



The ECF gratefully
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European Commission



The Baltic Sea Cycle Route

Regional promotion and development via the EuroVelo network

26th October 2017 - Vaxjo, Sweden



Content

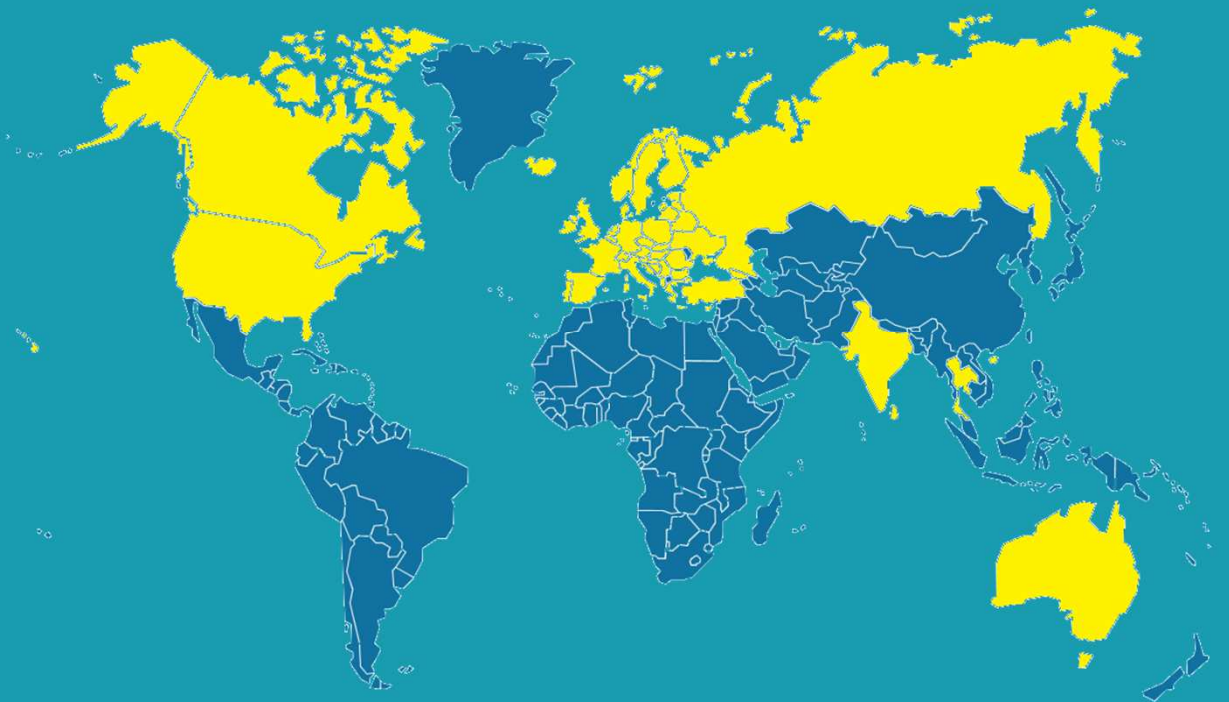
1. Introduction to ECF, EuroVelo and Cycling Tourism
2. The benefits of cycling tourism
3. What investments are required?
4. Focus on the Baltic Sea region
5. Concluding remarks



European Cyclists' Federation



- Founded in 1983
- 85 members worldwide
- Over 40 countries
- Representing over half a million individual cyclists
- Based in Brussels
- Over 20 members of staff



EuroVelo

the European cycle route network



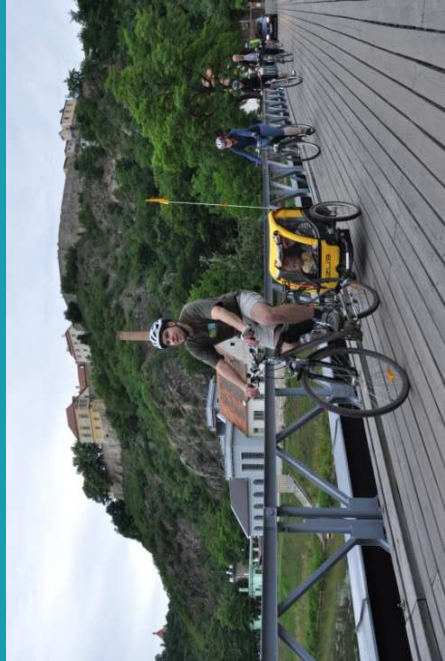
EuroVelo by numbers

- **15** routes
- Over **70,000** km
- **42** countries
- **16** National EuroVelo Coordination Centres
- **7** National EuroVelo Contact Points



Cycle tourism has changed...





Opportunities

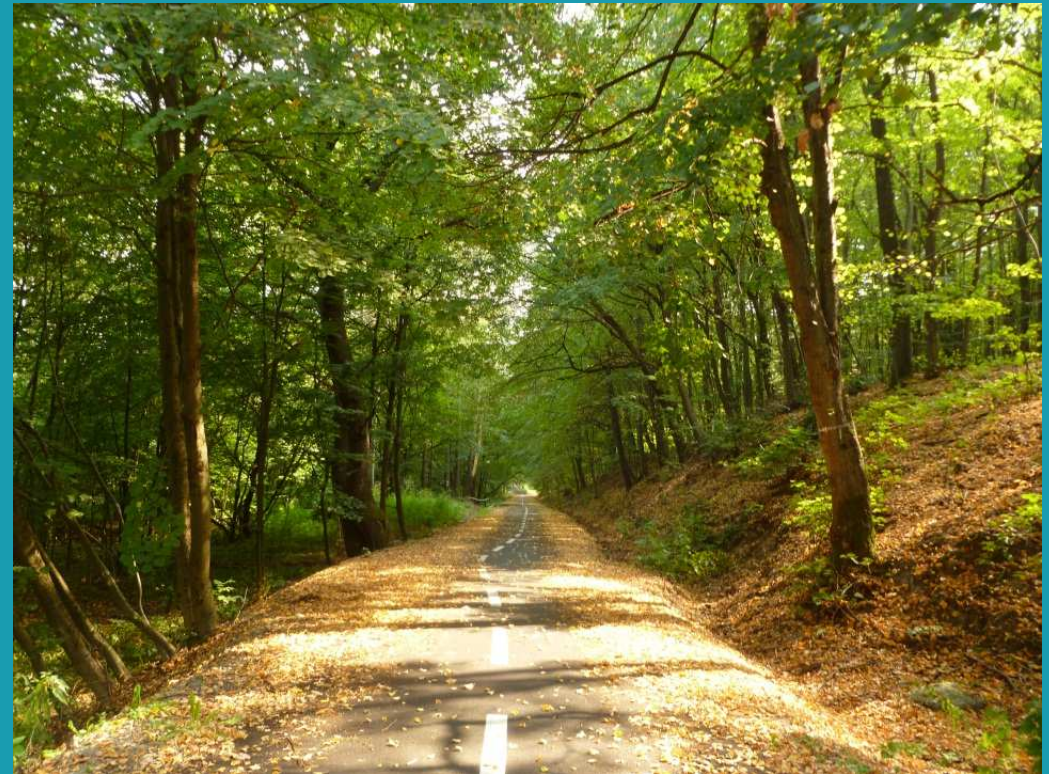
The benefits of the cycling tourism far exceed its costs.

The rewards are there for those that want it.



Benefits of cycling tourism

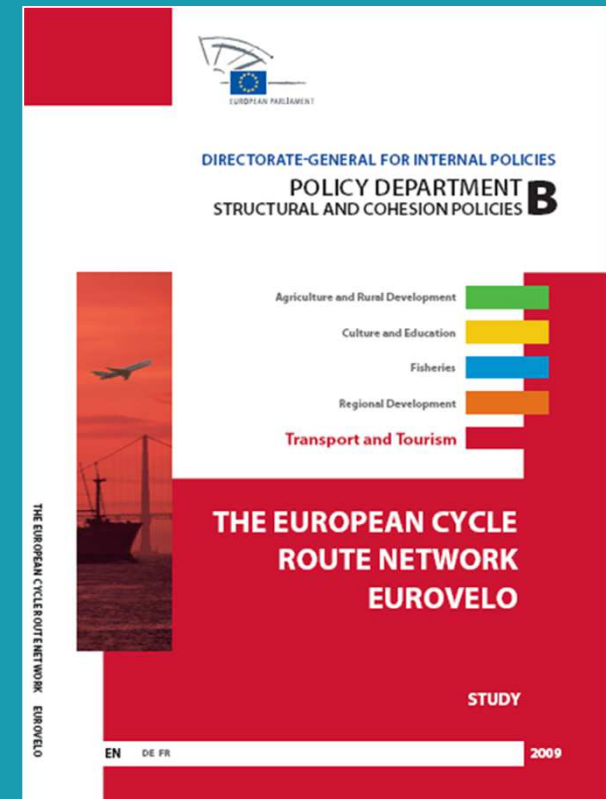
- Cycling tourists need services → good for local economies
- Brings tourist to areas 'off the beaten track'
- Extends the tourist season



European Parliament study of cycle tourism

Key findings:

- 2.3 billion cycle tourism trips per year in Europe
- The total economic impact of cycling tourism in Europe is €44 billion per year



€44 billion



VS

€39.4 billion



Local Example

Great Western Greenway, Ireland

- Cost approx. €6 million
- 145,000 visitors in 2011, 175,000 in 2012, 200,000 in 2013
- Created 38 new jobs and helped secure 56
- New developments: gourmet trail, adventure sports trail and Greenway artists' group
- Estimated value to the local economy = €7.2 million/year



The needs of cycle tourists

Attractive, safe and comfortable routes



Cycling friendly services



The needs of cycle tourists



Clear and consistent signing

Public transport connections



Marketing & Communications



Communications

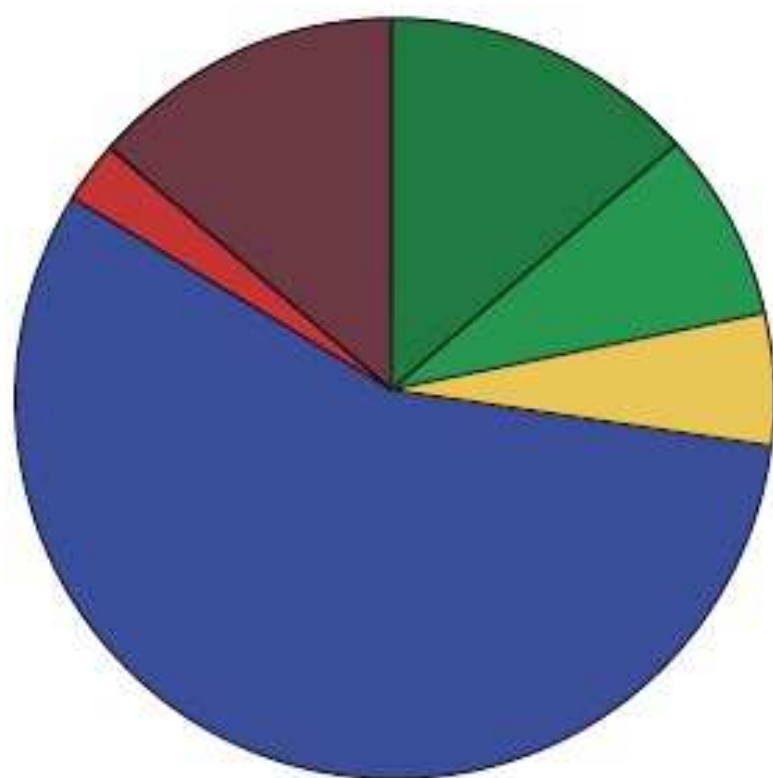


The needs of cycle tourists



The needs of cycle tourists

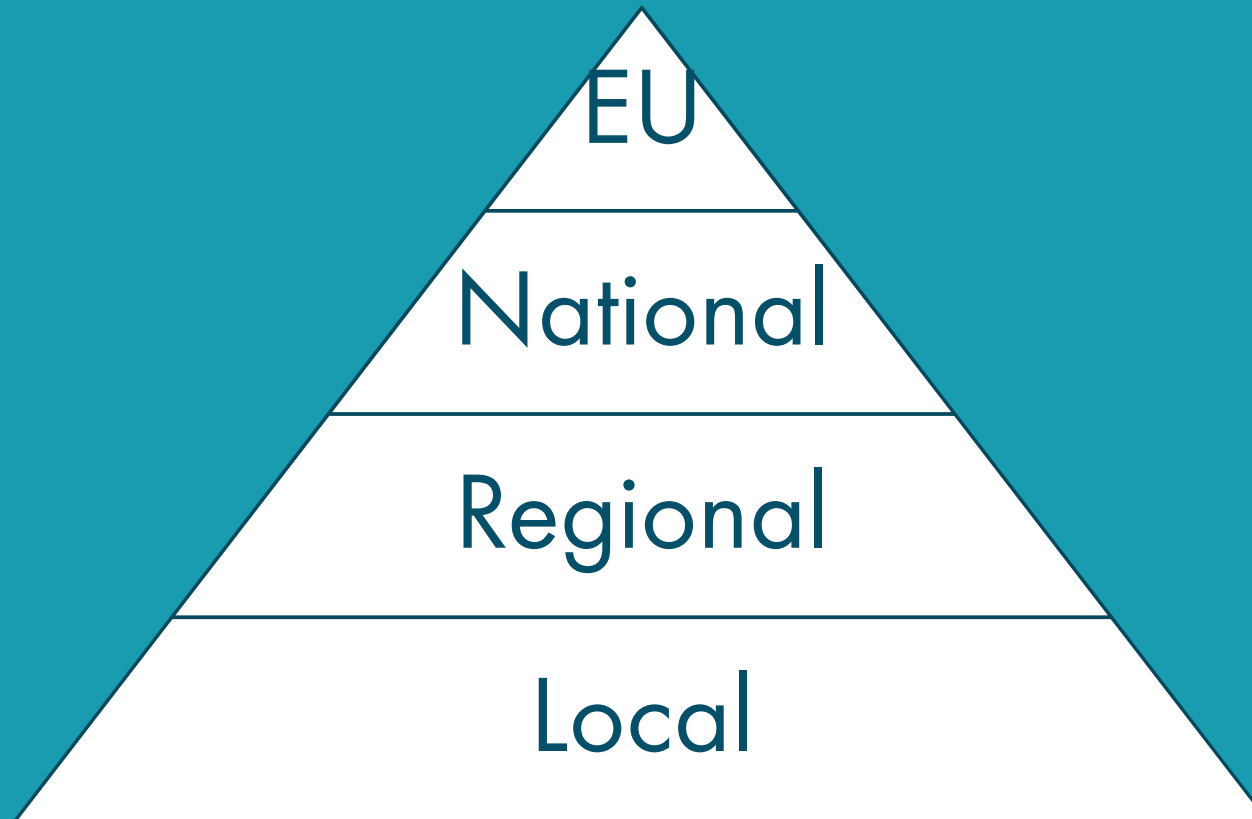
Route Infrastructure Components



- Bicycle path/lane
- Traffic-free asphalted road
- Traffic-free non-asphalted road
- Public low-traffic, asphalted road
- Public non-asphalted road
- Public high-traffic, asphalted road



Cycle infrastructure pyramid



Focus on the Baltic Sea

CF
OPERATION



Crossroads of the EuroVelo network



- EuroVelo 7 – Sun Route
- EuroVelo 10 – Baltic Sea Cycle Route
- EuroVelo 11 – East Europe Route
- EuroVelo 13 – Iron Curtain Trail



Focus on the Baltic Sea

- The Baltic Sea is an attractive destination for cycle tourists both domestic and foreign
- A lot of potential to grow
- Neighbouring the world's largest cycle tourism market (Germany)
- Political will to increase the number of tourists that visit the Baltic area



For more information visit:

www.ecf.com

www.eurovelo.com

www.eurovelo.org



 **EuroVelo**
the European cycle route network