Fietsplatform & cycle tourism in the Netherlands

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www.nederlandfietsland.nl/en

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Bicycles in NL

- 18 million bikes/ 17.1 million inhabitants
- 925,000 new bikes sold per year (29% e-bikes)
**Bicycle use in NL (2015)**

- 4,6 billion trips/ 15 billion km

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<thead>
<tr>
<th>Motive</th>
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<td><strong>Total</strong></td>
<td><strong>249</strong></td>
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Bicycle use in NL (2015); recreational

- 4.6 billion trips / 15 billion km
- Touring: 3% trips, 9% km

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**Bicycle infrastructure in NL**

- *Length of roads/ cycle paths:*

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<td>Roads (cycling possible)</td>
<td>± 90,000 km</td>
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<tr>
<td>Cycle paths</td>
<td>± 30,000 km</td>
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Long history; part of our DNA
part of urban planning
Cycle tourism in the Netherlands
Recreational use bicycle in NL:

- 50% make recreational cycle tours
- 193 million trips
- 2,1 million cycle-holidays
- € 500 million spending
Incoming cycle tourism in NL:

- Cycling sells: main reason to visit NL for neighbor countries/regions (D/B)
- Mostly day tours (short trips, part of holiday/short break)
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- Cycling sells: main reason to visit NL for neighbor countries/regions (D/B)
- Mostly day tours (short trips, part of holiday/ short break)
- More and more long distance cyclists
success factors:

- ✔  marketing/information
- ✔  accommodation/service
- ✔  unique route network
- ✔  good infrastructure
- ✔  attractive landscape
Attractive landscape
attractive cities, huge variety
Many quiet roads

dikes, farmer roads; attractive for cycling!
Many cycle paths (‘fietspaden’)  
if necessary: in case of safety, comfort or missing links
Specific infrastructure
bridges, tunnels and ferries
Signposting for cyclists
(red or green: destination or touristic routes)
Cycle routes/networks
(= selection existing possibilities)
Accommodation & service
(addresses to stop for food, drink, overnight stay)
Accommodation & service
(re)charging e-bikes, rental, repair, transport
Accommodation & service
route planners, GPS tours, packages
Cycle tourism in the Netherlands – route networks
2 types of routes/ route networks:

National network

Regional networks
National network (LF-routes)

- Network of 25 long-distance routes (LF1 Noordzeeroute, LF2 Stedenroute etc.)
- 1st target group: cycle holidays
- Completely signposted in two directions
- Fietsplatform: coordination/promotion

4,500 km route (existing paths/roads)
National network (LF-routes)
Regional networks (junction networks)
Regional networks (junction networks)

- Numbered junctions (choosing points); signposting from junction to junction
- 1st target group: **daytrips**
- Synchronised with national network
- Initiative: regions/provinces
- Fietsplatform: system coordination & national promotion

33.000 km route; 8.000 junctions
National network and regional networks together:

- Strong basis for promotion: complete, uniform, flexible
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- Strong basis for promotion: complete, uniform, flexible
- New strategy LF (2017):
  national LF network > 10 national LF routes (strong brands)
  > less (routes) = more (focus and result)
• Strong themes → “brands”
• Less (routes) = more (result)
National cycle routes → EuroVelo
National (LF-)routes → neighbouring countries

Cycling without borders:
- No regional borders
- No national borders

Connected!
National (LF-)routes → international routes/ EuroVelo
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Netherlands Cycling Platform (Fietsplatform)
Role and position

- Cycling in NL: all day cycling $\Leftrightarrow$ leisure cycling/ cycle tourism
- Lot of organisations and public bodies involved with cycle tourism
- Need of cooperation and coordination
- Netherlands Cycling Platform - “umbrella-organisation” (since 1987)
- Dutch name: “Fietsplatform”
Organisation (1)

- Public-private partnership, foundation
- Board: national (member) organisations involved with cycling and tourism:
  - Dutch tourists' club
  - Dutch cyclists' union
  - Dutch cyclists' touring union (sport cycling)

& huge numbers of partners/partnerships:
1. Co-ordination national cycle network (LF-routes + regional networks; quality management)

2. National expertise, coordination and information centre
1. Top quality route network

2. More people enjoying NL by cycling; more cycle trips

3. With less costs more return on investment

4. Stimulate co-creating; sharing knowledge
Organisation (2)

- Small staff (7 employees), lot of volunteers (125)
Financing

- 2/3 public funding: national government/ provinces
  (programme: general activities + projects)
- 1/3 private funding/ own resources

Dutch national government

the 12 Dutch provinces
Activities/ instruments

1. Long distance cycle routes; maintenance & innovation
2. Quality management: national route databank (GIS, 33.000 km)
3. Quality management: national monitoring system (route quality, signposting)
4. Quality management: national quality certification cycle regions
5. National quality label Cyclist Welcome
7. National portal for professionals
8. (Inter)national representations (e.g. national coordinator EuroVelo)