



Cycling adds millions to north east tourist economy

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Cycle tourism adds millions of pounds to the economy of the north-east, new research has revealed.

The study, *The Economic Impact of Cycle Tourism in North East England*, was conducted by researchers at the University of Central [Lancashire](#), [Loughborough University](#) and sustainable transport charity Sustrans®.

It found that in 2006 alone, four long-distance cycle routes in the region attracted over half a million trips and directly contributed £9.6 million to its economy.

Professor Les Lumsdon, director of the Institute of Transport & Tourism at the University of Central Lancashire, emphasised that these figures present a strong case for further investment in cycling.

He said: 'UK destinations providing green tourism opportunities could benefit greatly in the future from consumers looking for more environmentally-friendly holidays.'

'By further supporting home-grown cycle tourism, a low-carbon form of tourism, the UK will not only realise economic benefits but will also have the opportunity to help minimise the effects of climate change – a healthy return on investment for both the UK economy and the planet.'

<http://magazine.ordnancesurvey.co.uk/magazine/tscontent/editorial/walkingandcycling/2007/northeastcycling.html>