

The Economic Impact of the EuroVelo Network

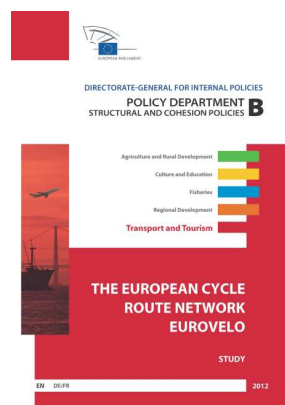
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Aim of the study

Assess the potential benefits of long distance European cycling routes for tourism purposes, especially in relation to sustainable tourism development



Key objectives

1. Determine the current scale and scope of cycle tourism in Europe
2. Evaluate the extent to which the EuroVelo can be developed as a sustainable tourism network
3. Investigate development of the Iron Curtain Trail

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EuroVelo network



- 14 routes
- 70,000 km
- 45,000 km in place
- Managed by ECF



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Cycle tourism market

- 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

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'Average' leisure 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%

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Accommodation

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

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Spending

- Spending
 - Tourers – can be quite high
 - Holiday cyclists – much the same as any other visitor
 - Day cyclists – a little above average
- Overnight stays – half on accommodation, third on food & drink
- Day trips – three-quarters on food & drink

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How much?

- Tourers/holiday cyclists spend around €439 per trip, approximately €57 a day (average trip 8 days)
- Day cyclists spend €15
- In Italy it is estimated that this adds up to:
 - 1.05 million overnight trips worth €460 million
 - 103 million day trips worth €1.99 billion

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A little bit of economics

- Direct spending
 - Spending by 'customers' at your businesses
- Indirect spending
 - Spending by you at other peoples' businesses
- Induced spending
 - Spending by your employees

Direct spending can re-circulate in the local economy many times – but the impact reduces after the 3rd round

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NEF & LM3

- €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

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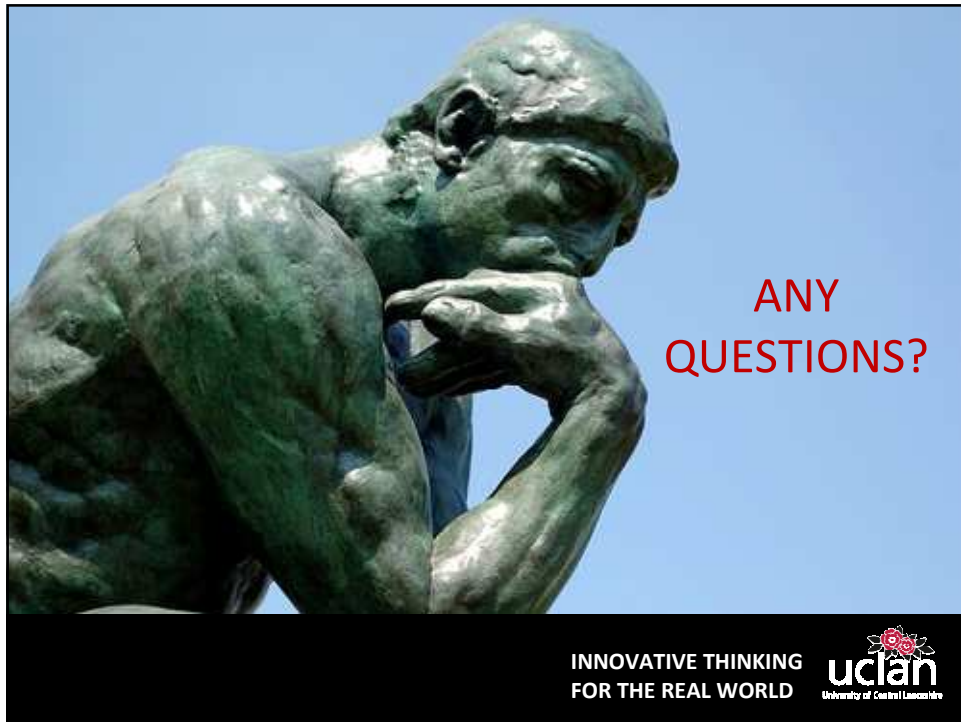


Main conclusions

- Cycle tourists bring major benefits to areas that do not enjoy mainstream tourism development
- Cycle tourists deliver a similar level of spend to other visitors
- Spending with local businesses has a greater £1 for £1 impact
- Promoting cycle tourism will enhance both the environment and the economy

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