



# Biking South Baltic!

Cross-border conference: Sustainable Tourism

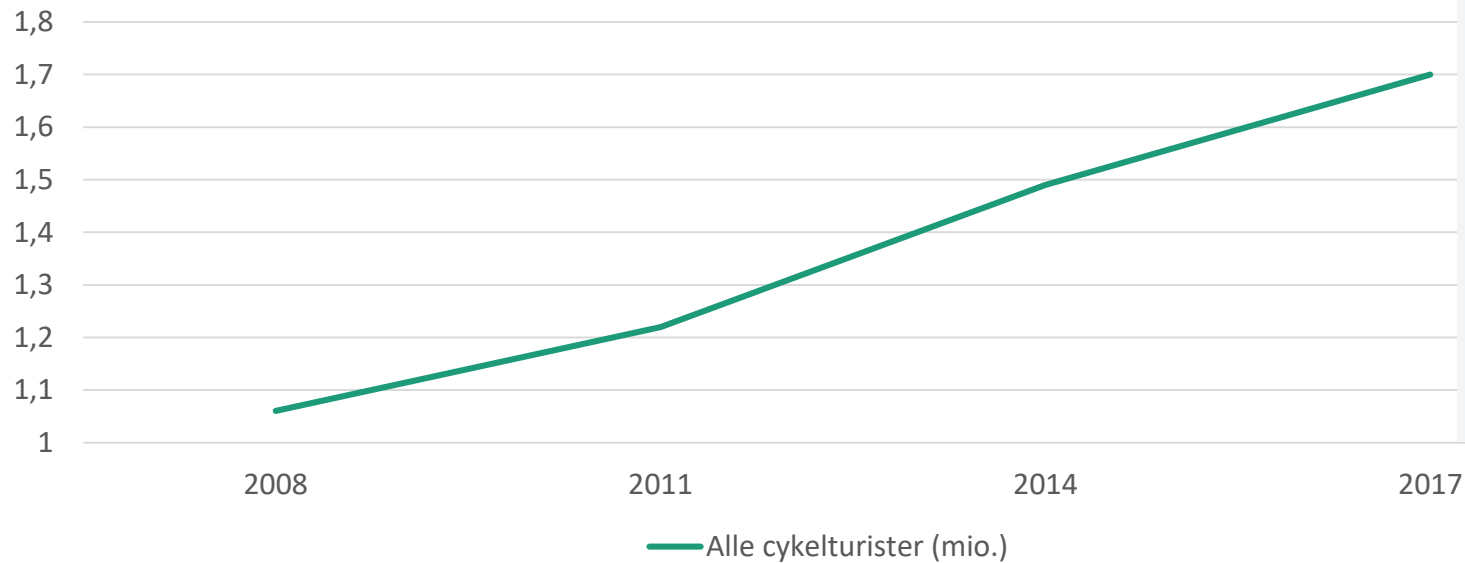
Sakskøbing, February 26<sup>th</sup> 2020

Jesper Pørksen, Dansk Cykelturisme

# The Big Picture



Cycle tourists in Denmark (mil.)



<b>Danmark</b>	<b>40%</b>
<b>Tyskland</b>	<b>40%</b>
<b>Norge</b>	<b>5%</b>
<b>Sverige</b>	<b>3%</b>
<b>Holland</b>	<b>2%</b>
<b>Øvrige udland</b>	<b>11%</b>

# Economic benefits



HIGH SPENDING  
120 EUR/DAY



BIG TURNOVER  
(>1 B EUR)



SPREAD  
SPENDING

# On the European level



44 mia. EUR



44 mia. EUR

# Dansk Cykelturisme



Founded October 2014



From 6 founding  
members to 35



From 1 to 4 employees

# Our purpose



Develop cycling tourism  
in Denmark



Coordinate and connect  
cycling tourism  
initiatives



Create growth in the  
cycling tourism sector



# Today's talk

- The big picture
- Dansk Cykelturisme

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- What or who is a cycle tourist?
- What is a good cycle tourism product?
- What is the potential for cycling tourism in the Baltic Sea Region?

Year 2000





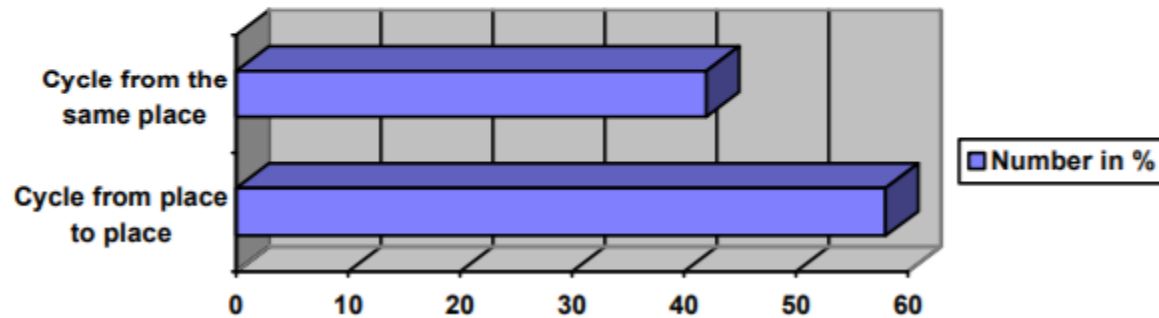
# Year 2020



# The cycle tourists of 1998

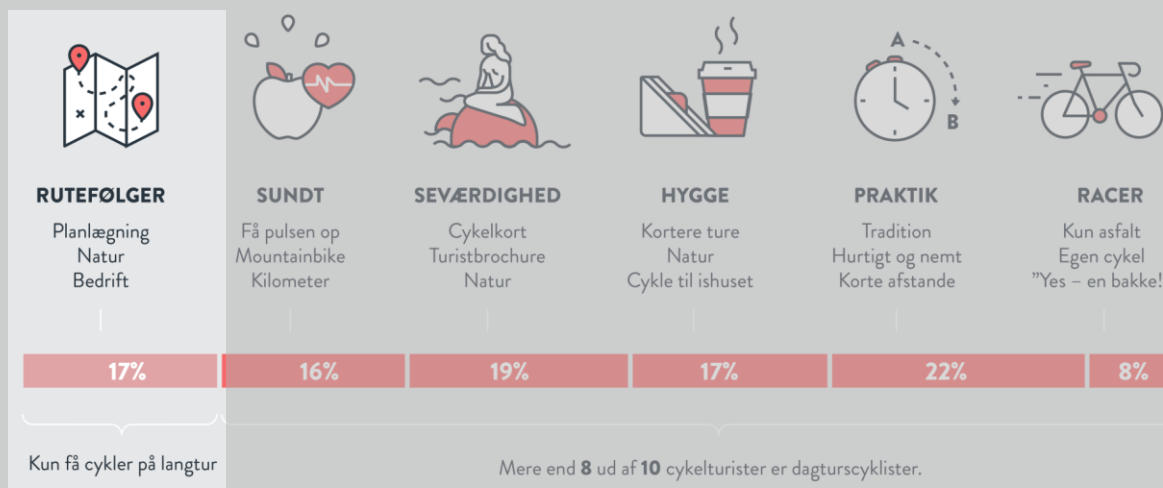


Figure 8. Cycling tourists: *Centred* compared to *nomadic*



# ... and today

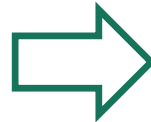
## FERIECYKLISTER ER FORSKELLIGE



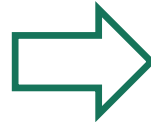
# We have changed!

FROM

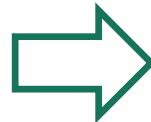
Self-sufficient



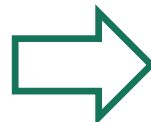
Young people



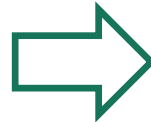
Only cycling



The road



Local market



TO

Service (business)

All ages (E-bikes)

Cycling among other holiday activities

The cycle path

Global competition



# What is a good product?

- The infrastructure
- The service
- The communication

# The infrastructure





**Unsafe  
infrastructure**



**Unrideable  
infrastructure**



Which way?



- What route do I follow?



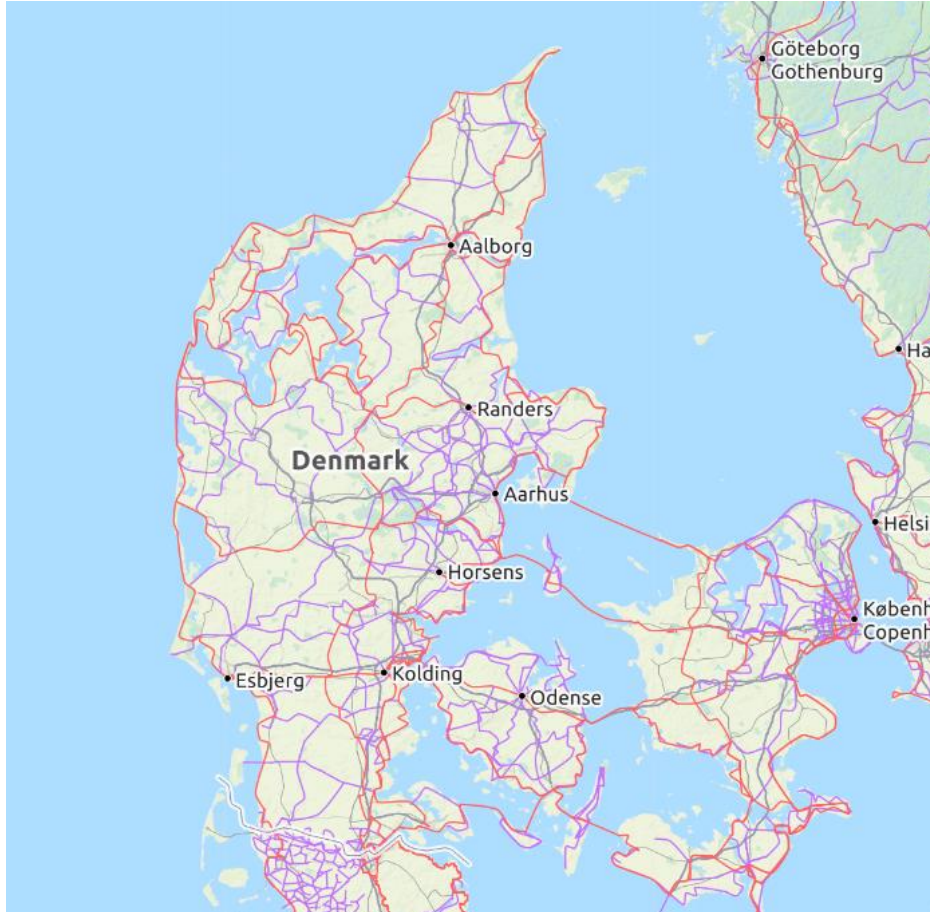
# The new Baltic Sea Cycle Route





Fynshav, 3. marts 2018...

# Our route network vs. the Dutch



12.000 km (?)



34.000 km

# Two different systems



+200 km, 8 a-b  
and 3 circular  
routes



<350 km, mainly  
a-b routes



a-b or circular  
routes



Cycling holidays

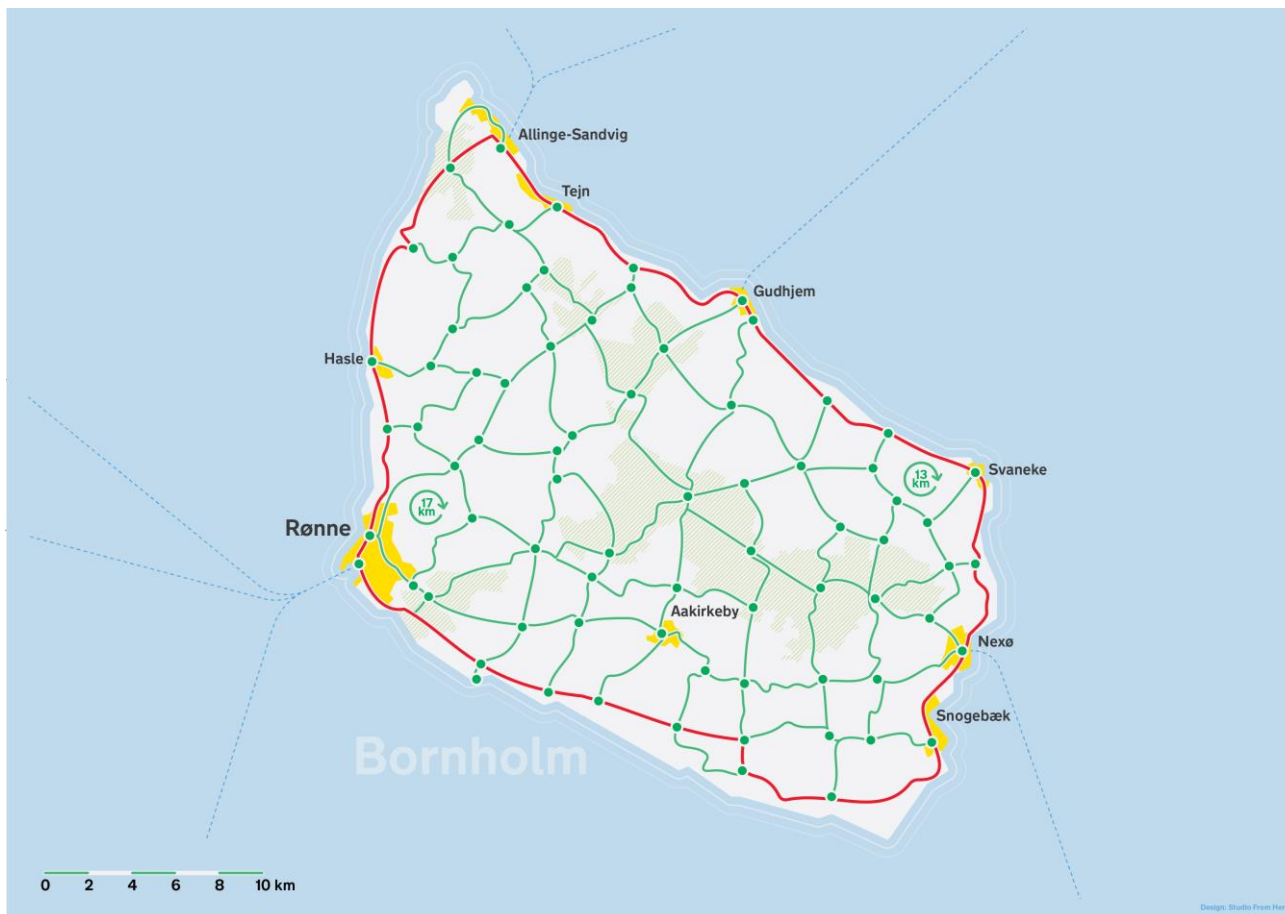


Day tours

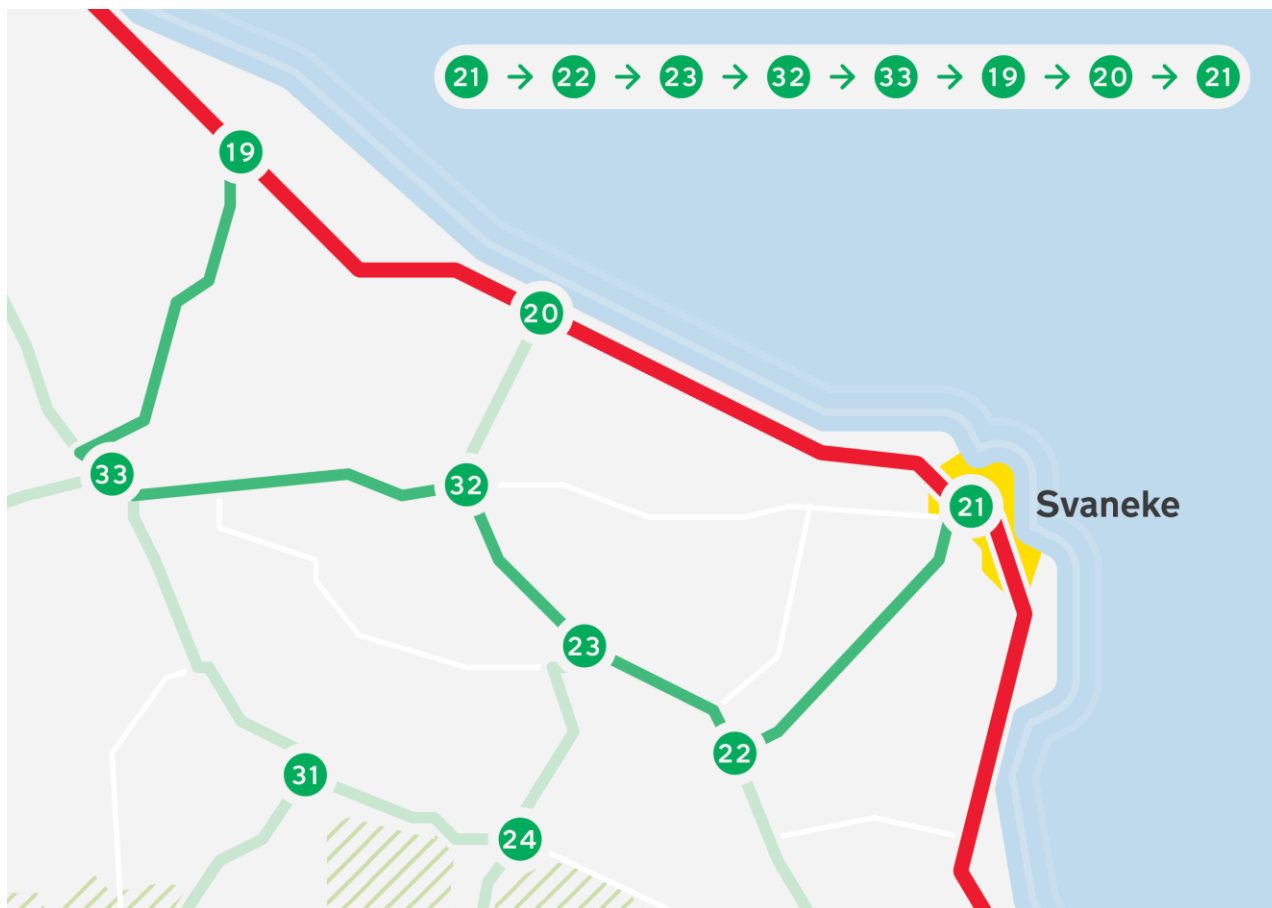
# Bornholm today



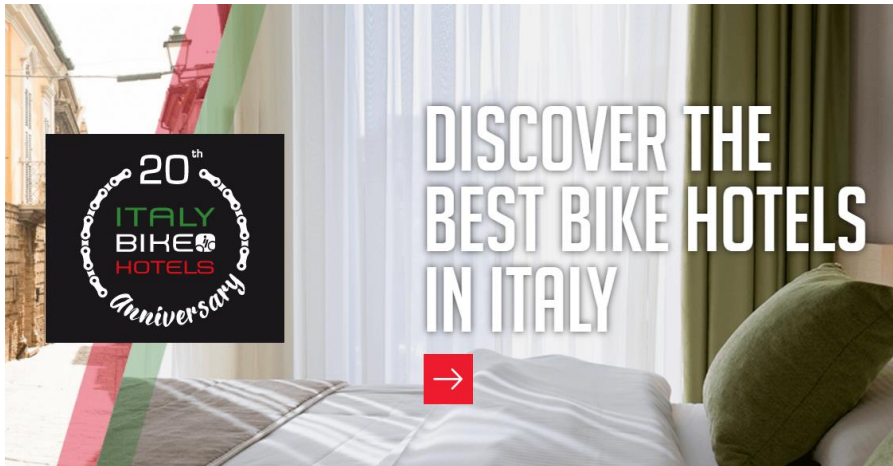
# Bornholm in the future?







# The service - sleeping



# The service – bikes



MTB-Tours - Explore the famous Danish bike culture

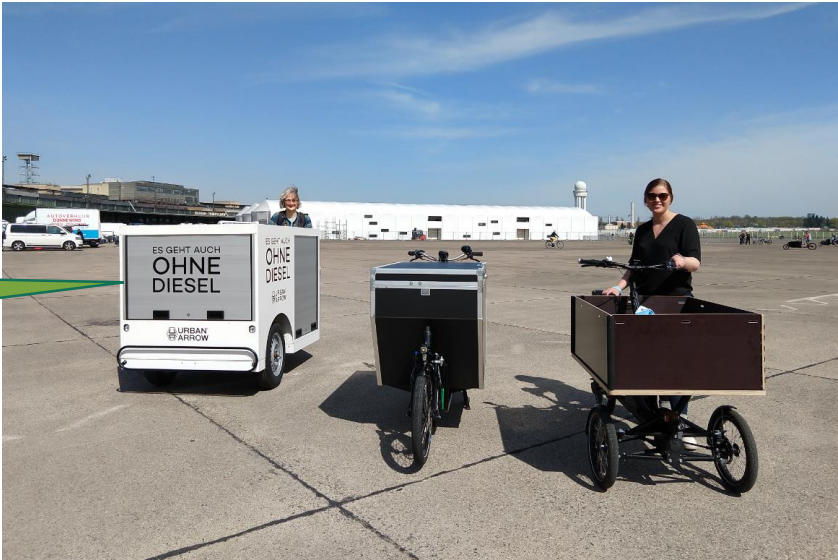
MTB › ROAD BIKING › BIKES › WHAT TO SEE, WHERE TO GO › ABOUT › CONTACT › 4:18:4 AND IRON



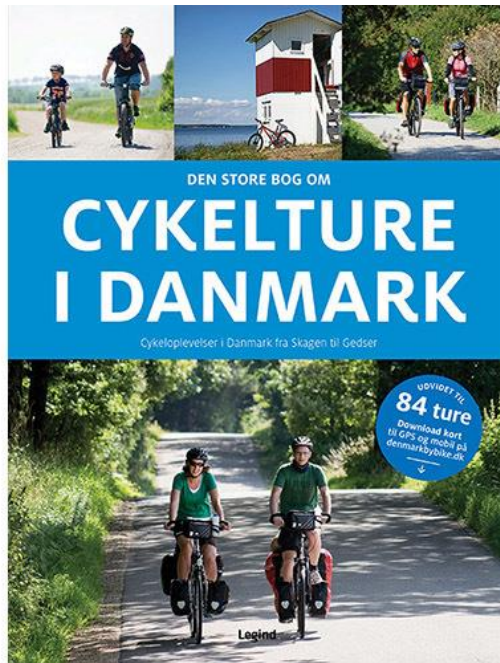
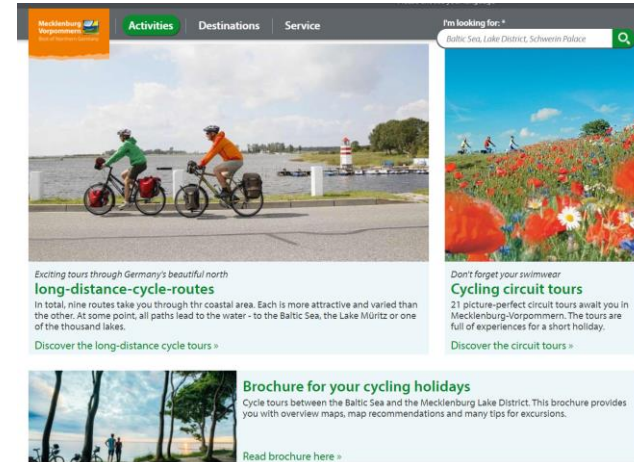
Come with us  
Road bike, mountainbike or touring bike?

High quality (E)- bikes

Cargo bikes



# The communication



Cykeltur: Østersøruten (N8) - 168 km

# The BSR and cycling



# The home market



08.10.2019 KL. 19:00

## Danskerne vil helst holde ferie i Danmark

Danmark var den mest populære rejsedestination blandt danskerne sidste år. Det kan tilskrives tendenser som klimabevidsthed og et ønske om flere lokale oplevelser, lyder en turismeforskers vurdering.

## Forudser bedre dansk sommerturisme næste år

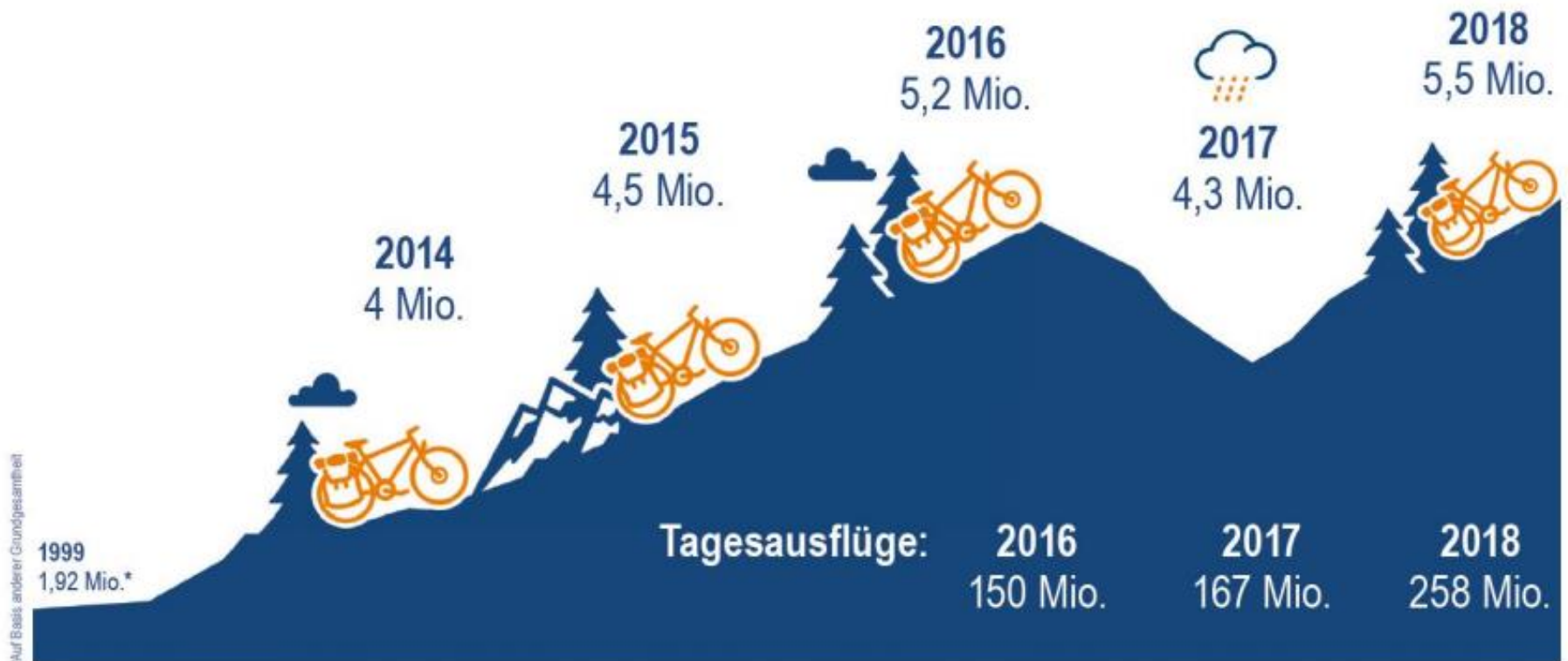


Af: Henrik Baumgarten i Turisme i Danmark 9. oktober 2019 Print

600.000 flere danskere vil næste år holde sommerferie i Danmark end i år, viser analyse fra Dansk Erhverv. Nye tal fra dette års sommer viste stigning af danske ferieovernatninger i Danmark.

# The German market

## Fahrradtourismus auf Erfolgskurs





## To sum up

- Cycle tourism is growing
- Cycle tourists have changed
- The offer is lacking behind what the cyclists wish for (especially with regard to the infrastructure)
- The future looks bright (also taken into consideration the need for a more climate friendly tourism)





**Find us at:**

**[www.cykelturisme.dk](http://www.cykelturisme.dk)**

**[www.knudepunkter.nu](http://www.knudepunkter.nu)**