

Cycling in Europe – economic impact of cycle tourism, from local to international

Dr Richard Weston
Institute of Transport & Tourism



University of Central Lancashire

What is cycle tourism?

Tourism is travel for recreational, leisure or business purposes.

Cycle tourism – is doing it on a bike!

The WTO defines as **people** "traveling to and staying in places outside their usual environment ... for leisure, business and other purposes"

NOT one of these!



INNOVATIVE THINKING
FOR THE REAL WORLD

OR these (well sometimes)



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But mostly these ...



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Who are cycle tourists?

- Cycling holidays
 - Cycle tourers
 - Centre based holidays
- Cycling whilst on holiday
 - Cycling is one of a number of activities
- Day trips
 - Day or part day trips from home

What do they like when they cycle?

- Traffic-free or low volumes and speeds
- Clear sign-posting for cyclists
- Route variety
- Good quality route surfaces
- Cyclist friendly accommodation
- Opportunities to purchase refreshments
- A smile! :-)

What's in a name?

- Give it a name
- Local, regional, national, international
- Day cyclists - always the largest group
- Tourists:
 - 30% 2-4 days
 - 30% 5-7 days
 - 32% 8-14 days

How much do they spend?

- Tourers/holiday cyclists spend around €439 per trip (approximately €57 a day over 8 days)
- Day cyclists spend €15
- This adds up to for:
 - Estonia - 0.02 billion Euros
 - Finland - 2.22 billion Euros
 - Latvia - 0.19 billion Euros
 - Sweden - 2.58 billion Euros

The Iron Curtain Trail

- Total distance of over 10.000km, of which around 9.000km is in the EU
- One million holiday trips, five million day trips, over 500 million Euros
- Estonia - 620km, 318.300 users, 18.4m Euros
- Finland - 1.740km, 764.000 users, 21.9m Euros
- Latvia - 562km, 418.300 users, 17.7m Euros

Importance to local economies

- Cyclists:
 - - Visit areas not normally visited by mainstream tourism
 - - Use local businesses & services
 - - Use more sustainable forms of transport, rail or cycle, rather than fly or car
 - - Prefer more comfortable accommodation, hotels & B&Bs

A little bit of economics!

- Economic impacts (i.e. spending) occurs at three levels, direct, indirect and induced
- New income is spent more than once in an economy some of it 3x or more
- Study in the UK compared the impact of 10 Euros spent with a national supermarket and a local food producer - the findings revealed that the local producer had almost 2x the impact

Cycle tourism a sustainable product

- Environmentally - modes of travel, accommodation, general behaviour
- Socially - uses local businesses and services ensuring their viability for local use, re-use of redundant assets
- Economically - additional income, local employment
- All of these are necessary for the long-run sustainability of local communities



ANY
QUESTIONS?

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