

6th European Greenways Conference

2019 ADFC-Travelbike Bicycle Travel Analysis

20th Nationwide Survey on the Bicycle Tourism Market

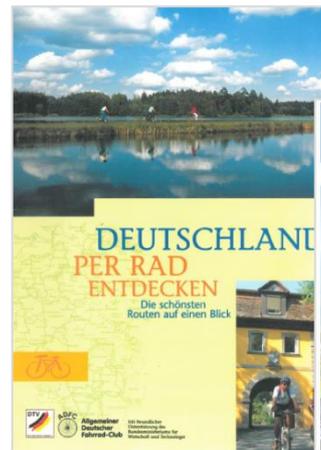


ADFC: German Cyclists' Association

- Cyclist association, founded in 1979, more than 175,000 members
- **Mission:** To make more people bike more often!
- **Structure:** National level, 16 org. at the state level, ~500 org. at the local level
- **Work:** Advocacy, actions, projects – for both:



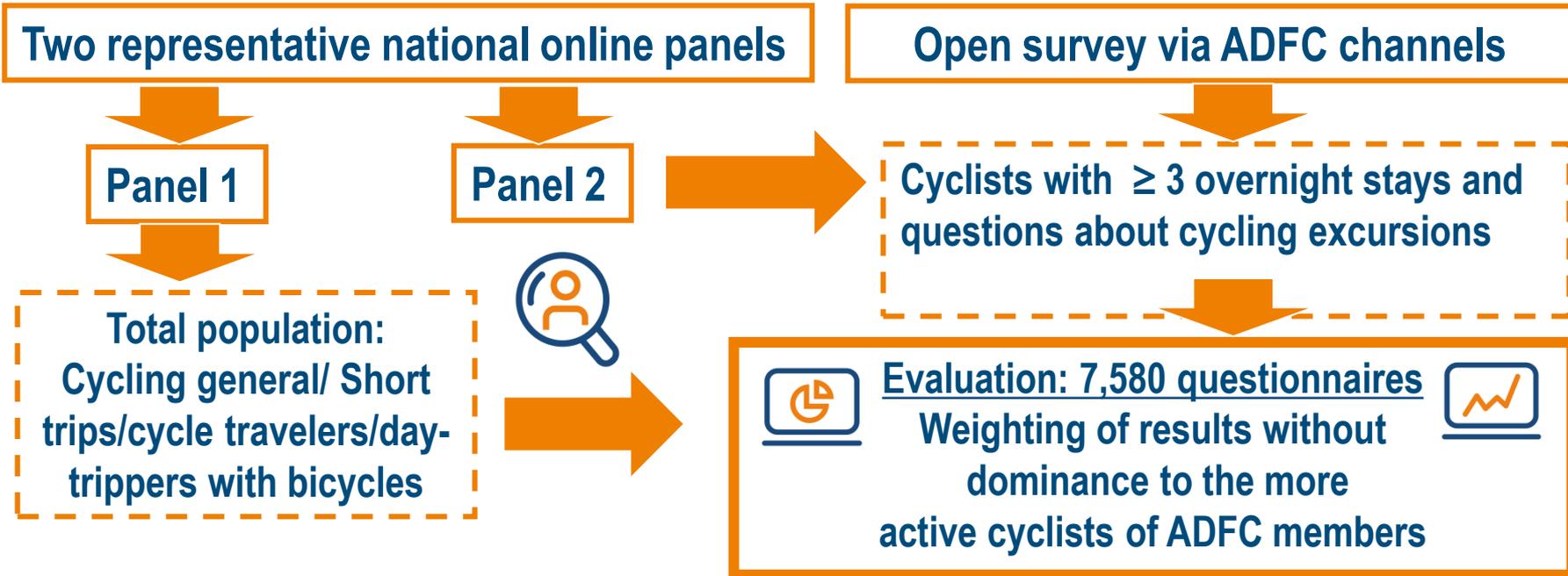
40 years of ADFC



30 years of skilled work in tourism

20 years of ADFC tourism products

Representative online survey



Survey from the age of 18

79 % of Germans ride bicycles

Daily



75 %

Leisure/Travel



52 %

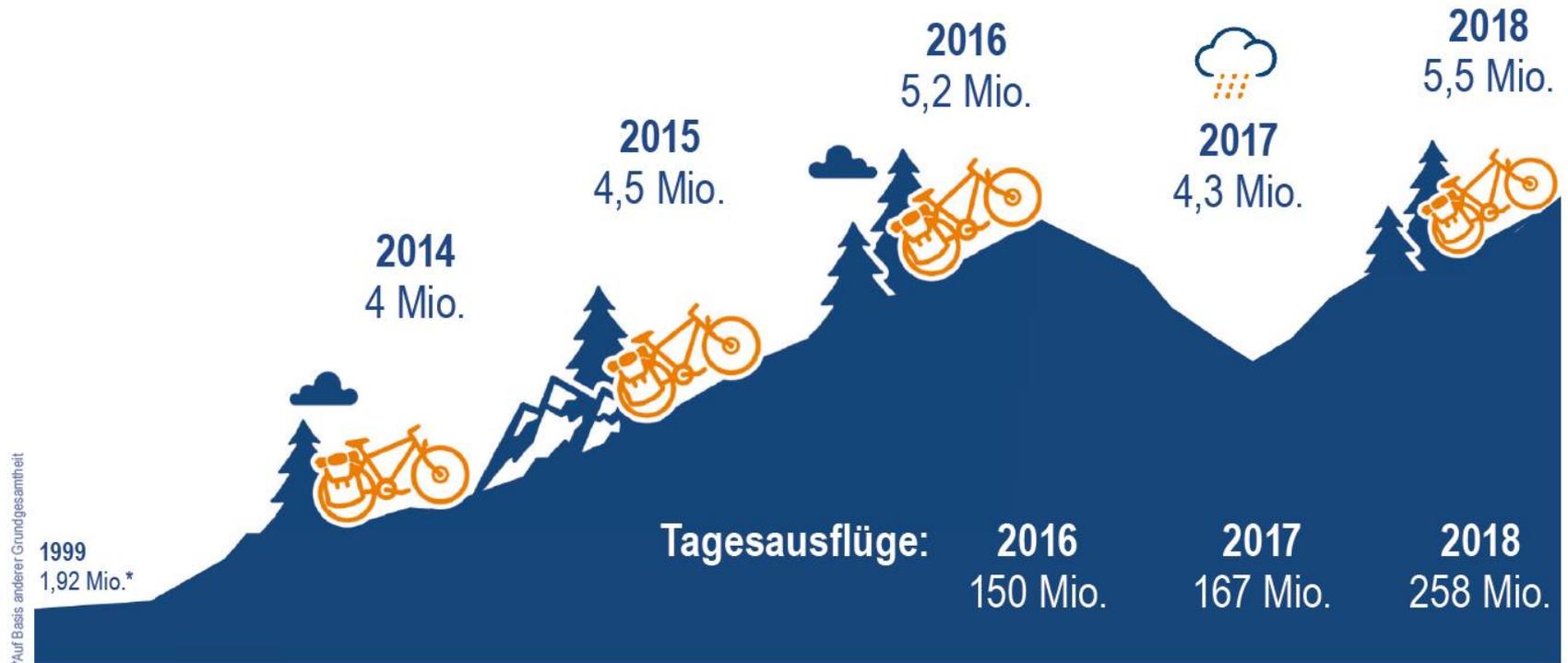
Sport



29 %

Multiple answers

Cycle tourism on the road of success



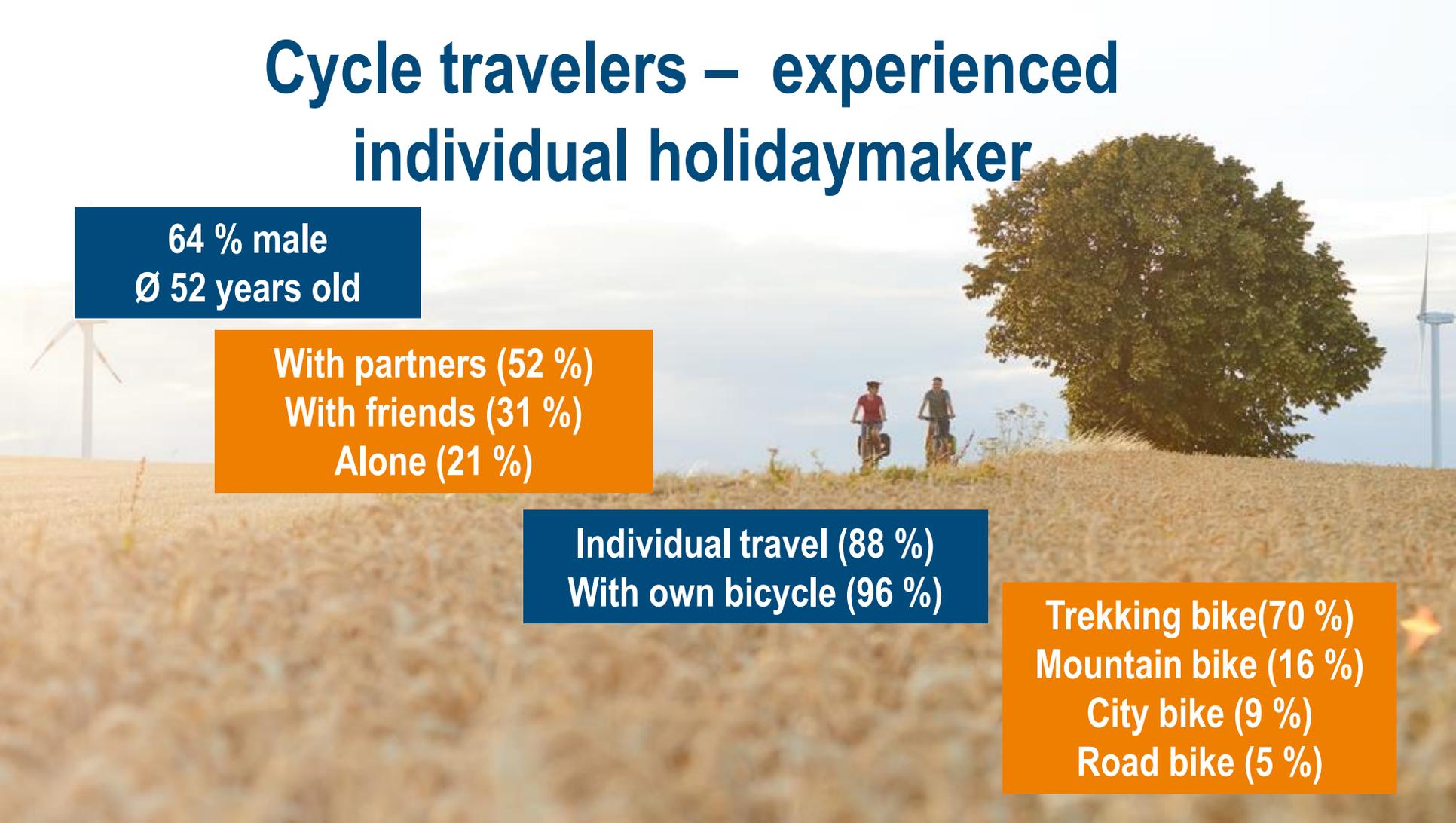
Every 2nd German makes a day trip by bicycle



258 million
cycling
trips

Ø 11 excursions in leisure time
+ 38 %

Cycle travelers – experienced individual holidaymaker

The background image shows two cyclists standing on a grassy hill. In the distance, there are wind turbines and a large, leafy tree. The sky is overcast.

64 % male
Ø 52 years old

With partners (52 %)
With friends (31 %)
Alone (21 %)

Individual travel (88 %)
With own bicycle (96 %)

Trekking bike (70 %)
Mountain bike (16 %)
City bike (9 %)
Road bike (5 %)

Trend electric bicycle

85 % potentially interested
in electric bicycles

97 % of cyclists know
electric bicycles



Synergies between tourism and everyday life

35 % ride more bikes in everyday life
after cycling holidays.(+ 5 %)



//// #MEHRPLATZFÜRSRAD ////

wide cycle paths - safe intersections - more bicycle parking spaces

Who is the route operator?

16 federal states in Germany



Different local authorities: city, commune, county ...

Every local authority has its own tourism organization.

tourism organizations = route operator

Who is the route operator?

Different local authorities: city, commune, county ...

Every local authority has its own tourism organization.

Tourism organizations = route operator

City: Wilhelmshaven



Tourism organization of Wilhelmshaven: Touristik & Freizeit GmbH



Source: Friesland Touristik



Local authority: Ruhr area



Tourism organization of Ruhr: Ruhr Tourismus



This organization is responsible for cycle route: Ruhr Valley Cycle Route.



Route operator...

is responsible for:

- development of the route
- building and maintenance of infrastructure
- cooperation between main POIs
- ensuring quality
- marketing
- ... and economic success

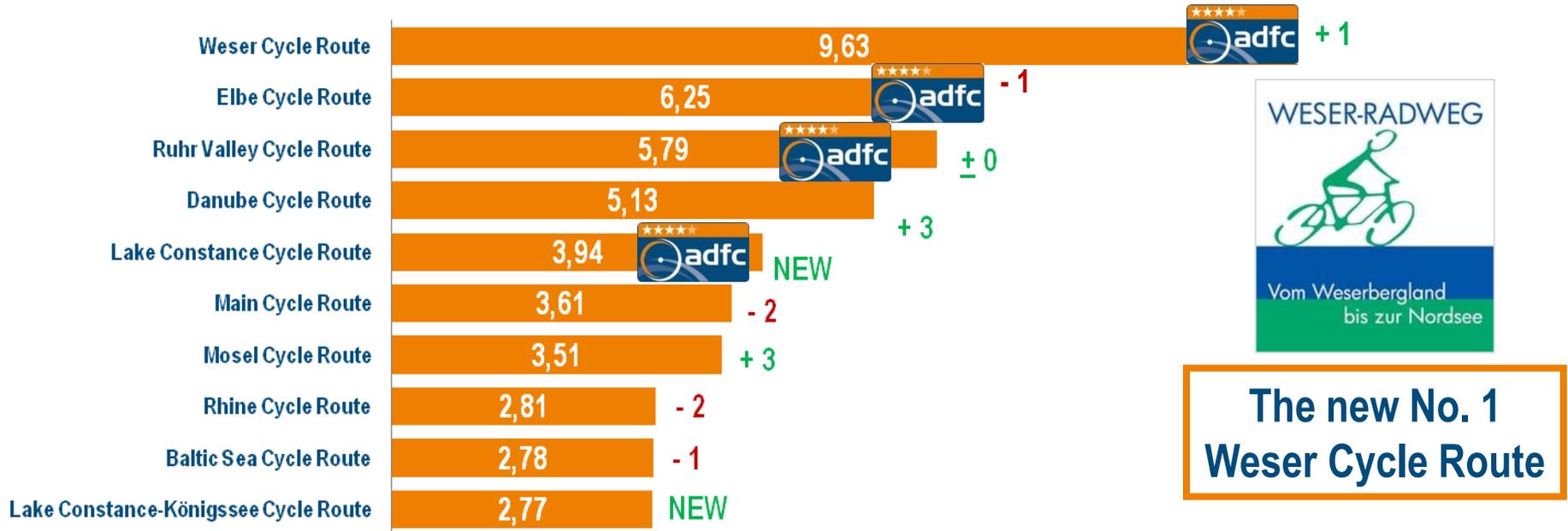


A successful cycle route needs someone who takes care of all important processes.



Most popular long-distance cycle routes

TOP 10 from 174 Cycle routes



in % / ± Comparison to 2017

ADFC quality seal

Latest:

36 ADFC Quality Cycle Routes

5 ADFC Bicycle Travel Regions with around **12,000km**

4 routes with



23 routes with



9 routes with



5 certified regions



#MEHRPLATZFÜRSRAD

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