

The Economic Impact of Cycle Tourism

Cycle Tourism Conference

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Economic Impact of Cycling

- Why is it important?
 - Calculation of revenue generated by cycling on local, regional and national economies
 - Evaluate potential of each cycle route and a network of cycle routes
 - Inform marketing, i.e. assess and segment demand

Economic Impact Studies of Cycling

- Typically they report that:
 - Revenue generated by cycling significantly outweighs expenditure on facilities and new infrastructure
 - Cycling represents a low-cost, high-benefit growth area for local tourism economies
 - Cycling can also a sustainable recreational activity
 - Jobs in the local area are supported fully or partially by cycling
 - Cycling important to local business development
 - All studies report a potential for development of cycle tourism

Methods Used

- Measurements:
 - Tourist spend attributed to cycle tourism (top down or bottom up studies)
 - Data drawn from surveys of local businesses (such as accommodation providers), or cycle tourists themselves regarding spend and revenue
 - Willingness to pay studies
- Collection methods
 - Monitoring of data using counters
 - Intercept surveys
 - Travel diaries
 - Depth interviews with businesses
- Analysis:
 - Micro multipliers (local supply chains important)
 - Contingent valuation

The limitations

- Studies tend to be small scale
- Costs: Use of old infrastructure for other purposes (vies verdes/vias verdes) is rarely included in studies
- Social elements: Value of routes to local communities-difficult to measure
- Other impacts – how are they valued? (Health, environmental and social inclusion)

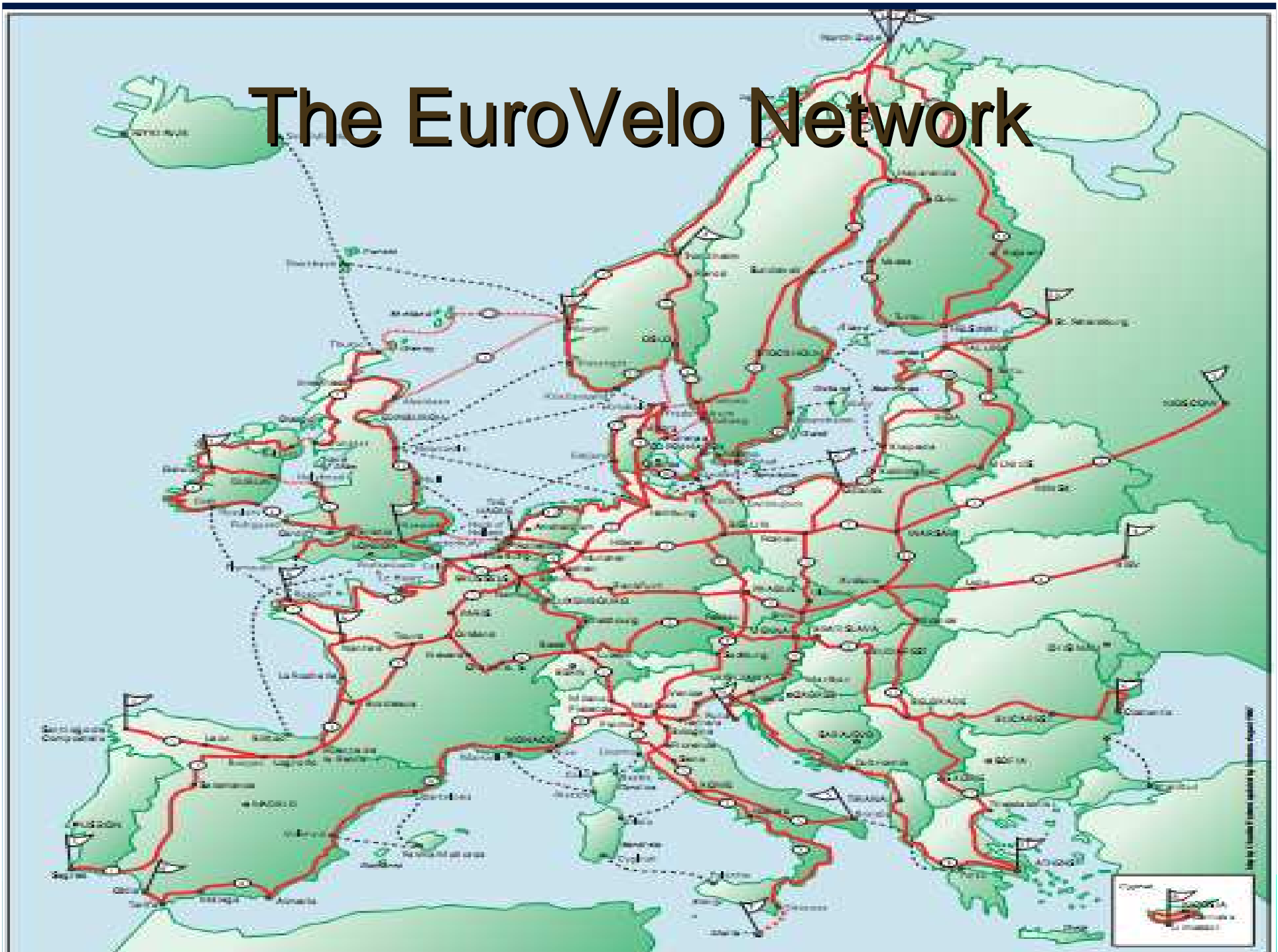
Case Study: The European Cycle Route Network: EuroVelo

Results of a study by the Institute
of Transport and Tourism & NHTV
at Breda

European Cycle Route Network EuroVelo

- Requested by the European Parliament: Committee on Transport and Tourism in 2009
- Assessed the challenges and opportunities for sustainable cycle tourism
- The report focuses specifically on travel between places by bicycle for leisure purposes

The EuroVelo Network



The EuroVelo network

- EuroVelo: a European cycle route network which seeks to offer a sustainable Trans-European Network
- Comprises twelve long distance cycle routes covering a distance of 66,000 km
- Managed by the European Cyclists' Federation
- The report assesses whether or not this network could enhance the overall transport and tourism offering in Europe

Trends & Tourism Market

- No firm trends noted in the literature
- Cycle tourism rarely covered in Eurostat or tourism literature
- Uneven provision and market growth across Europe
- Model produced to evaluate the value of cycle tourism in the EU (EU27+Norway and Switzerland).
- The total economic impact for the estimated 2.8 billion cycle tourism trips in Europe with a value of €54 billion per annum

Economic Impacts: Cycle Tourism

- Economic impact:
 - Review of the available data calculated a trip-excursion weighted average.
 - Cycle tourists spend average €53 per day (inc. accommodation).
 - Day excursion cyclists estimated average spend of almost €16 per day.

EuroVelo Economic Impact

- Estimated that 45.2 million trips on EuroVelo network
- This generates a total of almost €5 billion of direct revenue which can be attributed to EuroVelo as a cycle tourism product

The fourth dimension

Cycle tourism has a very significant advantage over other forms of transport in reducing climate change

But only if cyclists travel shorter distances to cycle and by train-not airplane

Analysis of German data shows that 7% of cyclists flying to destination: this accounts for 40% of total cycle holiday emissions

Rail based cycle holidays account for 28% of trips and only 7% of the total cycle holiday emissions

There's a need to value this dimension

Conclusions and recommendations

- Economic impact studies are too narrow
- Need to value economic, social, environmental and climate change factors
- Slow travel set to grow in Europe
- But destinations are slow to modify their offer to tourists and to seek new markets
- Now is the time to invest to win new markets displaced from long haul travel