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How to support **Cycling tourism** in a **coherent way?**

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CYCLING TOURISM – Main goals

How to increase cycling tourism in your region?

How could your territory be more attractive for cycling?

How to implement cycling tourism in current territorial tourism offers?

How to proceed with cycling tourism investment?

Is cycling a cross-cutting issue?



Cycling tourism is a genuine EU success story

Cycling tourism is a modality of tourism where the main advantage is the slow bicycle speed - adequate for exploring a territory and for visiting its cultural heritage, including less known destinations

Cycling Modal Share - CMS

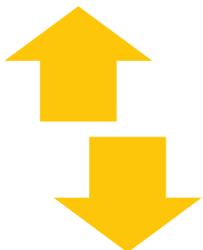
What does this indicator mean?

CMS for Germany – 11,8%,
11B€ of turnover for cycling tourism

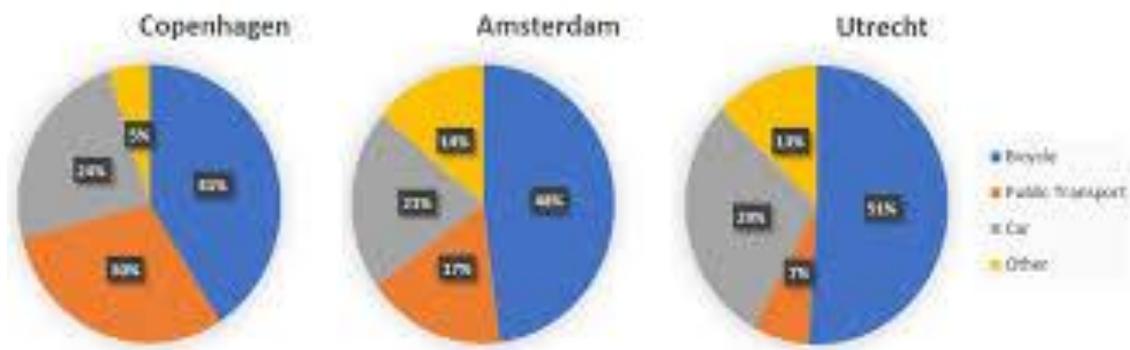
CMS for France – 4%
(expected 9% by 2030), 7,5 B€

CMS for Spain – 1,3%, 1,6B€

Current trends for bicycle use?



Urban and sub-urban areas
Rural areas and youth



Modal share of cycling to work*

Sources: *Copenhagen: city of cyclists, Facts and Figures 2017 https://international.kk.dk/sites/international.kk.dk/files/city_heribout.pdf
Amsterdam & Utrecht: 'Mobiliteitsbeeld 2017', RIVM <https://www.koninkrijkdomein.nl/mobiliteitsbeeld/mobiliteitsbeeld-2017/overzichtsrapport-artikel12>
Some of the categories were combined to be able to compare the figures. These combined categories are now named 'Other'.
* for Copenhagen including cycling to education

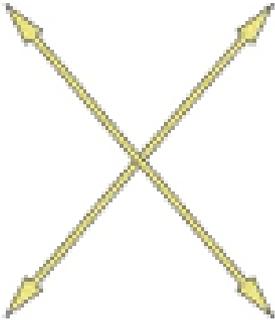
CMS indicates the share of different modes of transport within the total traffic volume (country, region, or city)

Cycling tourism is contributes to more than just increased cycling modal share. It also opens new frontier for many territories and draws a network of safe cycling routes.

Supporting cycling tourism in a coherent way



Behaviour Change Principle
Segment Population
Identify and Remove Barriers
Foot in the Door & Pledges
Social Norms
Social Cues & Modeling
Visual Images, Prompts & Reminders
Branding
Feedback
Incentives
Local Hubs & Community Involvement



Cycling Initiative
Open Streets
Safe Routes to School
Cycle to Work Schemes
Cycle Training and Education
Cycle Promotion Events
Bicycle Share Programs
Route Planning Tools
Advocacy

To date, many public administrations in Europe look for strategies to promote cycling activities and intend to provide the best conditions for implementation.

Then, most are demanding inspiring practices and financial scenarios.

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What did we learn?

Which use of EU funds (ROP and equivalent) are for cycling tourism promotion?

4 categories of actions to impact ROP

1_EuroVelo

2_Flagship route

3_New policy instruments

4_Promotion of cycle tourism in natural protected areas



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ECO-CICLE's main objective is to impact several Regional Operational Programme - ROP for an optimal use of EU funding in the promotion of cycling tourism, especially in natural protected areas.

This has been explored for 5 Action plans which display the main outcomes of our policy learning process

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What did we learn?

1_EuroVelo

ECF presentation

2_Flagship route

Green Velo presentation

3_New policy

instruments

DPH presentation on the upcoming Bicycle Plan for the Province of Huelva

Planning remains the core issue for cycling tourism and is strategic for most territorial administration in the EU.



Transnational EuroVelo and regional Flagship routes are pillars of cycling tourism promotional policies.

- Consolidated label in Europe

- Access to local cultural heritage from the cycling side, clearly marketable and opening new perspective for sustainable tourism

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What did we learn?

Promoting cycle tourism in natural protected areas is very challenging:

- Mostly depending on ROP financial stream

- Really addressing new scenarios for safely exploring these protected areas

- Expectation is on the way cycling and cycling tourism competences are shared by Park management authority



Outstanding for financial scenarios

- Relevance of **integrated territorial investments - ITI instrument** for leveraging multiple EU funding streams.

ITI applied in Cadiz is GP for ECO-CICLE

The Cycling Plan of Andalusia

Inspiring GP for the New policy instruments category

Objectives:

- Increase Modal split to 15% of trips in cities and 10% in metropolitan areas in 2020.
- Reduction of unemployment by promoting the Cycle Path Network of Andalusia.
- Increase the use of bikes in tourism and sports.
- Reduce pollutant emissions and noise and improve personal health.



Resources planned

- Total investment of € 421 M€ for all planned activities
- Administrative unit dedicated specifically to promoting cycling
- Website
- Plan monitoring committee
- Plan environmental monitoring

The Ruhr Valley Cycle Path

Inspiring GP for the Flagship routes category

The Ruhr Valley Cycle Path (RVCP) is one of the primary German riverside cycle paths

The RVCP is a mainly river-accompanying cycle path, largely car-free on separately managed cycle paths and farm paths: about 50% on separate cycle paths, about 30% on forest roads and inner-local secondary roads, about 15% on main roads with cycle traffic facilities.



Evidence of success

- **Certified as a “4-star quality cycling route” by ADFC**
- **2006-2011: up to 40% increase in turnover for businesses along the route;**
- **More than 250,000 visitors to website and over 6,500 Facebook fans (2016);**
- **Tourism gross turnover: 29.1 M€ (2016) vs. 26.9 M€ (2011)**

ITI in the province of Cadiz

Inspiring GP for the EuroVelo category

Integrated Territorial Initiative (ITI) for the creation of cycling routes that interconnect the natural areas of Cadiz

- ITI is a new instrument that allows different combinations of financing linked to the European Structural and Investment Funds,
- to apply territorial strategies in an integrated way, favoring an effective response to territorial problems.



Resources – 39M€

Evidence of success

- 155 km Cycle route “EuroVelo 8” in the Province of Cádiz: 95 km of improved routes and 60 km of new built routes.
- 134 km other non-EuroVelo 8 routes in the Province of Cádiz: 66 km improved routes and 68 km of new built routes.

Bett+Bike by ADFC

Inspiring GP for Tourism services

The ADFC initiated “bett+bike” certification aims to easily identify high-quality, bike-friendly accommodation across Germany and Europe.

Cycle tourists have specific wishes and needs when staying overnight (e.g. lockable parking space, repair tools, etc.).

ADFC, has developed a “bett+bike” certificate which allows cyclists to easily identify high-quality, bike-friendly accommodation.



Resources - According to an ADFC 2017 study, at least 5.2 million people/year went on a bicycle journey for three or more nights in Germany.

Evidence of success

The numbers indicate that a network to coordinate infrastructure on bicycle routes and appropriate accommodation facilities are needed.



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Thank you!



Questions welcome



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