

**EUSAIR TSG2 (TRANSPORT) AND TSG4 (TOURISM)
BACK-TO-BACK WITH EUSDR PA3**

CYCLING TOURISM AND CULTURAL ROUTES WORKSHOP

SUSTAINABILITY OF CYCLING TOURISM

**GROWING NUMBERS, REGIONS OF THE WORLD WHERE THERE IS AN INCREASE OF
BOTH SUPPLY AND DEMAND**

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- Introduction
- Cycling tourism in numbers
- Sustainability
- Growing regions
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Introduction

Centre for Development of Active and Ecotourism

- Coordination of projects
- Product development
- Branding, communication and promotion
- Funding



Introduction



Cycling tourism in numbers - Europe

- 2.295 billion cycle trips
- EUR 44 billion/year value
- 20.4 million overnight tourists with EUR 9 billion spending
- 90.000 km EuroVelo routes
- 60 million trips and EUR 7 billion attributed to EuroVelo
- 3 million ebikes sold in 2019
- Growing numbers

Sustainability

Why cycling tourism is sustainable?

- Zero emission (almost)
- Door to door trips
- Use of environmentally friendly transport modes
- Travel shorter distances
- Support local businesses
- Relatively low impact of infrastructure

Growing regions

Switzerland - Use of environmentally friendly transport modes

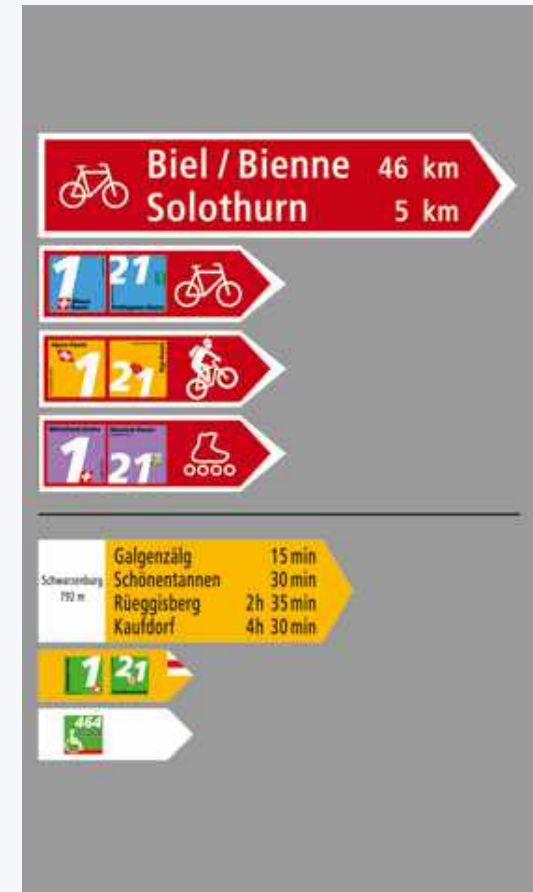
- SBB as a mobility service provider (car sharing, bike rental)
- Flexible tickets and travel cards for tourists
- Special offers bookable cycling holidays for cyclists



Growing regions

Switzerland – Integrated active mobility platform

- Hiking, cycling, MTB, skating, canoe, mountaineering, winter sports
- Website, application
- Tour planning, bookable offers
- Accommodation, rental
- Maps, signposting



Growing regions

EuroVelo 13 – Cycling route with history

- Iron Curtain Trail
- 9950 km, 20 countries
- Historic sites, museums
- Beautiful landscapes



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Growing regions

Whistler, BC, Canada

- Summer and winter mountain resort
- Bike park with lift access
- 70 trails
- 5 levels from beginner to pro
- Shop, workshop, rental, school



Growing regions

Whistler, BC Canada – “Crankworx” competition since 2004



2019 edition:

- 10 days
- 310.000 visitors
- 1324 pro athletes

Growing regions

Garda Trentino, Italy

- Multisport holiday region
- High quality services
- Cycling culture
- Road bike, mountain bike
- Hiking, climbing, via ferrata
- Sailing, SUP, kite, surf



Growing regions

Garda Trentino, Italy – Bike festival

- Biggest bike festival in Europe
- 45.000 visitors
- Expo, test rides
- Competitions
- Guided tours
- Party



Growing regions

Great Western Greenway, Mayo, Ireland

- 42 km greenway (cycling, walking)
- Beautiful landscape, seaside
- Greenway crosses through active farmlands
- Gravel roads – low environmental impact
- Services (rental, transfer, shop)



Growing regions

Croatia – destination for cyclists

- Mild winter climate – ideal for training
- Cyclist – target group in low season
- Bike friendly accommodation (Valamar)
- 4 Islands Mountain Bike Race (Krk, Rab, Cres, Losinj) – unique event



Growing regions

Hungary, Lake Tisza

- Artificial lake – protected area
- Cyclable dam around the lake
- 70 km route
- Active tourism
- Visitor center, cycling center, services
- Beaches, spa



Growing regions

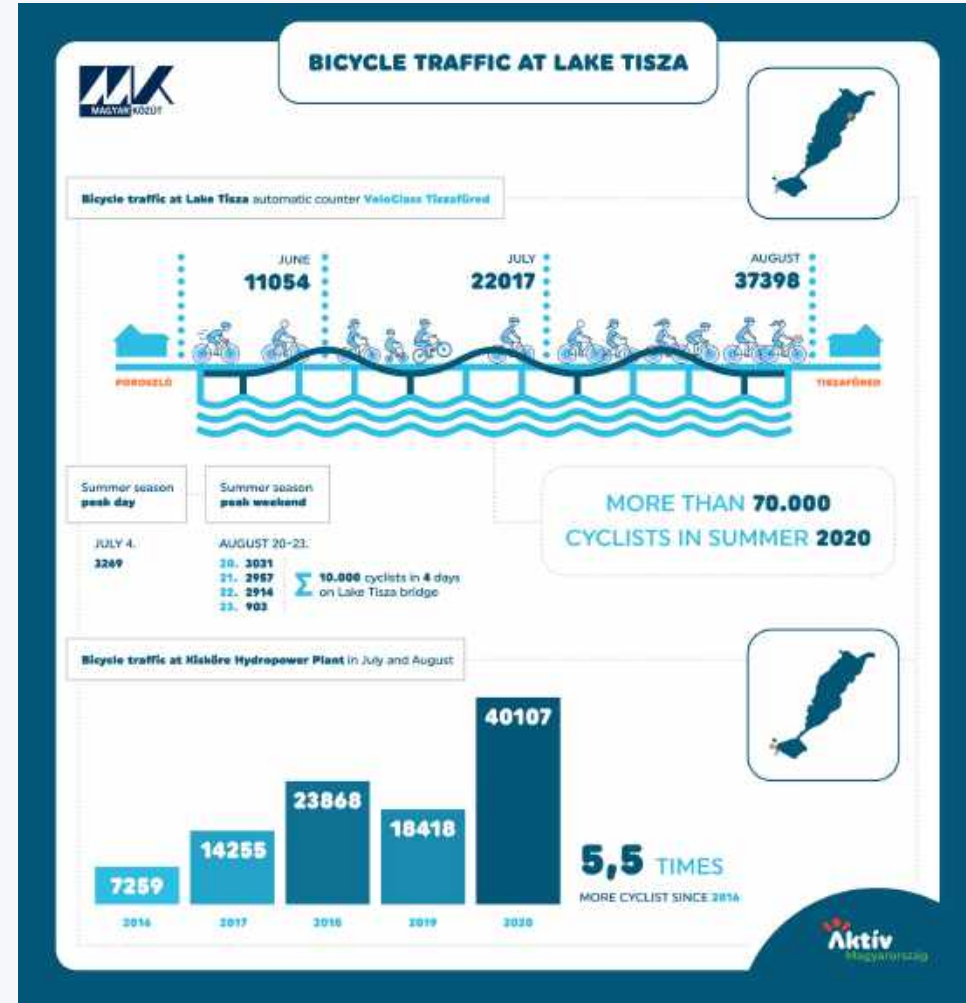
Hungary, Lake Tisza – New cycling bridge



Growing regions

Hungary, Lake Tisza

New cycling bridge



Conclusions

What do you need for successful cycling tourism?

- Safe and comfortable infrastructure
- Natural environment
- Attractions, culture
- Bike friendly services
- Other activities than cycling
- Something special
- Balance – growing number vs. mass tourism

Thank you!

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