

# O impacte economico do cycloturismo na 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!



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FOR THE REAL WORLD**

# Cycle tourism in Europe

- Cycle tourism not recorded in (European) statistics
- Growth of cycle tourism uneven across Europe
- Market generally seen to be 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%

# Cycle tourism spending

- Tourers/holiday cyclists spend around €439 per trip
- Day cyclists spend €15 per day
- For Portugal this adds up to:
  - 70,000 overnight trips worth €30 million
  - 7 million day trips worth €100 million
- A total of over €130 million



# Cycle tourism spending ...

- And 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 organic food producer
- €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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