

PreservatiOn and promotion of
cUltural and natural heRitage
through GreenWAYS
OUR WAY

References about Economic Impact Assessment

Cycle routes / greenways

Study visits Online –Additional information

27 July 2020

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- Measurement and monitoring are essential to know what is actually happening on greenways and/or cycle routes, the return on investment and economic impact, as well as to establish criteria for future planning.
 - Partners are encouraged to establish a monitoring system and to install automatic counters to measure the economic impact of the greenways and/or cycle routes and implement strategies that promote the development of sustainable tourism in the territory. To get to know the visitors interests so as to be able to meet all their expectations.

*Economic impact and potential for the development of bike use in France. **Excellent analysis and results**, will undoubtedly become a model of study. It also includes analyses of other European cases.*

Impact économique et potentiel de développement des usages du vélo en France en 2020

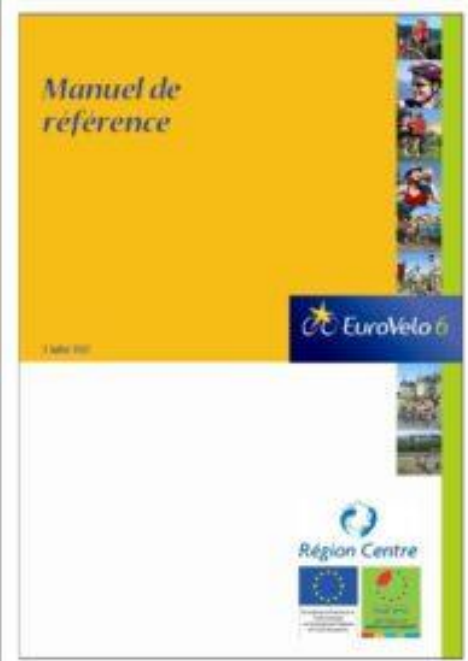
<https://www.ademe.fr/impact-economique-potentiel-developpement-usages-velo-france-2020>

- [rapport-impact-economique-usages-velos-france-2020.pdf](#)
(PDF — 8.78 Mo — 06/05/2020)
- [infographie-impact-economique-usages-velos-france-2020.pdf](#)
(PDF — 3 Mo — 06/05/2020)
- [synthese-impact-economique-usages-velos-france-2020-1.pdf](#)
(PDF — 3.91 Mo — 07/05/2020)



- EuroVelo 6 Reference Manual
- Annex 4 detailed questionnaire

https://www.velo-territoires.org/wp-content/uploads/2016/11/1_Methode_evaluation_frequentation.pdf



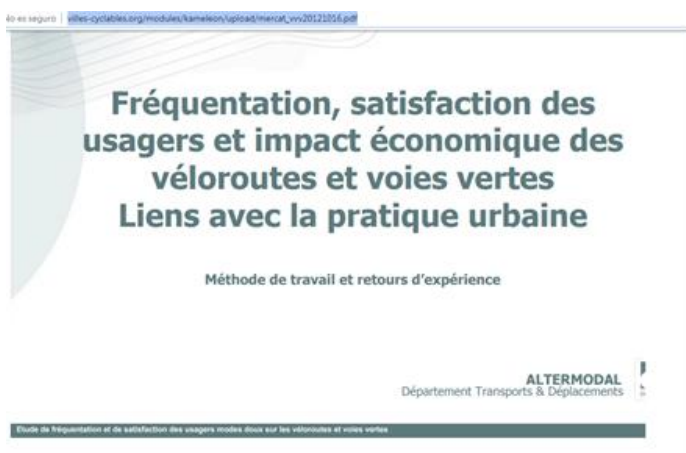
https://www.lavelodysee.com/sites/velodysee/files/inline-files/2019_synthese-etude_CHIFFRES%20CLES_BAT.pdf



(Presentation PPT)

https://www.lavelodysee.com/sites/velodysee/files/inline-files/2019-04-02-restitution-etude_PPT_FINAL_.pdf

- Study based on the methodology already applied on other routes (EuroVelo 6 method).



http://www.villes-cyclables.org/modules/kameleon/upload/mercat_vvv20121016.pdf



OBSERVATION DE LA FRÉQUENTATION ET DES RETOMBÉES SOCIO-ÉCONOMIQUES 2017

Accueil > Comités techniques > Observation de la fréquentation et des retombées socio-économiques 2017



LES RÉSULTATS DE L'ÉTUDE DE FRÉQUENTATION SONT DISPONIBLES

Télécharger la plaquette synthèse :

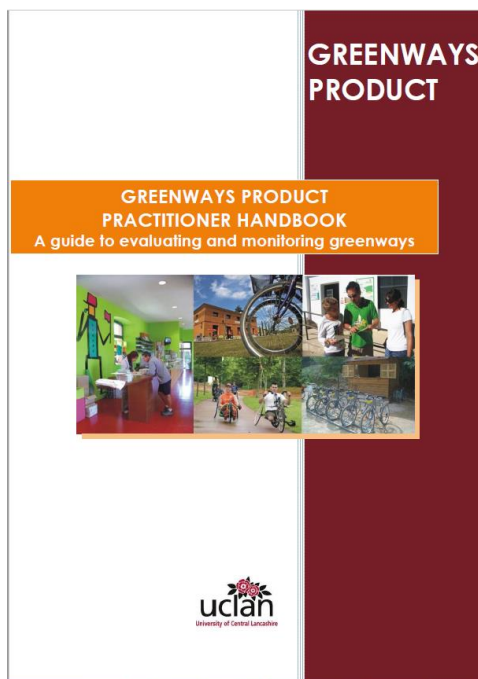
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<https://www.lamediterraneeavelo.org/comites-techniques/observation-de-la-frequentation-et-des-retombees-socio-economiques-2017/>

- Study based on the methodology already applied on other routes (EuroVelo 6 method).



https://www.viasverdes.com/greenwaysproduct/pdf/GreenwaysProductPractitionerHandbook_final.pdf

VI EUROPEAN GREENWAYS CONFERENCE /2019



Session 3: Monitoring and Studies on Greenways and Cycle Tourism

Monitoring the impact of the cycle tourism at National and Regional level (Czech Republic). Daniel Mourek, International projects and Greenways programme manager. EuroVelo council member at the ECF. Nadace Partnerství (Czech Republic).



6th European Greenways Conference

2019 ADFC-Travelbike Bicycle Travel Analysis

20th Nationwide Survey on the Bicycle Tourism Market



2019 ADFC-Travelbike Bicycle Travel Analysis – 20th Nation wide Survey on the Bicycle Tourism Market. Fong Choo Leong. Bicycle Tourism Officer. German Cyclists' Association, ADFC (Allgemeiner Deutscher Fahrrad-Club).

- **Socioeconomic Impact of Greenways in Girona.** Ángel Planas. Manager, Girona Greenways Consortium.



[Video Sesión 3 \(Original version English or Spanish\)](#)

[Eco-counter](#)

Eco-Counter provides turn-key solutions for cyclist and pedestrian counting and data analysis.

<https://www.eco-compteur.com/en/application/bicycle-tourism/>

The screenshot shows the Eco-Counter website's 'Application' page for bicycle tourism. The header includes the Eco-Counter logo, navigation menus for Applications, Expertise, Products, About Us, Resources, Blog, and Contact, and a search bar. The main content area features a large image of cyclists on a trail. Text on the page reads: 'Discover case studies from our work with bicycle tourism organizations around the world. Regional cycling routes and networks draw an increasing number of bicycle tourists. It is essential for municipal and regional authorities to have accurate and clear attendance data to assess the economic benefits of bike tourism in their jurisdictions and communicate visitor volume to local partners. Eco-Counter provides reliable, discreet and accurate bike counter solutions.' A specific case study is highlighted: 'Case study Eurovélo 6, Atlantic-Black Sea Bike Trail Europe Bicycle Tourism. With 6,000km of bike trails running through 9 different countries, it comes without a doubt that calculating the benefits of the Atlantic-Black Sea...'. A 'Discover more examples' button is visible. At the bottom, a banner says 'Eco-Visio Analyze and share easily your count data'.

<https://www.eco-compteur.com/en/produits/multi-range/multi-nature-2/>

The screenshot shows the Eco-Counter website's product page for the Multi-Range/Multi-Nature-2 system. The header is identical to the previous page. The main content area is titled 'Overview' and describes the system as a 'multi-range and multi-use counting system that monitors and differentiates between pedestrians, cyclists, equestrians and ATVs'. It lists features like 'lighted, illuminated permanently' and 'perfect for obtaining trends over time'. A circular graphic on the left shows 'Counts since January 1st 2 040 174 352'. Below the overview, there are four sections: 'Count and Classify Pedestrians and Cyclists' (describing use in parks and trails), 'Count Horseback Riders and ATVs' (describing use in equestrian areas), 'Designed For Paved and Unpaved Paths' (describing use on various surfaces), and 'Specifications' (listing operating temperature from -40°C to +40°C, waterproof IP66, and range up to 4m (13ft)).