Identifying the issues

Part 2: A Users' Perspective

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Identifying the issues – A user's perspective

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Henrik Lythe Jørgensen, Danish Cycling Tourism

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
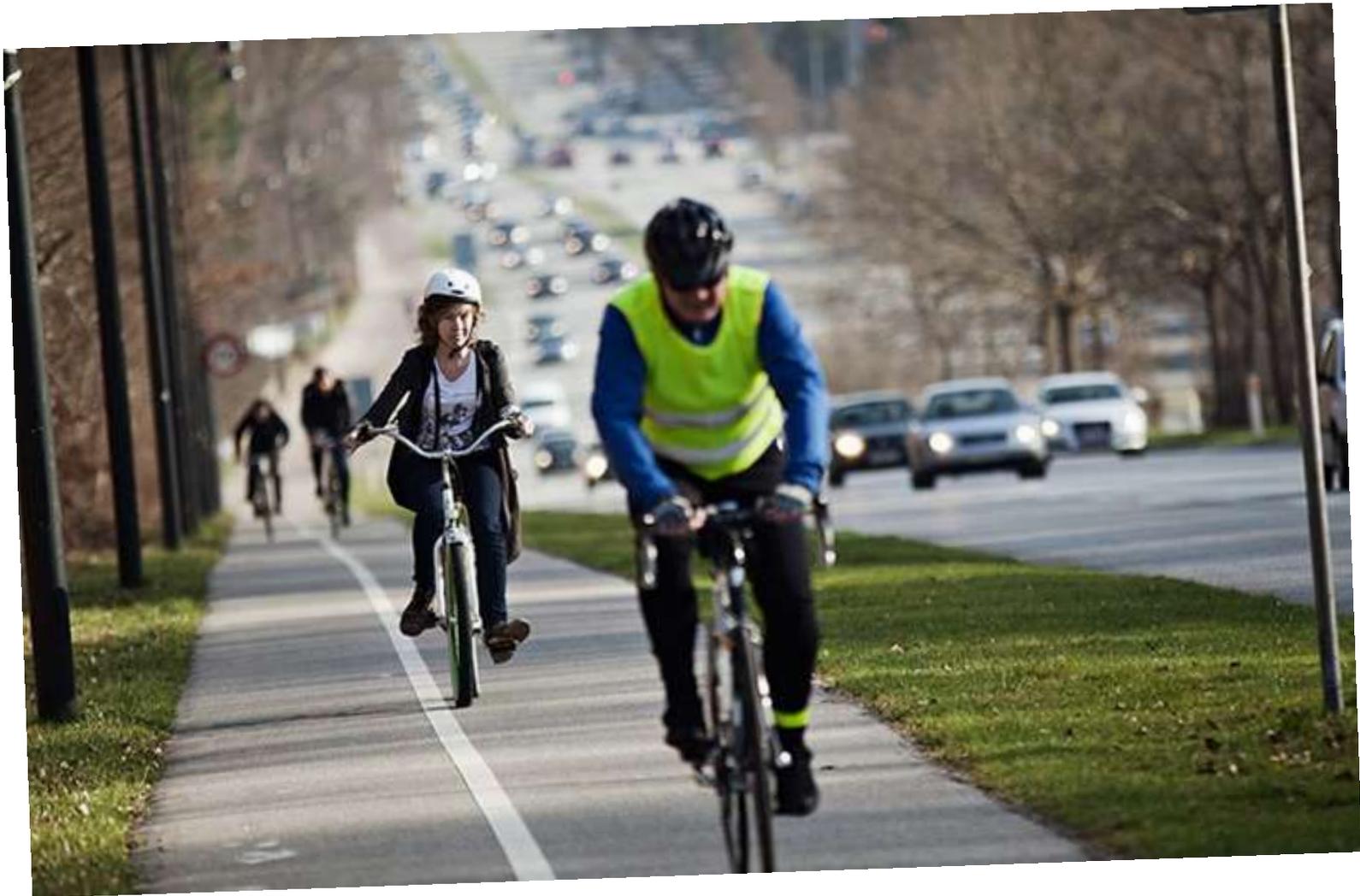# Cycling Tourists in Denmark

Who is the user anyway?

79 % der Deutschen fahren Rad

Alltag	Freizeit/Reisen	Sport

75 %

52 %

29 %

Mehrfachnennungen

ADFC-Travelbike-Radreiseanalyse 2019

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What do cyclists need?

MASLOW'S HIERARCHY OF NEEDS

- Self-actualization → Achieving one's full potential
- Esteem → Feeling of Accomplishment
- Love/Belonging → Intimate Relationships, Friends
- Safety → Security
- Physiological → Food, Water, Rest

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

CYKELVEJ 10

← Allinge 9,3 km
← Tejn 5,6 km

8

P
100 m

55
Svendborg

8
Svendborg
4,1

Bøjden
42,1

Rantzausminde 2

Brande

Møns Klint 46,2

Stege 22,3

8 9
58 88

Wegweisung bleibt Nr. 1

Wegweisung: 72 %

Print-Radkarten: 58 %

Mobiles Internet: 55 %

Apps: 46 %

Tis: 38 %

32 %   30 %

Travelbike Vermietung

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Infrastructure

I'M A BIKE LOCKER

Rent Me!

1
2
3

The Trend - The rise of e-bikes

Trend Elektrofahrrad

85 % potenziell an Elektrorädern interessiert

97 % der Radfahrenden kennen Elektroräder

2018 16,1%
2017 9,6%
+ 6 %

Nutzung allgemein

2018 23%
2017 18%
2016 13%
+ 5 %

Nutzung Radreise

Travelbike Vermietung

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The need of charging e-bikes

Ausflugsradius wird größer

61 % starten von Zuhause

Bereitschaft für weitere Anfahrtswege zum Startort steigt

25% | 43% | 34% | (8 %) 16% | (6 %) 12% | (9 %) 13%

< 20 km | 20 - 30 km | 40 - 60 km | 60 -80 km | 80 -100 km | > 100 km

( ) = Vergleich zu 2018 / Mehrfachnennungen

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Travelbike Vermietung

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BOSCH

Bosch Elcykel Rækkevidde - Bosch Ebike System

Bosch	Active Line	Active Line Plus	Performance Line	Performance Line CX
300W batteri	min. 47 km - max. 119 km	min. 43 km - max. 111 km	min. 38 km - max. 86 km	min. 36 km - max. 73 km
400W batteri	min. 64 km - max. 162 km	min. 59 km - max. 151 km	min. 52 km - max. 116 km	min. 49 km - max. 100 km
500W batteri	min. 81 km - max. 204 km	min. 74 km - max. 190 km	min. 66 km - max. 147 km	min. 62 km - max. 126 km

https://cykelexperten.dk/elcykel raekkevidde/

No bike – but I have tried parts of EV3

Thanks for your attention

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