



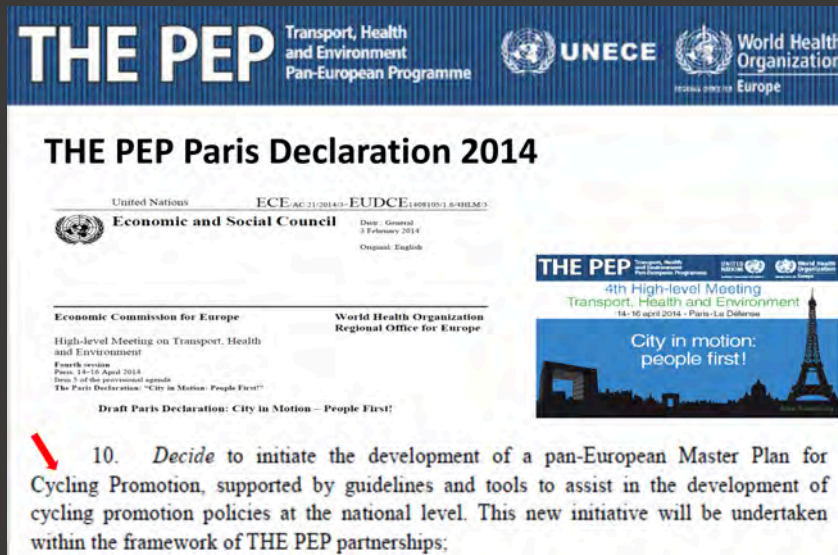
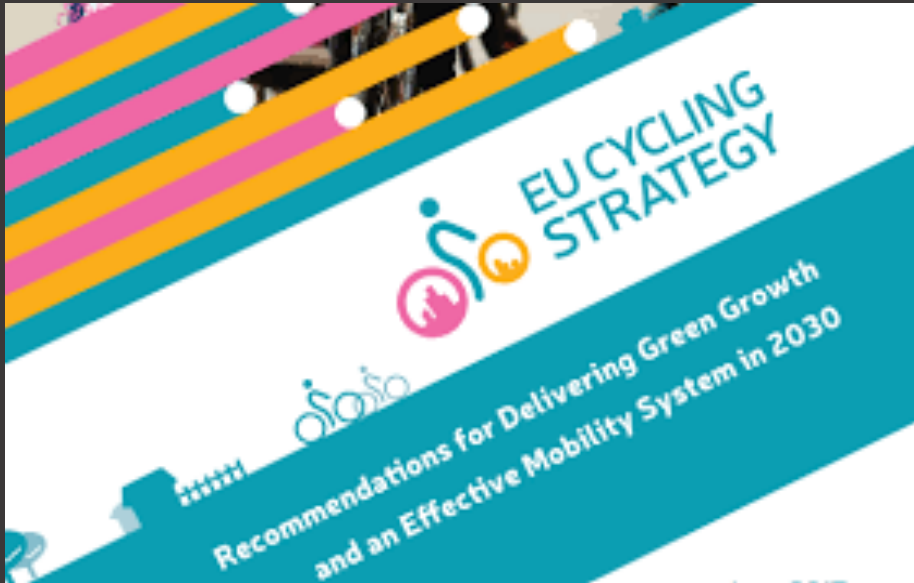
Cycle tourism in Europe and Italy

Giulia Cortesi

Trieste 25.10.2018

- 1. The political framework**
2. Basics on cycle tourism and intermodality
3. News from the EuroVelo & Cycle Tourism conference 2018

The political framework



LEGGE 11 gennaio 2018, n. 2

Disposizioni per lo sviluppo della mobilità' in bicicletta e la realizzazione della rete nazionale di percorribilita' ciclistica.
(18G00013)

(GU n.25 del 31-1-2018)

Vigente al: 15-2-2018

La Camera dei deputati ed il Senato della Repubblica hanno approvato;

IL PRESIDENTE DELLA REPUBBLICA

Promulga

la seguente legge:

Art. 1

Oggetto e finalita'

1. La presente legge persegue l'obiettivo di promuovere l'uso della bicicletta come mezzo di trasporto sia per le esigenze quotidiane sia ricreative, al fine di migliorare l'efficienza, la sicurezza urbana, tutelare il patrimonio naturale e ambientale

First 10 National
Touristic
Cycleroutes
5.700 km
National funding
€362 m to 2024



1. The political framework
2. Basics on cycle tourism and intermodality
3. News from the EuroVelo & Cycle Tourism conference 2018

Basics on cycle tourism in Europe



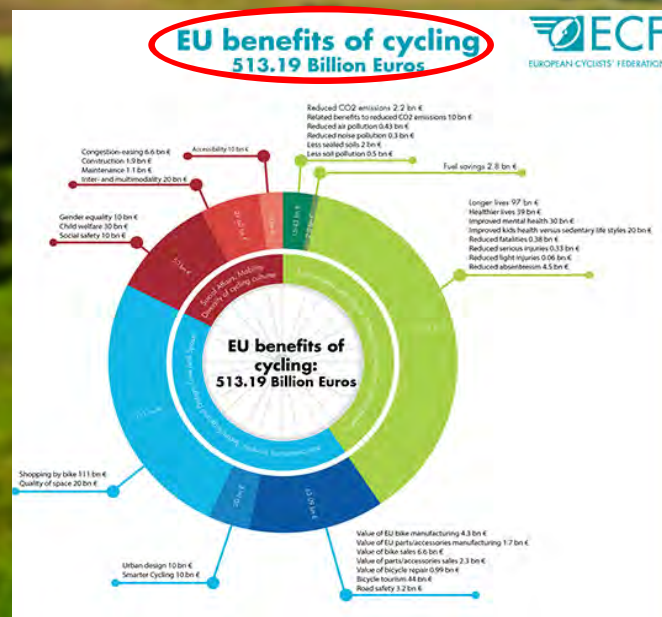
- Sustainable tourism: UN SDGs
- Extend the tourism season



Basics on cycle tourism in Europe



Value of cycling
€513 bln



€44 bln (8,6%) from cycle tourism

Basics on cycle tourism in Europe

€44 bln

€39,4 bln



Photo: ECF

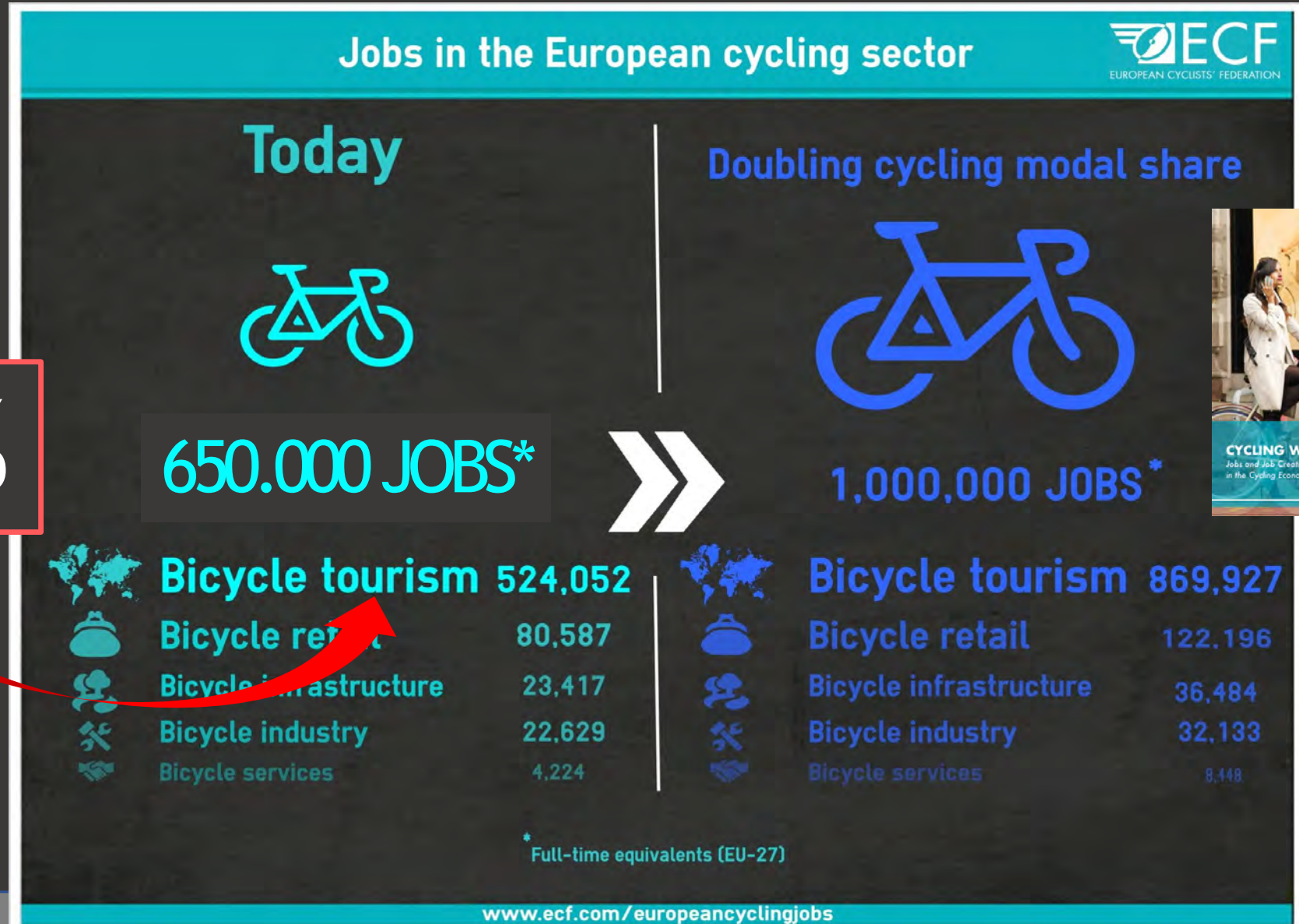


green
growth

Basics on cycle tourism in Europe

green
jobs

80%



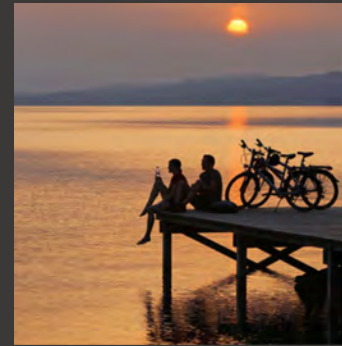
Basics on cycle tourism in Europe

Spending in the local economy

- Direct spending
- +
- Indirect Spending
- +
- Induced spending
- =

The Multiplier

Local
green
growth



€ 44 bln



€ 39,4 bln

% Re-spent locally	Direct spending	1 st round of re-spending	2 nd round of re-spending	3 rd round of re-spending	Total Economic benefit	Multiplier
10%	€10.00	€1.00	€0.10	€0.01	€11.11	1.1
60%	€10.00	€6.00	€3.60	€2.16	€21.76	2.2

Source: Weston

Basics on cycle tourism in Europe

Day trips (mln)	Holidays (mln)	Day trips (bln Euro)	Holidays (bln Euro)	TOTAL (bln Euro)
2.300	20	€35	€9	€44



Basics on cycle tourism in Europe



		Day trips (mln)	Holidays (mln)	Day trips (bln Euro)	Holidays (bln Euro)	TOTAL (bln Euro)
1	Germany	607	4.62	9.34	2.03	€ 11.37
2	France	373	4.01	5.73	1.76	€ 7.49
3	UK	149	1.23	2.29	0.54	€ 2.83
4	Sweden	134	1.20	2.06	0.53	€ 2.58
5	Netherlands	138	1.01	2.12	0.44	€ 2.57
6	Finland	112	1.14	1.72	0.50	€ 2.22
7	ITALIA	103	1.05	1.59	0.46	€ 2.05
8	Poland	101	1.06	1.56	0.47	€ 2.02
9	Hungary	98	1.00	1.50	0.44	€ 1.94
10	Spain	80	0.89	1.23	0.39	€ 1.62

Basics on cycle tourism in Europe

Who are cycle tourists and cycle excursionists?

Age: most frequent 45-55 | 60% man - 40% woman

50% couples - 20% singles - 20% small groups of 3-5 people

€439 per holidays, ca €57/day - €15/day per excursion



Basics on cycle tourism in Italy

Few national studies:



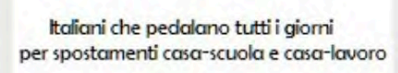
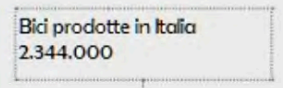
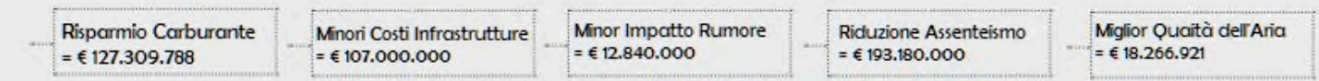
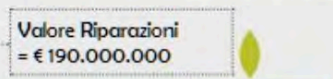
2012



2014



2018



First 10
“National
touristic
cyclerroutes”

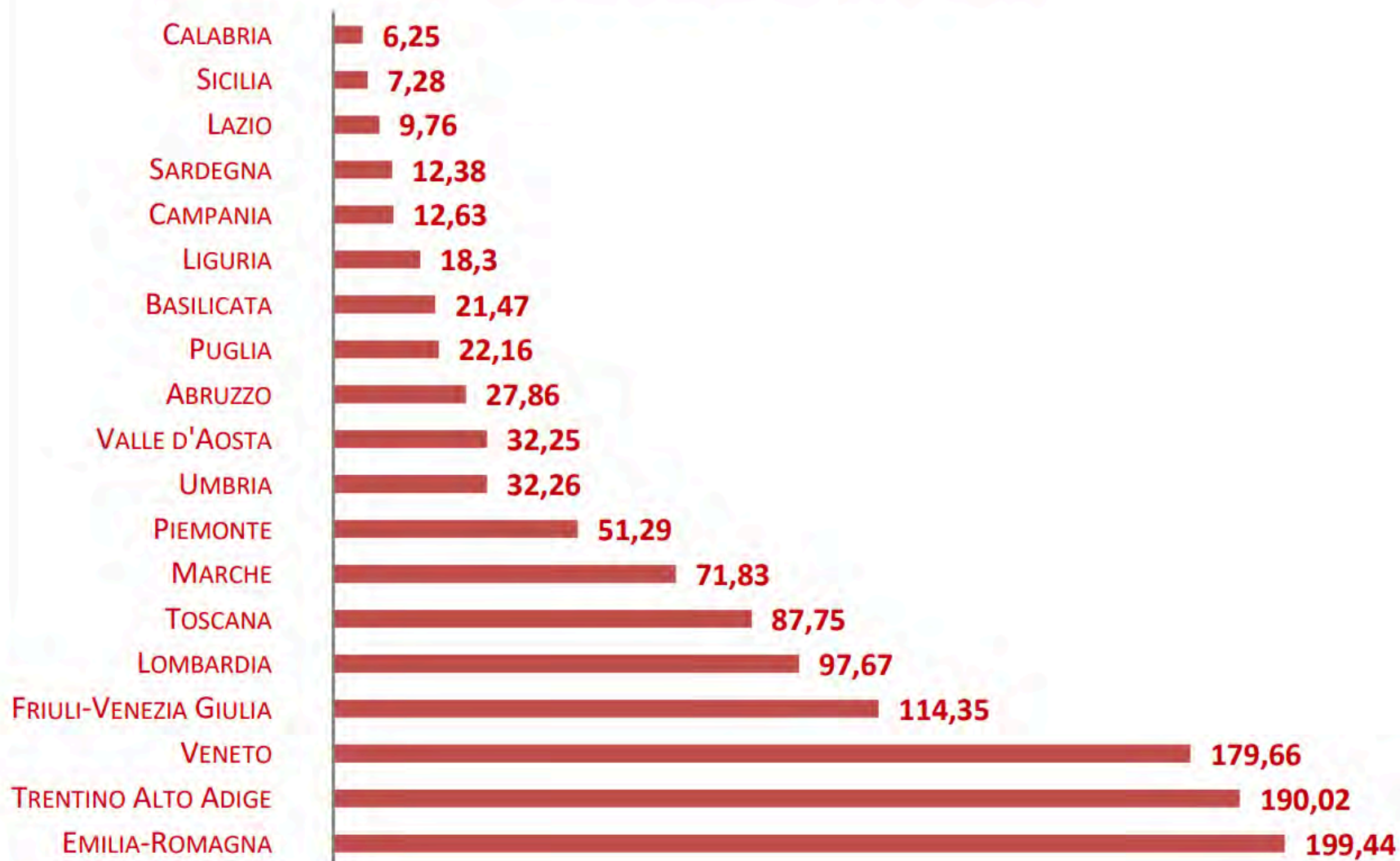
5.700 km

National funding
€362 mln

Basics on cycle tourism in Italy

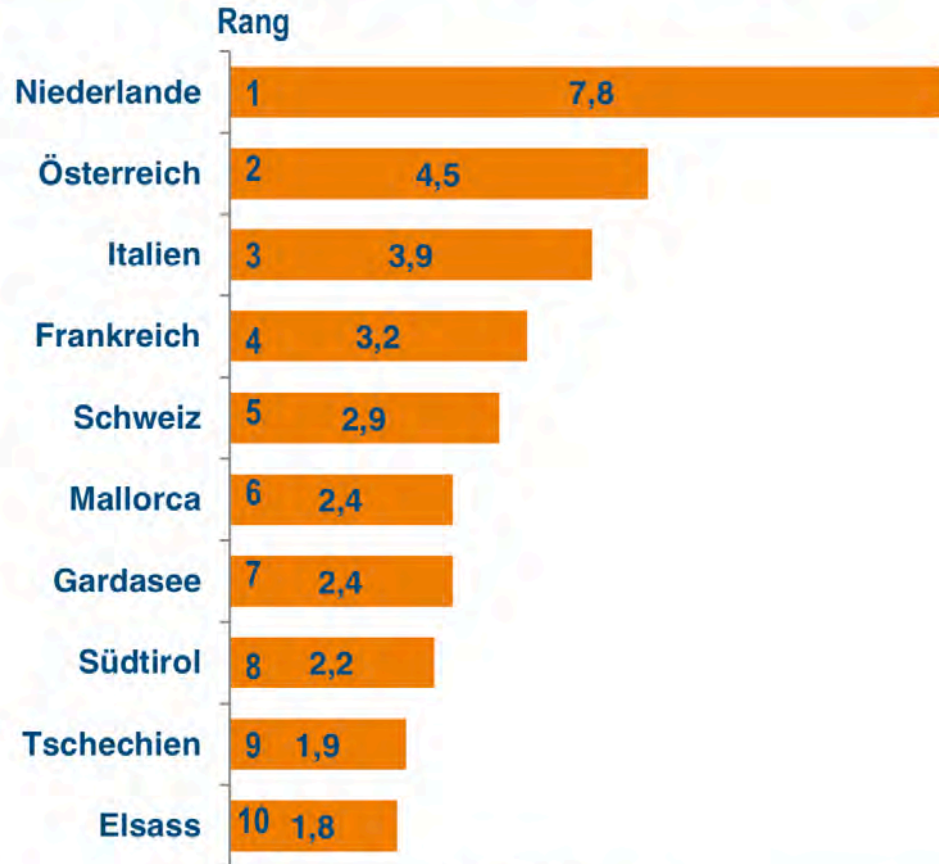


**BENEFIT ECONOMICO PER OGNI SINGOLO ABITANTE DELLA REGIONE
GENERATO DAGLI UTENTI ABITUALI DELLA BICI**



Basics on cycle tourism: Germans

Befahrene Radregionen im Ausland



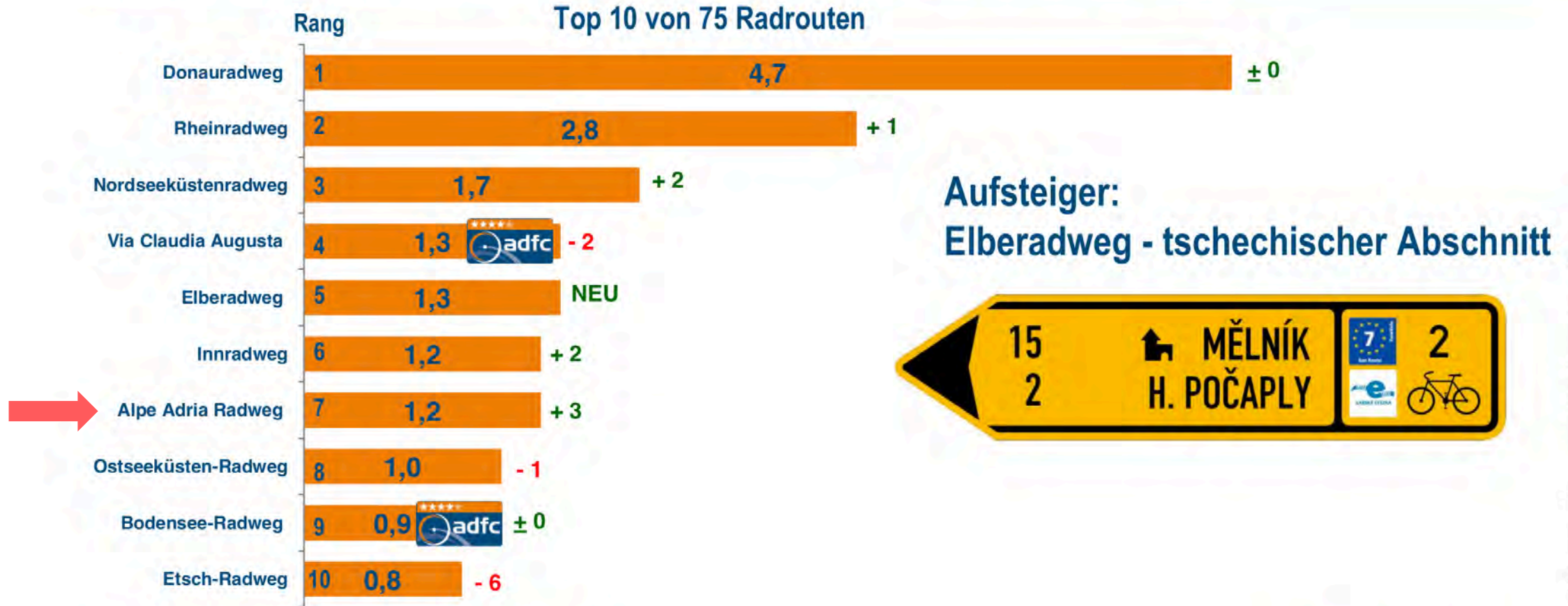
Top 10 von 141 Regionen

Nr. 1 Niederlande



Basics on cycle tourism: Germans

Befahrene Radrouten im Ausland



© Koordinationsstelle Elberadweg Nord

Basics on cycle tourism: Germans

Beliebteste Radrouten im Ausland



Top 10 von 77 Routen

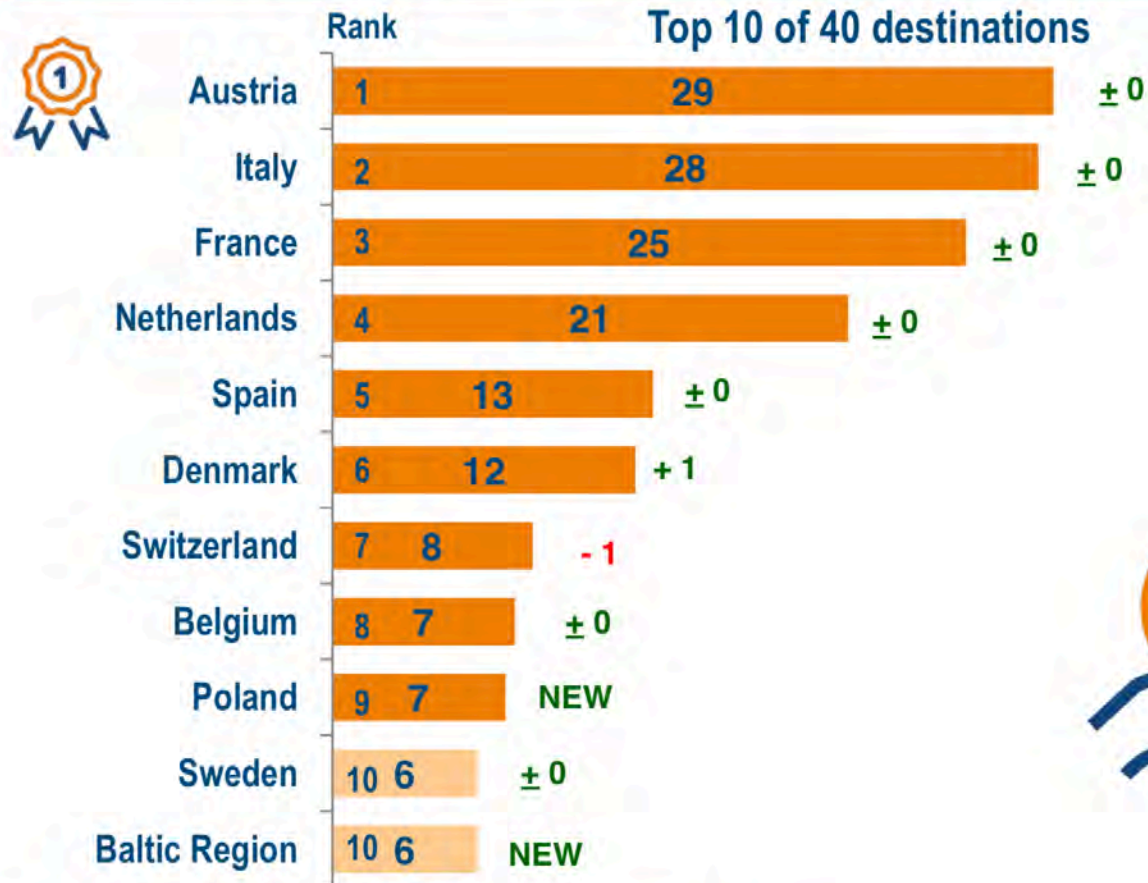
Trend: Alpenüberquerung



in %/± Vergleich zu 2016

Basics on cycle tourism: Germans

Plan for 2018: travel destinations abroad



in% / ± comparison to 2017

Multiple routes available

Basics on cycle tourism in Europe

How do they travel to/from the start/end of tour?



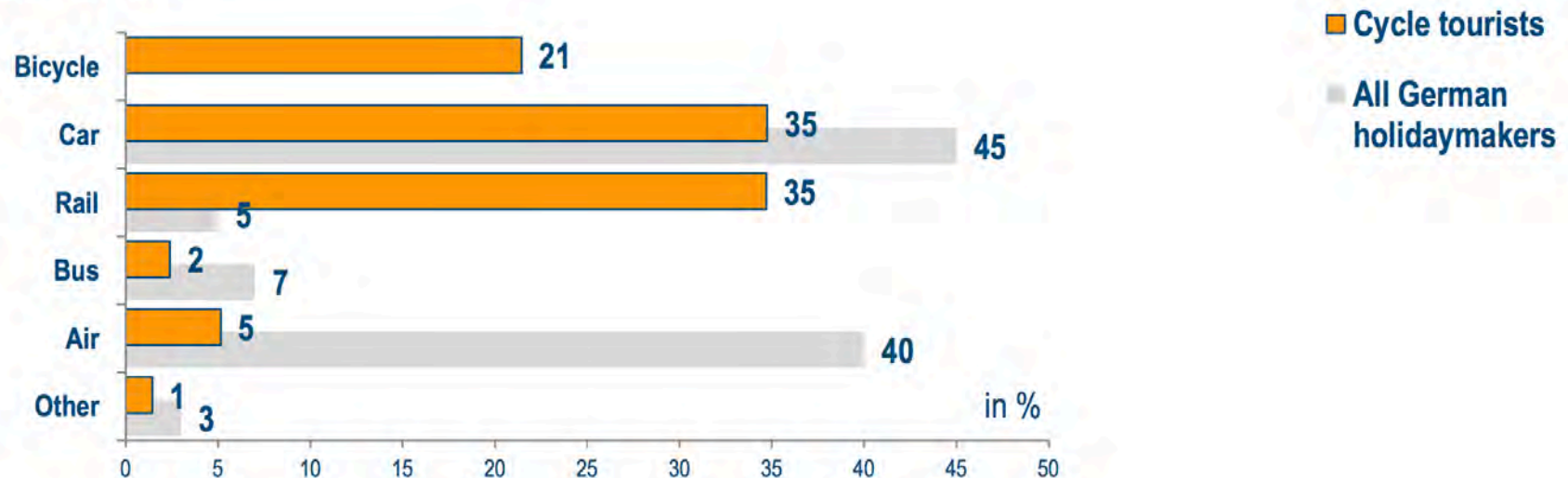
Basics on cycle tourism in Europe

How do **Germans** travel to/from the start/end of tour?

Modes of transport

Cycle tourism one of the most sustainable forms of travel!

- Significant increase in rail travel
- Air travel is rare

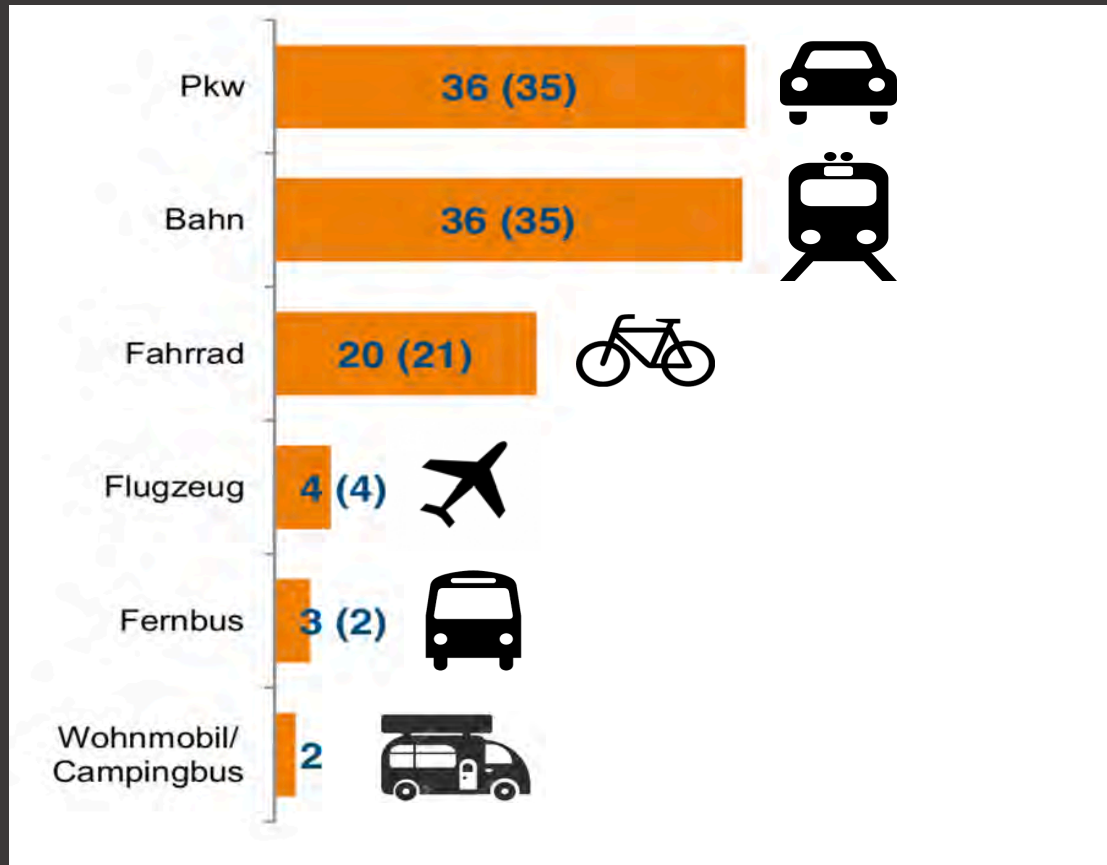


How did you reach the starting point for your longest cycling trip in 2016? (n = 3,057) / How did you travel home again? (n = 3,047)
Data average for travel to/from the chosen destination

Comparative data: 2016 FUR Travel Analysis, "Other" = bicycle

Basics on cycle tourism in Europe

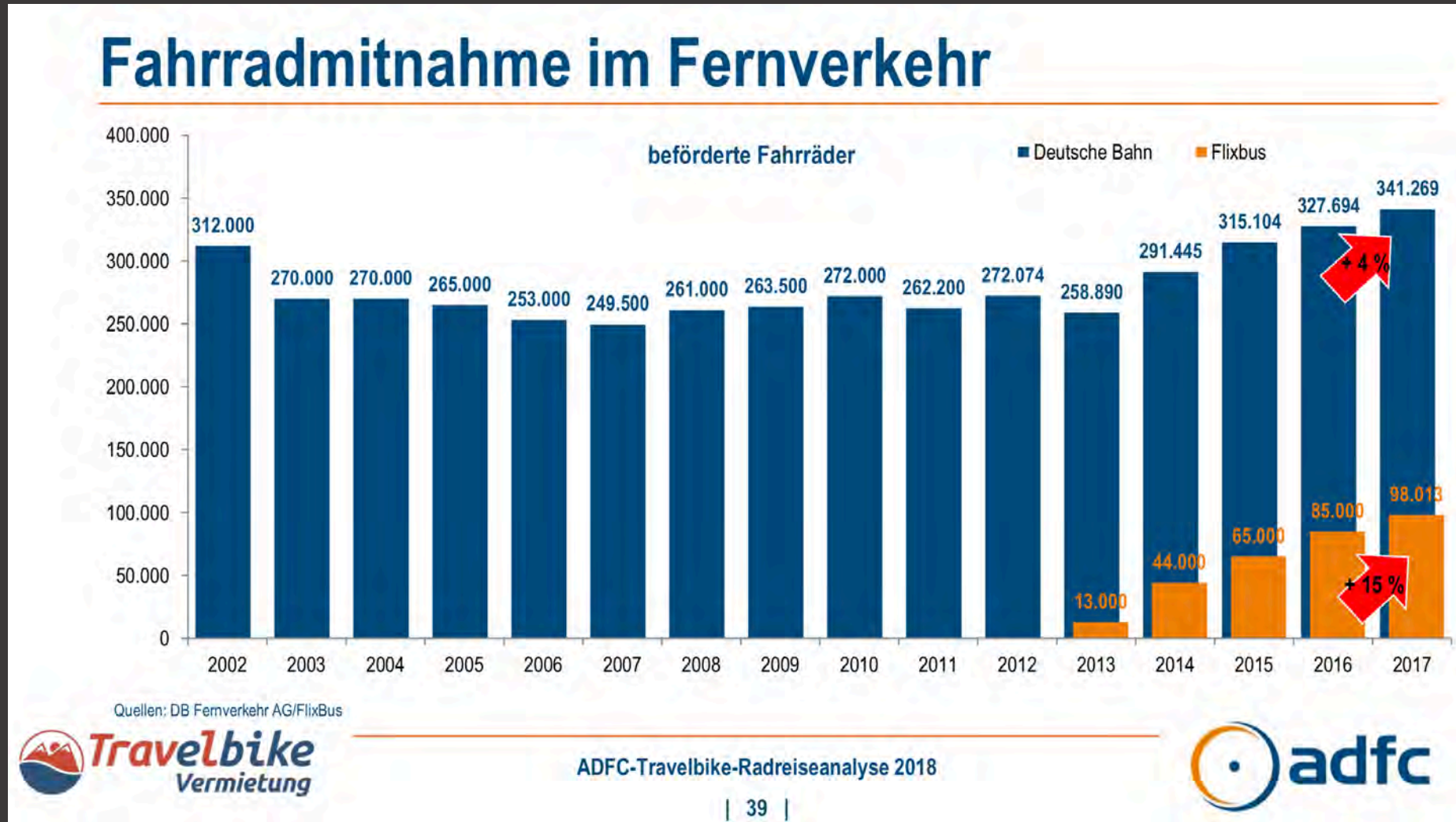
How do **Germans** travel to/from the start/end of tour?



* **German** cycle tourists (3+ nights). Source of data: ADFC-Travelbike Radreiseanalyse 2018

Basics on cycle tourism in Europe

How do **Germans** travel to/from the start/end of tour?



Basics on cycle tourism in Europe

How do **Germans** travel to/from the start/end of tour?

Fahrradmitnahme der DB International

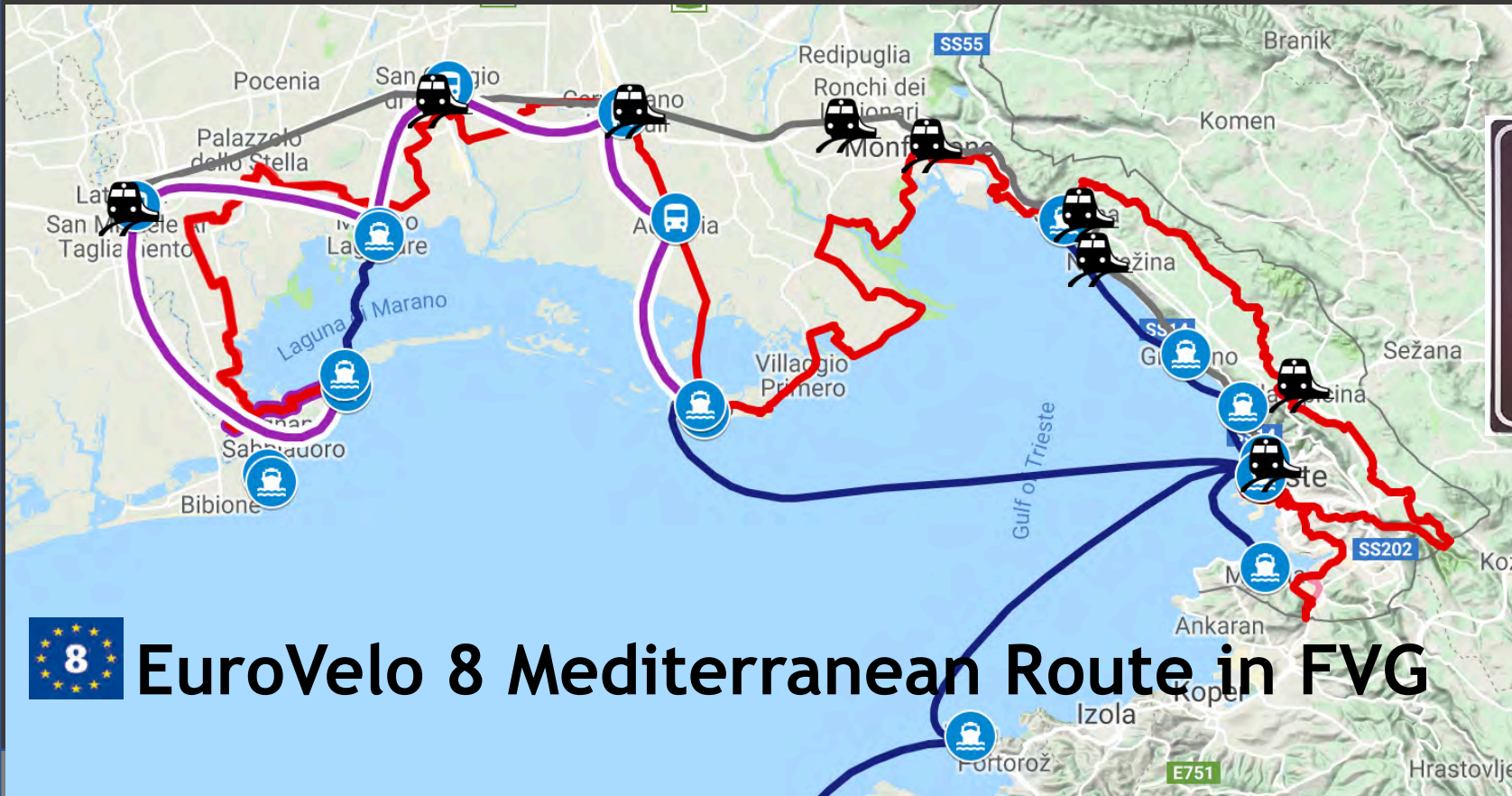


ADFC-Travelbike-Radreiseanalyse 2018



Intermodality

- To enable access to routes + open new routes
- To enable use of routes still under development



 EuroVelo 8 Mediterranean Route in FVG

Intermodality

bicinbarca



1. The political framework
2. Basics on cycle tourism and intermodality
3. News from the EuroVelo & Cycle Tourism conference 2018

EuroVelo and CycleTourism Conference



212 m long

3 m wide

concrete path

average day
800 visitors

top days
5000 visitors

Cycling through water

Source and photo: Toerisme Limburg

EuroVelo and CycleTourism Conference



Cycling through
the wood

500 m long

3,5 m wide

10 m high

max 4%
gradient

steel
columns

Source and photo: Toerisme Limburg

EuroVelo and CycleTourism Conference



Source : M. Silvestrini, Mobility Dpt, Province of Limburg (BE)

High-rate bike paths for commuting offer opportunities for
Touristic Cycle Networks

EuroVelo and CycleTourism Conference

Top quality functional connections of a network:



cycle highways

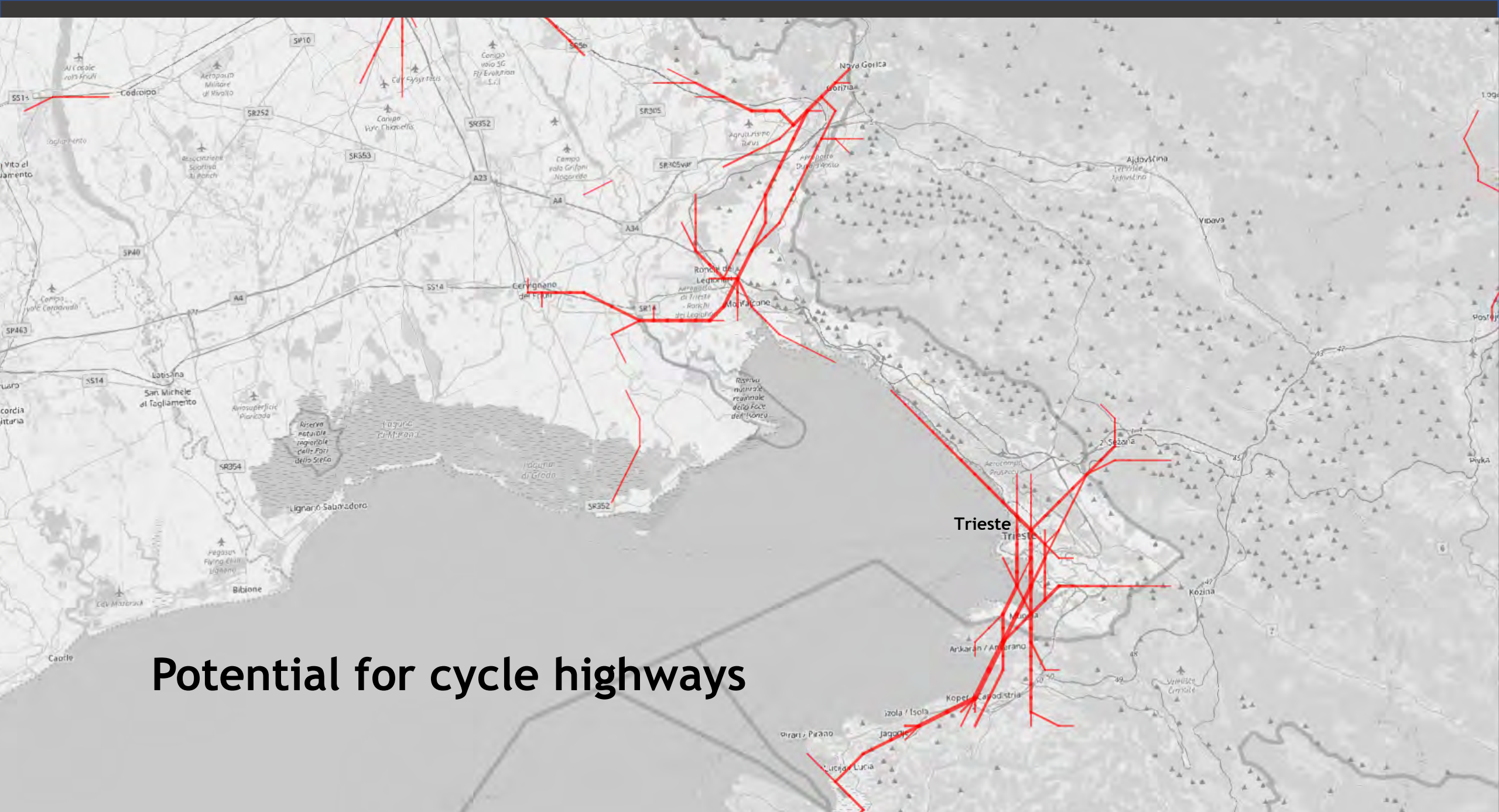


cycle bridges

High investement
High HR cost



Dual use -> higher ROI:
= all kinds of cyclists benefit
from them



Potential for cycle highways



Thank you for your attention!

Giulia Cortesi

giulia.cortesi@gmail.com

+39 348 0490150

Cycle tourism business: the experience of *Girolibero*

Pierpaolo Romio