



© BELÉN CASTELLÓ, EUROVELO 19 ROUTE PARTNERSHIP

The success of cycling tourism: economic impact and multimodality

KEYNOTE #1

Cycle tourism in Germany -
explore the various
advantages of this thriving
tourism segment

Christian Tänzler, Federal
board member of the ADFC

ROUND TABLE

Bike+Train: a sustainable opportunity for the tourism industry

Moderator: Karin Werres

Speakers:

Simone Burster, Danube Office
Agathe Daudibon, ECF
Barbara Buchholz, VisitWallonia
Liesbet Vandebroek, VisitFlanders
Christian Tänzler, ADFC

KEYNOTE #2

Global data on cycling
tourism: Tour Operators and
EuroVelo usage

Agathe Daudibon, EuroVelo &
Cycling Tourism Director,
European Cyclists' Federation

the various advantages of Cycling Tourism

Christian Tänzler
Federal board member of the ADFC

Bicycle tourism is a dynamically growing, crisis-resistant market that offers growth potential.



Less cycling trips with 3+ overnights



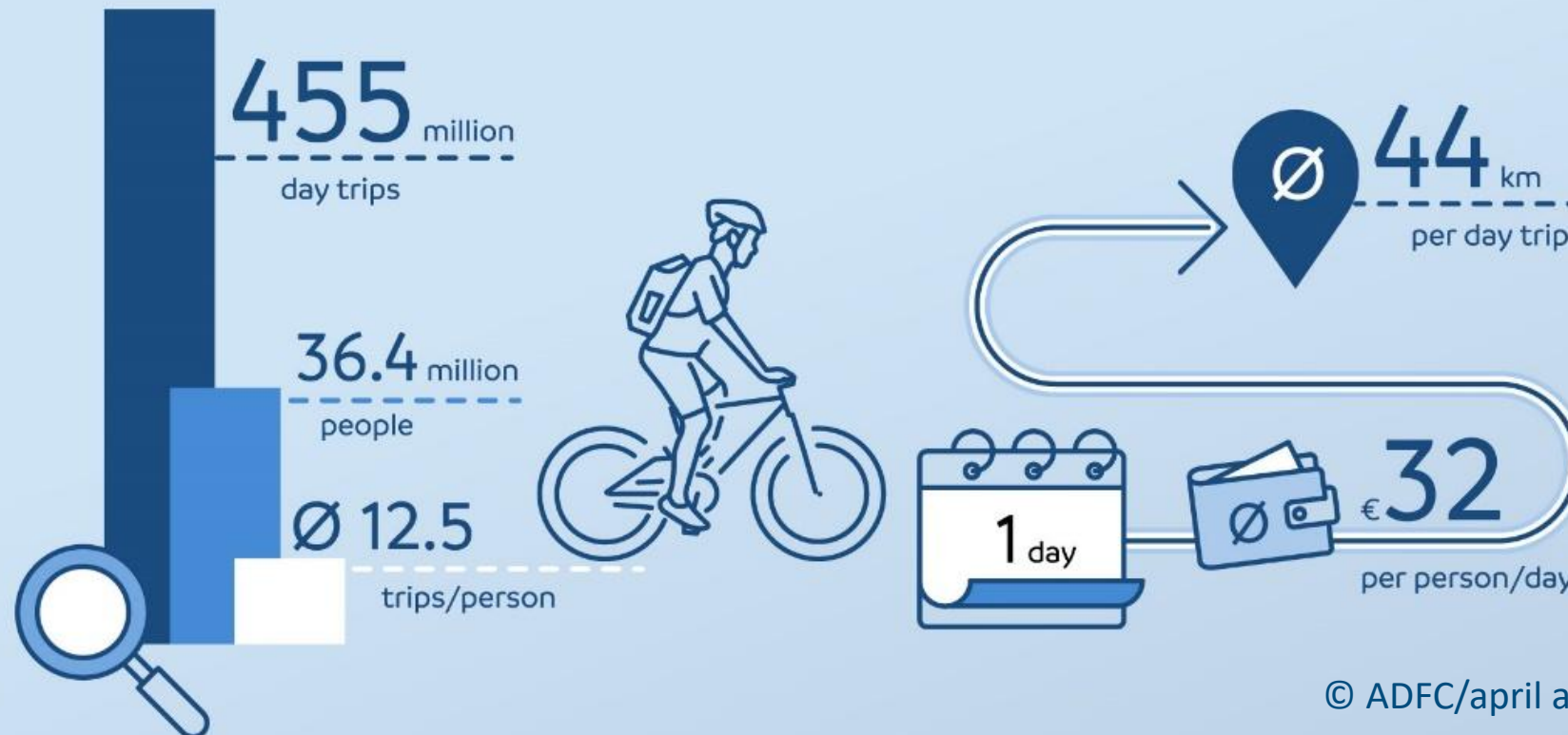
© ADFC/april agentur



Number of day trips continues to increase

Day trips by bike in 2023

Trips by bike during leisure time (not holidays), with no overnight stays



© ADFC/april agentur

Surveyed for first time: Cycling while on holiday



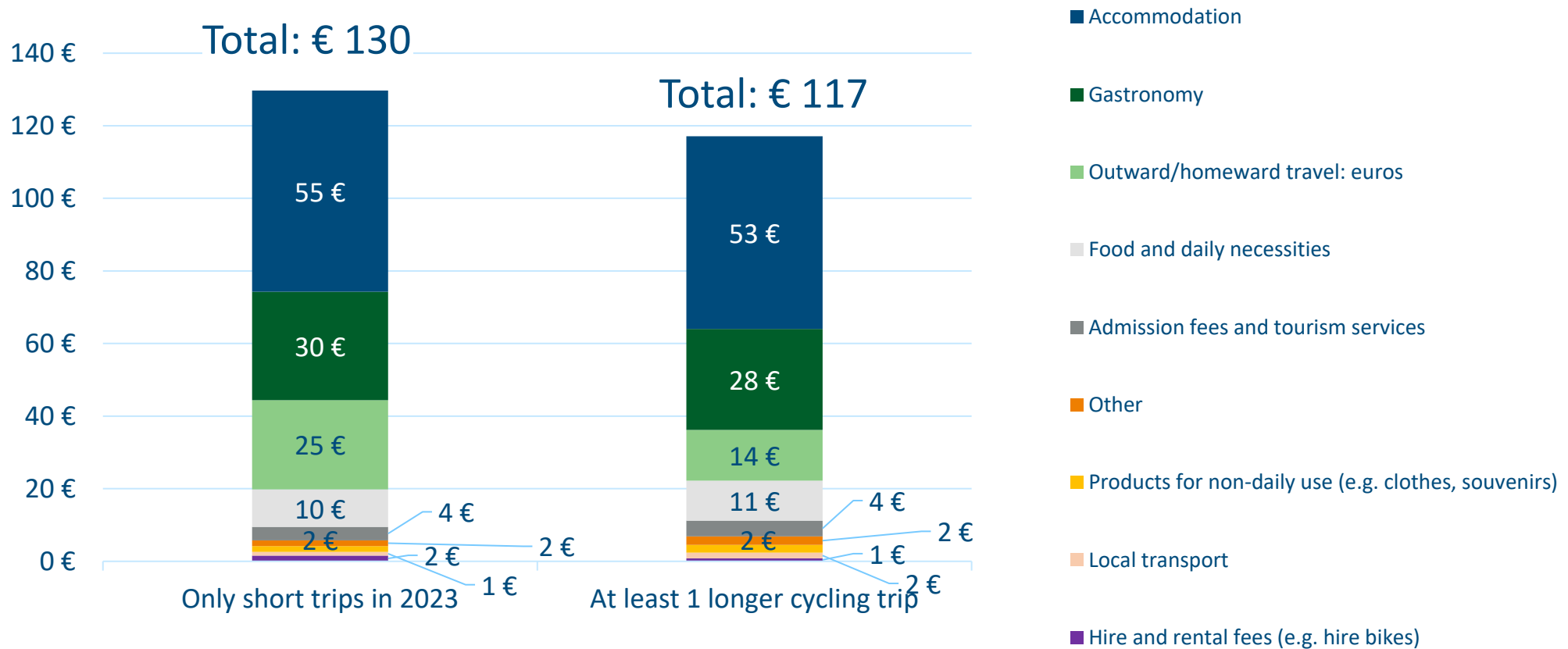
© ADFC/april agentur

Potential auf cycle tourism

1. **Cycle tourism as the key for more daily bike use**
2. **Fosters mutual understanding among road users**
3. **Healthier people through active mobility in leisure and vacation**
4. **Quality as the key to success**
5. **Drive for an efficient transportation system, active mobility, and climate protection goals**
6. **Strong sales as regional economic promotion**

Spending per person and day on cycling trips

How much money did you spend on average per person and day?



Reference: Only cycle tourists in 2023; n = 4,516 | Daily spending incl. outward/homeward travel, calculated per day

Estimated total spending

The respondents' estimates of their spending can be used to calculate the total spending for the individual cycle tourism segments. Accordingly, the total spending for the individual segments was as follows in 2023:



- €14–15 billion spent on day trips



- €2–3 billion spent on short cycling trips



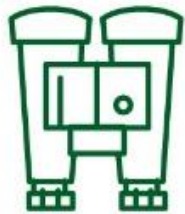
- €6–7 billion spent on cycling trips with 3+ nights

Top 5 reasons for longer cycling trips

Top 5 reasons for longer cycling trips

1

See more of the place and its people



2

Be active on holiday



3

Explore routes only accessible by bike



4

Environmentally-friendly, climate-conscious travel



5

Do something for one's health



Reference: Cycle tourists in 2021/22/23; n = 6,023 (multiple answers possible); 17 with no response

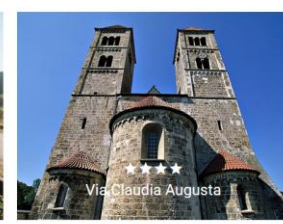
Quality as key to success



46

ADFC

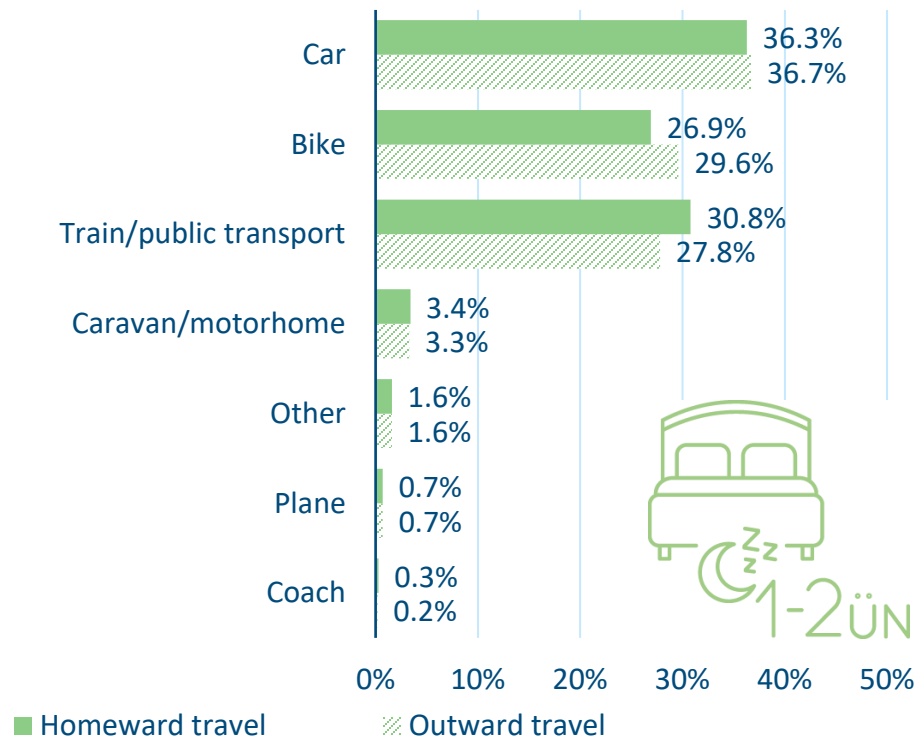
Quality cycle routes



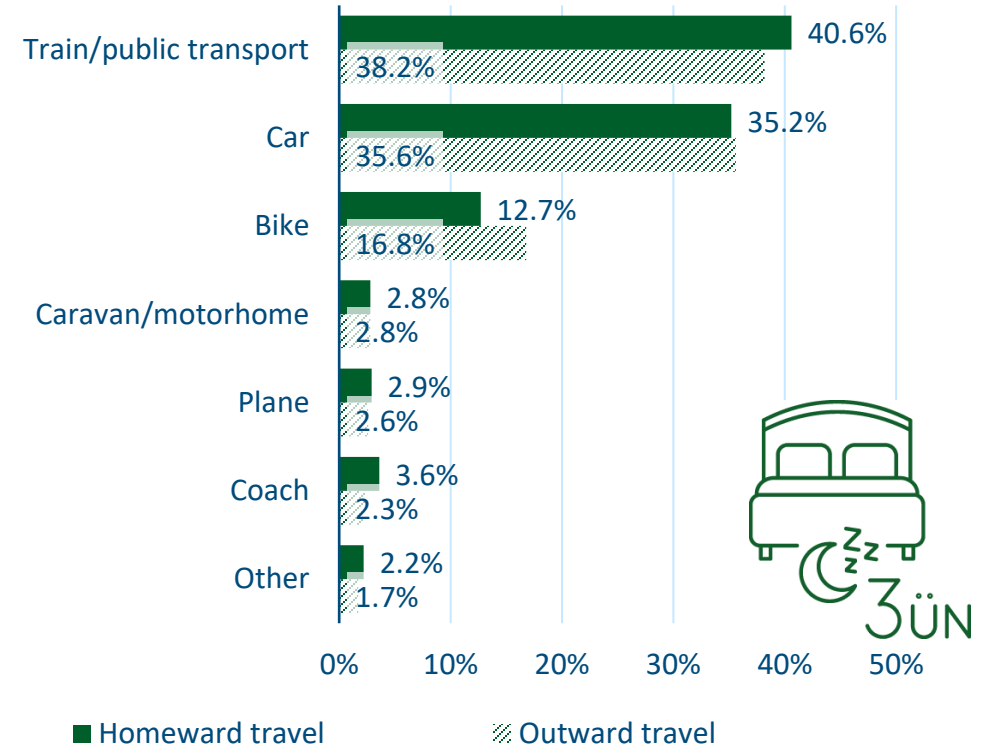
Outward/homeward travel for cycling trips

Which means of transport did you use for your outward and homeward travel for this cycling trip?

Short cycling trips



Cycling trips with 3+ nights



Reference: Only cycle tourists in 2023; n = 4,516

Political support and ongoing investments in public infrastructure are necessary to harness the potential of cycle tourism.



ADFC Tourism Team



Christian Tänzler
Member of the National
Executive Board – Tourism



Louise Böhler-Schulz
Head of Tourism
ADFC National Office



Annemarie Zirkel
Project Manager – Tourism
ADFC National Office



Michael Maier
Tourism Officer
ADFC National Office



Konstanze Meyer
Tourism Officer
ADFC National Office

Contact: tourismus@adfc.de

05.03.2025 / 15:55, Hall 7.1b Green Stage

THE SUCCESS OF CYCLING TOURISM: ECONOMIC IMPACT AND MULTIMODALITY

Panel



CHRISTIAN TÄNZLER
ADFC



KARIN WERRES
Tourismus Marketing Niedersachsen GmbH



SIMONE BURSTER
Danube Office



AGATHE DAUDIBON
European Cyclists' Federation



BARBARA BUCHHOLZ
VisitWallonia



LIESBET VANDEBROECK
VisitFlanders



ITB
BERLIN

CONVENTION

BE THERE!
#ITBBerlinConvention

Global data on cycling tourism

05/03/2025
ITB Berlin

WITH KIND SUPPORT
OF THE FOLLOWING:



EuroVelo 15
Partnership



EuroVelo 19
Partnership



© BELÉN CASTELLÓ, EUROVELO 19 ROUTE PARTNERSHIP

Agathe Daudibon
EuroVelo and cycling tourism Director



ECF gratefully acknowledges
financial support from the
LIFE Programme of the
European Union

[EuroVelo.com](https://www.eurovelo.com)

Cycling tourism trends

2025



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



The success of cycling tourism

5 cycling tourism trends in 2025

1. Cycling as a top contributor to **tourism climate actions**
2. **Multimodality**: cycling combined with other sustainable modes of transport
3. Making cycling tourism **inclusive for all**
4. **Higher quality** for cycling offers: from infrastructure to services
5. Growth of a **cycling tourism community**: build a sense of belonging



© EuroVelo 15 / Dominik Ketz_Romantischer Rhein Tourismus GmbH



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



The State of Cycling Tour Operator Industry

Report 2024



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



Report available online

State of the Cycling Tour Operators Industry (2024)

In Europe and Beyond

Launched by three partners



Respondents of online survey:

SURVEY RESPONDENTS

 **245**
respondents

 **66%**
both sell and operate
cycling tours

 **69%**
are from Europe

The success of cycling tourism

Cycling Tour Operators Industry (2024)

Main findings:

- #1 A large diversity of cycling destinations shows universal appeal
- #2 The cycling market is increasing in depth and breadth as well as volume
- #3 Inflation and marketing to new customers are primary internal challenges
- #4 Accommodation offers are lacking in all areas of the world

Organised cycling tours represent a small segment of cycling tourism as most cycling tourists plan their trips independently.



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



The success of cycling tourism

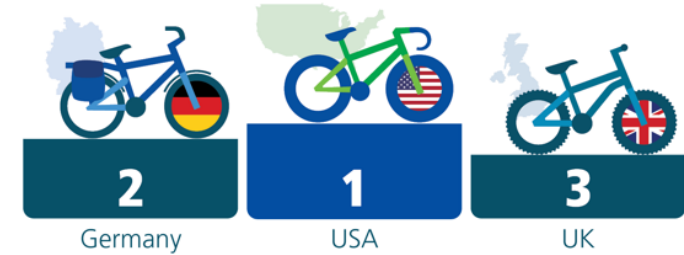
Cycling Tour Operators Industry (2024)

Download the [full report](https://www.proeurovelo.com) on Pro.EuroVelo.com.

TOP 3 CYCLING TOUR DESTINATIONS



TOP 3 SOURCE MARKETS



MAIN CLIENT PROFILE OF EUROPEAN CYCLING TOURS

from **Germany**

128 €/day (x7 days)

Touring bike

Self-guided Individual



MAIN CLIENT PROFILE OF NON-EUROPEAN CYCLING TOURS

from **USA**

207 €/day (x7 days)

Mountain bike

Guided Group



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



EuroVelo Usage Barometer

First data 2024



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



The success of cycling tourism

First learnings from the EuroVelo Usage Barometer 2024

- **546 automatic bicycle counters** in **20 different countries** along EuroVelo routes
- **Stable** evolution between **2023 and 2024**
- **High growth** between **2019 and 2024** with comparative samples
- **x13 more** bicycle counts for **urban than rural** counters (local residents' usage)
- Average **50,000 bicycle counts** a year for **rural counters**

Soon the full report will be online!



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



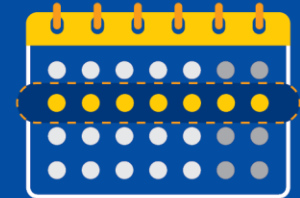
KEY FIGURES ON EUROVELO USAGE

1 January to 31 December 2024

Compared to 2023

+0.1%

FULL WEEK



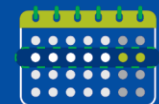
-0.5%

WEEKDAYS



+2%

WEEKENDS



Compared to 2019

FULL WEEK **+10%**

WEEKDAYS **+9.9%**

WEEKENDS **+10.5%**

Economic impact of cycling tourism

Review of existing data



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



The success of cycling tourism

Cycling tourism benefits local economies and creates jobs

Estimated economic impact of cycling tourism:

44B€	in Europe	2012
23B€	in Germany	2024
942M€	in The NL from Dutch only	2019
10,2M€	On EuroVelo 19 in France <i>22,800€ direct revenues/km/year</i>	2023
284,000	Jobs connected to cycling tourism in Germany	2024



© TRISTAN BOGAARD, EUROVELO 19 ROUTE PARTNERSHIP



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



The success of cycling tourism

Cycling tourism businesses

Cycling tourists usually spend more than other type of tourists:

- In Germany, cycling tourists usually spend between 117 and 130€ a day in 2024.
- In France, a cycling tourists spend in average 68€/day when regular cyclists spend 55€ (+24%).
- In Quebec, cycling tourists spend +6% more than other tourists.

Cycling friendly service schemes:

18,000+ businesses certified in 15 schemes covering 11 countries in Europe in 2025!



[Photo from www.bettundbike.de](http://www.bettundbike.de)



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT OF THE FOLLOWING:



The success of cycling tourism

Join the EuroVelo & Cycling Tourism Conference to learn more!

Call for abstracts open!

Theme: Cycling towards a sustainable future
Subthemes: economic, environmental and social sustainability

 eurovelo2025balatonfured.com



**EuroVelo & Cycling
Tourism Conference**
Balatonfüred
24–26 September 2025



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

WITH KIND SUPPORT
OF THE FOLLOWING:



The success of cycling tourism: economic impact and multimodality

Thank you!

Do you have any questions?
eurovelo@ecf.com



Support us to
connect Europe
by bicycle!



Follow EuroVelo on

