

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

CYCLING TOURISM AND CULTURAL ROUTES

WORKSHOP

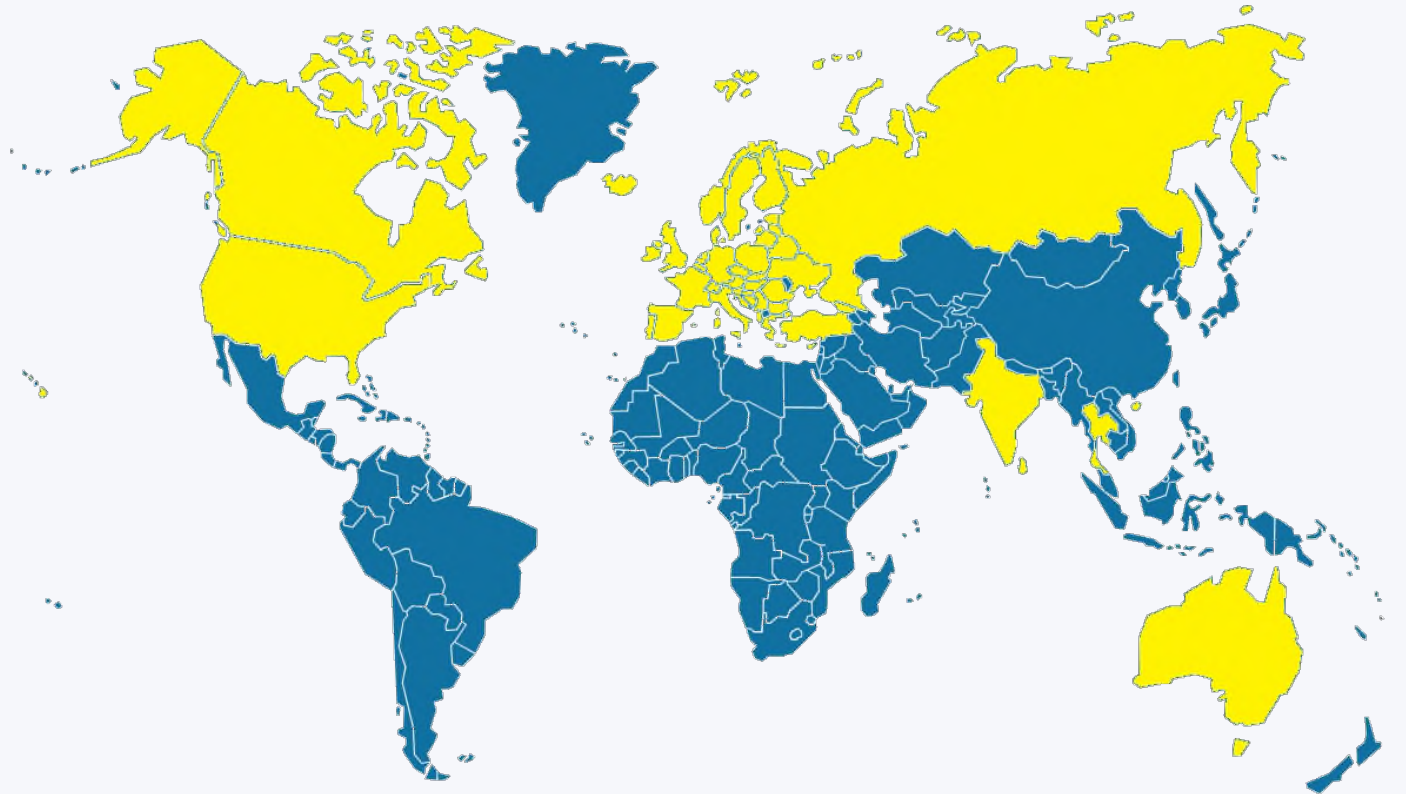
INTRODUCTION TO CYCLING TOURISM

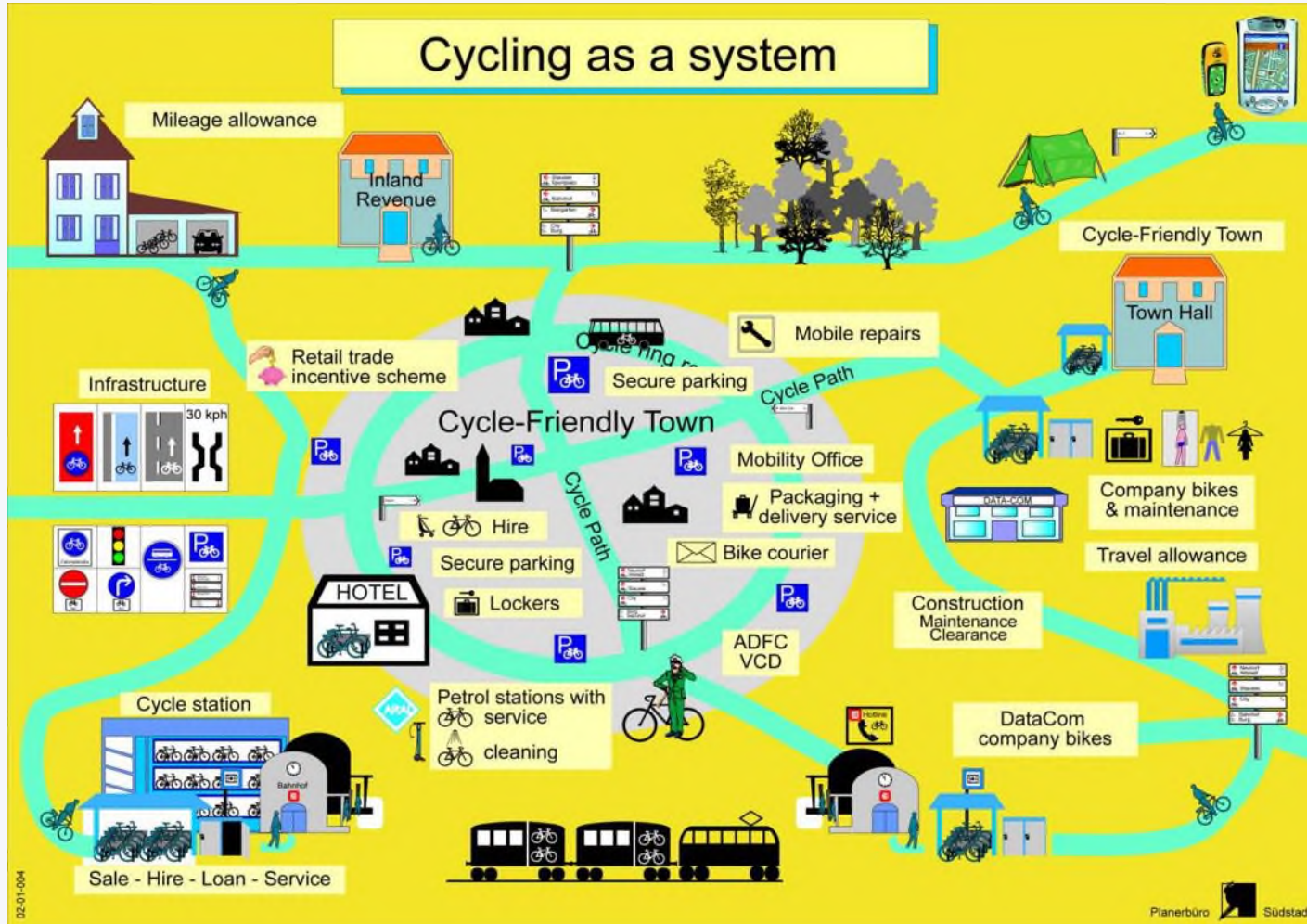
Overview

- Introducing ECF
- Cycling tourism has changed
- EuroVelo and cycle route networks



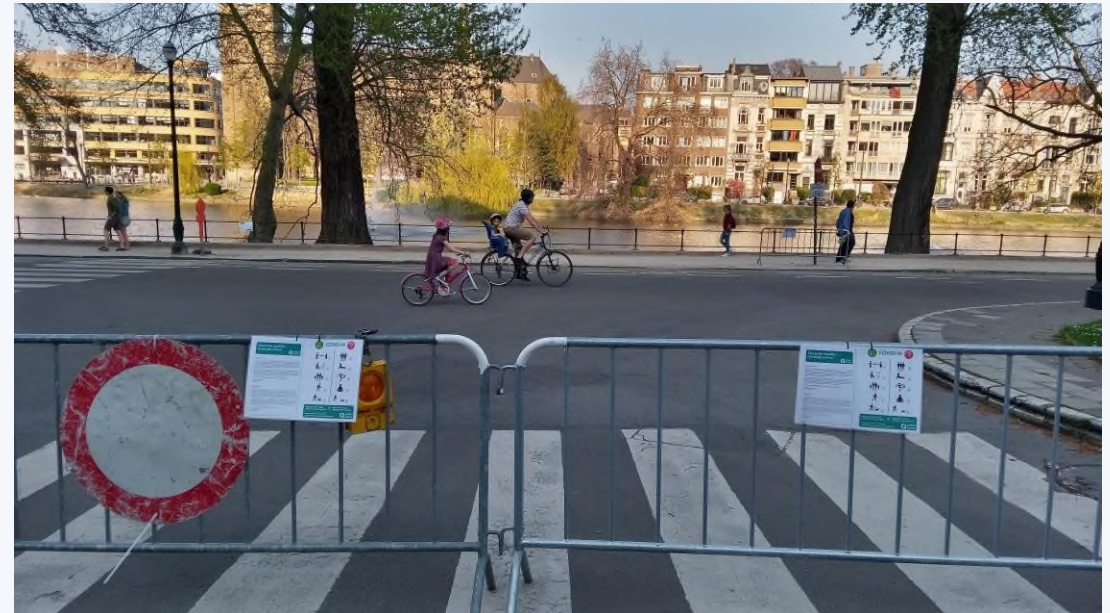
Introducing ECF





COVID-19 cycling measures

- Car-free sections
 - Pop-up cycle lanes/tracks
 - Filtered permeability
 - Speed reduction
-
- ECF dashboard:
<https://ecf.com/dashboard>



Cycling tourism has changed...



...and moved into the mainstream





Summer 2020 #RestartCycleTourism

- Europe: increased visitors to EuroVelo.com website +110% compared to the previous year
- France: +31% bicycle trips on EuroVelo routes post-lockdown
- The Netherlands: downloads of GPX-files +74% compared to last year

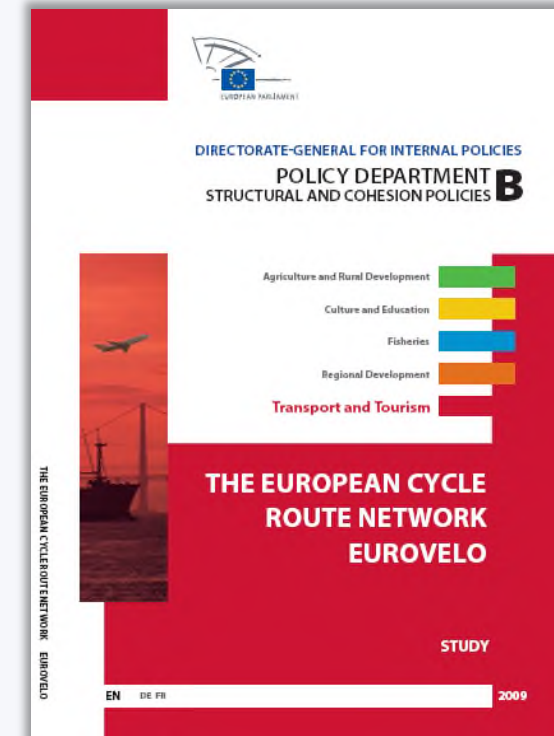


Benefits of cycling tourism (macro)

European Parliament Study:

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

“...a value in excess of €44 billion per annum.”



Benefits of cycling tourism (micro)

Great Western Greenway, Republic of Ireland

Former railway line re-opened as a cycle path in 2011. Cost approx. €6 million

- 145,000 visitors in 2011
- 175,000 visitors in 2012
- 200,000 visitors expected in 2013

Created 38 new jobs and helping to secure 56.

New developments: gourmet trail, an adventure sports trail and a Greenway artists' group.

The value to the local economy is estimated at €7.2 million a year and rising.



What investments are needed?



What role can EU funds play?



Cycle route networks

EuroVelo, the European
cycle route network:

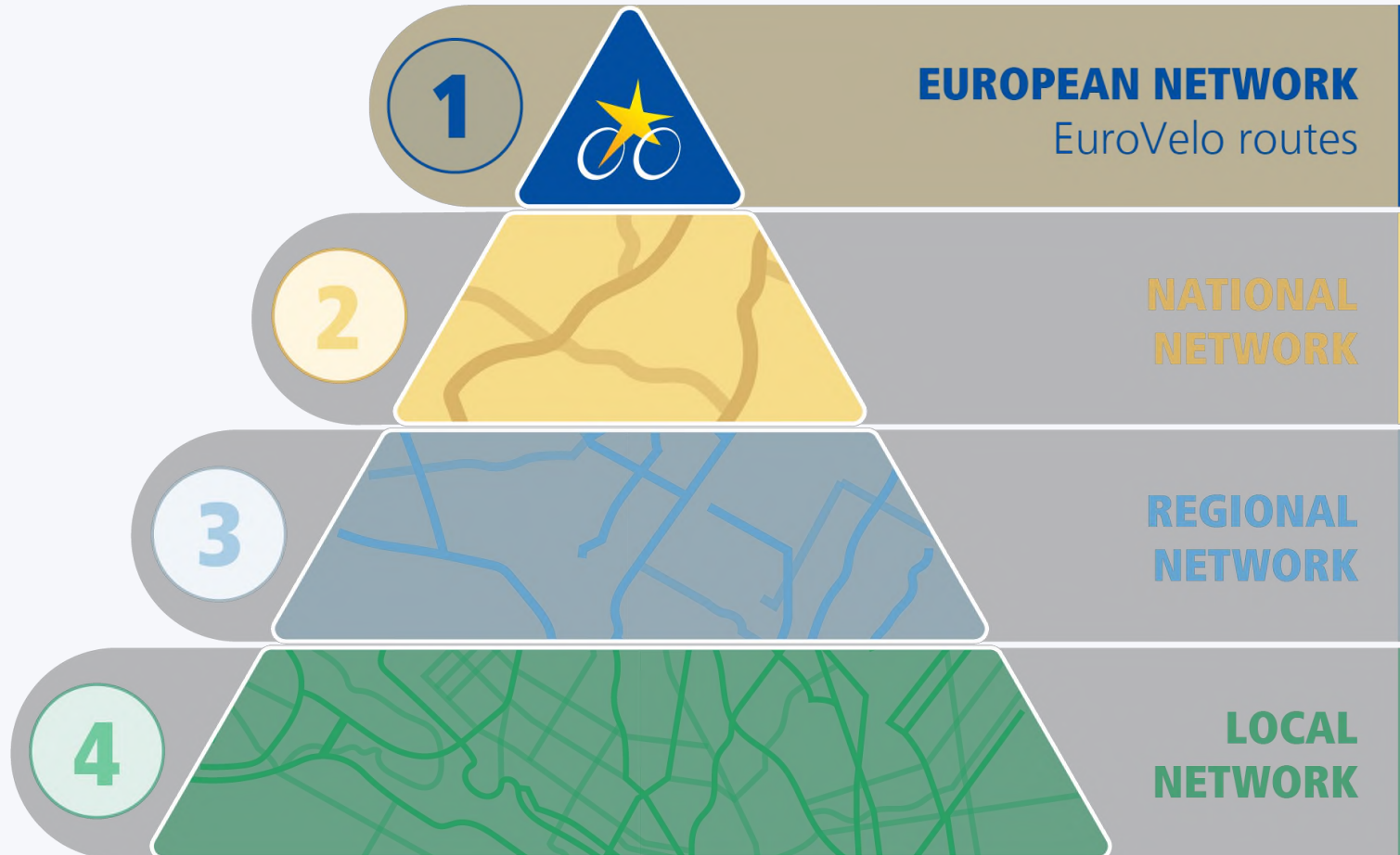
17 Routes

Over 90,000km

42 Countries







Overview of the development status



MAP LEGEND

- Certified EuroVelo Route
- Developed route with EuroVelo signs
- Developed route
- Route under development
- Route at the planning stage

European Certification Standard

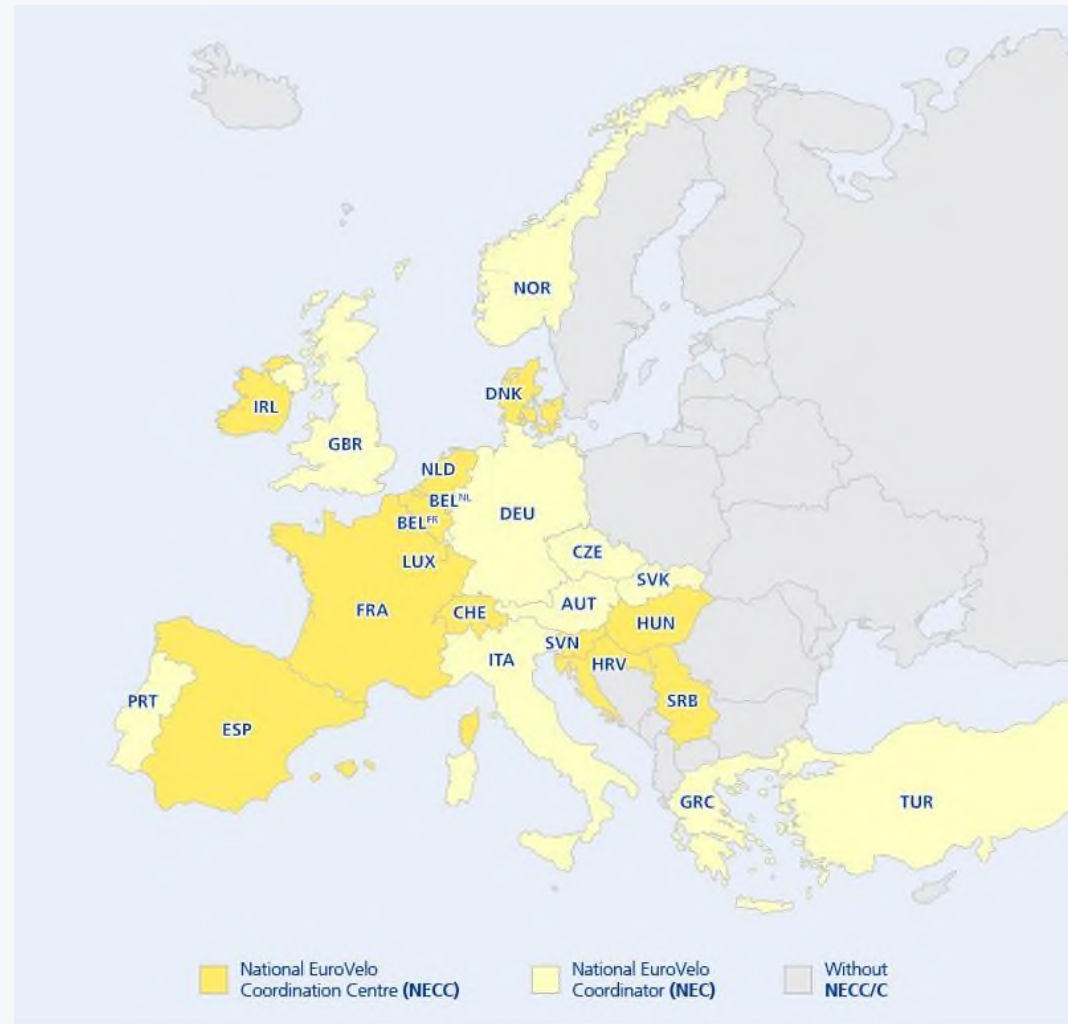
Survey

Action Planning

Certification



Organisation



Thank you for listening!
Any questions?

