



# The multiple benefits of cycling – Policy brief extracts



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# Cycling is relevant for many policy areas / sectors





# Individual & societal benefits



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## Individual

Convenient

On-demand

Low-cost

Individual

Healthy

Door-to-door

COVID-19-safe

## Societal

No air emissions  
(CO<sub>2</sub>, NO<sub>x</sub>, PM)

No noise  
emissions

No fuel use

Lowers road  
congestion

Less space use

Less public  
investment

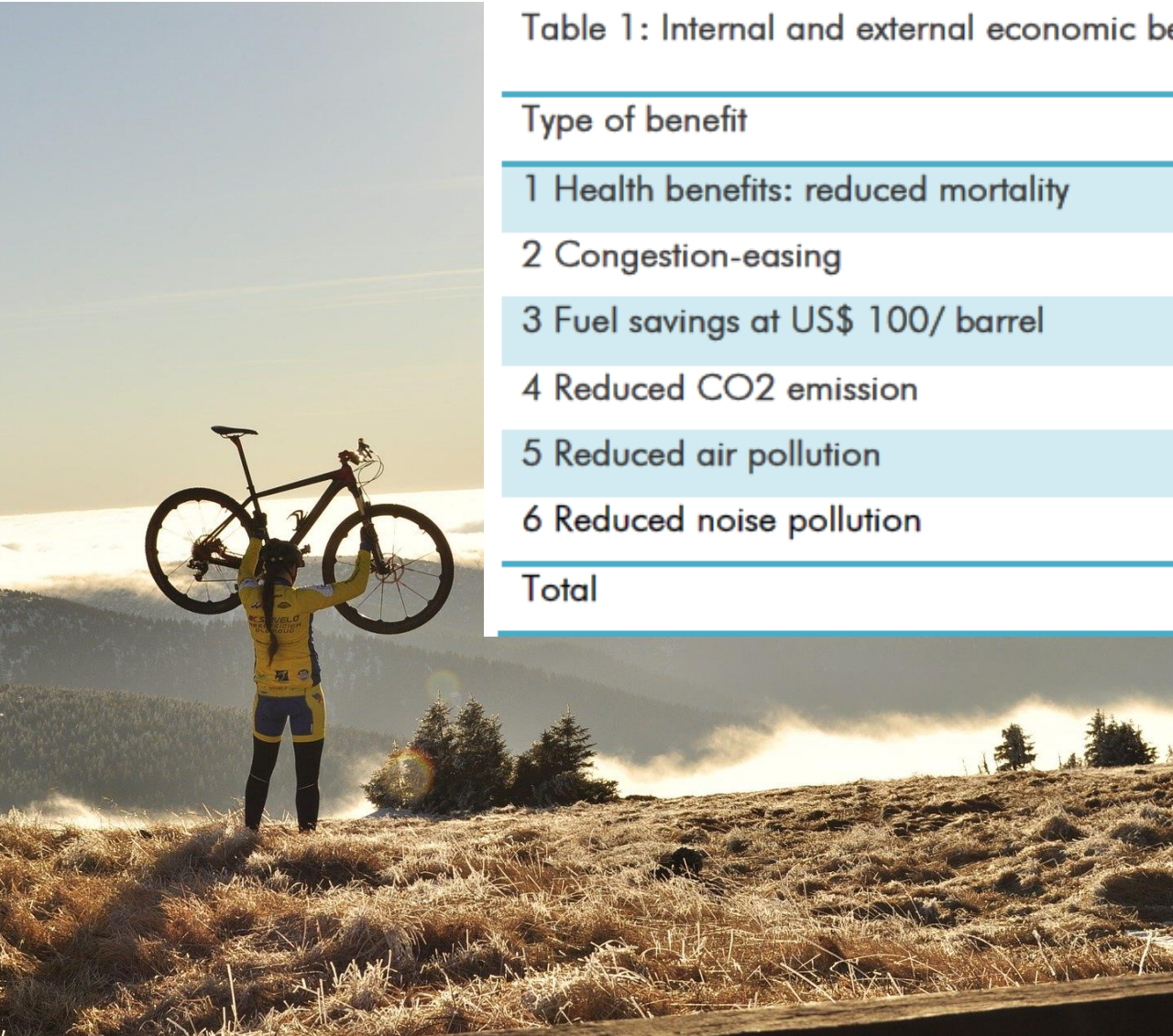
Doesn't cause  
fatal accidents



# Quantifying cycling benefits

Table 1: Internal and external economic benefits of cycling at 7.4 % cycling mode share in EU-27 (2010)

Type of benefit	In € for 2010
1 Health benefits: reduced mortality	€ 114 – 121 bn
2 Congestion-easing	€ 24.2 bn
3 Fuel savings at US\$ 100/ barrel	€ 2.7 – 5.8 bn
4 Reduced CO2 emission	€ 1.4 – 3.0 bn
5 Reduced air pollution	€ 0.9 bn
6 Reduced noise pollution	€ 0.3 bn
Total	€ 143.2 – 155.2 bn







## 2 sectors benefit in particular

- **Tourism industry** due to recreational and tourism cycling
- **Bicycle industry** (retail and employment effects in manufacturing industry)

The economic impact of cycling in these two sectors amounts to ca. **€ 62bn.**

Table 2: Annual economic impact on European businesses related to cycling in EU-27

Type of industry	In € for 2010/2011
1 Tourism industry	€ 44 bn
2 Bicycle industry	€ 18 bn
Total	€ 62 bn



# Cycling creates local employment

Subsector	Employment (FTE) today	Employment (FTE) with doubling of modal share
Bicycle retail (mainly sales and repair)	80 587	122 196
Bicycle industry (manufacturing and wholesale)	22 629	32 133
Bicycle infrastructure	23 417	36 484
Bicycle tourism	524 052	869 927
Bicycle services	4224	8448
Total	654 909	1 069 188

- Cycling has a higher employment intensity per million EUR of turnover than other transport sectors thus offering a higher job creation potential.
- Cycling jobs are more geographically stable than other sectors.
  - They benefit local economies.
  - They offer access to the labour market to lower qualified workers.



## Cycling and Tourism: a win-win combination

- Attractive scenic and iconic cycling trails attract cycling tourists.
- Those riders spend the night in a local hotel, eat at local restaurants, visit a bicycle shop, and the local natural and cultural heritage attractions.
- Cycle tourists spend more on average than other groups, representing a valuable customer base for local businesses.
- Many tourism organisations have realised the potential that this can have for boosting local economies.

With COVID-19, cycling holidays not far from home, out in the fresh air, away from the crowds has become an even more attractive offer than in “usual” times...