

V European Greenways Conference  
Madrid, 10-12 June

Social and economical benefits of greenways  
Part I / Session 5



## Danube Cycle Path and Cycle Tourism in Austria

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# Content + References

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## Content

- Danube Cycle Path (4)
- Social Benefits / Networking (3)

## Contributor

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consultance in tourism and regional development since 1986

about 60 cycle-tourism-projects and expertises (guest-inquiries, economic impact of cycle-production, trade, services, tourism, sports, infrastructure in Austria)

5 cycle-touristic publications (guides)

passionate cycletourist (European countries) and everyday-cyclist



# Danube Cycle Path (1) - The Danube

## Danube

... „the“ European river 2.845 km

## Austrian Danube Cycle Path

Passau - Linz - Wien (340 km) -  
Hainburg - Bratislava (Slovakia,  
393 km)



## Danube Cycle Path

... Part of the „Eurovelo 6“ Nantes  
- Black Sea



# Danube Cycle Path (2) - Development

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## Chronology

1982: first waymarkers on former towpaths along Danube

1983: first cycle-tour-operators offering products

1984: publication first maps and guides

1988: new info points direct on the cycle route

1990: first guest survey (Miglbauer/Schuller)



## Guests 2008

- 70.000 long-distance-cyclists  
Passau - Vienna, 6 - 8 days
- 200.000 day-trippers



## Danube Cycle Path (3) - Economic Benefits

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### Value creation on the Danube through Cycle Tourism

- at the beginning (80ies) scepticism about the new clientele („poor students“?) and their touristic sustainability
- 2000: conviction dealed by stakeholders, that Danube-cyclists have been one important sheet anchor for many restaurants, hotels, ferry boats, etc.

### Effects on value creation 2008 (direct / inkl. indirect)

- direct added value: 34,9 Mio. € / 45,4 Mio. €

### Effect on jobs 2008 (direct / inkl. indirect)

- 838 / 1.400

### Share on guest-nights

- 50 - 80 % (excl. Vienna, Linz)



# Danube Cycle Path (4) - Position in Austrians Cycle Tourism

Share on Austrians cycle-tourism

- 5,65 %

## Austria

Share of cycle-tourist among Austrian tourists

- between 9 % and 18 % (Länder)

Direct added value

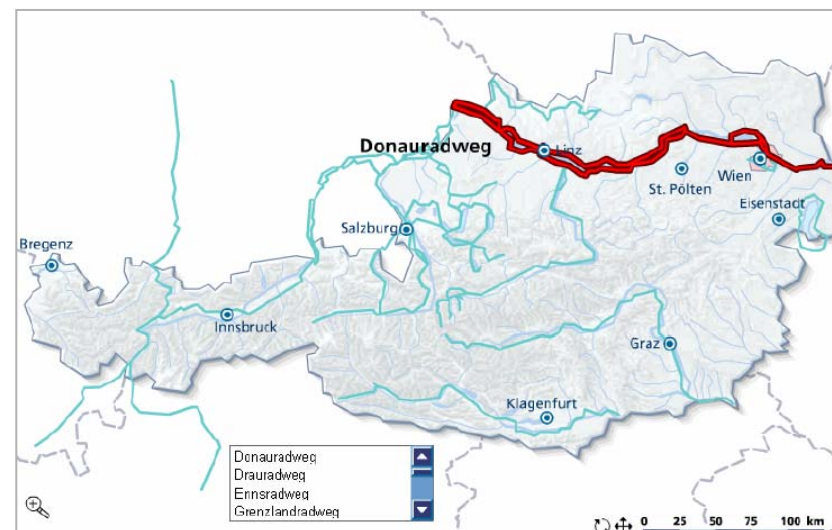
- 317,3 Mio. €; inkl. indirect 413 Mio. €

Direct job creation

- 7.616

Added value – share on Austrians tourism:

- 5,65 % (Germany: ca. 3 %)



Übersicht		
Direkte Wertschöpfungseffekte nach Sektoren <sup>1</sup>		
Sektor	Direkte Wertschöpfungseffekte (Mio. Euro)	Direkte Beschäftigungseffekte
Produktion: Fahrräder, Komponenten und Zubehör	53,5	454
Handel: Groß und Einzelhandel	137,9	1.302
Service – Reparatur und Verleih	28,6	398
Elektro-Fahrräder / Pedelecs (Produktion, Handel)	5,2	65
<b>Radtourismus</b>	<b>317,3</b>	<b>7.616</b>
<b>Radsport</b>	<b>18,5</b>	<b>336</b>
Radverkehrsinfrastruktur, inkl. Radverleihsysteme	40,9	694
<b>Gesamte direkte Effekte:</b>	<b>601,9</b>	<b>10.865</b>

\* study carried out by the national ministry of environment, carried out by invent (Miglbauer) and technical university Vienna (Feilmayr, Pfaffenbichler)

## Social Benefits / Networking (1) - Aspects

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### Cooperation in tourism

- cycle tourism along the rivers (Danube, Inn, Mur, etc.) has been the pacemaker in cooperation in tourism as a whole among regions and stakeholders

### Cooperation among stakeholders

- quality networks of cyclists-friendly restaurants and hotels highlight the benefits for stakeholders (→example Traisental-Radweg)



### Benefits for local residents

- cycle-routes as one element in improving local quality of life (cycling, skating, etc.)



## Social Benefits / Networking (2) - Cycling friendly stakeholders

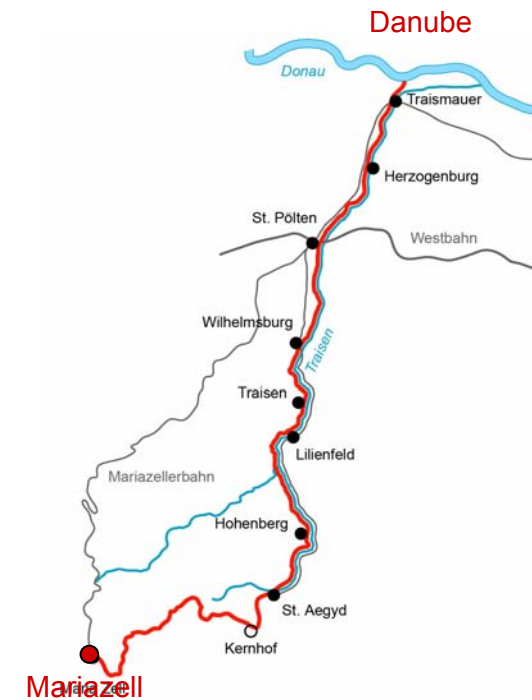
Benefits for cycling-friendly stakeholders - example

Traisental-Cycle path (Lower Austria):

- one of the new emerging success-stories in Austria
- 111 km - 20 certified restaurants and hotels
- one of new stimuli for Danube Cycle Path through combined tours

Empirical study (2008) has highlighted:

- 70 % are happy with the cooperation
- Important motivation for cooing cooperation
  - good feedback by guests (service, comeptence)
  - more marketing-power
  - mutual recommondation
  - enhancement in turnover and added value
  - Good outlook for the future



## Social Benefits / Networking (3) - Important Measures

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- Fokus on price-value-ratio
- Hardware: quality of infrastructure as a basic quality (waymarking, etc.); quality-management;
- Software: improvement of service-quality - stakeholders (tourism, transport, museums, etc.);
- Products: offering products - local tourism or in cooperation with tour operators, based on a system of modules;
- Target groups: address the right clientele through an adequate setting of marketing and communication;
- Cooperation and networking: among the key-stakeholders (tourism, transport, tour operators, museums, etc.)
- Monitoring: quality (guest feedback) and counting
- Local residents: high identity of local population is important





Madrid, 10 - 12 de junio de 2010



Madrid, 10<sup>th</sup> - 12<sup>th</sup> of June 2010

**A lot of thanks  
for attention!**

