



Italian developments

Giulia Cortesi

FIAB - Federazione Italiana Amici della Bicicletta

Riga, 21st May 2014

Italian developments

Summary

- 1 Estimate of economic values of cycle touring
- 2 Figures from the main Italian tour operator
- 3 Italian successful destinations: Alto Adige, Trentino, Veneto
- 4 Historical overview of Italian developments
- 5 Work in progress

Estimate of economic value of cycle tourism in Europe: top 10 countries

		Daytrips (million)	Overnight trips (million)	Daytrips (billion €)	Overnight (billion €)	TOTAL billion €
1	Germany	607	4.62	9.34	2.03	€ 11.37
2	France	373	4.01	5.73	1.76	€ 7.49
3	UK	149	1.23	2.29	0.54	€ 2.83
4	Sweden	134	1.20	2.06	0.53	€ 2.58
5	Netherlands	138	1.01	2.12	0.44	€ 2.57
6	Finland	112	1.14	1.72	0.50	€ 2.22
7	ITALY	103	1.05	1.59	0.46	€ 2.05
8	Poland	101	1.06	1.56	0.47	€ 2.02
9	Hungary	98	1.00	1.50	0.44	€ 1.94
10	Spain	80	0.89	1.23	0.39	€ 1.62

Cycle tourism: mainly a domestic market

Table 2: Origin of cycle tourists

Cycle Route/Area	Elbe CR - Saxony-Anhalt - overnight	Elbe CR - Prignitz - All	Rheinland-Pfalz - All cycle tourists	Lower Austria - All cycle tourists	Lower Austria - Danube	Veloland overnight cyclists (>2 nights)	Veloland - All cyclists	North Sea CR - North East England	France	Germany	D-Route 3 - overnight	Ruhr valley CR - overnight
Year	2011	2006	2006	2007	2007	2004	2004	2001-2006	2009	2008	2010	2011
Source	Peters, 2012b	Öhlschläger, 2007	ETI, 2007	MANOVA, 2007	MANOVA, 2007	Ickert et al., 2005	Ickert et al., 2005	Downward et al. 2007	Mercat, 2009	BMW, 2009; Giebeler & Froitzheim, 2012	Dohmen et al., 2011	Biermann & Weber, 2012
Origin domestic	95%	94%	92%	85%	60%	78%	95%	93.5%	87%	95%	91%	97.5%
Origin internat.	4%	6%	8%	15%	40%	22%	5%	6.5%	13%	5%	9%	2.5%

Does Italy offer cycle tourism products?

Figures from the main Italian TO:

Since 1998

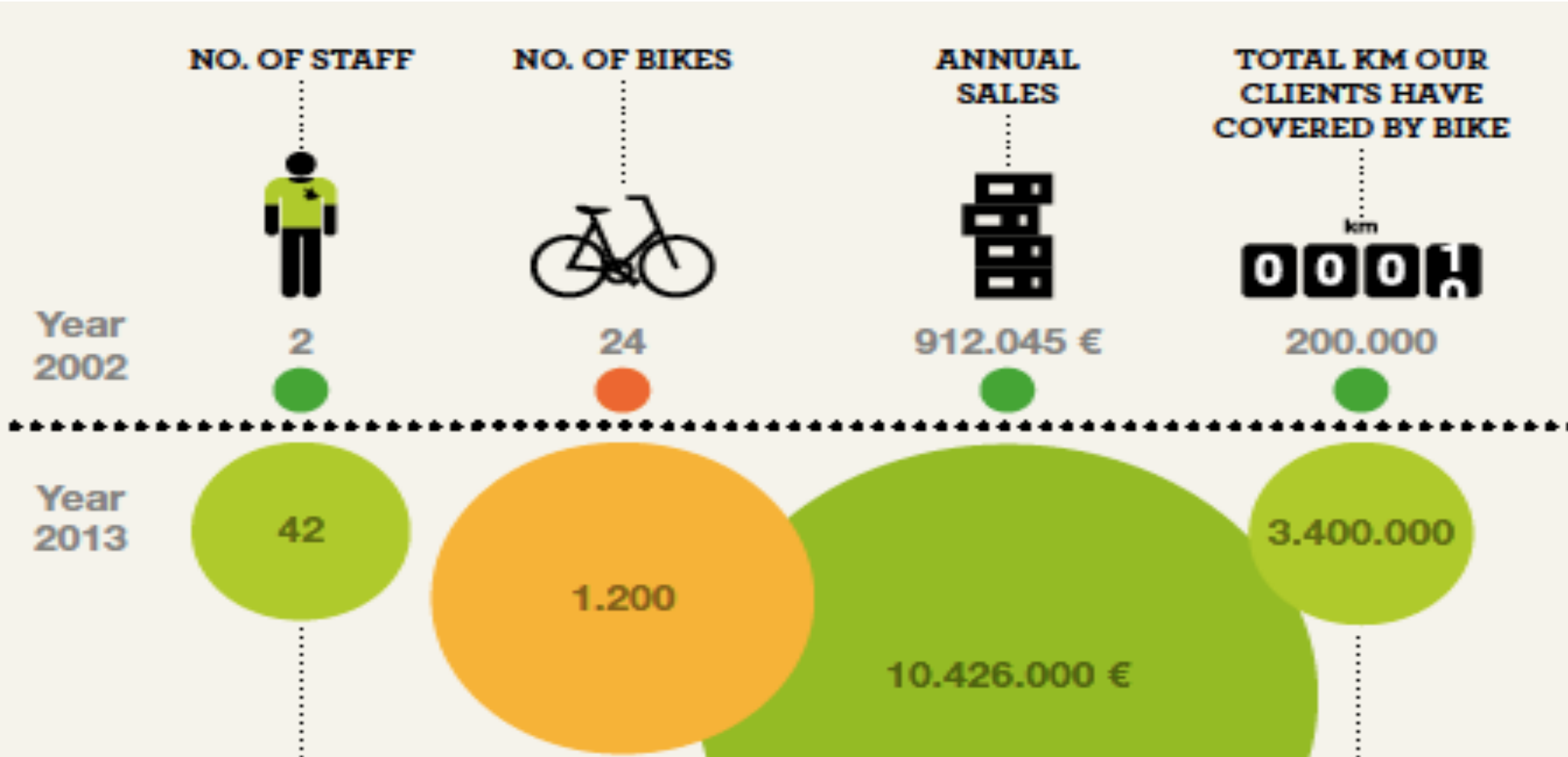


zeppelin

girolibero.it



vacanze facili in bicicletta



Figures from the main Italian TO:



ITALIANS ON HOLIDAY
WITH GIROLIBERO



700



7.500

FOREIGN VISITORS IN
ITALY WITH
GIROLIBERO



12



7.500

NO. OF
TRAVELLERS
BY BIKE & BOAT



40



3.800

COUNTRIES
EXPLORED BY BIKE



4



26

ITALIAN REGIONS
VISITED
BY BIKE



1



10

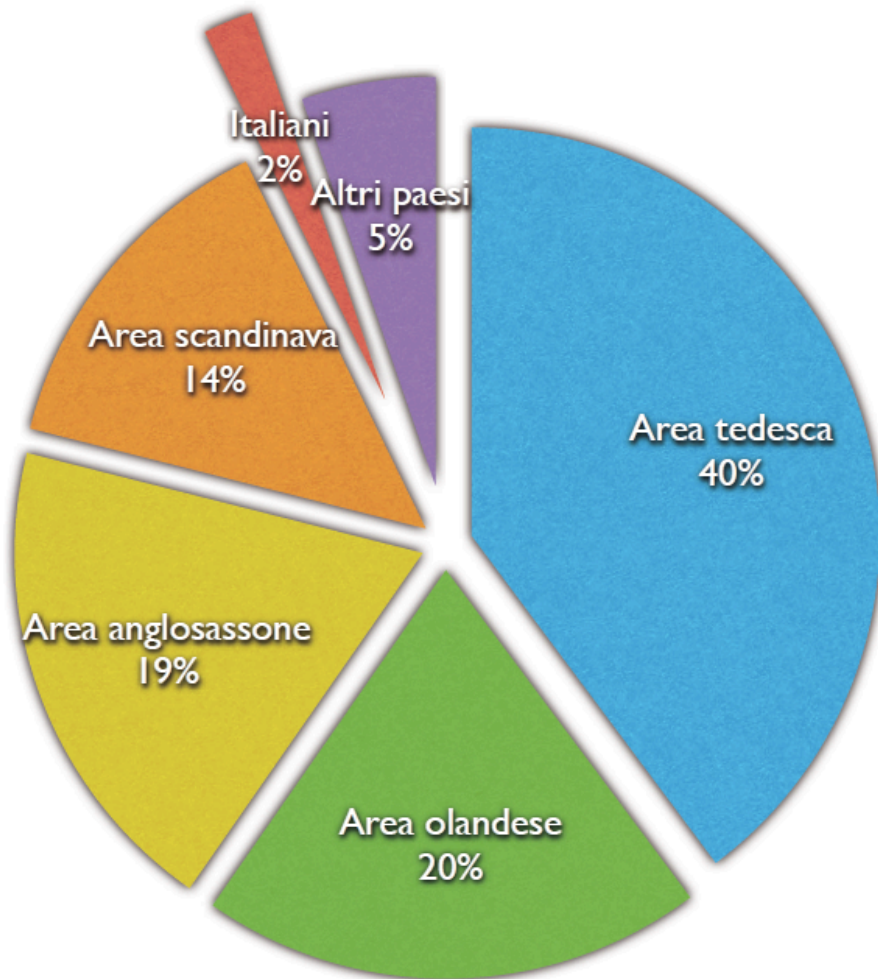
Customers of Girolibero tours in Italy:

Where do they come from?

Where do they go?

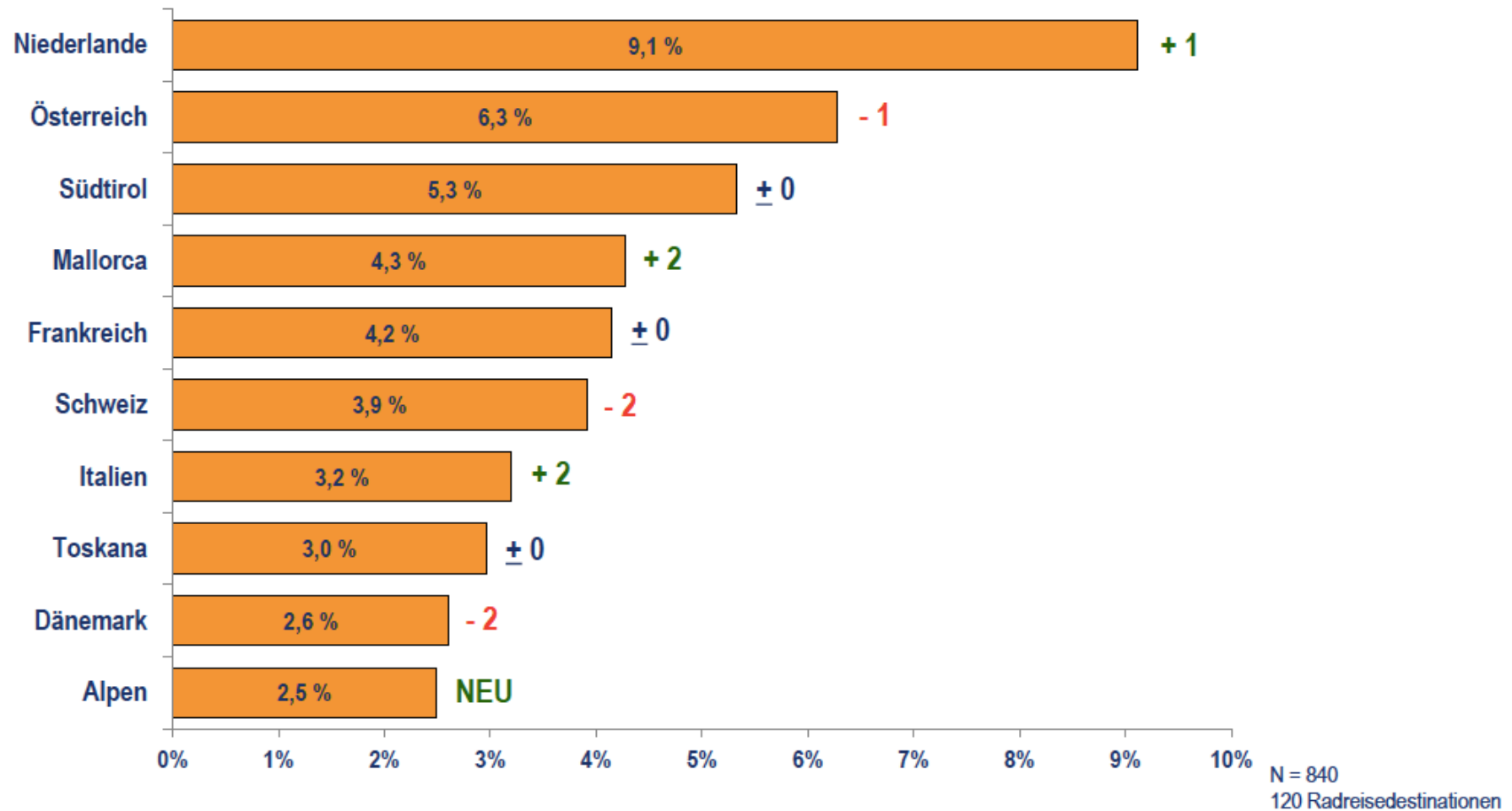
Successful Italian destinations:

- Bolzano-Verona-Venice by bike
- Mantua-Venice by Bike & boat
- Veneto tour (ring Vicenza-Padua-Treviso-Venice-Vicenza)



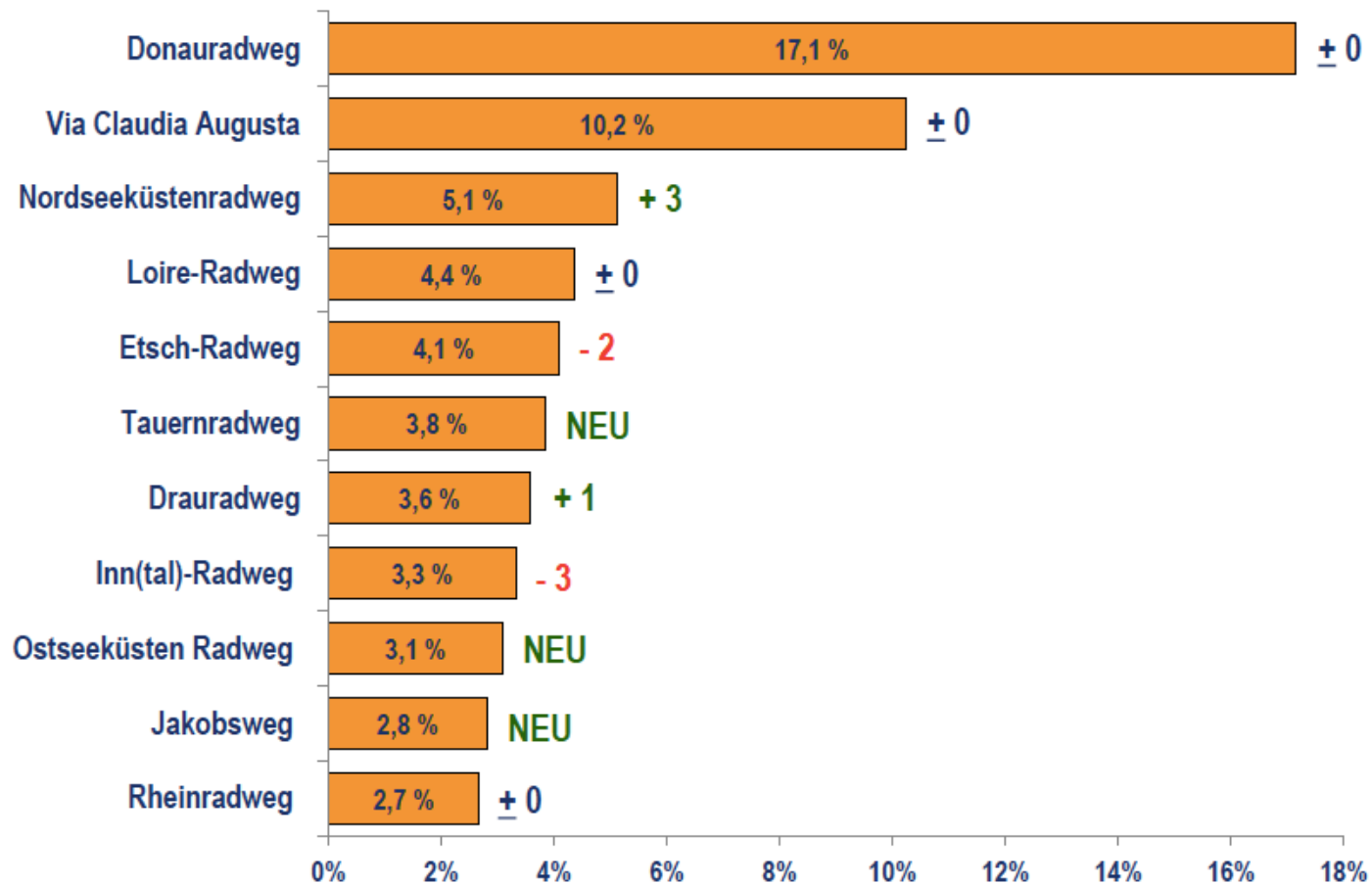
Foreign cycling destinations beloved by German cycletourists

Beliebteste ausländische Radreisedestination



Foreign cycle routes beloved by German cycletourists

Beliebtester ausländischer Radfernweg



N = 840
120 Radreisedestinationen



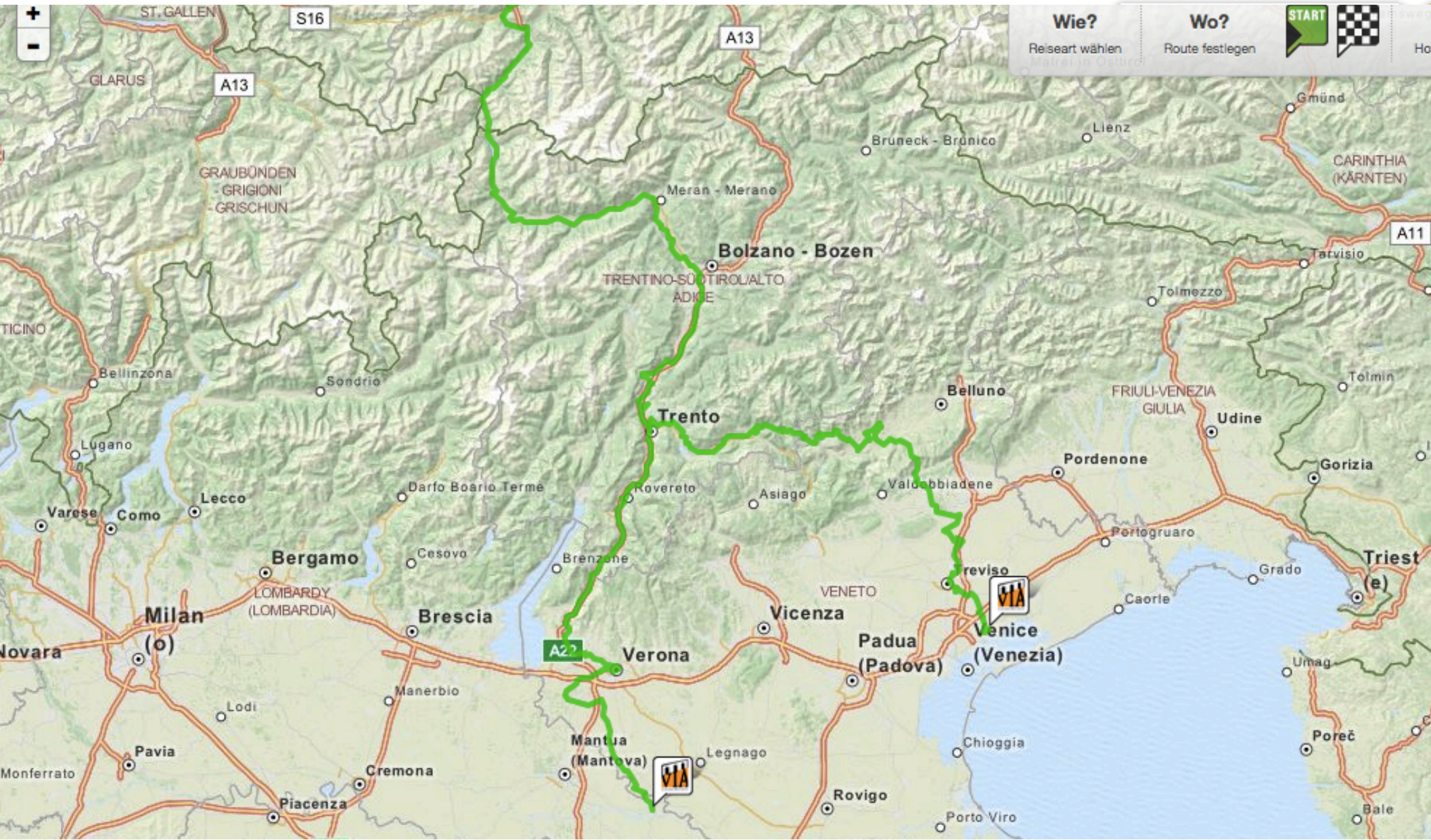
WILLKOMMEN!

Alles sehens- und erlebenswerte entlang der VIA CLAUDIA AUGUSTA
schnell und einfach entdecken ...

Europas Kulturachse *erleben*


VIA CLAUDIA AUGUSTA

Zur App



Wie?
Reiseart wählen

Wo?
Route festlegen

START 

South Tirol / Alto Adige; Trentino; Veneto

- Good infrastructure and attractive landscape
- Unified signposting
- Services and promotion



South Tirol / Alto Adige

- Network of cycle routes: 370 km

- Integrated card for PT (train) and rent-a-bike network
- plan for rest areas

Fahrradrouten in Südtirol | Le vie ciclabili dell'Alto Adige | Cycling routes of South Tyrol

Südtirol Rad Bici Alto Adige

South Tyrol offers

- SEASON CYCLING TRAILS
- 24 BICYCLE RENTERS WITH 7.000 BICYCLES AND 400 PERIPHERALS
- 134 LINE BUSSES, 134 LINE BUSES, 7 HORVATHS
- 1 TICKET INCLUDING ALL PUBLIC TRANSPORT AND A RENTAL BIKE FOR PLEASURE

one-way cycling tours

Rental & Information

www.suedtirol-rad.com · www.mobilcard.info · www.sii.bz.it

Die 3 Hauptadrouten in Südtirol | Le 3 grandi vie ciclabili dell'Alto Adige | The 3 main cycling routes of South Tyrol



Trentino

Cycle network of 370 km (planned 550 km)



Some trains can carry 80 bikes

Bus for cyclists “Bici bus”

Bicicard: rent + public transport in one ticket



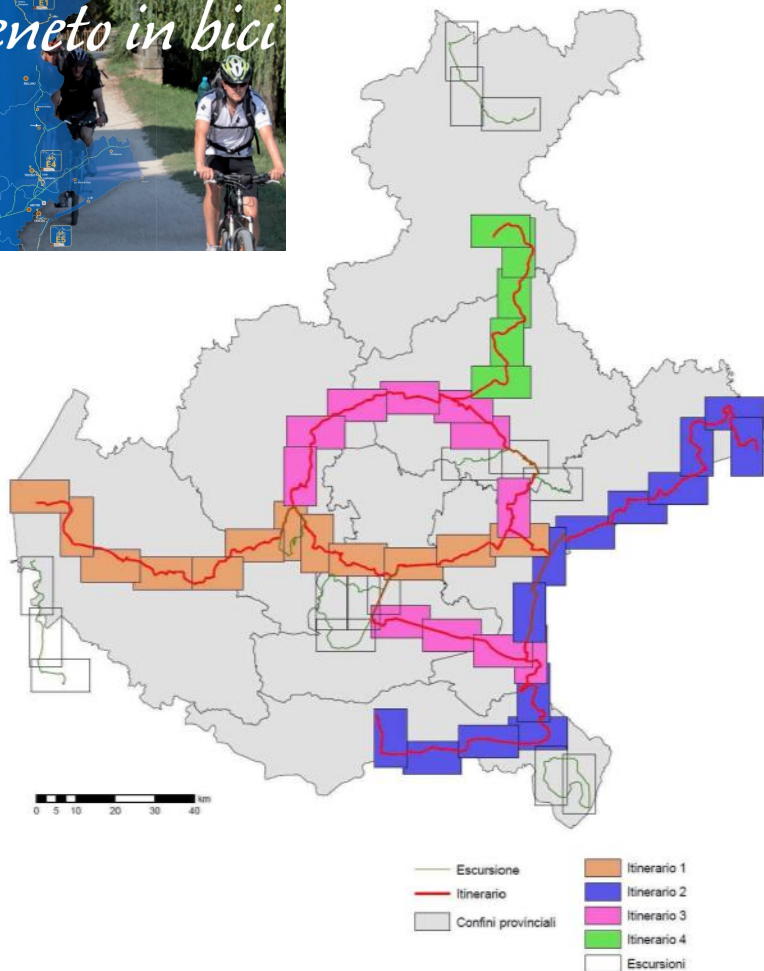
Survey by the Province of Trento (2010)

Aimed at estimating the economic value of the 4 most used cycle paths (daytrips + overnight trips):

- Valle dell'Adige (Etsch)	€1 mln
- Garda Lake	€75 mln (€1.7 overnight)
- Valsugana (link to Veneto)	€7 mln
- Val di Sole	€2 mln
Total	€85 mln

8.

ITINERARI:



**1000 km of cycle routes
signposted in 2013:**

- 7 daytrips/excursions routes
- 4 overnight routes

**Selected considering figures
given by specialized TO
(Italian and foreign):**

- 6.000 Garda lake to Venice
- 2.000 Dolomites to Venice
- 2.000 Ring Treviso-Padua-Venice
- < 2.000 Adriatic coast



fiume Adige 20

Pierpaolo Romio, founder of Girolibero (Vicenza)

Obstacles:



Italian bureaucracy

It is difficult and expensive to obtain credit

Labour laws not adequate

Transport laws not adequate

Italian cycling infrastructures? No comment!

Historical overview of cycling infrastructures development

Since 1980s

Some local authorities started investing to plan and build cycling infrastructures

1989

FIAB was founded as an umbrella organization for local cycling groups. It shaped its role as national advocacy to coordinate the growing of local planning and infrastructure development

1998

Law 366/98 on how to fund cycling infrastructure

(Norme per il finanziamento della mobilità ciclistica)

followed by a decree on rules to apply the law (Decreto min. 557/99 Regolamento recante norme per la definizione delle caratteristiche tecniche delle piste ciclabili)

Influenced by the culture of devolution, stated that Regions will develop planning and funding of projects proposed by local authorities

928 projects presented

€ 476 million invested

Veneto: 196 project (€ 90 million)

Lombardy: 116 projects

Tuscany: 95 projects

2000

FIAB presented a first plan of a national cycle network called Bicalitalia and integrated in EuroVelo

2002

Feasability study of a national cycle network commissioned to FIAB by the Ministry of the Environment

FIAB presented a national signposting proposals and continue to push Regions to plan cycle networks and to integrate them in a national perspective

National Cycle Network BICITALIA



18 cycle routes connected in a network:

3 EuroVelo routes

11 long distance routes

7 coast to coast routes

18.000 km

3.000 km 'quality routes'



EUROVELO in Italy

EuroVelo Route 5

Via Romea Francigena

Londra-Roma-Brindisi

3.900 km (2.300 km)

EuroVelo Route 7

Sunroute

Capo Nord-Malta

7.400 km (3.000 km)

EuroVelo Route 8

Mediterranean Route

Cadice - Atene/Cyprus

5.888 km (2.000 km)



Network of 14 cycle routes
 70.000 km
 45.000 km in place
 Managed by the ECF
 To be completed by 2020



FIAB: two proposals for signposting

Segnali di indicazione da collocare su ciclovie (extraurbane e urbane)



Fig 1: Segnale di direzione ottenuto dai segnali turistici per contesti extraurbani (riduzione da segnale tabella II 14a DPR 495/92)



Fig 2: Segnale di direzione ottenuto dai segnali turistici per contesti urbani (riduzione da segnale tabella II 13a DPR 495/92)



Fig 3: Cartello "turistico" con itinerari ricavato da modifiche delle figure 360 - 363 art 136 DPR 495/92 **adatto anche per viabilità ordinaria**

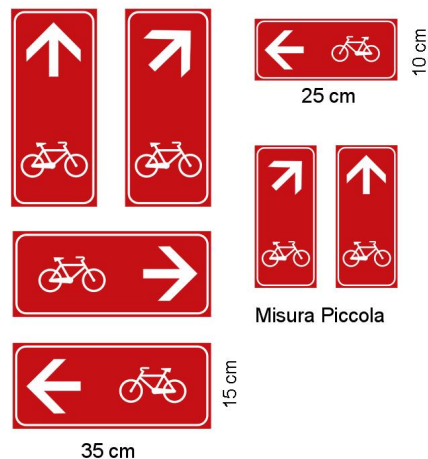


Fig 4: Segnalini di conferma Ricavato da Tabella II 12, pannello integrativo modello 5



Last 10 years

Some Regions and local authorities engaged in

- approving regional laws for cycling**
- planning of regional networks**
- building infrastructures with own and EU funds**
- developing services for cyclists**

Last 2 years (2 governments)

Cycling renaissance:

Movement Save the Cyclists >SIC, critical mass

“Etats Generaux” in 2012, Reggio Emilia

Work in progress:



Rome, Parliament, February 2014

Relevant strong political action at national level:

- all party Parliament group for cycling (70), coordinated by former mobility mayor of Reggio Emilia**
- Started a cycle-friendly reform of the Highway Code**
- A draft proposal of a General framework law on cycling (Legge quadro per la mobilità ciclistica) including a part on the National Cycle Network**

On behalf of the Ministry of Environment FIAB started

- an official partnership with Regional authorities to define a national network of cycle routes
- collecting data on ‘good quality’ (greenways) existing infrastructures (a sort of a census).

Work in progress...

3.000 km sofar, of which:
 800 km of rail-trails
 (400 km are Bicitalia
 and 80 km are EuroVelo)

DALLE ROTAIE ALLE BICI



Indagine sulle ferrovie dismesse, recuperate all'uso ciclistico

Gli itinerari EuroVelo

I percorsi in Italia

Eurovelo e greenways



Ciclovie Eurovelo

Rete di 70.000 km

14

Ciclovie Bicitalia

18.000 km di percorsi ciclabili

18

Albergabici

300 Strutture Attestate

2000

Thank you for your attention

Giulia Cortesi

g.cortesi@fiab-onlus.it

Cell. 348 0490150

Skype giuliacortesi



FIAB

Federazione Italiana Amici della Bicicletta

via Borsieri, 4/E

20159 Milano

tel e fax 02-69.31.16.24

info@fiab-onlus.it

www.fiab-onlus.it