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

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A large, stylized logo for the University of Central Lancashire (uclan) is displayed on a light-colored sign. The logo features two red roses with black outlines and green leaves above the word "uclan" in a bold, black, sans-serif font. Below "uclan", the text "University of Central Lancashire" is partially visible in red.

Who are cycle tourists?

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

Cycle tourism – is doing it on a bike!

NOT one of these!



OR these (well sometimes)



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FOR THE REAL WORLD

But mostly these ...



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And they like to go here ...



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Three main groups

- Cycling holidays (it's all about the cycling!)
 - 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! :-)

How much do they spend?

- Tourers/holiday cyclists spend around €439 per trip (approximately €57 a day over 8 days)
- Day cyclists spend €15
- For Latvia:
 - 9 million day trips
 - 100.000 overnight stays
 - €190 million

The Iron Curtain Trail

- Total distance of over 10.000km, of which around 9.000km is in the EU
- Will be longest continuous cycle trail
- Once complete will generate:
 - One million holiday trips, five million day trips, over €500 million
 - Latvia - 686km, 418.300 users, €17.7 million



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- 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, bed & breakfast

Case Study

- The Camel Trail in Cornwall, UK
- Three main sections
 - Padstow to Wadebridge, 9km
 - Wadebridge to Bodmin, 9km
 - Bodmin to Wenfordbridge, 10km
- Approximately 400.000 users a year
- Worth over 3.3 million Euros to local economy



The Camel Trail, Cornwall, UK

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Bridge Bike Hire



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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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