Identifying the issues

Part 2: A Users’ Perspective

Henrik Lythe Jorgensen (Dansk Cykelturisme)
Identifying the issues – A user’s perspective

Jelling, April 2019

Henrik Lythe Jørgensen, Danish Cycling Tourism
A members’ association

- Founded October 2014 by 6 organisations
- Started operating January 2015
- EuroVelo Coordination Centre since 2016
- 4 employees
Our purpose

• Developing cycling tourism in Denmark
• Coordinating cycling tourism initiatives
• Creating growth in the cycling tourism business

We do this in corporation with both private and public stakeholders.
NO FEAR
This will be so awesome.
1 Cycling Tourists in Denmark

Who is the user anyway?
79 % der Deutschen fahren Rad

<table>
<thead>
<tr>
<th>Alltag</th>
<th>Freizeit/Reisen</th>
<th>Sport</th>
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<tbody>
<tr>
<td>75 %</td>
<td>52 %</td>
<td>29 %</td>
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Mehrfachnennungen

ADFC-Travelbike-Radreiseanalyse 2019

| 6 |
What do cyclists need?

I am feeling great!
I did it! - Diploma
Places to hang out
Infrastructure - Lockers
Supplies

The enemy is fear and the solution is hospitality
Basic needs
Infrastructure

Make me feel safe out there
Wegweisung bleibt Nr. 1

Wegweisung: 72 %
Print-Radkarten: 58 %
Mobiles Internet: 55 %
Apps: 46 %
Tis: 38 %

32 %
30 %
Infrastructure
Bike lockers - safety

Great for cultural sites – otherwise no visits from cyclists.
Places to rest and hang out

Cyclists have used a lot of energy – they need rest.
The Trend - The rise of e-bikes

Trend Elektrofahrrad

85% potenziell an Elektrorädern interessiert

97% der Radfahrenden kennen Elektroräder

2017: 9,6%
2018: 16,1% (+6%)

2016: 13%
2017: 18%
2018: 23% (+5%)

Nutzung allgemein
Nutzung Radreise

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The need of charging e-bikes
It happens (but only for 0.1%)
No bike – but I have tried parts of EV3

Thanks for your attention

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