

Economic Impact - Cycling for All:

Cycling tourism shows great promise

by Manfred G. Neun – ECF President



Velo Mondial Cape Town 2006



EUROPEAN CYCLISTS' FEDERATION

www.ecf.com

ECF – Greetings to South Africa



Velo Mondial Cape Town 2006



AGM Brijuni – Croatia 2005



EUROPEAN CYCLISTS' FEDERATION

www.ecf.com

The ECF Founded in 1983



In the ECF half a million members of 46 national cyclists organisations are united to enforce cyclists issues in Europe



The ECF

Welcome to the European Cyclists' Federation
Bienvenue à la Fédération Européenne des Cyclistes
Willkommen beim Europäischen Radfahrer- Verband



Who we are

The ECF stands for:

- Promoting and encouraging cycling throughout Europe and abroad
- Cycling policy at a European level
- Cycle tourism as a sustainable economic factor
- Environment-friendly mobility
- Cycling as a health factor
- Cycling as part of intermodality
- Safety for vulnerable road users





- The right to be able to ride a bike safely and without danger to health or life.
- The right to have sufficient room and good facilities for cycling in the road space available.
- The right to regional, national and trans-European cycle touring routes.
- The right to be able to cross European borders unhindered with the help of the European railways.
- The right to sufficient parking facilities for bicycles and protection from bicycle theft.
- The right to bicycles that are safe and reliable in operation.
- The right to be taken seriously in politics, by the administration and by the public.

Our European Charta



Kyoto protocol

“Emissions from the transport sector are still growing faster than any other sector and the majority comes from road transport. Due to the close link between economic growth and increasing transport activities it is a challenge to integrate transport into the climate change discussions”.

(UITP, UIC at 10th Conference of Parties (COP 10) organised by the United Nations Framework Convention on Climate Change , Dez. 2004)



**Kyoto
protocol:
important
con-
sequen-
ces**

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EUROPAISCHER RADFAHRER VERBAND · FEDERATION EUROPEENNE DES CYCLISTES asbl



**Mid-term review of the White Paper on
the European transport policy**

Public Consultation

**ECF Comments on European transport policy for 2010
Submitted to the Commission on 20th December 2005**



Kyoto protocol: important con- sequen- ces

Introduction

The European Cyclists' Federation (ECF) is the umbrella organisation of national cyclists' associations in Europe. It represents the world's largest cycling community, representing over 100 million cyclists.

The ECF works for the benefit of the mid-transport mode, which we wish to see developed.

Before that, it is fundamental to the Commission's White Paper, cycling is a neglected means of transport. Substantial attention has not been addressed. On the ECF-ETRA - EU-MEP's Meeting in Brussels on Wednesday 30th November 2005 Manfred Neun ECF President has strongly pointed out the lack of presence of cycling in the White Paper and has emphasized the importance of cycling in the European Transport Policy.

We sincerely acknowledge the Commission's comment on the White Paper.

Brussels – 1st November 2005



Manfred Neun
ECF President

In the European transport policy set out in the White Paper, cycling has been systematically neglected, bicycles were not considered a fully-fledged means of transport. Rail, which only represents 1% of all journeys, received substantial attention in the White Paper. Cycling, which represents 5% of all journeys, has not been addressed. On the ECF-ETRA - EU-MEP's Meeting in Brussels on Wednesday 30th November 2005 Manfred Neun ECF President has strongly pointed out the lack of presence of cycling in the White Paper and has emphasized the importance of cycling in the European Transport Policy.





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ECF Cycling in Europe



European Cyclists' Federation



Supported by the European Commission



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Bicycle Tourism is a Growing Sector

Bicycle tourism:

- Trendy
- For everyone
- Healthy
- Low infrastructure cost
- Easy to implement
- Sustainable
- Economically successful
- Easy accessible (holiday but also daily free time)



Bicycle Tourism is an Economical Resource

- **Cycle tourists need everything and buy little by little**
 - Complementary modes of transport
 - Accommodation
 - Map and guides
 - Technical assistance
- **Bicycle tourism provides important economic revenue for many European regions. The balance 2002 of the national Swiss bicycle network (not all bicycle routes in Switzerland) reports:**
 - 200 millions of km cycled
 - 600.000 overnight accommodations
 - 130 millions Euro turnover.



Economic factor **Bicycle Tourism**



- 2,45 Million Germans undertook a Cycle holiday 2004 (+8,9 % zu 2003 / 2,25 Mio.)
- 40,7 Percent (= 19,5 Million) of all tourists cycled in their holidays
- **For 76 percent the Bicycle holidays were the main holiday.**
- 63 Percent of these Germans travelled to foreign countries: 1,54 Million people; ~ 430 Mio Euro (Turnover Europe: three times that amount)
- **Additional 1,4 Million Germans made a short trip in 2004**



Future potential of Cycle Tourism



- 2005, 2006 and 2007: 2,4 Millions of Germans are planning a Cycle holiday
- estimated 67 Mio. Euro a year
- For another 3,8 Million a Cycle holiday would be a possibility



The target group



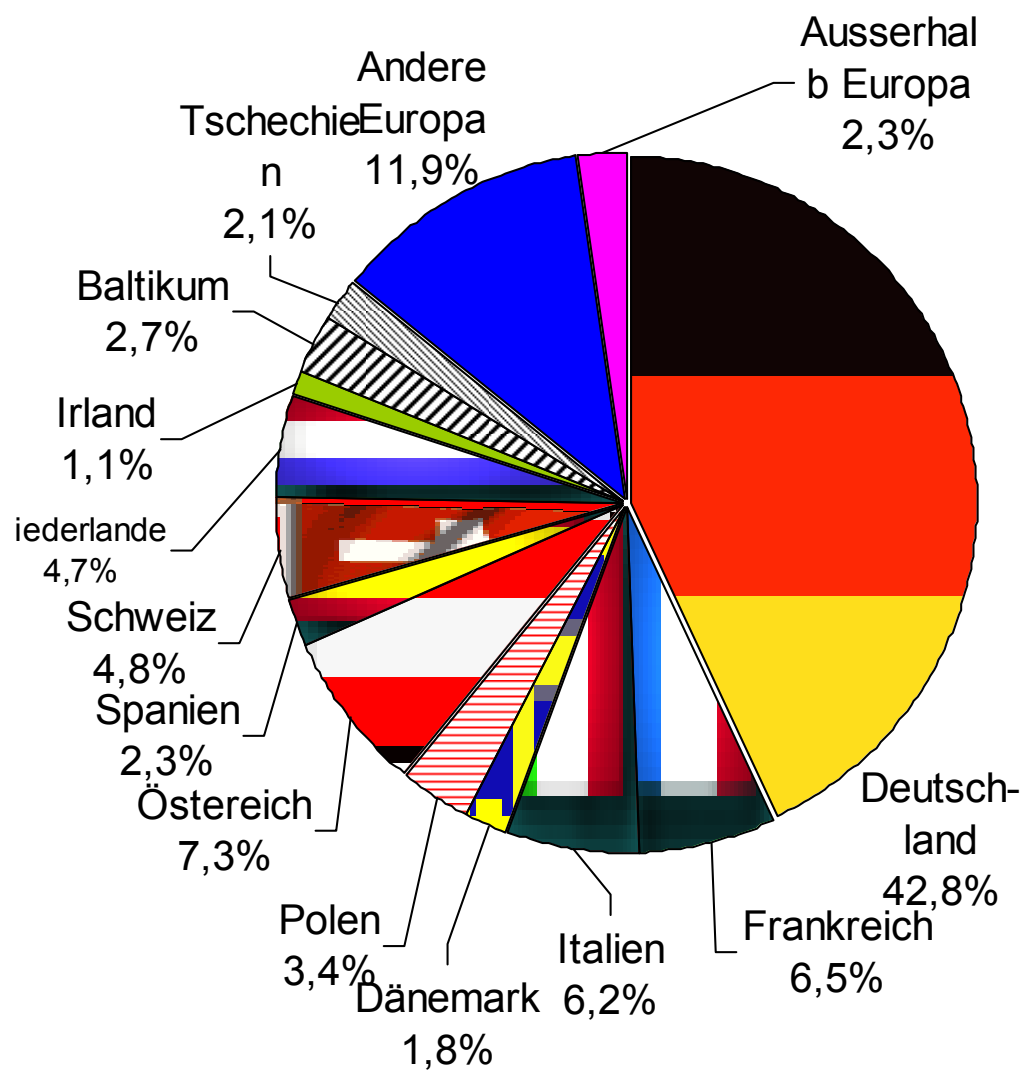
The target group



The target group



Cycle Holiday Planning 2003: “Quo vadis” Bike?



Examples from regions 2004



Foto: M. Gloger

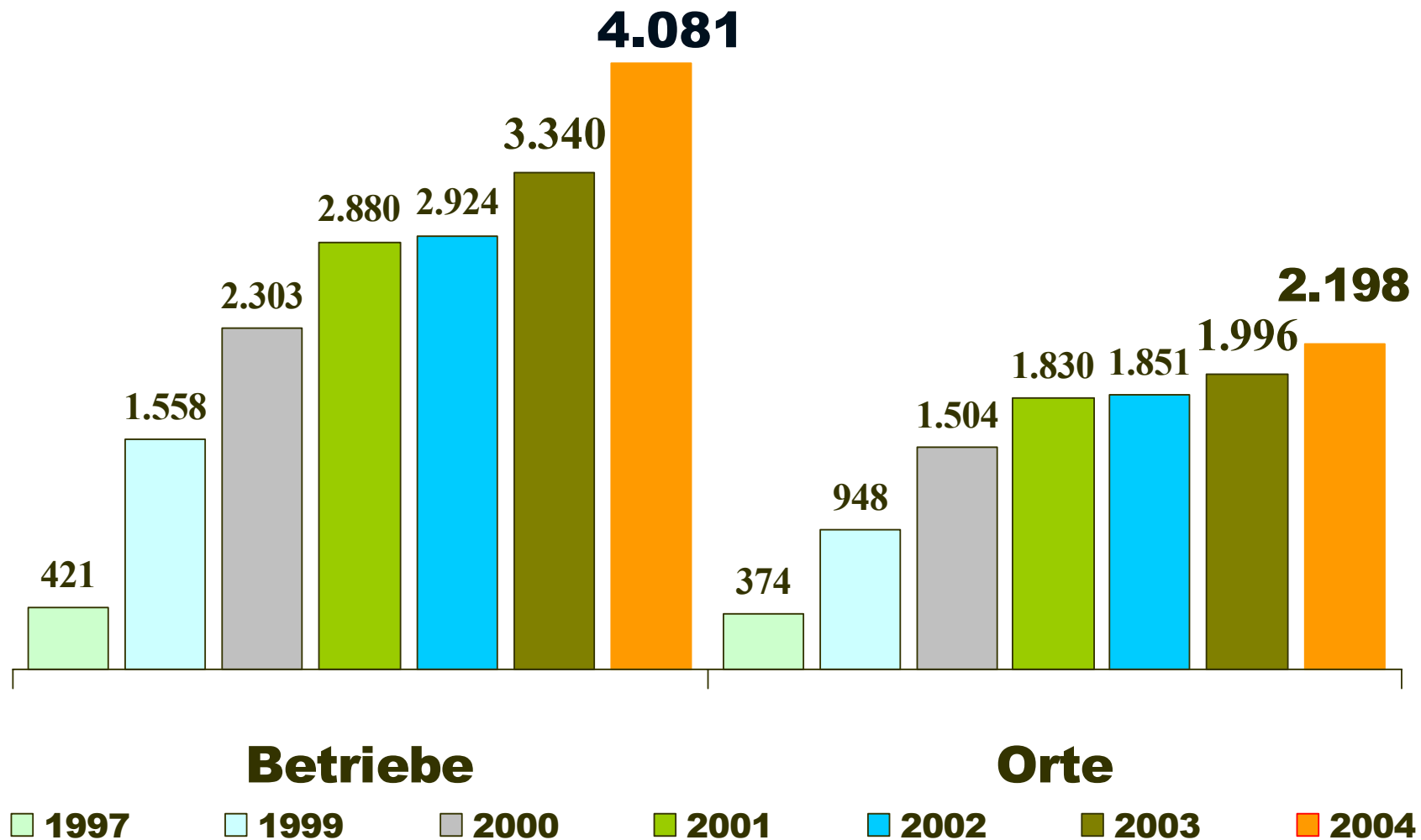
- Sächsischen Saale 2004: 280.000 cyclists were counted. 43.000 Cyclists stayed more than one day. They spent 12 Mio. Euro in this region.
- Weserradweg: Cyclists spent between 45 € and 90 € for meals/drinks and accommodation per day and person. (Source: Polled by the Tourism federation Hann. Münden)
- Cycle Tourism is Tourism of Quality !



Beds, Bikes, Benchmarks



Network: Bed & Bike Germany





EuroVelo - No.11
HU - Hidasnémeti 2002
Foto: Gbalogh/Kerosz



Twelve international cycle routes to change the face of Europe

EuroVelo, the European cycle route network, is a project of the European Cyclists' Federation striving to develop 12 long-distance cycle routes crossing the whole continent of Europe. The total length of these routes is over 60,000 km, of which more than 20,000 km are in place.

EuroVelo aims to promote a shift from the private car to the bicycle.



•Routes 1 – 12

•Atlantic Coast Route

•Middle Europe Route

•Mediterranean Route

•North Sea Cycle Route

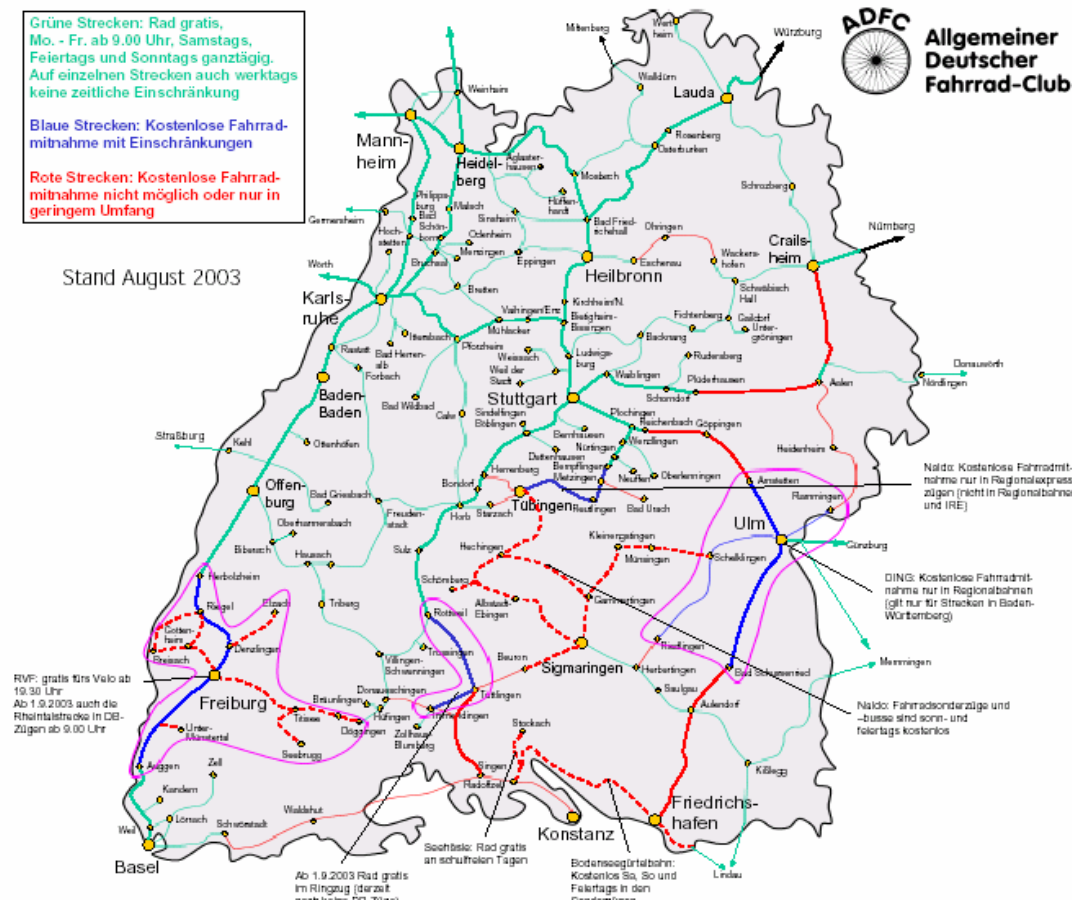
Take your Bike for free

Grüne Strecken: Rad gratis, Mo. - Fr. ab 9.00 Uhr, Samstags, Feiertags und Sonntags ganztägig. Auf einzelnen Strecken auch werktags keine zeitliche Einschränkung

Blaue Strecken: Kostenlose Fahrradmitnahme mit Einschränkungen

Rote Strecken: Kostenlose Fahrradmitnahme nicht möglich oder nur in geringem Umfang

Stand August 2003



Certain railway routes in:

- Baden Württemberg
- Bavaria
- Hesse
- Rhineland-Palatinate
- Saxony
- Saxony-Anhalt
- Thuringia
- Saarland

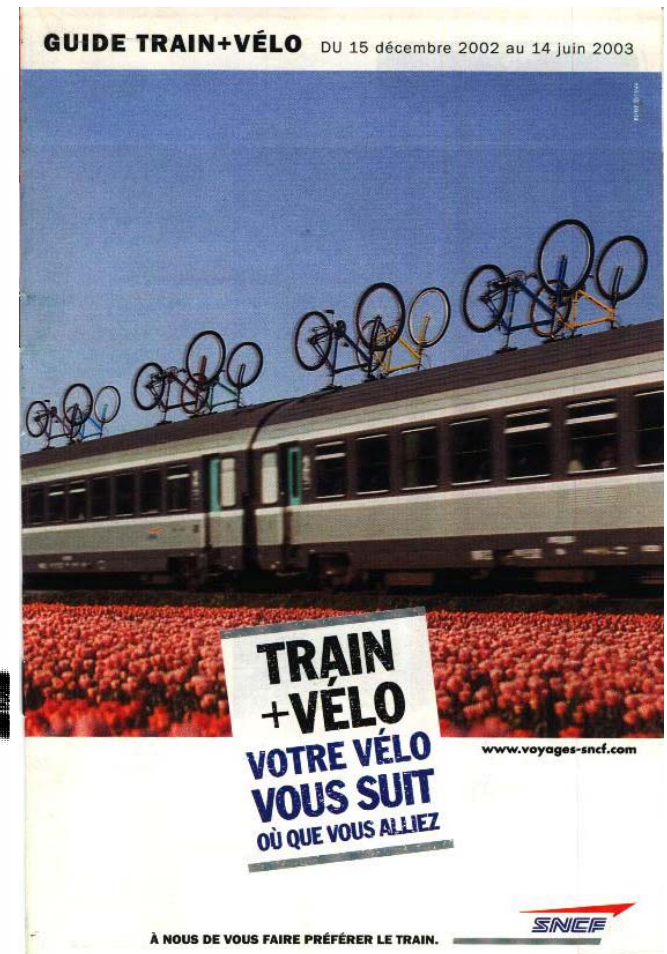


ICE Campaign bike and train

„Jetzt sind wir am Zug“



ICE-Kampagne zur
Fahrradmitnahme
www.adfc.de



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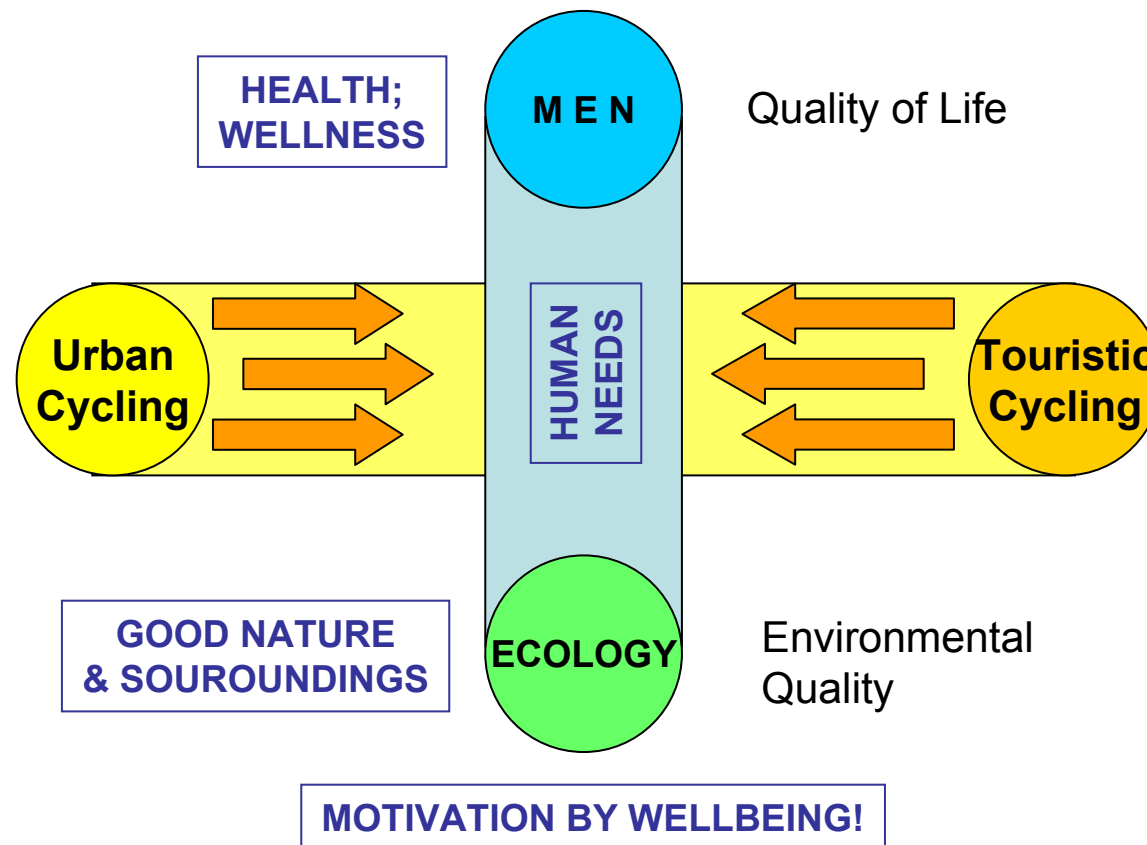


Never forget

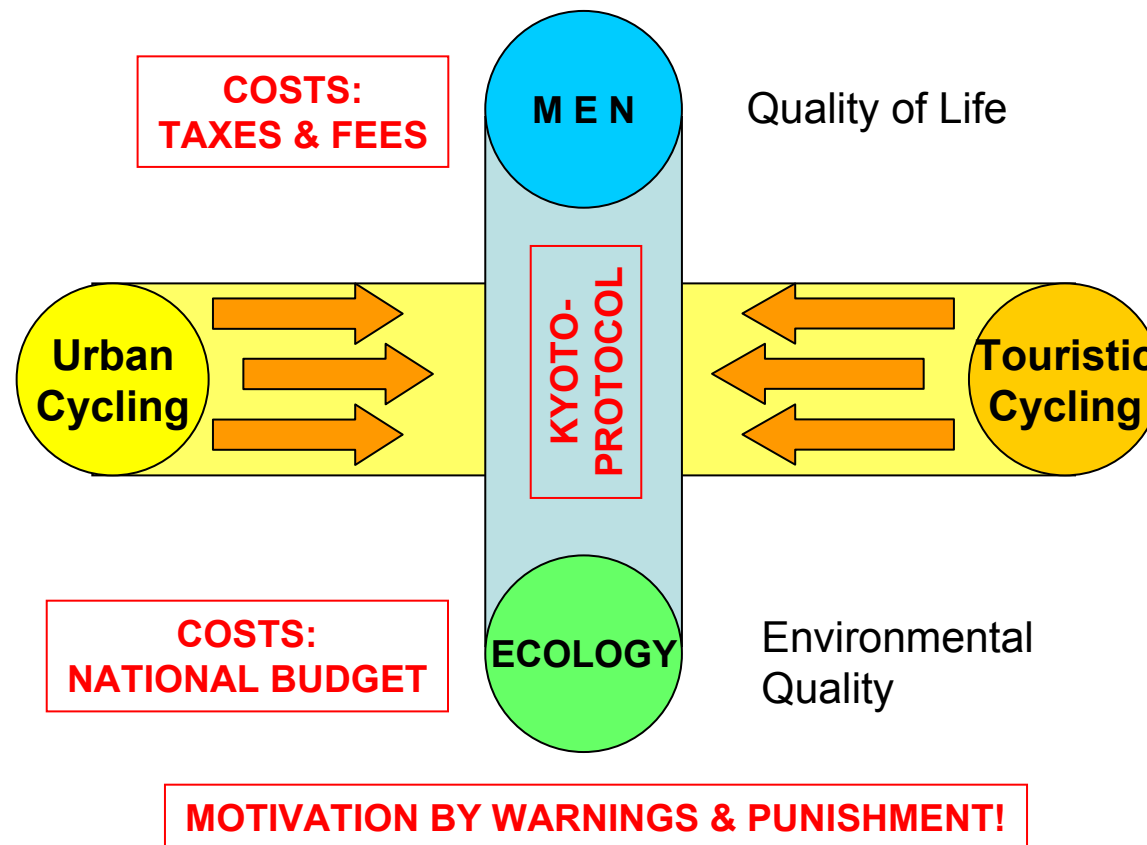
cycling,-



Economic Impact - Cycling for All:
Cycling tourism shows great promise
some reasons



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Cycling tourism shows great promise
some reasons



Never forget

cycling,-

**plus
growing Reasons!**



Economic Impact - Cycling for All:

The critical Mass

- we like it!



Bild 1: Barrot in Dublin, Velo-city 2005

Bild 2: Velo-city 2003 Paris, Champs Élysée, 10.000 cyclists

Bild 3: Mobility Week 2005 Budapest, 20.000 cyclists



EUROPEAN CYCLISTS' FEDERATION

Economic Impact - Cycling for All: **The critical Mass**



Picture 1: Velo Mondial Cape Town 2006, critical mass - below!

Picture 2: Velo Mondial Cape Town 2006, another Critical mass in progress

Picture 3: Small but exclusive critical mass, Velo Mondial 2006 – live in Cape Town!



Economic Impact - Cycling for All:
Cycling tourism shows great promise
bike it easy –
keep on cycling!





**Enjoy cycling – and now:
enjoy South Africa!**

