

# Cycle Tourism Monitoring: Who does what?



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# Case Studies

- Semi-structured interviews
- 4 different organisations/countries
  - France, NL, Germany, Austria
- Engaged in monitoring for cycle tourism

# Who?

- Type of Organisation
- How its funded
- What its membership is
- What is its remit

# What?

- Data collection method
- Reporting
- Usage by organisation
- Wider usage

# Types of Organisations

- Regional Development Agency- Government Funded (Ecoplus, Austria)
  - Cycle tourism at cusp of remit
- Cycling Advocacy NGO- Individual/User Membership funded (ADFC, Germany)
  - Covers all types of cycling
  - Offers quality 'star' route certification
- Recreational Cycling platform- 2/3 Government, 1/3 Member funded (Fietsplatform, NL)
  - Development of national long distance cycle routes
  - Quality assessment
  - Information portal
- National Cycling coordination- funded by local/regional government members (Velo & Territoires, France)
  - Coordinates/Advocates with Local authorities to develop and build routes with members
  - Operates national cycle counter database

# Monitoring methods

- EV6 Method (France, Austria)
  - Cycle counter combined with on site survey
  - Route specific
- Online representative panels (NL, Germany)
  - Membership/social media surveys for specific cycle tourism (trekker) surveys
  - Not route specific

# Monitoring focus

- Route quality
- Marketing preferences
- Route choice
- Frequency
- Cyclist spending/return on investment
- Regional comparisons

# Monitoring Outcomes

- Good understanding of domestic markets and target groups
  - Lacking international data
- In countries with high utility cycling, counter based methods are impractical
- Data used to
  - Show return on investment
  - Lobby for further/continuing investment in cycle tourism
    - Maintenance
  - Press
  - Tourism organisations
  - Mobility organisations
  - Infrastructure builders
    - Used to bring 'all parties' to the table considering cycle tourism when building new infrastructure

# Monitoring Dissemination

- ITB Berlin
- Annual conferences with members/stakeholders
- Press Releases
- Regional tourism boards
- Private stakeholders- Bett & Bike, Accueil Vélo
- Reports tailored to audience – Politicians, Local Authorities



# Trends

- Importance of quality
- Information must be simple, clear and easy to organise- some preference for paper sources
- aging cyclists means there are often conflicts of speed
- Tourists seeking a 'thematic package'- not just cycling
- Use of e-bikes
  - 40-60% makeup of tour groups (organised)
  - 50-60% Mountain bikes in Tyrol
  - Widens the target market
    - Older
    - Less fit
  - Easier route planning
    - Difficult sections/weather, routes become 'easier'
- Cycle tourism is most stable (or improving) tourism form in lower Austria