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El impacto economico del cicloturismo en Europa

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Dispelling the Myths

1. Who are cyclists?
2. Cyclists don't spend much.
3. All money is equal.

Not just cycle-sportive tourism



INNOVATIVE THINKING
FOR THE REAL WORLD

But also people ...



**INNOVATIVE THINKING
FOR THE REAL WORLD**

... who ride bikes!



Cicloturismo de alforjas

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Cycle tourism in Europe

- Cycle tourism not recorded in (European) statistics
- Growth of cycle tourism uneven across Europe
- Market generally increasing
 - 2,300 million cycle day trips per year
 - 20 million cycle holiday trips per year
 - €44 billion of gross revenues per year

'Average' cyclist

- Between 45-55 years of age
- 60% male – 40% female
- Above average educational/professional status
- Group size
 - Single cyclists – 20%
 - Couples/pairs – 50%
 - Groups of 3-5 – 20%

Where they stay

- Tourers – 1-2 nights in one location
- Holiday cyclists – all week/weekend
- Where:
 - Hotels/guest houses/B&Bs
 - Youth hostels/camping
 - Holiday homes

What they spend

- Spending
 - Tourers: can be quite high
 - Holiday cyclists: similar to other tourists
 - Day cyclists: a little above average
- Overnight stays – half on accommodation, third on food & drink
- Day trips – three-quarters on food & drink

How much?

- Tourers/holiday cyclists spend around €439 per trip (approximately €57 a day over 8 days)
- Day cyclists spend €15
- For Spain this adds up to:
 - 890,000 overnight trips worth €390 million
 - 80 million day trips worth €1.23 billion
- A total of €1.62 billion

A little bit on economics

- Direct spending
 - Spending by ‘customers’ at your businesses
- Indirect spending
 - Spending by you at other peoples’ businesses
- Induced spending
 - Spending by your employees and the employees of your suppliers

National vs. Local businesses

- €10 direct spend in the local economy
- National supermarket chain
 - vs.
- Local organics firm
- €14 total impact in the local economy
 - vs.
- €24 total impact in the local economy

Economic sustainability

- Profit for today and investment for tomorrow
- What is in it for host communities?
 - Income, spending by visitors in the local economy
 - Employment, improved standard of living
 - Investment in the area, e.g. improved environment
- Spending with local businesses has a greater economic benefit

Social sustainability

- Health benefits – obesity, heart disease, diabetes
- Improved environment – re-using redundant assets
- Community involvement – social cohesion, employment opportunities
- Social inclusion – access to recreation and employment

The myths dispelled

- Cycle tourists are not 'aliens' just ordinary people who ride bikes
- Cycle tourists have similar levels of spending to other tourists
- Spending with local businesses has a greater €1 for €1 impact than with national businesses

Main conclusions

- Promoting cycle tourism will enhance both the economy and the environment
- Cycle tourists bring major benefits to areas that do not enjoy mainstream tourism development
- It's a good time to be involved in cycle tourism, but ...



ANY
QUESTIONS?

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