



The ECF gratefully  
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European Commission



# EuroVelo, the European cycle route network: Economic, social, environmental, cultural and health benefits

Biking South Baltic! Promotion and development of the  
Baltic Sea Cycle Route  
28<sup>th</sup> February 2017 - Gdansk, Poland

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2. The benefits of cycling tourism
3. What investments are required?
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# European Cyclists' Federation (ECF)



EUROPEAN CYCLISTS' FEDERATION

Founded 1983

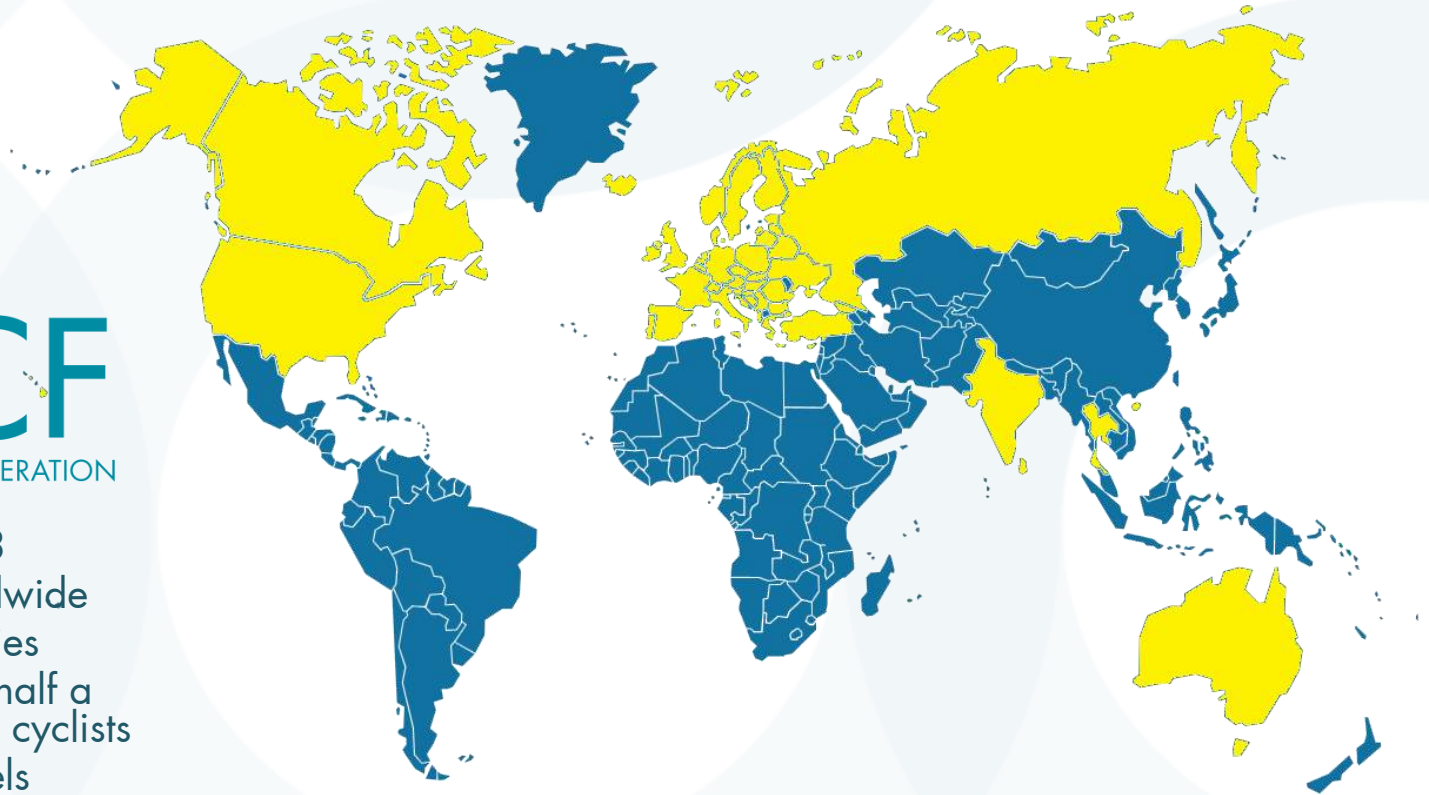
85 members worldwide

Over 40 countries

Representing over half a  
million individual cyclists

Based in Brussels

21 members of staff



[www.ecf.com](http://www.ecf.com)

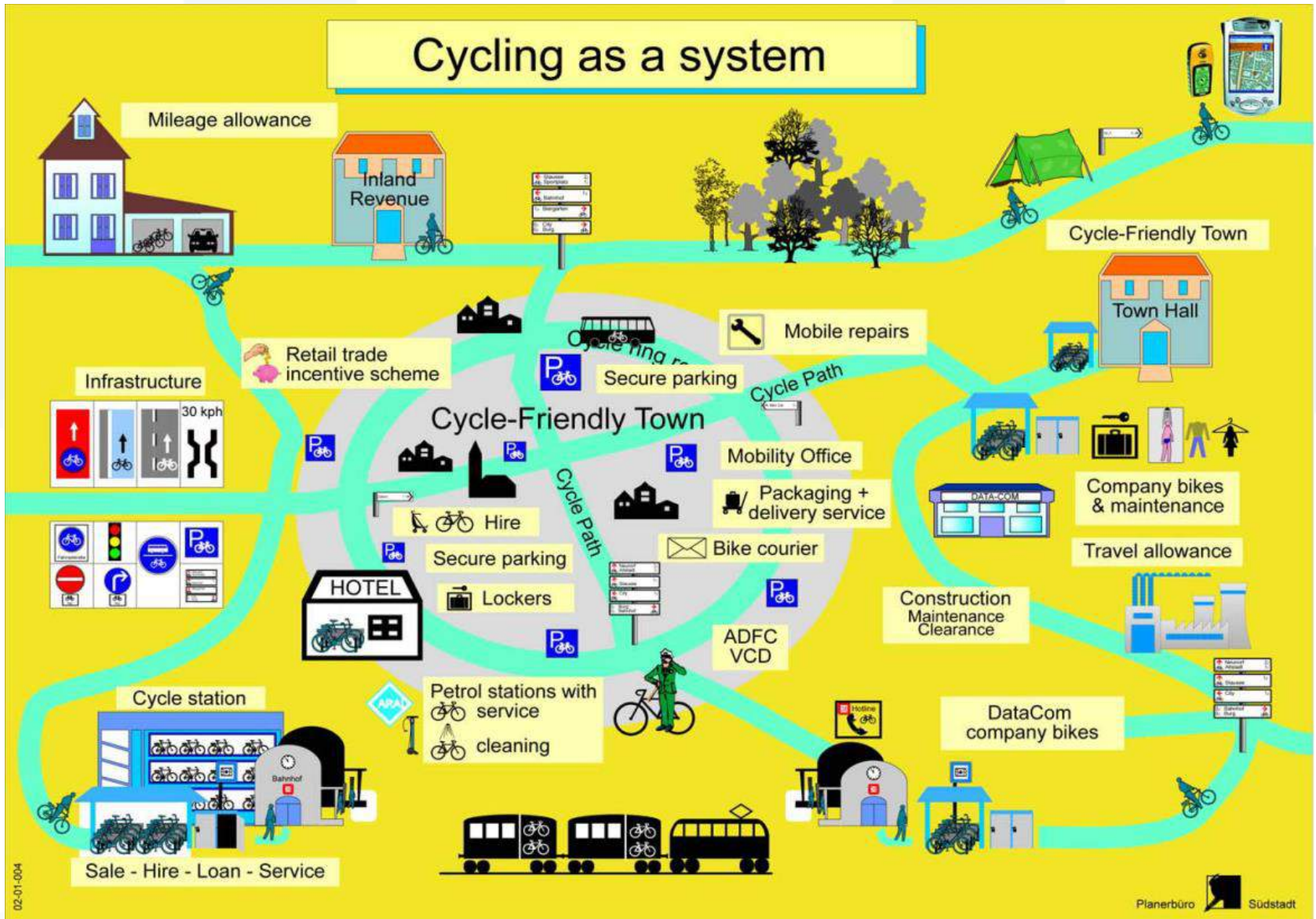
## Our mission:

More people cycling, more often !

## Objective for Europe:

Doubling the share of cycling to 15%  
modal share by 2020!

# Cycling as a system





**EuroVelo**

*the European cycle route network*

# EuroVelo by numbers

15 routes

Over 70,000 km

42 countries

16 National EuroVelo  
Coordination Centres and  
Coordinators

7 National EuroVelo Contact  
Points



# Cycle tourism has changed...



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...and moved into the mainstream.



2 million



Vs

0.7 million



# Opportunities

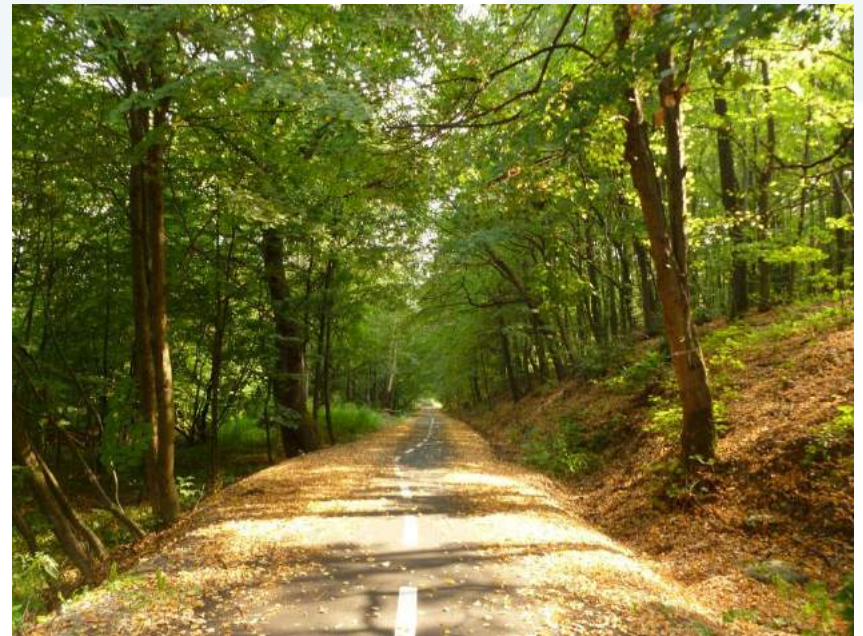
The benefits of the cycling tourism far exceed its costs.

The rewards are there for those that want it.



# Benefits of cycling tourism I

- Cycling tourists need services = good for local economies.
- Brings tourist to areas 'off the beaten track'.
- Extends the tourist season.



# Benefits of cycling tourism II

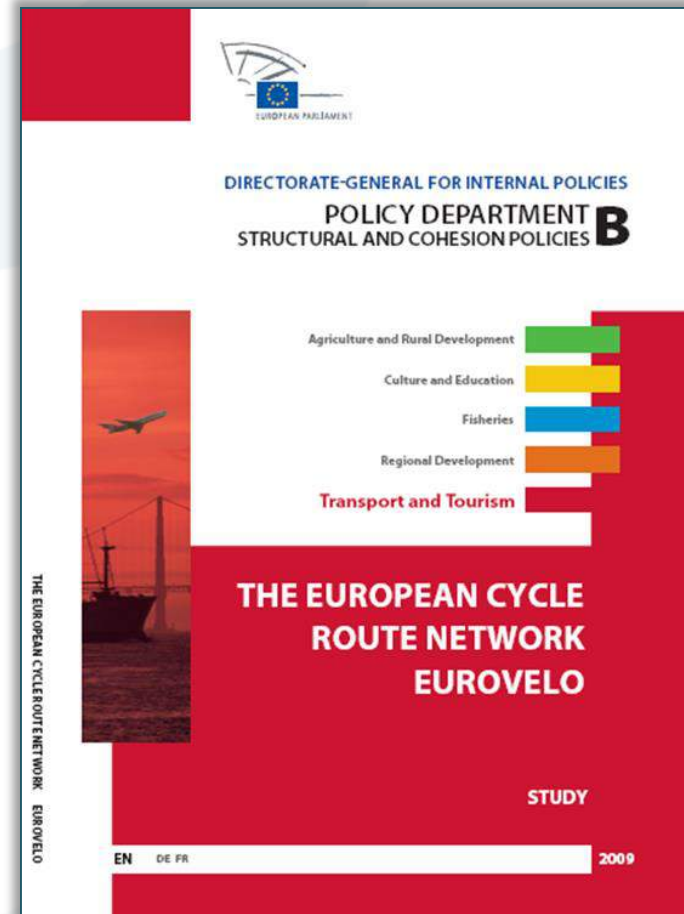
- Sustainable and healthy form of tourism.
- Social interaction.
- Benefits to local communities.
- 'Feel good factor'



# European Parliament study of cycle tourism

## Key findings:

- 2.3 billion cycle tourism trips per year in Europe.
- The total economic impact of cycling tourism in Europe is in excess of €44 billion per year



€44 billion

€39.4 billion



Vs



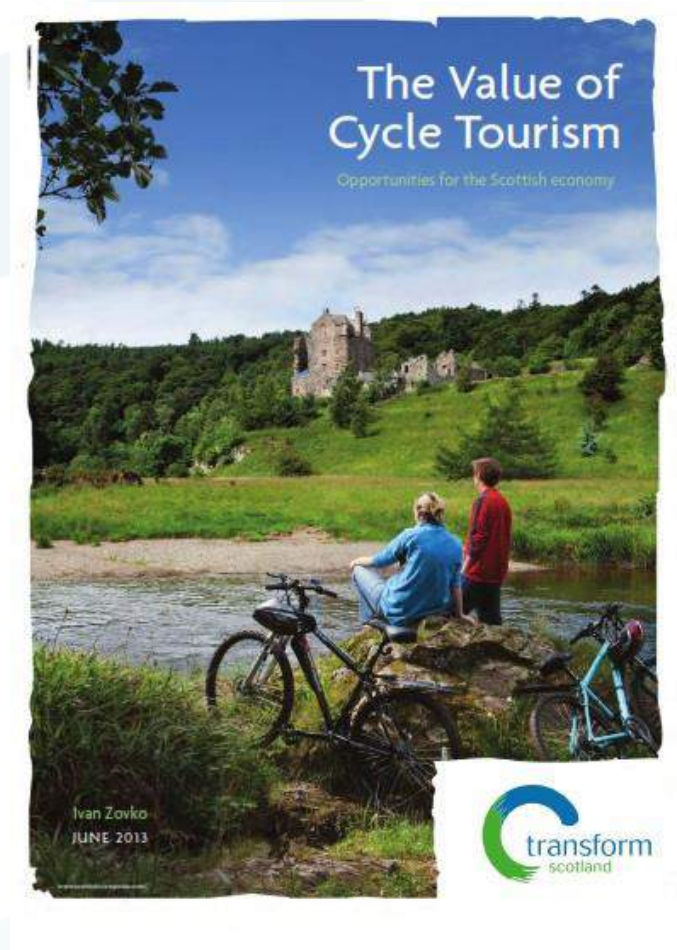
# National Example

## The Value of Cycle Tourism (June 2013)

### Estimated economic benefits (p.a.):

- Health Benefits: £4 m
- Cycle-related events: £5.6 m
- Leisure cycle-related infrastructure: £1.5 m
- Expenditure of Leisure Cyclists: £106.2 - £228.2 m

**Total economic contribution:**  
**£117.4 - £239.3 m**  
**(Euros: 137.2 – 279.6 m)**





# Local Example

## 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.



# Opportunities

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The rewards are there for those that want it.



# What investments are required?

attractive, safe and comfortable routes



*Cycling friendly services*

# What investments are required?

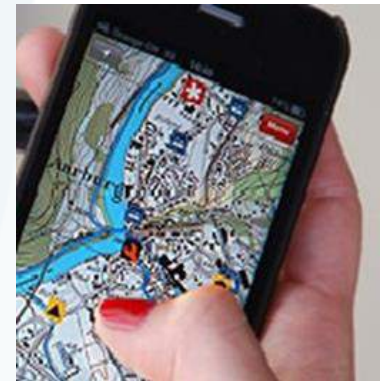


*Clear and consistent signing*

Good public transport connections



Marketing & Communications

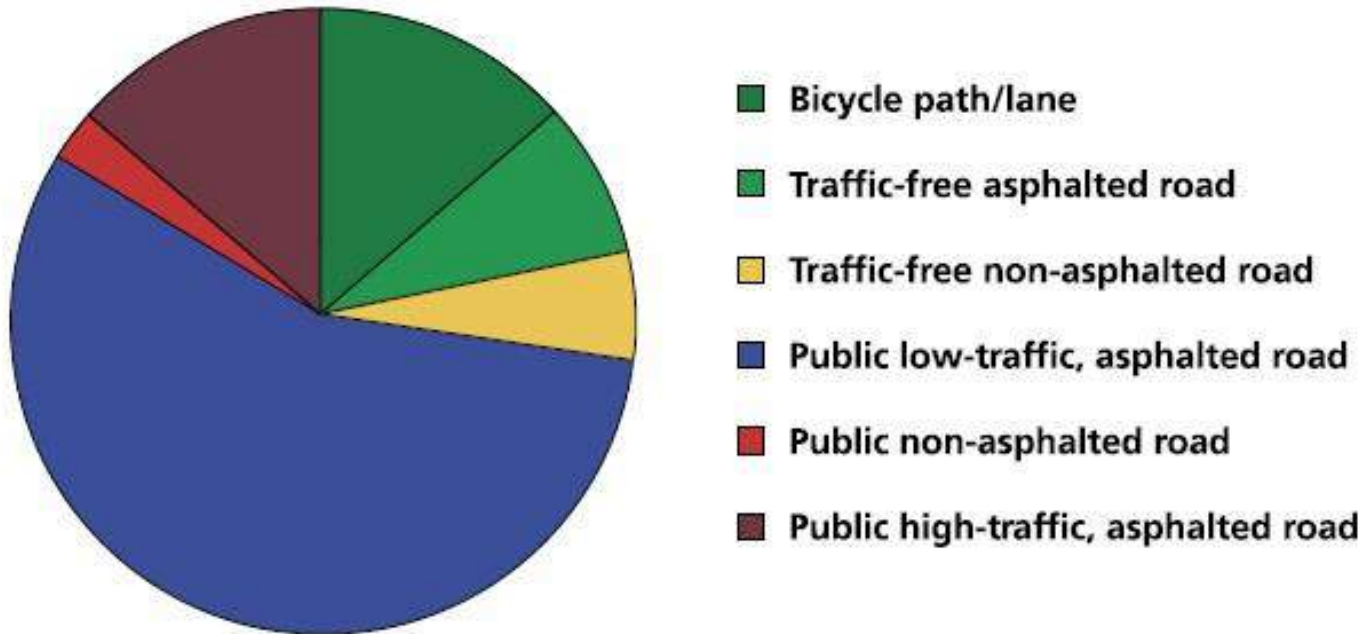


# The needs of cycle tourists



# The needs of cycle tourists

## Route Infrastructure Components



# Cycle infrastructure pyramid



# The needs of cycle tourists

## Complete and consistent signage





# The needs of cycle tourists

Good connections with public transport



# Cycling friendly services

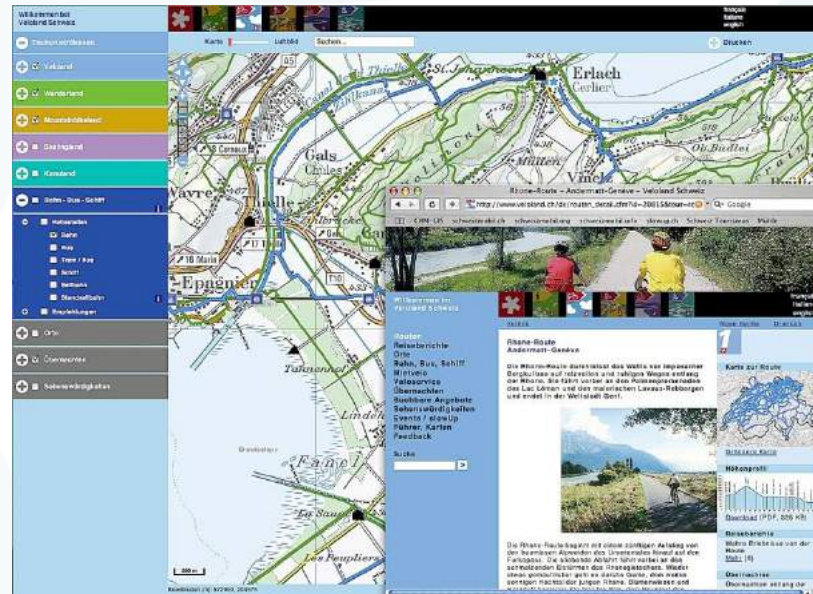


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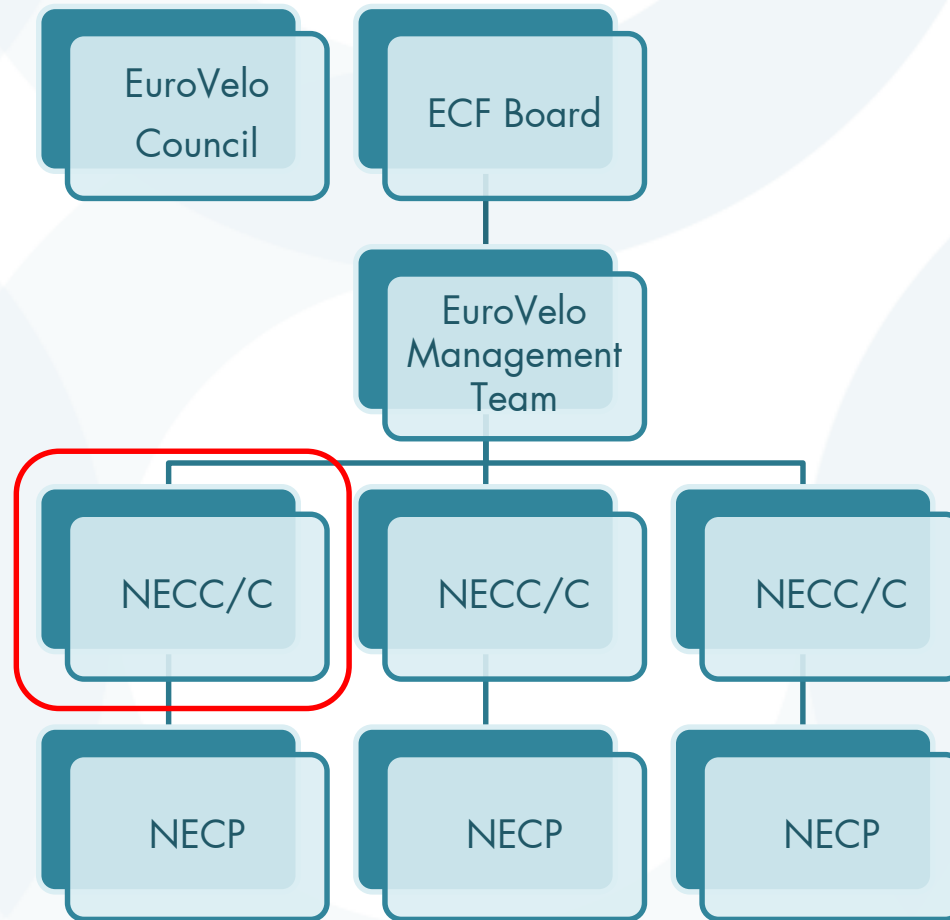


# The needs of cycle tourists

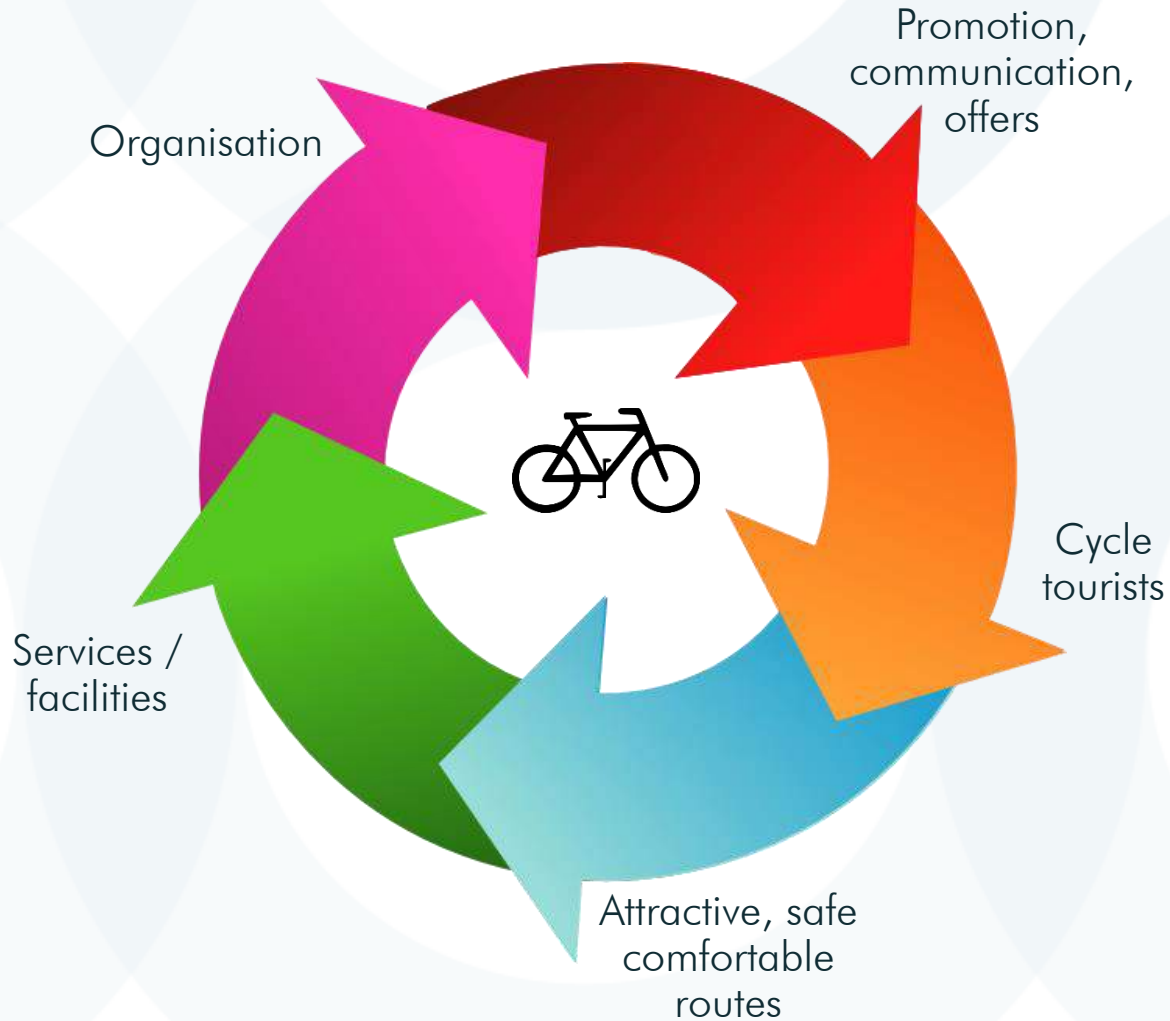
Up-to-date, reliable and accessible information:



# Organisation



# The cycle tourism cycle



# Focus on Poland



# Crossroads of the EuroVelo network

- EuroVelo 2 – Capitals Route
- EuroVelo 4 – Central Europe Route
- EuroVelo 9 – Adriatic-Baltic
- EuroVelo 10 – Baltic Sea Cycle Route
- EuroVelo 11 – East Europe Route
- EuroVelo 13 – Iron Curtain Trail



# Focus on Poland

- Poland is an attractive destination for cycle tourists both domestic and foreign.
- A lot of potential to grow.
- Neighbouring the world's largest cycle tourism market (Germany).
- Political will to increase the number of tourists that visit Poland.





# Concluding remarks

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For more information visit:  
[www.ecf.com](http://www.ecf.com)  
[www.eurovelo.com](http://www.eurovelo.com)  
[www.eurovelo.org](http://www.eurovelo.org)



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