

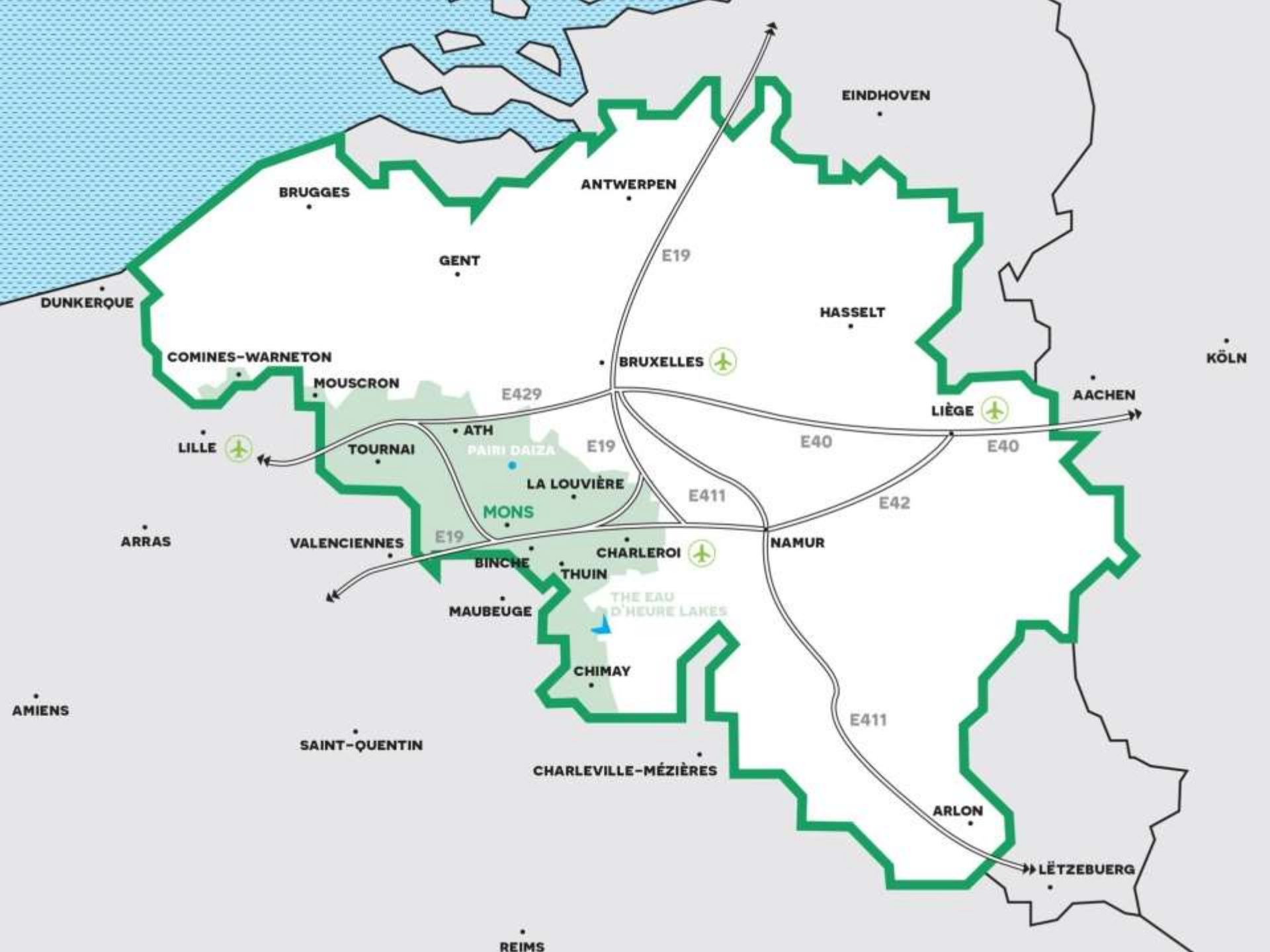
WATERWAYS

HERITAGE IN THE PROVINCE OF HAINAUT



VisitHainaut







32,9%

103 ATTRACTIONS
& MUSÉES



11 SITES
8 ÉVÉNEMENTS
1 MÉMOIRE DU MONDE



13,5 %

3.472 HÉBERGEMENTS
13.888 LITS

LE HAINAUT



CHARLEROI



CHARLEROI



MONS



MONS



TOURNAI



TOURNAI



PAIRI DAIZA



CANAL DU CENTRE



BOAT LIFT



CASTLES



Mining sites



Belfries



Vineyards



EAU d'HEURE LAKES



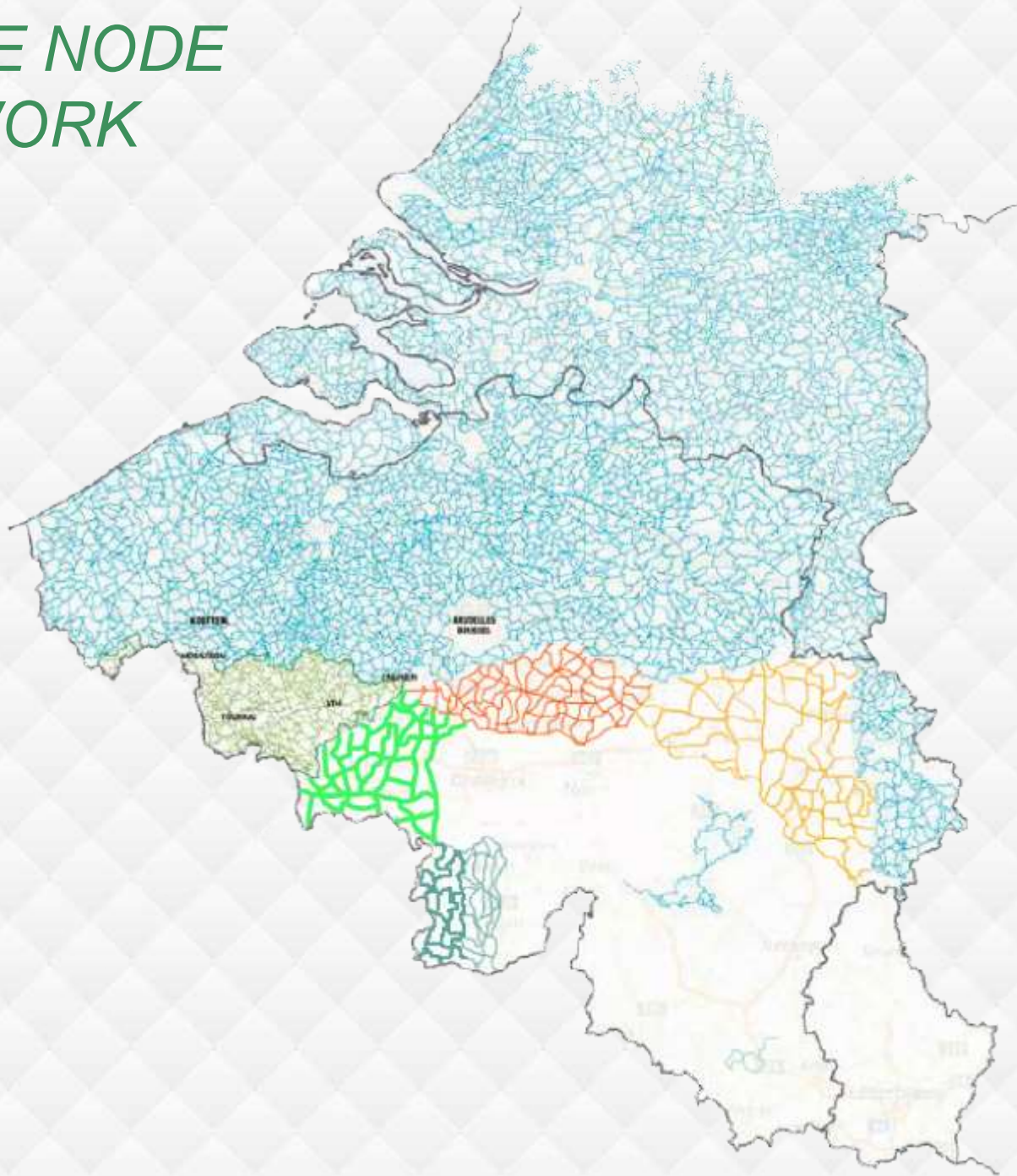
CYCLE TOURISM, AN ISSUE FOR OUR **REGION**

EUROVÉLO ROUTES





CYCLE NODE NETWORK





West-Vlaanderen

Oost-Vlaanderen

Bruxelles



Réseaux balisés
Bewegwijzende netwerk / Signposted network



RAVEL - Réseau Autonome des Voies Lentes
Autonome paden voor langzaam verkeer
Autonomous Network of Slow Lanes



Réseau Points-nœuds vélo
Knooppuntennetwerk
Cycle node network



1 Itinéraires régionaux
Regionale routes van Wallonië
Regional itineraries of Wallonia

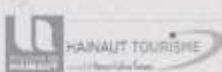


3 Euro Vélo routes



HAINAUT TOURISME

LA PROVINCE DE HAINAUT À VÉLO
DE PROVINCIE HENEGOUWEN PER FIJETS
HAINAUT PROVINCE BY BIKE



77 

LE RÉSEAU POINTS-NOEUDS EN COEUR DU HAINAUT
 Pour signaler un problème, contactez-nous en communiquant la référence suivante: **VH88471**
 sur www.vhello.be ou info.centre@hainaut.be

46 

55 

WWW.VHELLO.BE



LE RÉSEAU POINTS-NOEUDS EN COEUR DU HAINAUT
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32 

1,5 km

WWW.VHELLO.BE

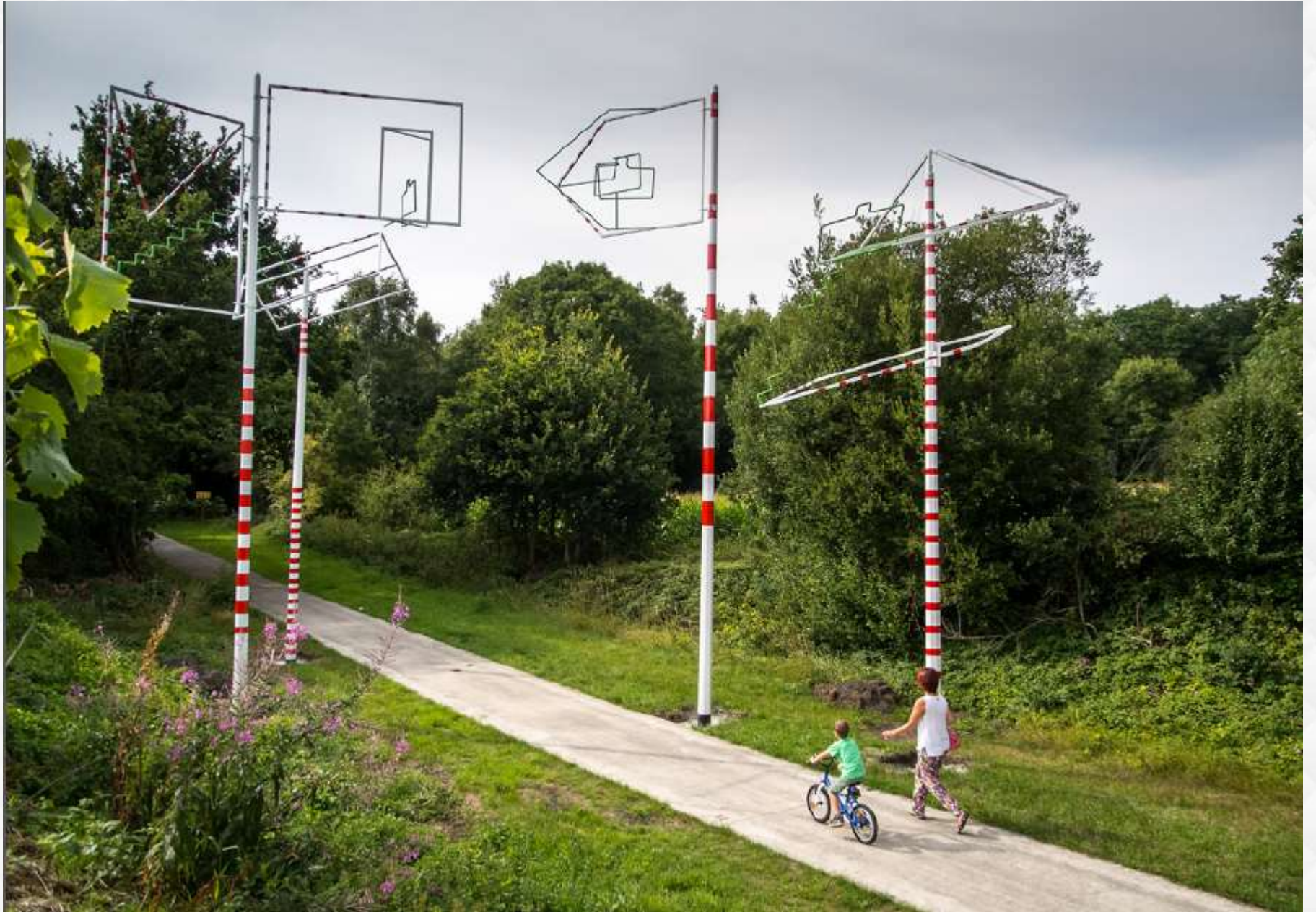




CYCLE NODE NETWORK











CYCLE TOURISM

GROWING INTEREST FROM THE GENERAL PUBLIC FOR THIS NEW TYPE OF TOURISM

GERMANY: 4.5 MILLION USERS WHO MADE A BICYCLE TRIP WITH A DURATION OF MORE THAN 3 NIGHTS, OR 31.5 MILLION OF OVERNIGHT STAYS, FOR 10% OF THE TOTAL OVERNIGHT STAYS OF GERMAN DOMESTIC TOURISM! (2)

6 EU COUNTRIES / 28 GATHERED MORE THAN 63% OF THE ESTIMATED REVENUE OF 43.94 BILLION EURO (FRANCE, GERMANY, THE UNITED KINGDOM, SWEDEN, SWITZERLAND AND THE NETHERLANDS) (2)

FRANCE: + 10 % CYCLING TOURISTS ON EUROVELO 5 AND 17 (1)

(1) Vélo & Territoires chiffres clés 2017 par rapport à 2016

(2) L.Lumsdon, R.Weston & all, EuroVelo: The European network of cycle routes Poldep-cohesion (2012), p 42

CYCLE TOURISM

Benefit	Estimated Value (billion euros)
CO2 emissions savings	0.6 – 5.6
Reduction of air pollution	0.435
Reduction of noise pollution	0.3
Fuel savings	4.0
Longer and healthier lives	73
Less sickness absence at the workplace	5
Bicycle market	13,2
Cycle tourism	44
Easing of road congestion	6,8
Saving on construction and maintenance costs for road infrastructure for motorised vehicles	2,9

Total annual benefits

150 - 155 bn euros



Business

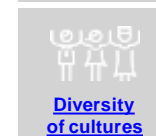
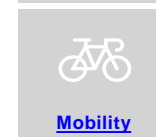
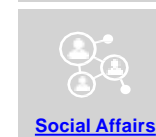
04

[Environment](#)
[+ Climate](#)



04.2

[Health](#)



cruise tourism



cycle tourism

economic value
jobs

38bn euros
326.000

44bn euros
525.000

Cycle tourism

- There is an estimated number of **2.3 billion cycle tourism trips per year** in the EU, which stand for a **total economic value of 44 bn EUR**.
- Cycle tourism is linked to ca. **525 000 jobs in the EU**.
- In France, cycle tourists spend **almost 20% more** than the average for all tourists.
- In comparison, the cruise tourism industry stood for an **economic value of 38 bn EUR and 326 000 jobs** in 2012.

Sources: + European Parliament, Directorate General for Internal Policies, 2012: The European Cycle Route Network EuroVelo. Study.
+ ATOUT FRANCE, 2009: Spécial économie du vélo + CLIA Europe Economic Contribution Report (2013 edition)

CYCLE TOURISM

POTENTIAL OF THE BICYCLE TOURISM MARKET

	Total Europe (28 countries)	Total Belgium	Total of the 5 selected countries* + Belgium	Proportion of the 5 countries + Belgium within the data of the 28
Number of bike trips (with a duration ≤ day)	2,274 billion	39 million	1.4 billion	61.6 %
Number of bike trips (with a duration ≥ two days)	20.36 million	0.21 million	11.71 million	57.5 %
Estimated turnover of excursions (in €)	35 billion	600 million	21.53 billion	61.5 %
Estimated turnover of overnight stays (in €)	8.94 billion	90 million	5.13 billion	57.4 %

* France, Germany, United Kingdom, the Netherlands and Switzerland.

INCOMES / ROI

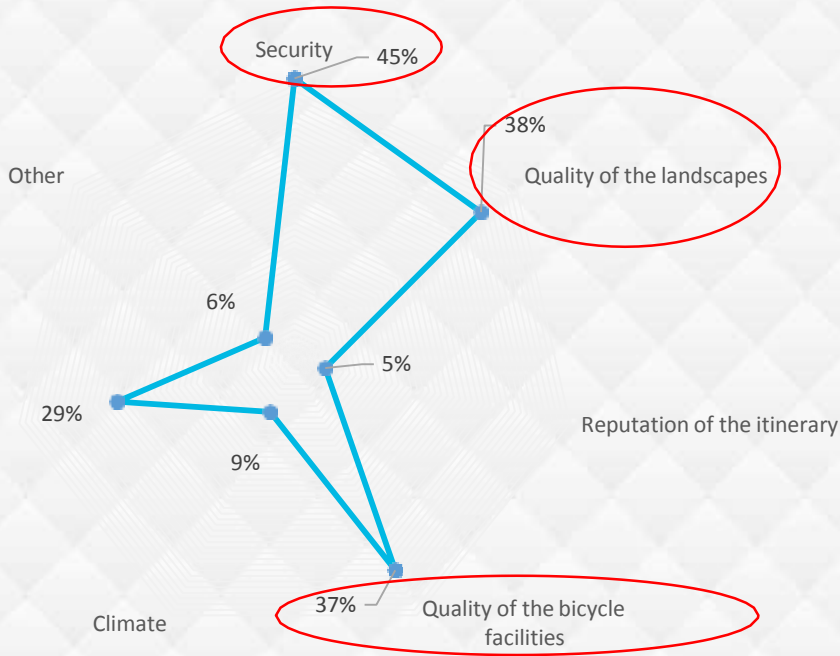
Itinéraires	Estimation de l'impact direct	Dépense des touristes à vélo	Retombées économiques
La Loire à Vélo	30 M€ en 2017	80 €/jour/pers	30 200 €/km/an
La Méditerranée à vélo (EV8)	20,5 M€ en 2017	62 €/jour/pers	31 000 €/km/an
Bretagne	18,4 M€ en 2017	65 €/jour/pers	17 300 €/km/an
V65	17,9 M€ en 2017	63 €/jour/pers	42 000 €/km/an
ViaRhôna (EV17)	11,4 M€ en 2017	66 €/jour/pers	17 000 €/km/an
Alsace (EV5 et EV15)	6,9 M€ en 2013	105 €/jour/pers	24 000 €/km/an

Source : Comités régionaux de tourisme et conseils régionaux

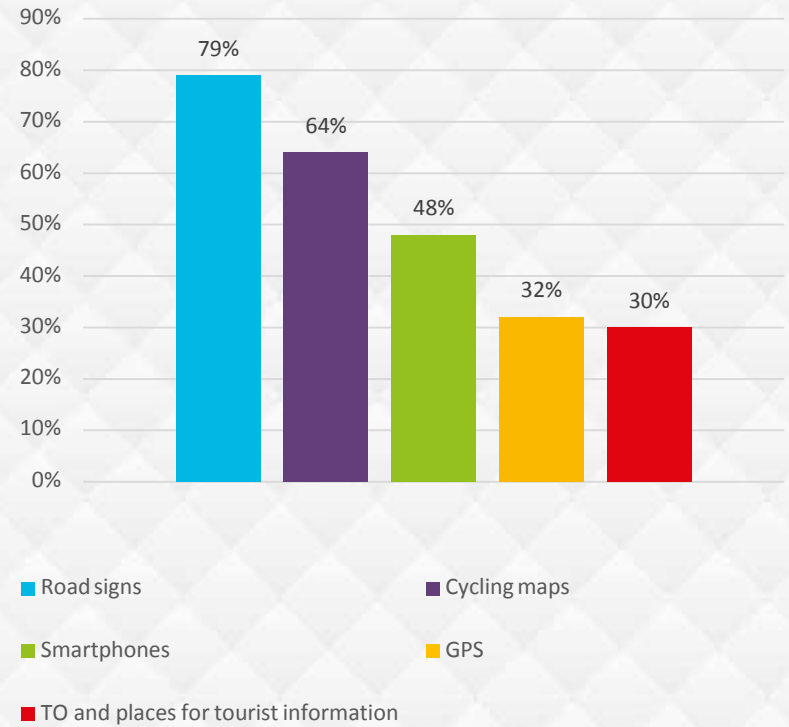
* *Pro Velo & Territoires chiffres clés 2017 par rapport à 2016*

CYCLE TOURISM

Criteria for selecting a tourist cycling itinerary

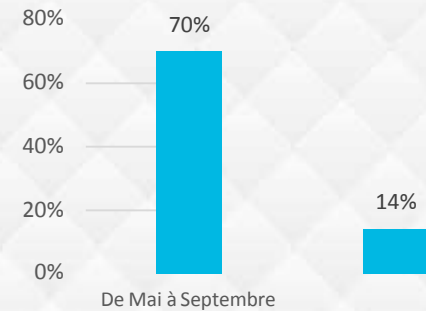
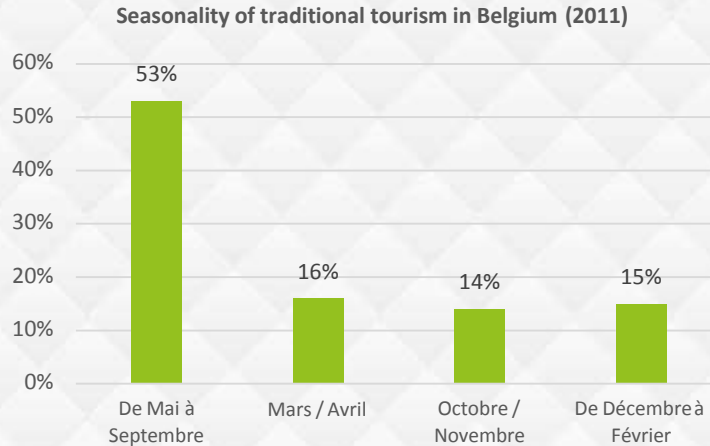


Preferred means of orientation during the bicycle trip (2016)



CYCLE TOURISM

- SEASONALITY



- DURATION OF TRIPS: 7.8 DAYS (2.46 FOR CONVENTIONAL TOURISM)
I.E. **3 TIMES LONGER**

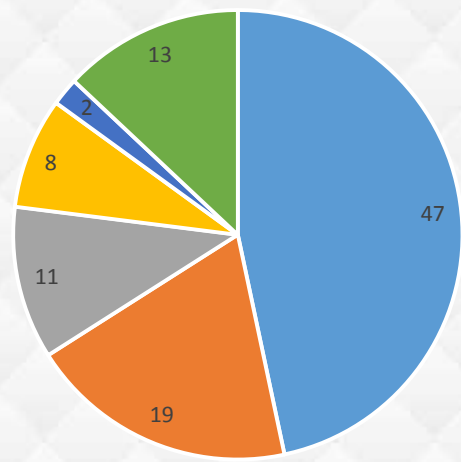
- MORE DIVERSE AREAS VISITED, IN PARTICULAR RURAL AREAS

THE CYCLING TRAVELLING TOURIST – PROFILE

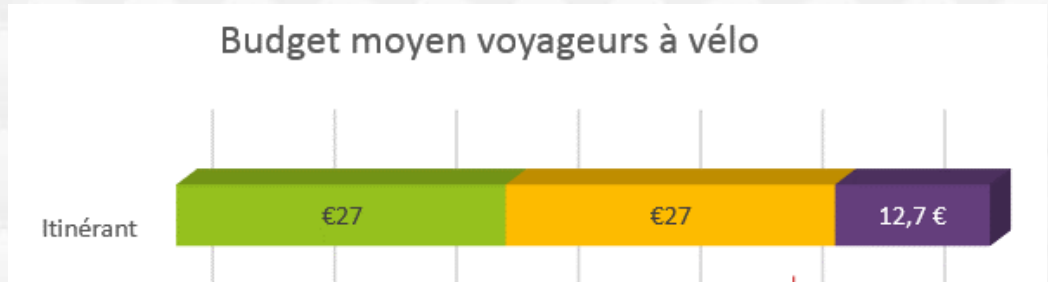
- 47 YEARS OF AGE
- 61 % MALE
- 2.8 PEOPLE / GROUP ON AVERAGE
(GERMANY, SWITZERLAND, NETHERLANDS, UK, FRANCE)
- 66% OF TRAVELING TOURISTS ARE COMING FROM LESS THAN 500 KM
- 48% PUBLIC TRANSPORT TO REACH THE DESTINATION, COMPARED TO 33.8% BY CAR (GERMANY, SWITZERLAND)
- 93% (SWITZERLAND) AND 88% (GERMANY) ORGANISE THEIR BIKE TRIP ON THEIR OWN

CYCLE TOURISM

Couple, friend, group, family... (%)
(Fr, Holl, Ger)

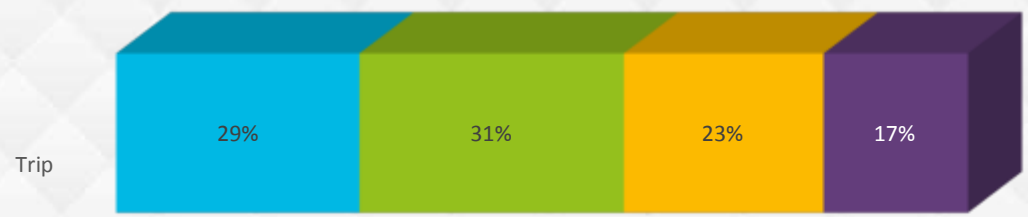


- Couple
- Amis
- Famille sans enfants
- Famille avec enfants
- Groupe
- Individuel



- Restauration
- Hébergement
- Autres (transport, souvenirs, loisirs, supermarchés, ...)

Types of accommodation requested



- Campings
- Hotels
- Guest houses and Airbnb when recognised
- Secondary residences / acquaintances

WATERWAYS

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VisitHainaut

