

EuroVelo 8 – Mediterranean Route

Workshop: Sustainable Tourism in the MED Area



The benefits of cycling tourism

Unlocking their potential for Europe



Benefit	Estimated Value (billion euros)
CO2 emissions savings	0.6 – 5.6
Reduction of air pollution	0.435
Reduction of noise pollution	0.3
Fuel savings	4.0
Longer and healthier lives	73
Less sickness absence at the workplace	5
Bicycle market	13,2
Cycle tourism	44
Easing of road congestion	6,8
Saving on construction and maintenance costs for road infrastructure for motorised vehicles	2,9
Total annual benefits	150 - 155 bn euros

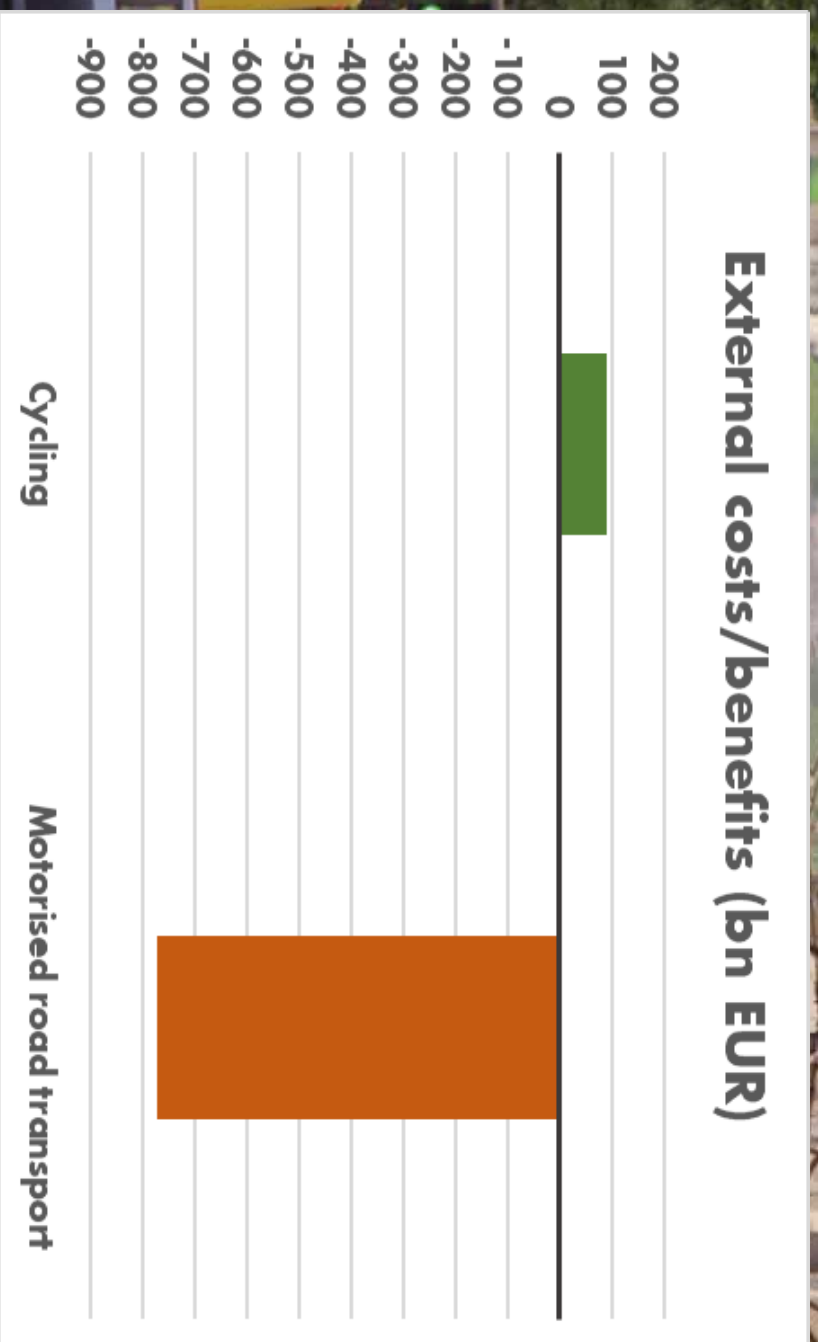
Measurable:
Total benefits of 150 bn EUR for the EU

Benefits occur in many areas and policy fields:

Environment + Climate		Business		Social Affairs	
Energy + Resources		Technology + Design		Mobility	
Health		Time + Space		Diversity of cultures	

External benefits of cycling vs.

External costs of motorised road transport:



Benefits of cycling: Examples



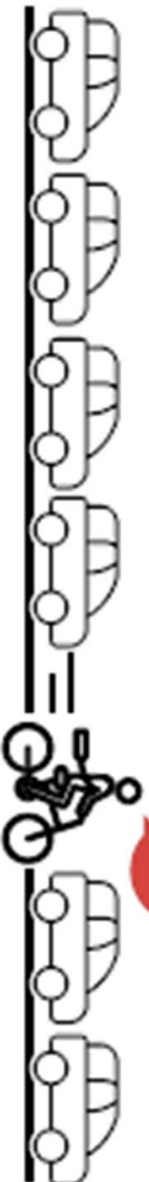
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Value of congestion easing: 6.8 bn EUR
Road congestion costs: 270 bn EUR

Mobility Benefits



Congestion easing



**Emission savings: 16 million tonnes
of CO₂ = CO₂ emissions of Croatia**

Value: 600 to 5'600 million EUR

Environment and Climate



CO₂ emissions savings



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**Public health benefits:
Value of 73 bn EUR per year -
higher than total spending on
public health in Spain**

Cycling helps to prevent:

- **Type 2 diabetes**
- **Breast cancer**
- **Cardio-vascular diseases**
- **Colon Cancer**
- **Osteoporosis**

Jobs in the European cycling sector



Today



650.000 JOBS *



Doubling cycling modal share



1.000.000 JOBS *

	Bicycle tourism	524.052		Bicycle tourism	869.927
	Bicycle retail	80.587		Bicycle retail	122.196
	Bicycle infrastructure	23.417		Bicycle infrastructure	36.484
	Bicycle industry	22.629		Bicycle industry	32.133
	Bicycle services	4.224		Bicycle services	8.448

* Full-time equivalents (EU-27)

www.ecf.com/europeancyclingjobs



Comparison:

Mining and quarrying:
615,000 jobs

Steel sector:
350,000 jobs



Job Creation: Results

Cycling means more jobs and an inclusive economy



More jobs

Per € million of turnover, the bicycle manufacturing sector employs **3 times more people than the car manufacturing sector**

Per € million of turnover, the bicycle sale sector employs **More than 4 times more people than the car sale sector**



Inclusive Europe

The study shows that a number of the jobs do not require high levels of qualification. By providing easily accessible employment for groups that are disadvantaged on the labour market because of their low qualification levels, this offers an opportunity to contribute to the objectives of



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Business



cruise tourism



cycle tourism

economic value
jobs

38bn euros
326.000

44bn euros
525.000

Cycle tourism



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- 
- **Local SMEs**
 - **Local employment**
 - **Local tax incomes**
 - **Reducing CO2 emissions**
 - **Deconcentrating tourism flow**

- 
- **Global companies**
 - **Guest workers**
 - **Tax avoidance**
 - **Using fossil energy**
 - **Concentrating tourism flow**

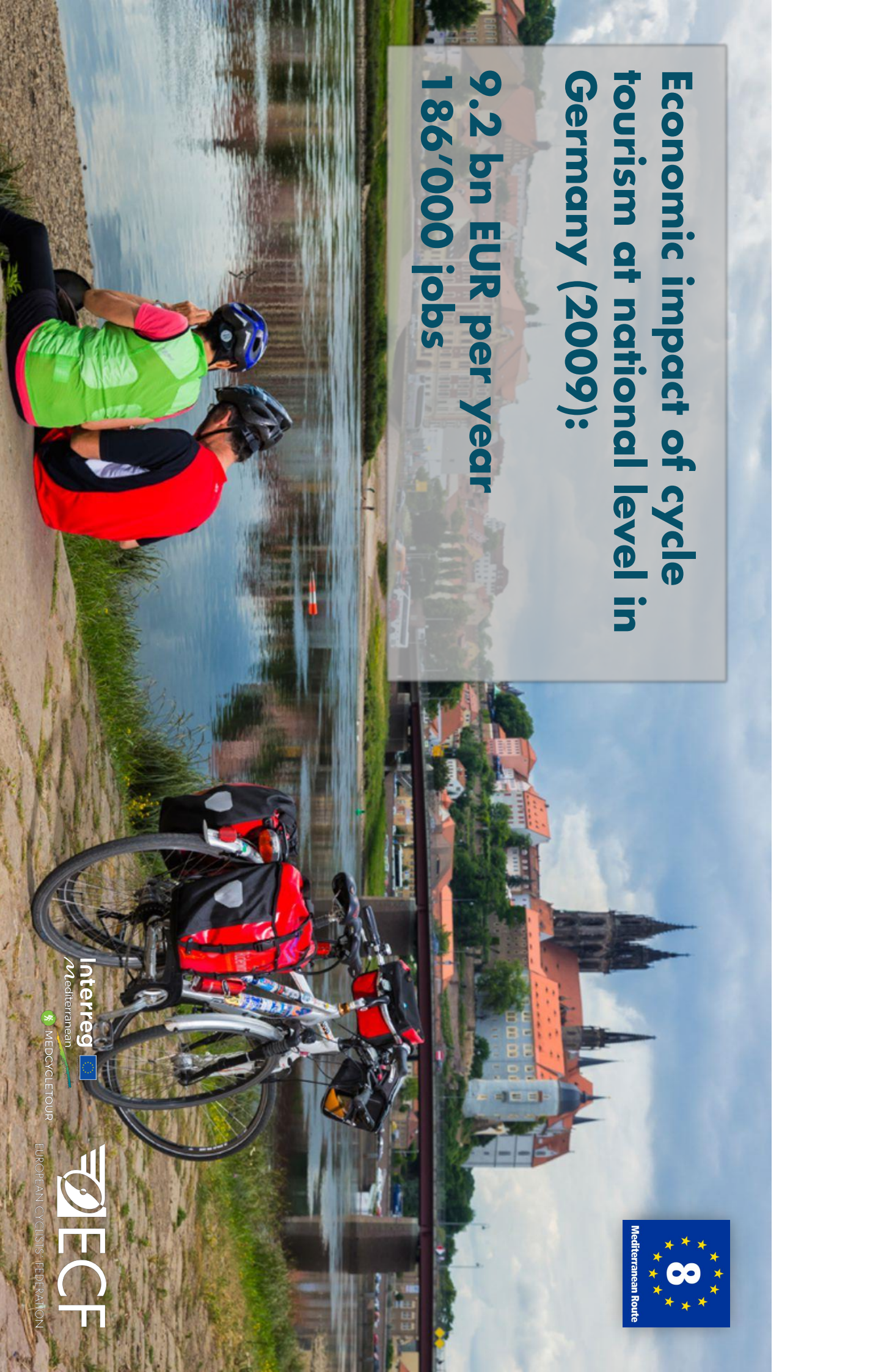


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Economic impact of cycle tourism at national level in Germany (2009):

9.2 bn EUR per year
186'000 jobs



Economic impact of cycling tourism at regional level in Scotland (2015):

320 million EUR per year



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Economic impact of cycle tourism at local level: Great Western Greenway (Ireland)

Investment: 6 million EUR

**Visitors 2014: 265'000
(+83% since 2011)**

Creation of 200 jobs

**Spending in the local economy:
7.2 million EUR per year (2011)**





**Economic impact of cycle tourism at
local level in Girona/Catalonia
(Vies Verdes and Pirinexus, 2018):
3.5 million EUR per year**

280 000 users

63 jobs



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Environment + Climate		Business		Social Affairs	
Energy + Resources		Technology + Design		Mobility	
Health		Time + Space		Diversity of cultures	

**To unlock the potential
of cycling for Europe,
we need an integrated
strategy, including more
and better investments.**



The benefits of cycling

Unlocking their potential for Europe



<https://ecf.com/resources/cycling-facts-and-figures>

Further reading



- Economic value of cycling in Scotland:
<https://www.cycling.scot/mediaLibrary/other/english/2548.pdf>
- Economic impact of the Great Western Greenway in Ireland:
http://www.eurovelo.org/wp-content/uploads/2016/10/Great-Western-Greenway_Economic-Impact-Case-Study.pdf
- Economic impact of Greenways in the Province of Girona (only ES/CAT):
http://www.viesverdes.cat/es/noticies_actualitat/nuestras-rutas-generan-un-impacto-economico-de-35-millones-e-en-el-territorio-el-2018/

