



EUROVELO USAGE MONITORING



COORDINATEUR DU RÉSEAU
NATIONAL CYCLABLE





From counting sites to national view

What is the French Usage National Platform?



Usage and economic impact monitoring on EuroVelo routes

What is the EuroVelo 6 methods and main findings in France?



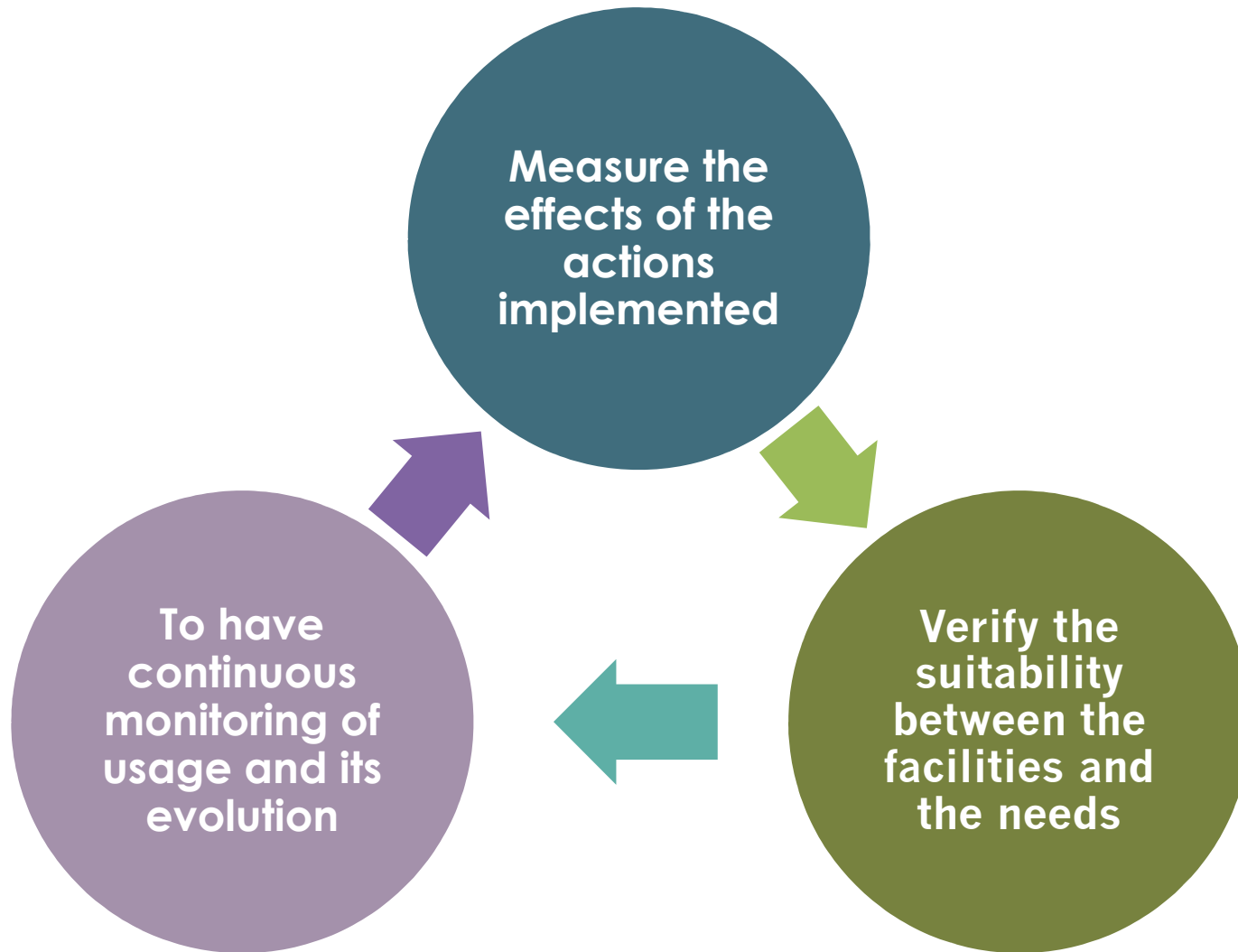
Replicability through AtlanticOnBike project

Tools and guidance to propose a replicable method through Europe



Usage monitoring, what good is it for?

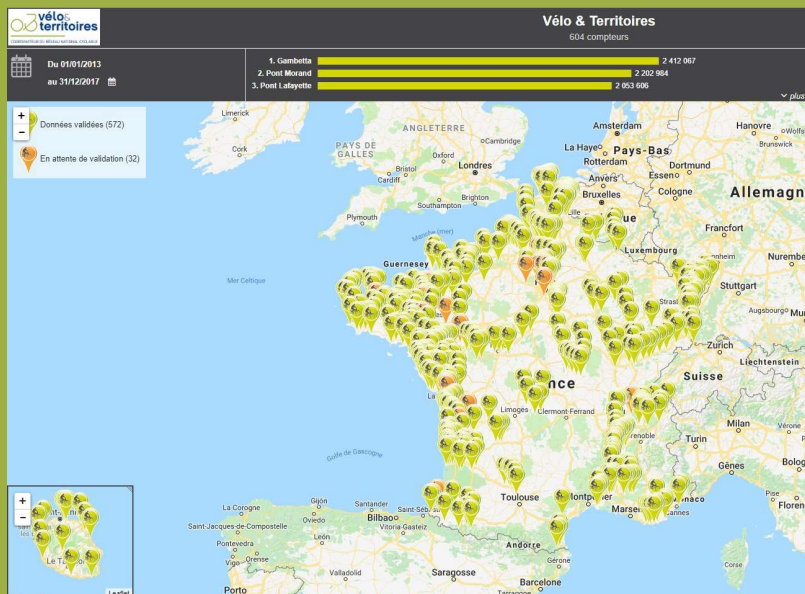
A global system for 3 major challenges





From counting sites to national view

What is the French Usage National Platform?



Nearly 700 automatic counters

Agregate for a national analysis

- 435 counters on regional, national or european routes
- 243 on EuroVelo routes

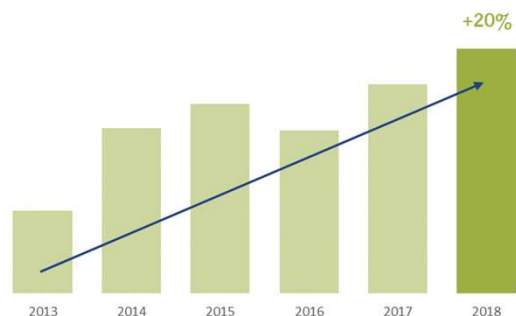
2 main objectives

- **Build a deeper knowledge** of cycling practices in France
- **Promote the development** of the National Cycling Scheme (infrastructures), cycling policies and cycling use.



Cycling usage in 2018

Growth is countinuning



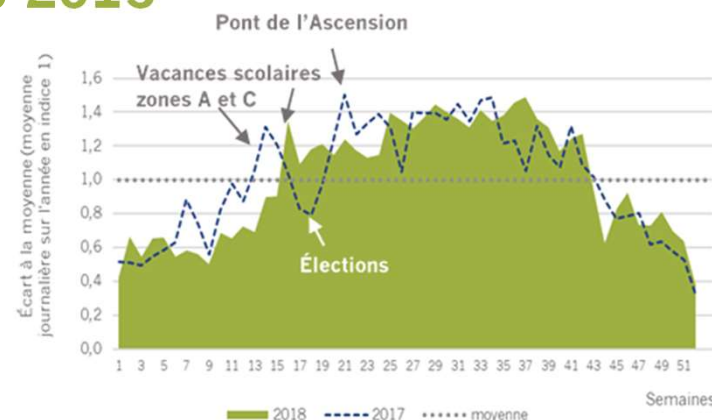
Evolution of the number of bicycle passages (on a comparable sample basis)

A new record

+8% of the bicycile passages
+20% compared to 2013

To remember:

- Usage sensitive to calendar effects and weather
- July and August are still the main months of the year
- School holidays and public holidays favorable to leisure activities



Comparison of average daily usage, on a comparable sample basis



Monthly distribution of 2018 passages (base: 443 counters)



Cycling usage in 2018

Evolution of usage on EuroVelo routes

Daily average of bicycle passages per counter and evolution compared to 2017

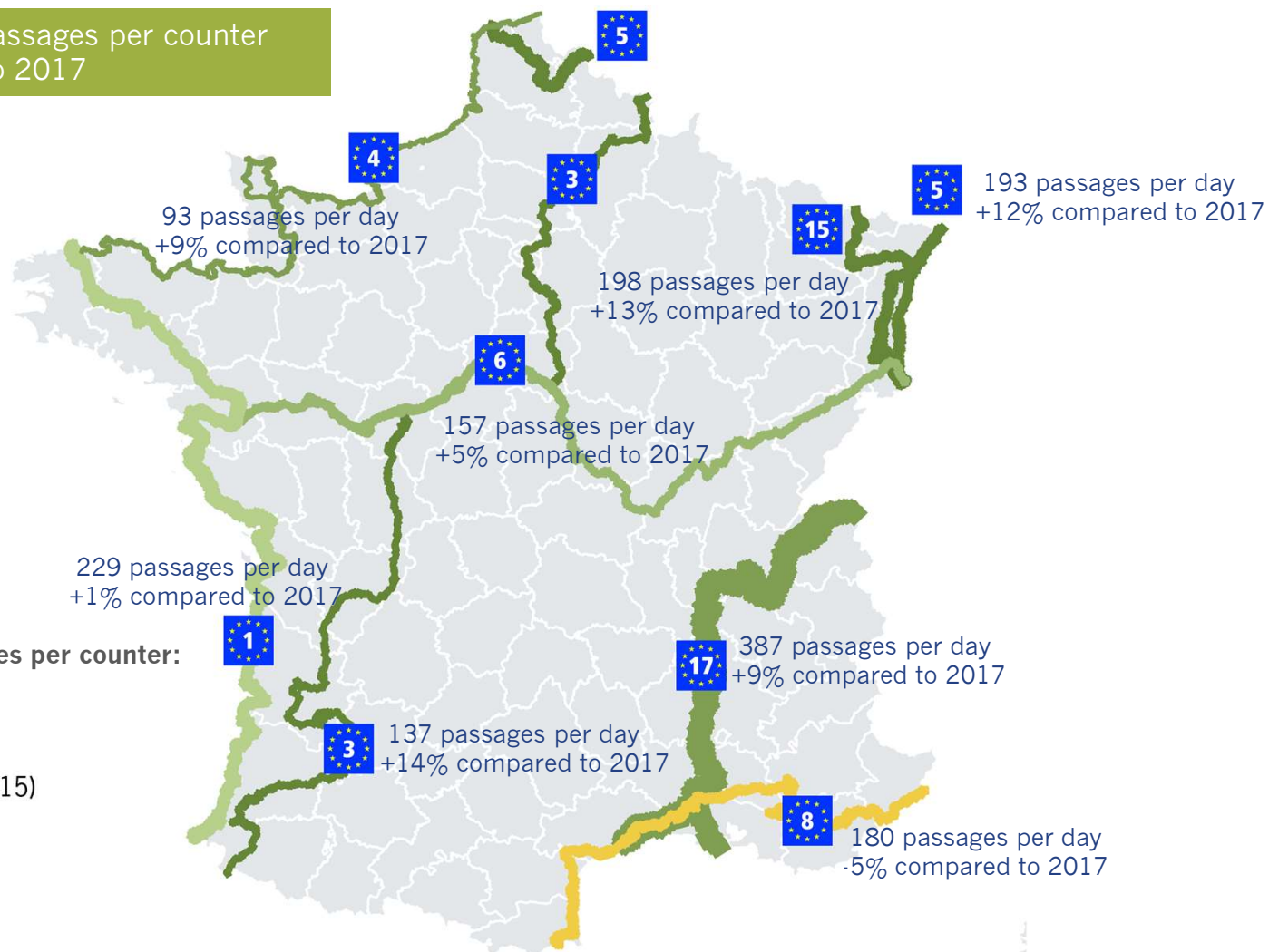
Legend:

Evolution compared to 2017:

- Inférieur à 0
- De 0 à 2 %
- De 2,1 à 5 %
- De 5,1 à 10 %
- Supérieur à 10 %

Daily average of bicycle passages per counter:

- 0 - 99 (EV4)
- 100 - 159 (EV3 - EV6)
- 160 - 199 (EV5 - EV8 - EV15)
- 200 - 299 (EV1)
- 300 - 400 (EV17)





Usage and economic impact monitoring

Surveys on EuroVelo routes in France

FROM BICYCLE PASSAGES TO ECONOMIC IMPACT MONITORING...

A method shared at a national level

- Developed for EuroVelo 6 project in 2006
- Implemented several times in France (La Loire à Vélo, Britany, Alsace EV5-EV15, Burgundy, EV17-ViaRhôna, EV8, EV1-La Vélodyssée...)
- **A local approach to consolidate**



© Symetris



ON-SITE SURVEYS

- Profile
- Behaviour
- Spendings



COUNTING DATA

- Nb of passages/day
- Hourly profile
- Type of usage



ECONOMIC IMPACT

- Nb of cyclists
- Return on investment

Usage and economic impact monitoring

Example of the EV1-La Véloodyssée in 2018

CONTEXT

A study led in partnership between 3 regional councils and 9 departmental councils

Nos partenaires





EV1 French survey 2018

EV1-LA VÉLODYSSÉE, IN KEY FIGURES !

1290 km from Roscoff to Hendaye

150 M€ of investments
by 3 regional and 9 departmental councils

72% of the route on greenways

2012 official opening

A website: www.lavelodysee.com

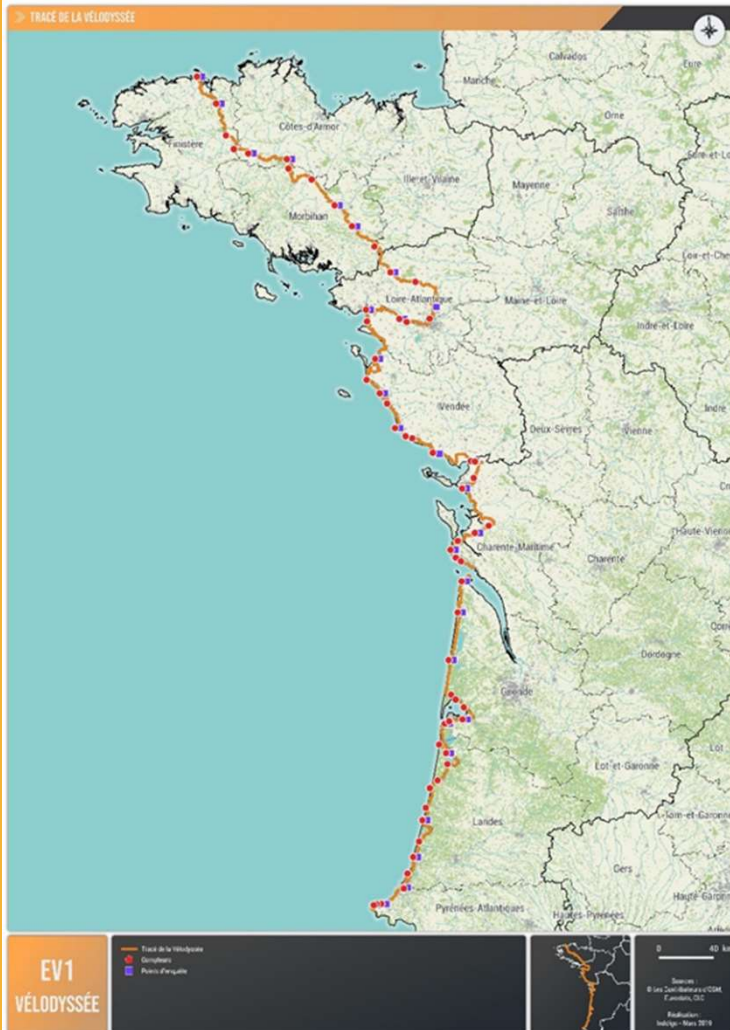
581 professionnels Accueil Vélo



EV1 French survey 2018

METHOD

- Method developed during the EuroVelo 6 project
- Based on :
 - Accommodation owners panel
 - On-site survey
 - Manual counts
 - Brief interviews
 - Questionnaires



EV1 French survey 2018

A FIELD STUDY FROM APRIL TO NOVEMBER 2018

- 29 survey sites, 75 survey days
- 8 months of Surveying from April to November
- 58 automatic counting sites
+ 2 temporary counting sites
- 74 accommodations owners volunteers to count cycle tourers and cyclists among their guests

➤ 4,5 counters / 100 km

➤ 5,8 survey days / 100 km



EV1 French survey 2018

DATA COLLECTION FOR ECONOMIC IMPACT CALCULATION



- **74 accommodations owners volunteers**

To collect data to improve the seasonality use curves of cycle tourers calculation



- **20 721 cyclists seen on site the days of the surveys**

To validate the reliability of automatic counts



- **899 brief interviews which is equivalent to 1 396 cyclists**

To get the most important information on cyclists' profiles from those who did not want to fill in the questionnaire



- **4 682 questionnaires which is equivalent to 8 398 cyclists**

To build a qualitative analysis of the use of the route

EV1 French survey 2018

KEY DEFINITIONS



Tourists



Cycle tourer:

- Tourist
- Cycle from accommodation to accommodation



Sport Cyclist:

- Tourist or day tripper
- More than 50 km



Mobility Cyclist:

- Tourist or day tripper
- Cycle to go somewhere (work, school, shopping, beach...)



Recreational cyclist:

- Tourist or day tripper
- For the pleasure to discover
- Less than 50 km



Excursionnists / Day trippers

EV1 French survey 2018

MAIN FINDINGS | AN EXCEPTIONAL LEVEL OF USE

- **3.6 million** of equivalent cyclists in 2018
- **A route with two faces**
 - Seashore: recreational use
 - Back-littoral : cycle tourer and day trippers
- **65% of tourists**

A level of use higher than on the Loire à Vélo or ViaRhôna (EV17)
- **202 000 cycle tourers** alongside the route

2nd route in France for cycle touring practice
- **74% of tourists** choose the destination because of the possibility to cycle

EV1 French survey 2018

MAIN FINDINGS | MAINLY FRENCH CYCLISTS

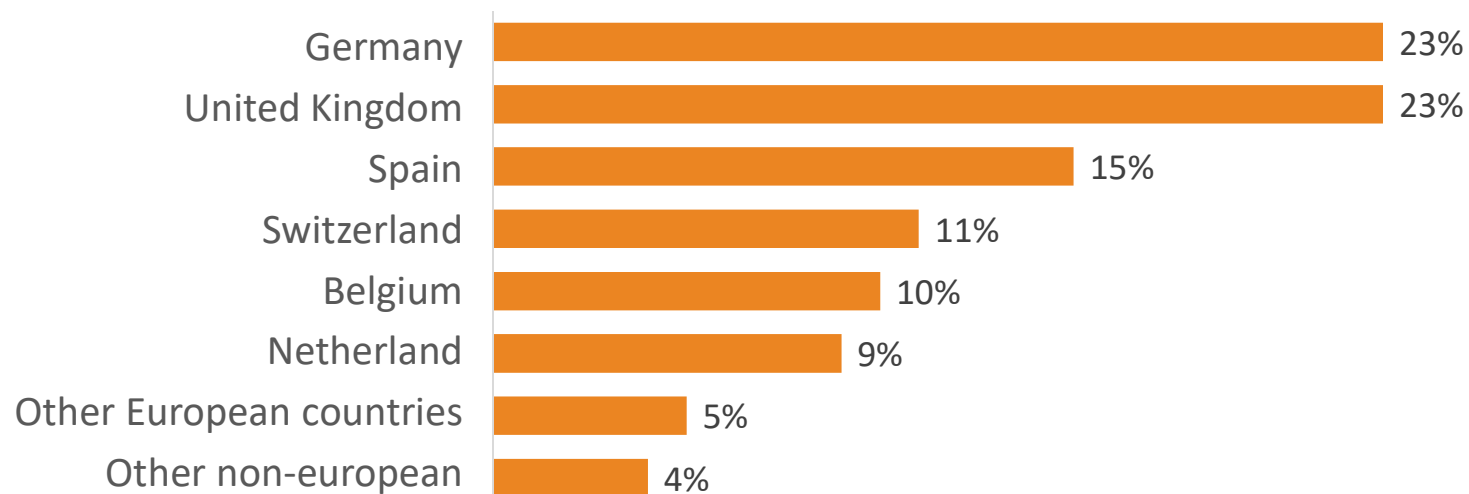
82% of French tourists

18% of foreign tourists



Origin of foreign tourists

Survey data extrapolated (in % of foreign tourists)



EV1 French survey 2018

MAIN FINDINGS | A DOMINANT LEISURE PRACTICE

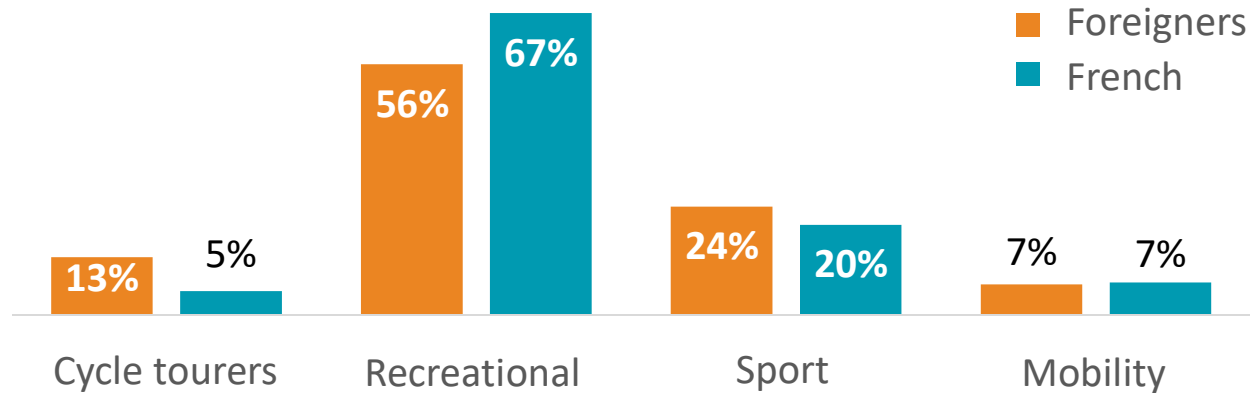
2/3 of recreational cyclists

- A developed sporting practice
- 13% of foreigners are cycle tourers



Distribution of practice profiles by origin

Extrapolated survey data (in % of cyclists)



EV1 French survey 2018

MAIN FINDINGS | TRANSPORT AND BICYCLE

- To come to the region:



72% of tourists use the **car**



55% of cycle tourers prefer the **train**

- To come to the route, the day of the outing:



72% of cyclists use a **bike**



19% use a car

- On outing:

11% of cyclists use at least one **E-Bike** in their group

11% of cyclists use at least one **rented bike** in their group

EV1 French survey 2018

MAIN FINDINGS | CYCLING GROUP AND OUTING PREPARATION & GUIDANCE

- The cycling group:
 - Most of the cyclists practice with friends or relatives
 - 28% cycle with children
- Digital and traditional media share the preparation and guidance market
 - Preparation: use of paper and digital solutions
52% of cycle tourers use the La Vélodyssée website
 - For guidance
50% of cyclists use road signs
17% their GPS or smartphone

EV1 French survey 2018

MAIN FINDINGS | AN EXCEPTIONAL LEVEL OF USE

- **Short duration of cycle outing** for recreational and mobility cyclists
- **$\frac{3}{4}$ of the outings are return trips**
80% of cycle tourers practice on one-way trip
- **32 km** cycled on average
- **Distance impacted by family practice:**
23 km cycled on average **with children**

↘ Average mileage per trip by category of cyclists
Extrapolated survey data

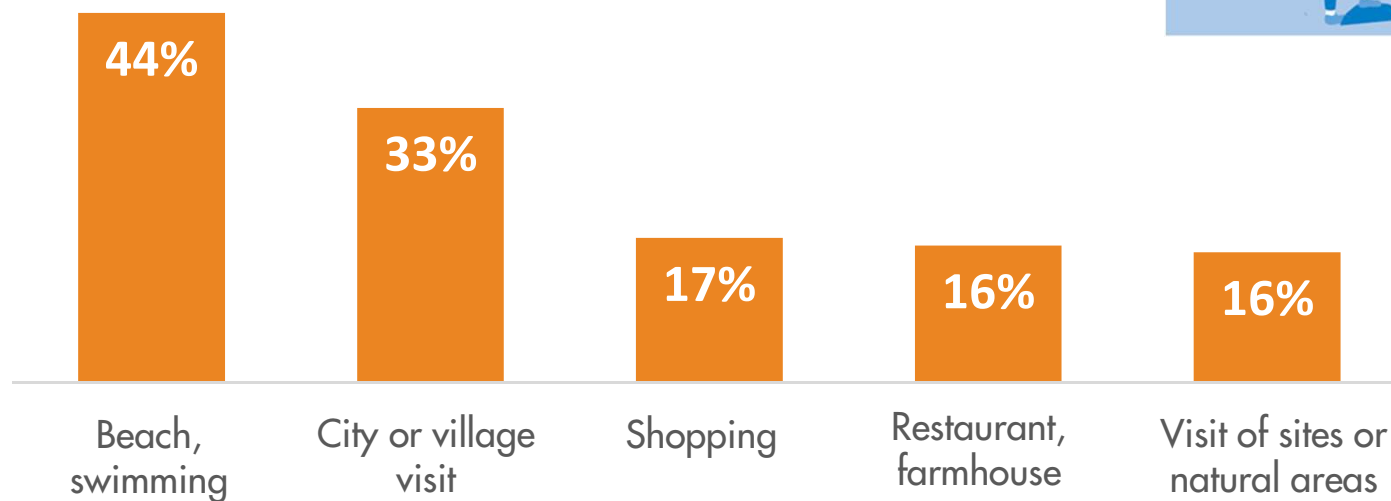


EV1 French survey 2018

MAIN FINDINGS | ACTIVE CYCLISTS WHO ARE NOT ONLY CYCLING

77% are involved in at least one activity

↘ Rate of practice of the 5 main activities of cyclists
Extrapolated survey data



EV1 French survey 2018

MAIN FINDINGS | A PRIVILEGED USE OF THE CAMPSITE



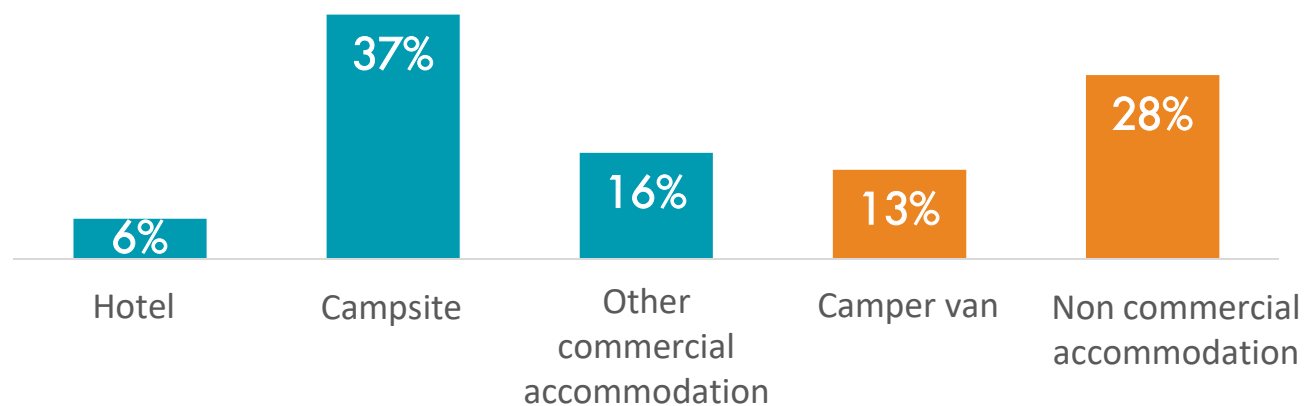
37% of tourists stay in **campsite** (tents or rental)

Different practices according to the profiles



Accommodation type

Extrapolated survey data (tourist database only)



EV1 French survey 2018

MAIN FINDINGS | CYCLE TOURING PRACTICE

- **202 000** cycle tourers
- **Foreign cyclists** to seduce
- A diversified practice but a proportion of "**young people**" to be improved
- **27%** are cycle touring for the **first-time**



The Accueil Vélo brand is a great reference



51% stay in campsites (mainly in tents)



42% book their stay before coming

5 km median acceptable distance to reach accommodation



93% of cycle tourer practice other activities during their trip

EV1 French survey 2018

MAIN FINDINGS | CYCLE TOURING PRACTICE

63% of cycle tourers cycle between 100 and 600 km



55% come by train

Key access points on the route



EV1 French survey 2018

MAIN FINDINGS | A SIGNIFICANT ECONOMIC IMPACT

TOURISTS

- Length of stay:
12.7 days on average
- Spending:
71 € / day /pers on average
72% of spending is related to accommodation and food

DAY TRIPPERS

- **18%** had expenditures
- Spending:
20€ / pers on average
(for cyclists reporting spending)

ECONOMIC IMPACT

- **103.6 M€ of direct economic impact**
Average spending weighted by the importance of cycling and only for the kilometers cycled on the route
- **80 000 €/km**
- Return On Investments in 18 months

0

EV1 French survey 2018

MAIN FINDINGS | SATISFACTION

- **81%** gave positive reviews on average (42% of excellent and 39% of good)
- **Infrastructures: 86% positive reviews**
 - A route is appreciated for its landscape, security, surfacing, maintenance, signposting, cohabitation between users
 - The surfacing get less positive opinions
- **Accommodation: 81% positive reviews**
 - an opportunity to improve: only 35% excellent
 - Prices and availability are the most criticized points
- **Services: 69% positive reviews**
 - A deficit of service offers (water point, toilets, rental shop, bicycle repairers, charging terminals for electric bicycles...)

EV1 French survey 2018

MAIN FINDINGS | KEY FIGURES

- **3.6 millions of cyclists equivalent**
- 94 millions of km cycled
- **65% of tourists**
 - **82% French and 18% foreign**
 - Length of stay: **12.7 days** on average
 - Spending: **71 €/day/pers.** (71 € for French / 75 € for foreigners)
- **35% of day trippers**
 - 18% occurred a spending
 - 20 €/pers (for those who declare spending)
- **202 000 cycle tourers**
 - 6% of the cyclists
 - Length of stay : **15.2 days** on average
 - Spending : **70 €/days/pers.**
- **103.6 millions Euros of direct economic impact per year**
 - **80 000 € / km**
 - 150 000 millions euros of investments i.e. 115 000 €/km
 - **Return on investment on 18 months**

EV1 French survey 2018

MAIN FINDINGS | STRENGTHS AND WEAKNESSES OF THE METHOD

STRENGTHS

- Method applied 10 times
- Comparable data for routes in France
- Questionnaire includes a wide range of subjects
 - infrastructure improvement
 - strategy reflexion
 - to motivate all partners
- Permanent monitoring system:
 - Main figures thanks to counting data can be updated each year

WEAKNESSES

- Lack of adaptation to a littoral route specifics
- Calculation complicated to lead
 - need good knowledge of the method and of the route
 - Require a lot of manual treatment source of error
- Requires a good quality of permanent counting data



Towards a replicable method

Through AtlanticOnBike project



Core guidance & core questionnaire

- A core questionnaire light & complementary questions
- A core guidance to implement the survey and calculations on the same way along a route / between routes

Transnational Data platform

- To collect counting data from all partners
- To enter main ratios from surveys
- To calculate usage and economic impact

Thanks for listing!



COORDINATEUR DU RÉSEAU
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For any further information on the French usage monitoring, your contact:

Stéphanie MANGIN

✉ stephanie.mangin@velo-territoires.org

☎ +33 6 61 86 80 41