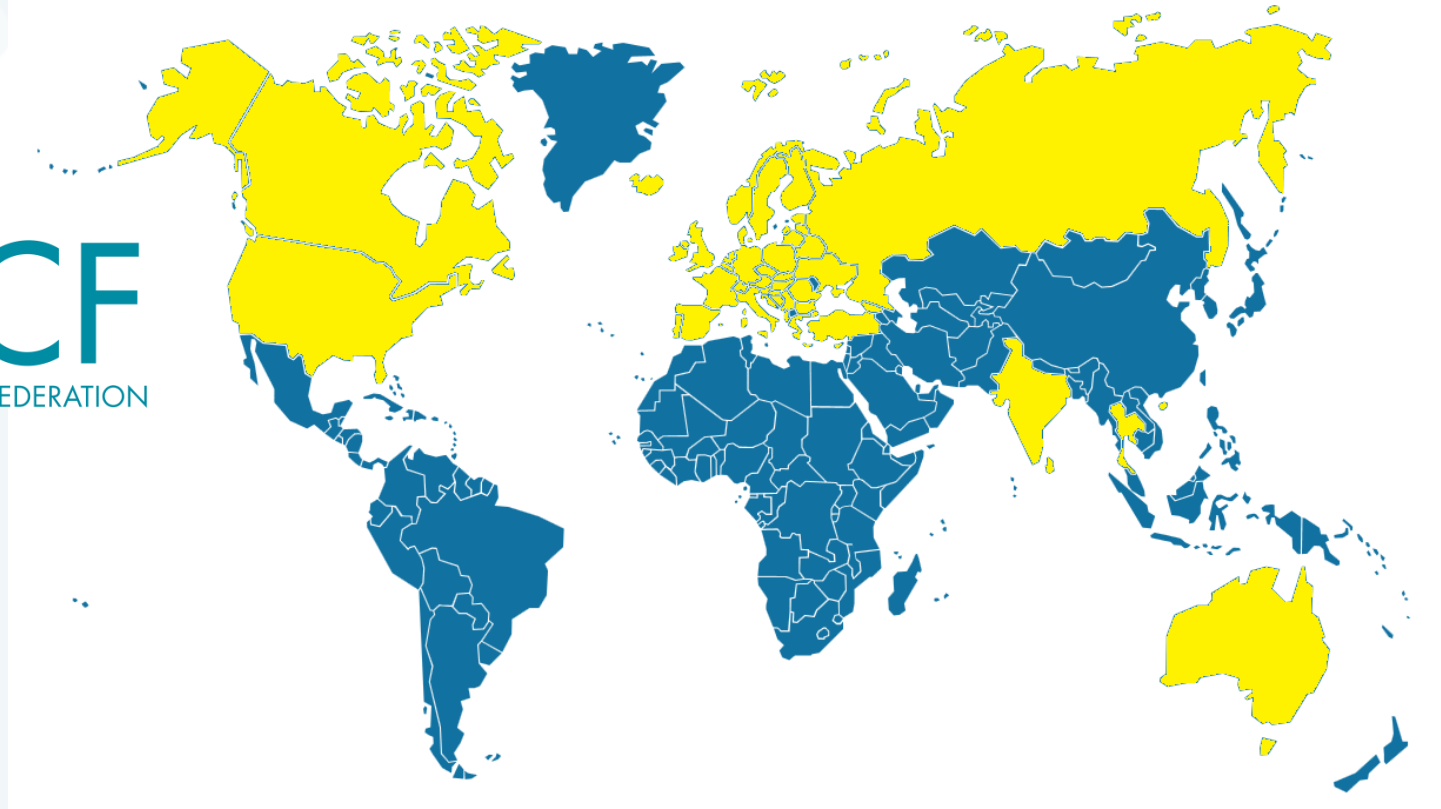
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Cycling (tourism) has changed...



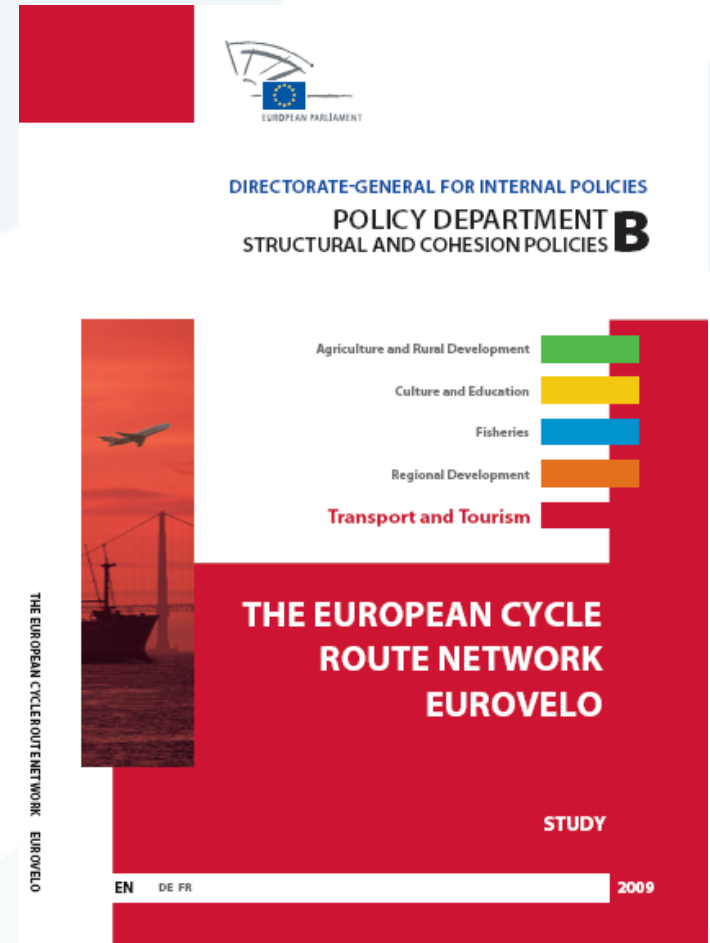
...and moved to the
mainstream.



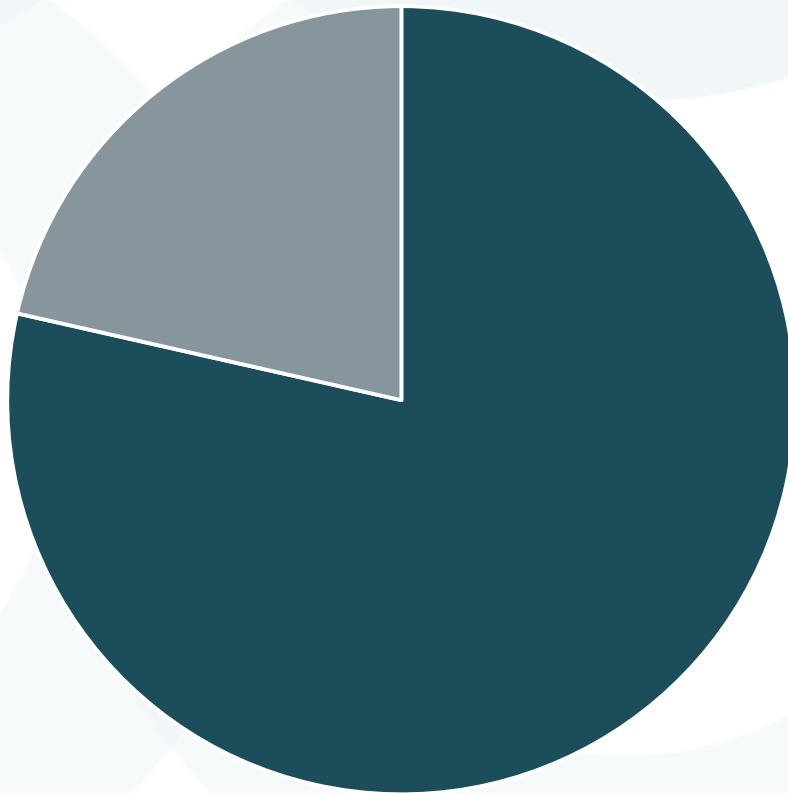
Cycling tourism trips in Europe

European Parliament
Study:

“2.3 billion cycle
tourism trips per year
in Europe, of which
20.4 million include
overnight stays!”



Cycling contributes more than €200bn economic benefits, of which €44bn is connected to cycle tourism!



- All other benefits
- Cycling tourism benefits

More information on economic
impact on 6th of December

www.cyclingstrategy.eu



“Putting the EU
on the cycle track”

€44 billion



Vs

€39.4 billion





Vs



- **Local SMEs**
- **Local employment**
- **Local tax incomes**
- **Reduce CO2 emission**
- **Deconcentrate tourism flow**

- **Global companies**
- **Guest workers**
- **Avoid paying tax**
- **Use of fossil energy**
- **Concentrate tourism flow**

Development circle of cycle tourism



Development circle of cycle tourism

Promotion,
communication,
offers

Organisation

Cycle
tourists

Services /
facilities

Attractive, safe
comfortable
routes

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EUROVELO, THE EUROPEAN CYCLE ROUTE NETWORK



National Routes

Regional Routes

Local Routes



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Routes

Cycling tourists need attractive, safe, comfortable (and direct) routes



All routes has a clear theme...

- Explicitly cultural theme – 3 routes
- Cultural thematic in all other routes





EUROVELO, THE EUROPEAN CYCLE ROUTE NETWORK

15 routes

Over 70,000 km

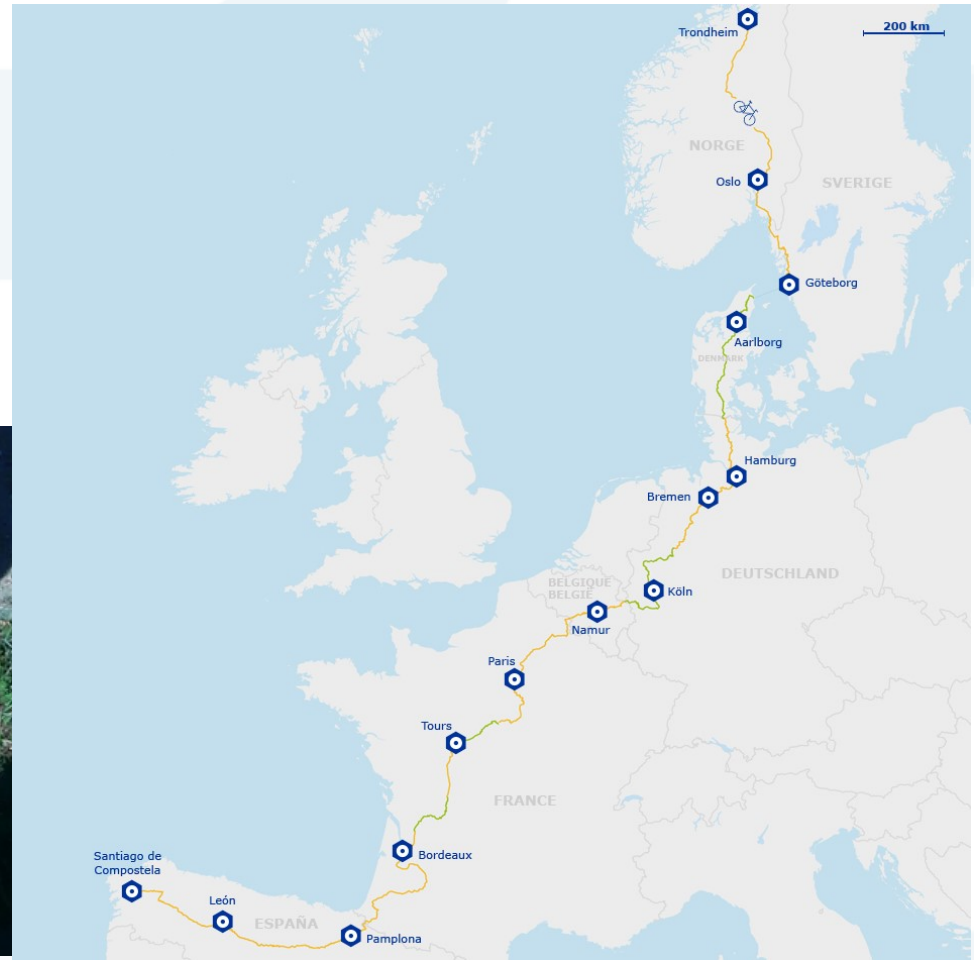
42 countries



www.ect.com

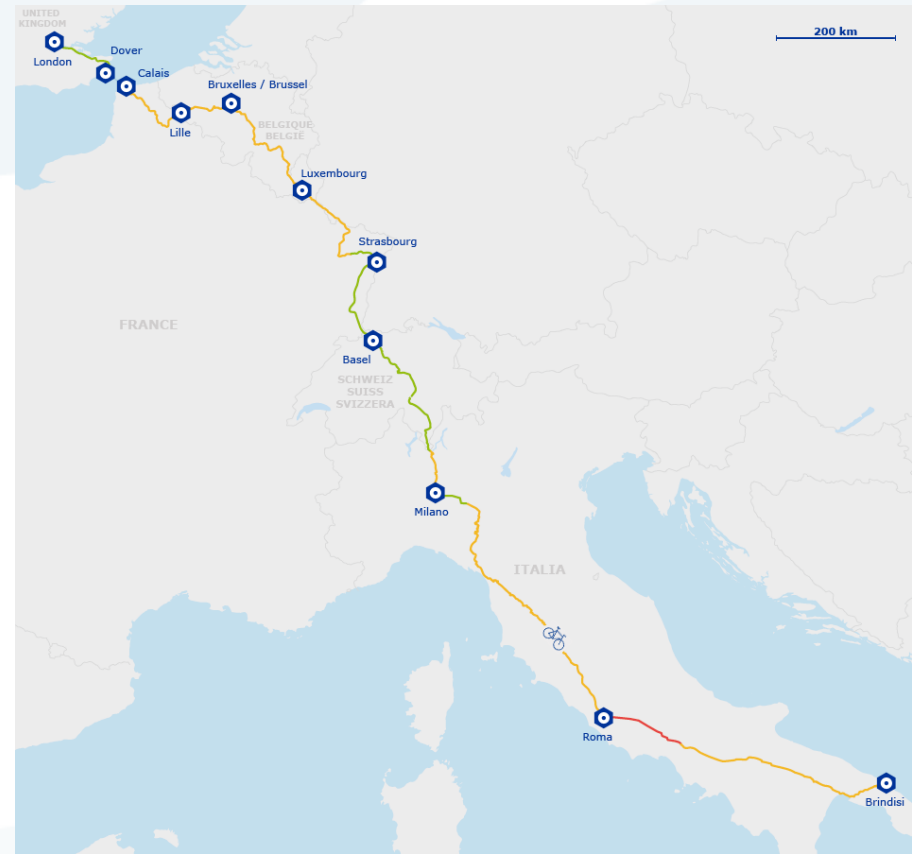
Explicit culture theme...

- EuroVelo3 Pilgrims Route



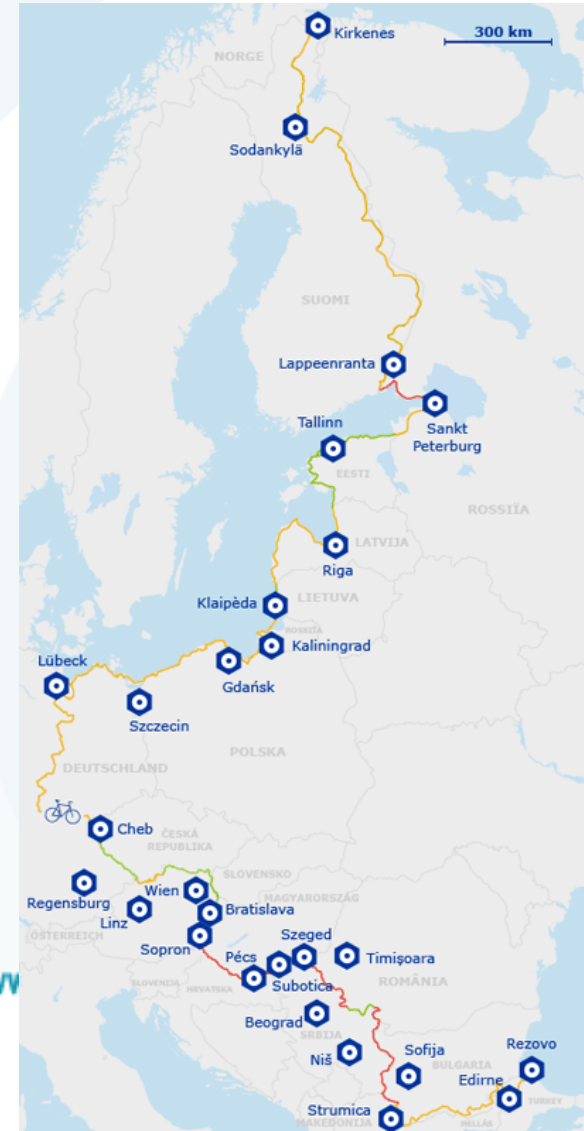
Explicit culture theme...

- EuroVelo5
Via Romea
Francigena



Explicit culture theme...

- EuroVelo13
Iron Curtain Trail



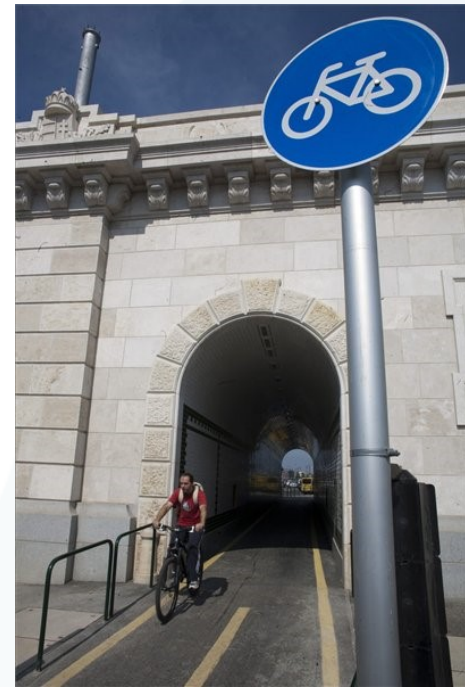
Safe and comfortable routes...

- EuroVelo13 Iron Curtain Trail attracted investments in cycling infrastructure



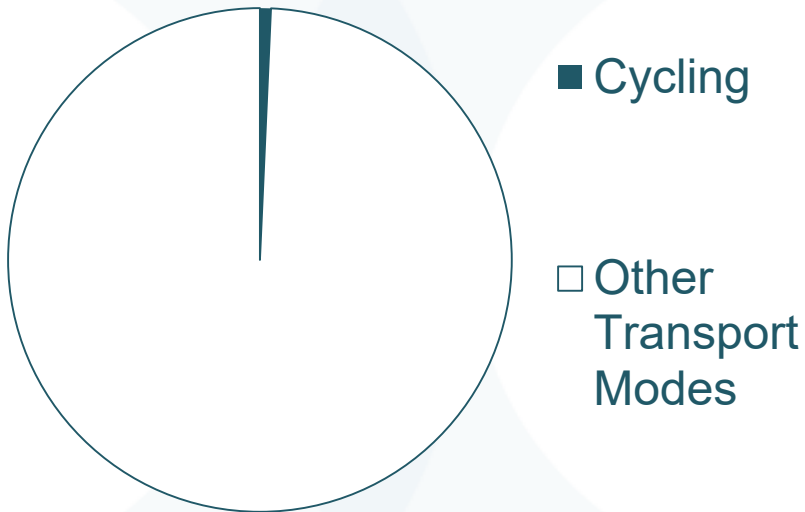
Safe and comfortable routes...

- EuroVelo6 route attracted investments in cycling infrastructure



The EU was investing in cycling between 2007-2013!

EU Spending on Transport



European funding of cycling-related projects between **2007 – 2013** was **0.6 billion Euros**.

Four countries spent over 100 million Euro each:



The EU is investing in cycling more between 2014-2020!

Based on the explicit references to cycling we estimate that

1.5 billion Euros

of EU Funds are available for cycling between
2014 – 2020.

With implicit and indirect connections:

Over 2 billion Euros

Development circle of cycle tourism



Services



Development circle of cycle tourism

Promotion,
communication,
offers

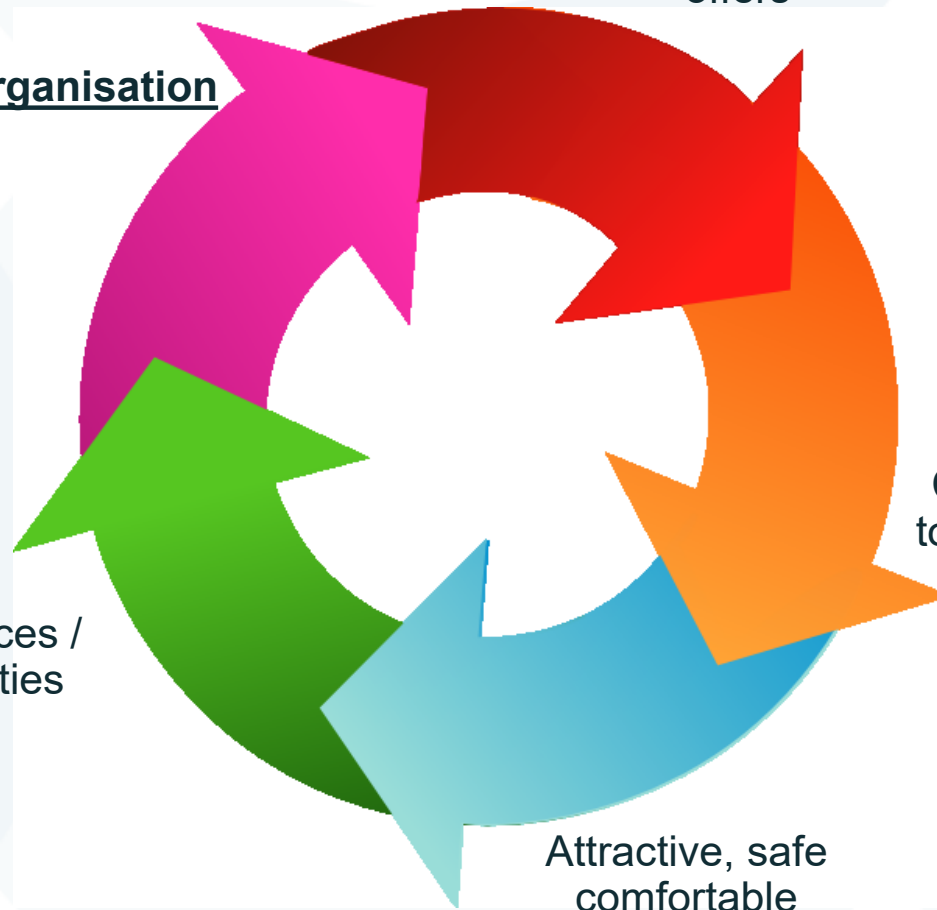
Organisation

Cycle
tourists

Services /
facilities

Attractive, safe
comfortable
routes

www.ecf.com



Organisation

1 ECF – EuroVelo management team and EuroVelo council

16 National EuroVelo Coordination Centres and Coordinators

7 National EuroVelo Contact Points



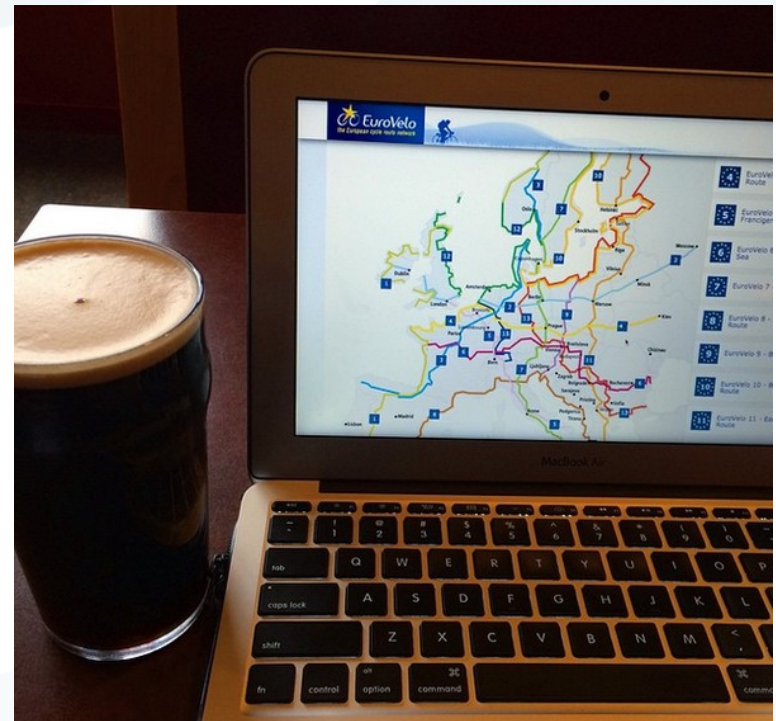
Development circle of cycle tourism

Promotion,
communication
, offers



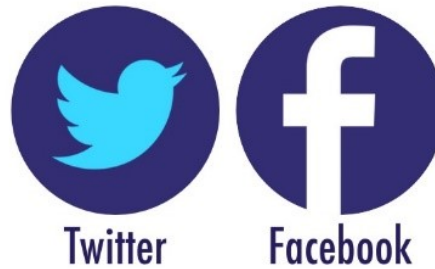
Promotion and marketing

Up-to-date and easily accessible information and promotional tools.



Promotion and marketing

Use innovative tools...





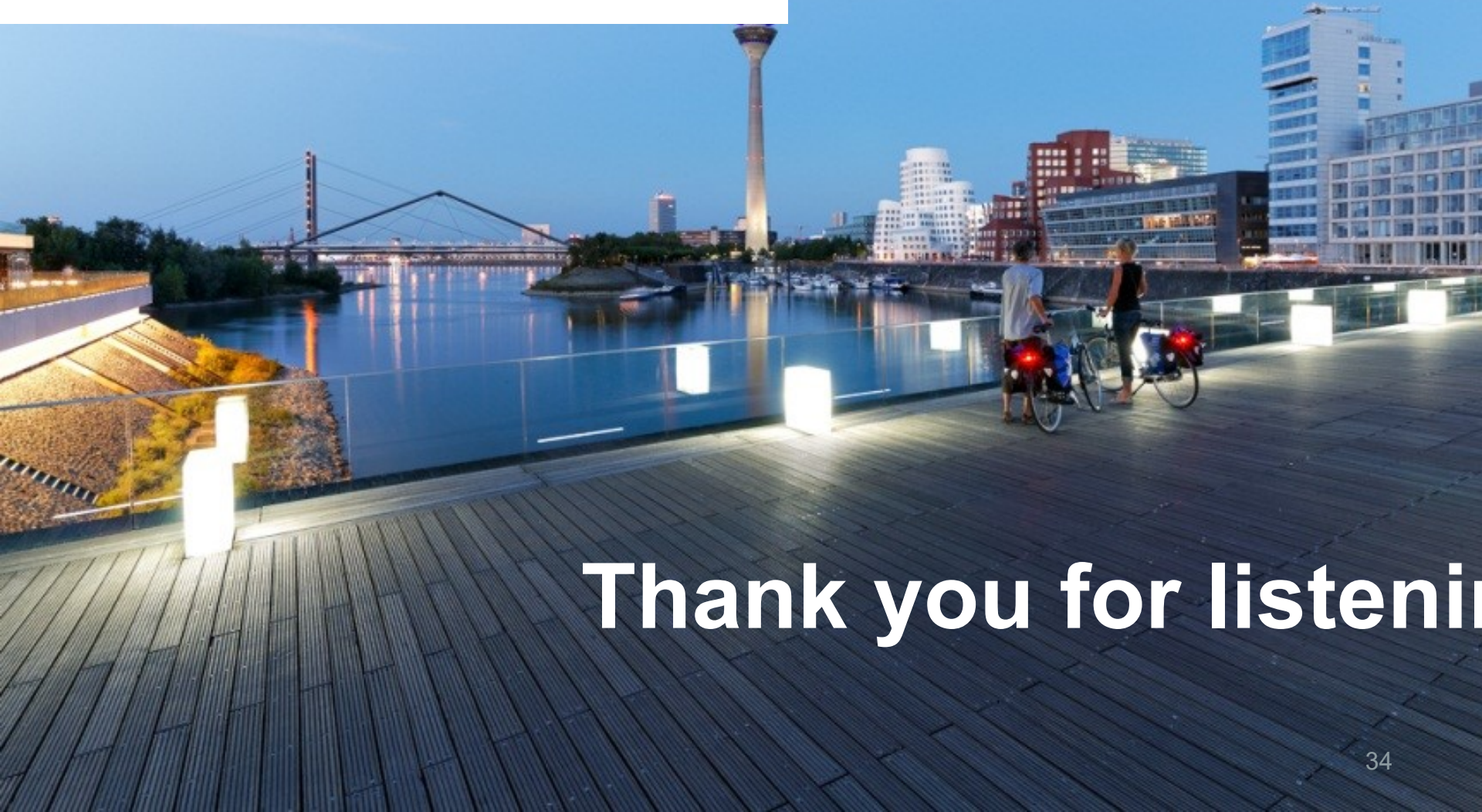
More information:

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www.EuroVelo.com / www.EuroVelo.org



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Thank you for listening