

A cycle club for everyone

Member's service as a door opener for transport policy demands

FIAB, Cremona, 24.11.2012
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Germany - Overview

- At the heart of Europe
- Federal structure with 16 states
- 81.86 million inhabitants
- 229 inhabitants per km²
- - 80 towns with more than 100,000 inhabitants
- - 14 towns with more than 500,000 inhabitants
- - of these 4 with more than 1 million



Germany – A Car Nation!

•> 51 million registered vehicles

•Automobile industry by far the most important sector of industry

•345.9 Bill. € revenue (2008)

•747,000 employees (2008)

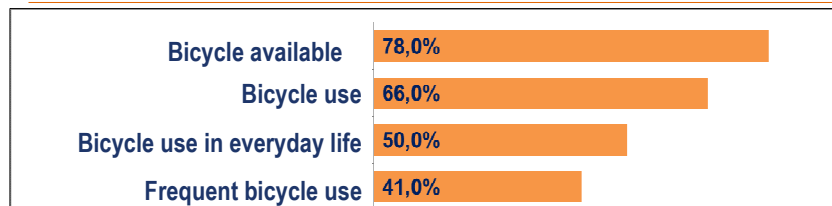
~ 13,000 km motorway
no speed limit!



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Germany – a Bicycle Nation!



- Half of the Germans use a bike in everyday life, more than 40 % (> 30 mill.) use it several times a week
- Large differences between rural areas, urban space, large and small towns
- Total cycling share of modal split: 10%
- Münster: > 39%; Wuppertal < 1%

Percentage share of total German population

Source: Fahrrad-Monitor Deutschland 2011, slide 18, Radreiseanalyse 2011

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ADFC strategy from the beginning

ADFC:

- founded in 1979, in a first phase of comprehensive social critique of the obsession with the car and car traffic
- **Early strategic decisions**
 - strength and assertiveness rather than niche
 - Based on a large membership
 - Membership growth to be mainly achieved through good bicycle services
 - Avoid polarizing maximum demands
- ▶ „A Cycle Club for Everyone“

Cycle tourism in Germany

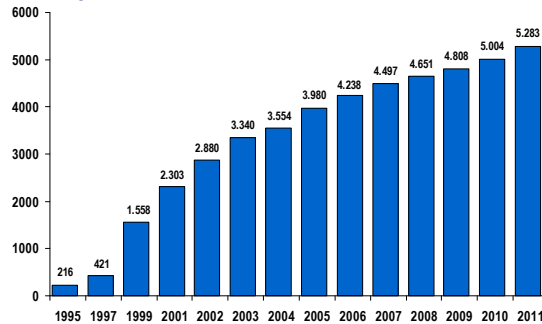


- ~22 million overnight stays per year.
- ~153 million one-day trips.
- ~1.4 billion € for overnight stays.
- ~ 10 billion € annual turnover
- ▶ 10% of the total revenue in German tourism is generated by cycle tourism

e.g. „Bett+Bike“



- Since 1995 certification of hotels and boarding houses, which are particularly suitable for cyclists
- Today: more than 5,000 enterprises, one of largest hotel certification systems in Europe



Source: Bett+Bike Deutschland

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Overview of ADFC-Service

As own brands:

- Certification of 21 long-distance cycle paths and 5,000 hotels ("ADFC-Quality Route" + "bett+bike")



- „Tour Portal“ database with reviewed information to course, quality, attributes of cycle routes over more than 300,000 km in length.



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e. g. Cycle Tours

We put people on the bike

- 2011 – 3,885 ADFC tour guides led 213,774 people
- 17,747 one-day and multi-day tours with an average of 12.7 cyclists and 56 km length
- Total kilometers cycled: 12.7 million = 302 circumnavigations of the earth



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e.g. Radwelt

- professional magazine
- exclusively for members
- appears 6 times a year
- wide variety of topics: bike tours, technical issues, legal tips, consumer information...
- largest magazine for hybrid bike and everyday cyclists in Europe



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Overview of ADFC-Service

For members:

- One-day tours and bike travel
- Liability and legal expenses insurance for cyclists and pedestrians contained in membership fee
- 6 issues per year of ADFC Radwelt magazine
- Expert advice on legal, technical matters and tourism
- Reduced fees for participation in cycle tours, slide shows and seminars

The ADFC in 2012

- More than 135,000 members
- 16 state associations
- 450 regional groups and district associations
- 80 staffed offices/info shops nationwide
- over 6,000 voluntarily dedicated members
- Consultation of tourism professionals, politicians and planners
- media relations with more than 60 million contacts
- 28% of the German population recognize the ADFC

Challenges

- More than 30 million everyday cyclists – 135,000 ADFC members
- The largest automobile club ADAC has more than 18 million members.
- ADFC members are on average significantly older than the population
- Too few young adults between 20 and 40
- Not enough volunteers, not enough paid staff

Challenges

► to recruit more members

**the ADFC will significant
expand and broaden its services.**

Priority Service



Service is and remains not the most important task of the ADFC...

... Service is not an end in itself at the ADFC...

...but service is the central argument for the recruitment and retention of members...

... and thus crucial for the growth of the ADFC...

... and we need growth to reach our aim.

The Aim?

...in the public interest ... to encourage bicycle traffic ... and to provide for the prevalence of the bicycle.

(ADFC Statute §2, 1a)



Thank you! Dankeschön!

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