

Managing Cycle Tourism, cooperation of private business and public institutions – the Danish model

Gdansk, Feb. 28th 2017

Jesper Pørksen, Danish Cycling Tourism



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(European Regional Development Fund)



DANISH CYCLING TOURISM

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Cycling Tourism in Denmark







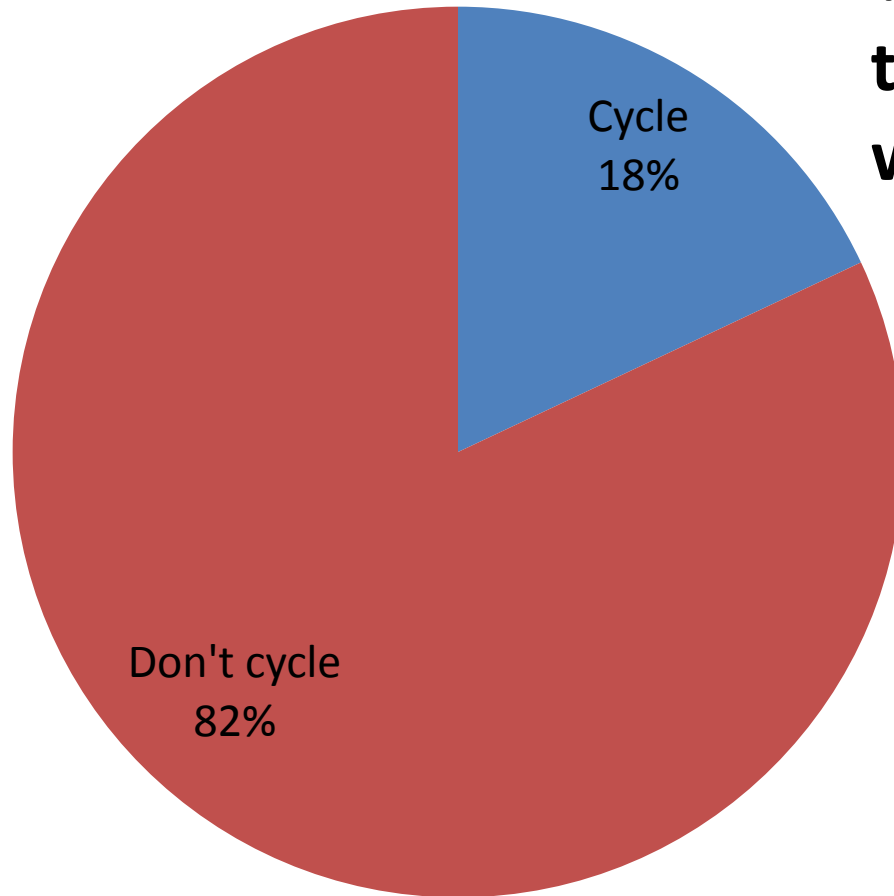




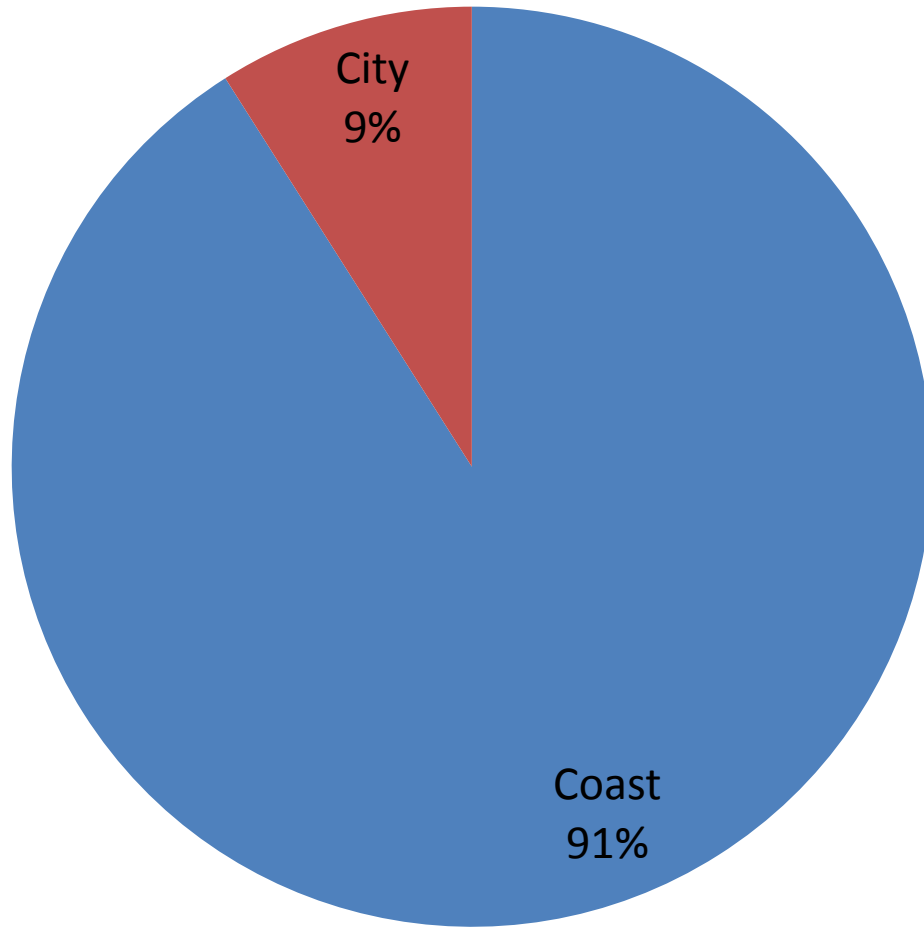


Share of cyclists among all tourists

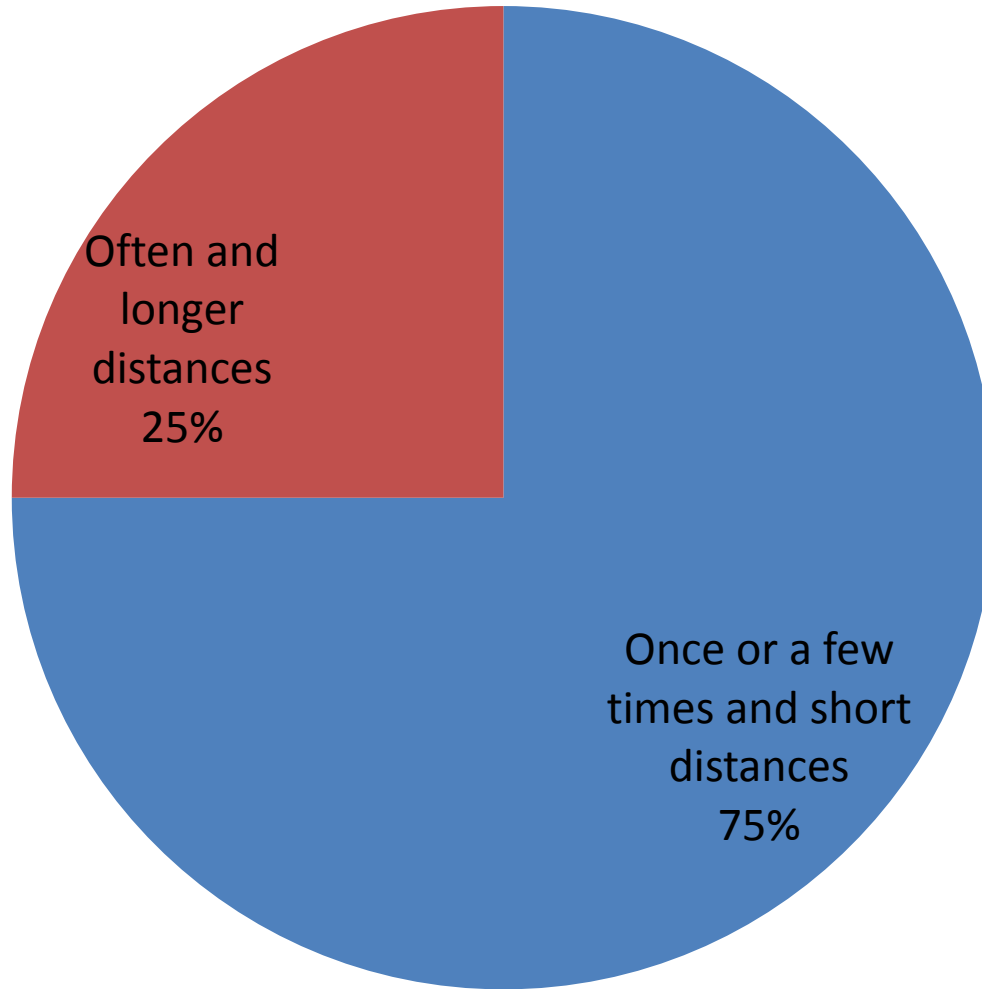
That is **1,5M**
tourists,
who cycle



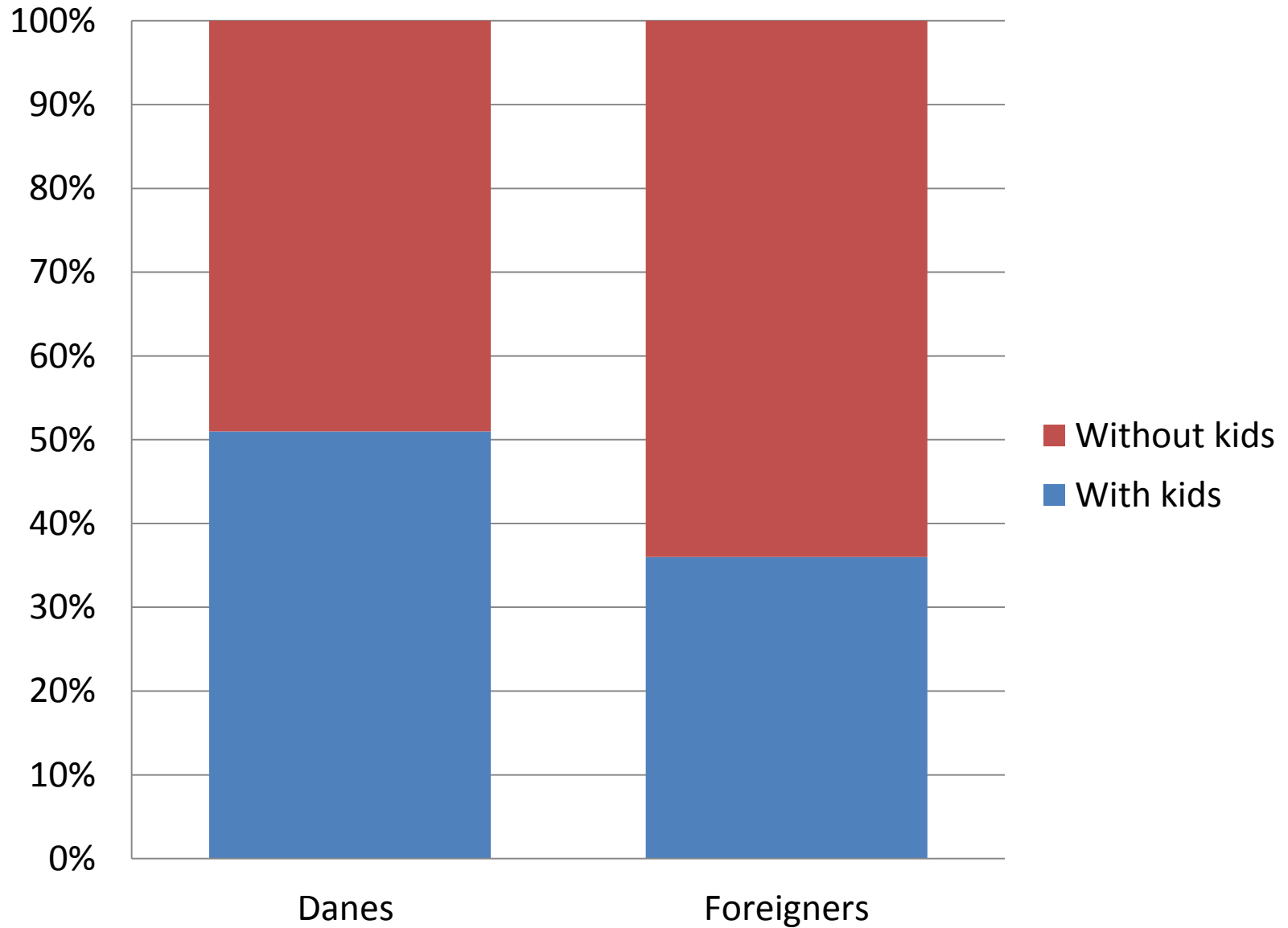
Where do tourists cycle



Frequency of cycling



With or without kids

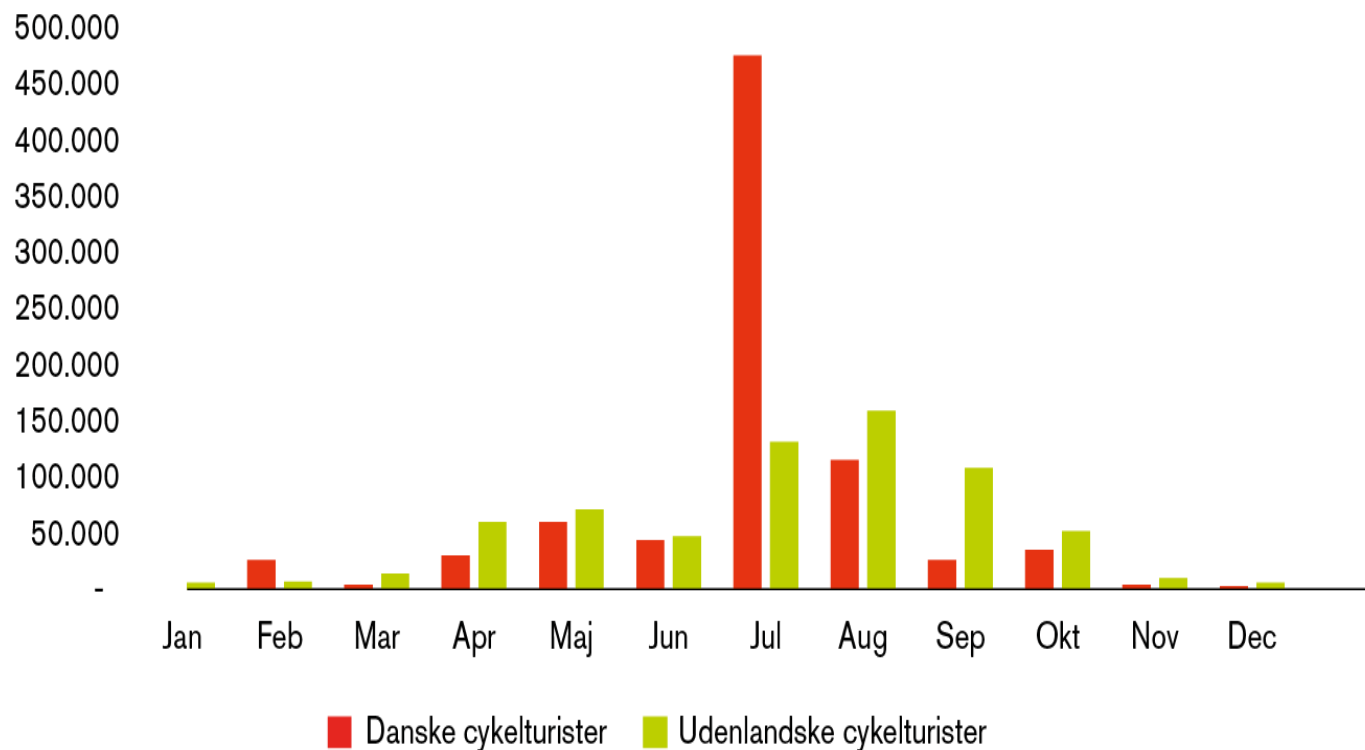


Seasonality

Figur 3

Antal cykelturister fordelt pr. måned, 2014

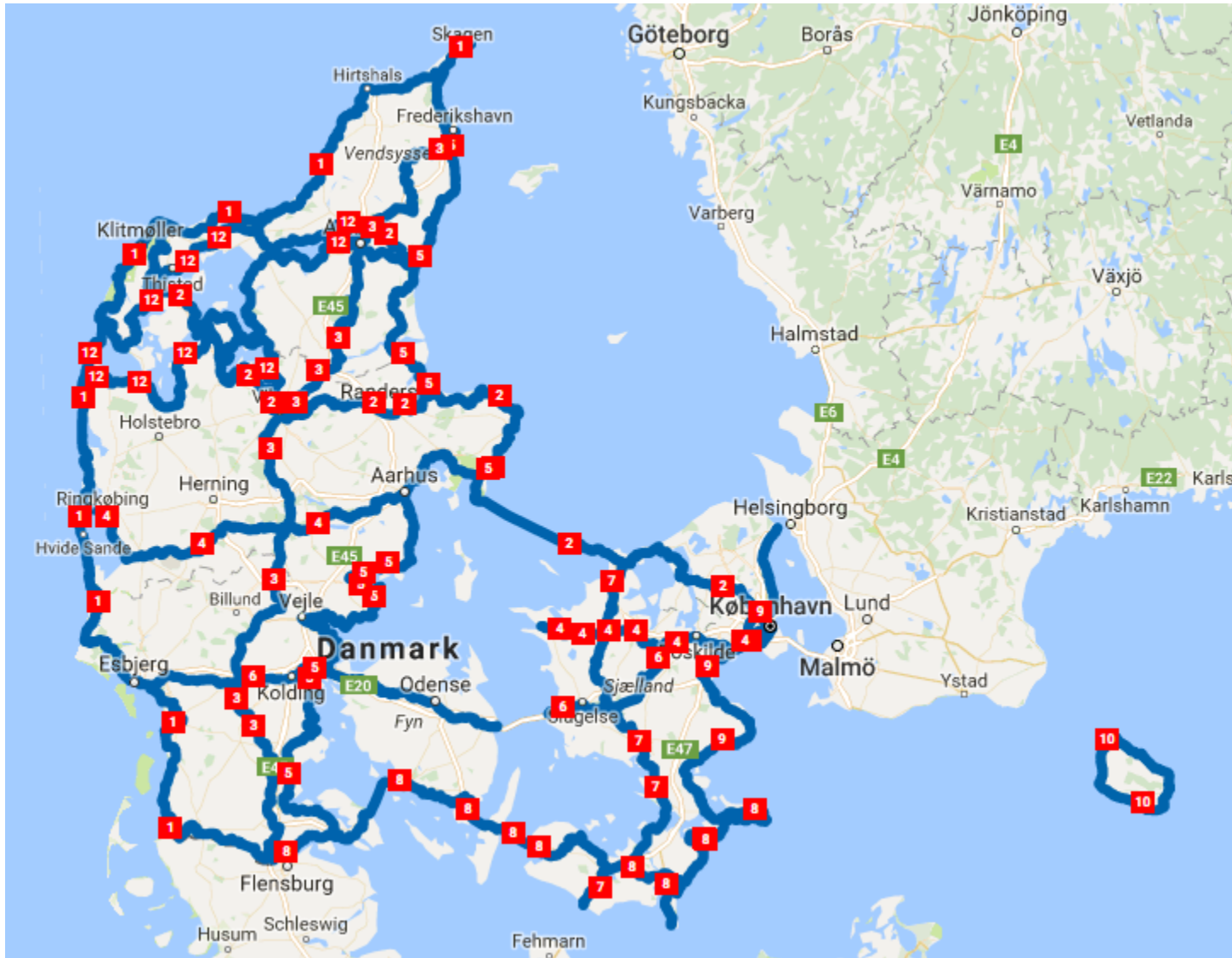
Kilde: Danmarks Statistik



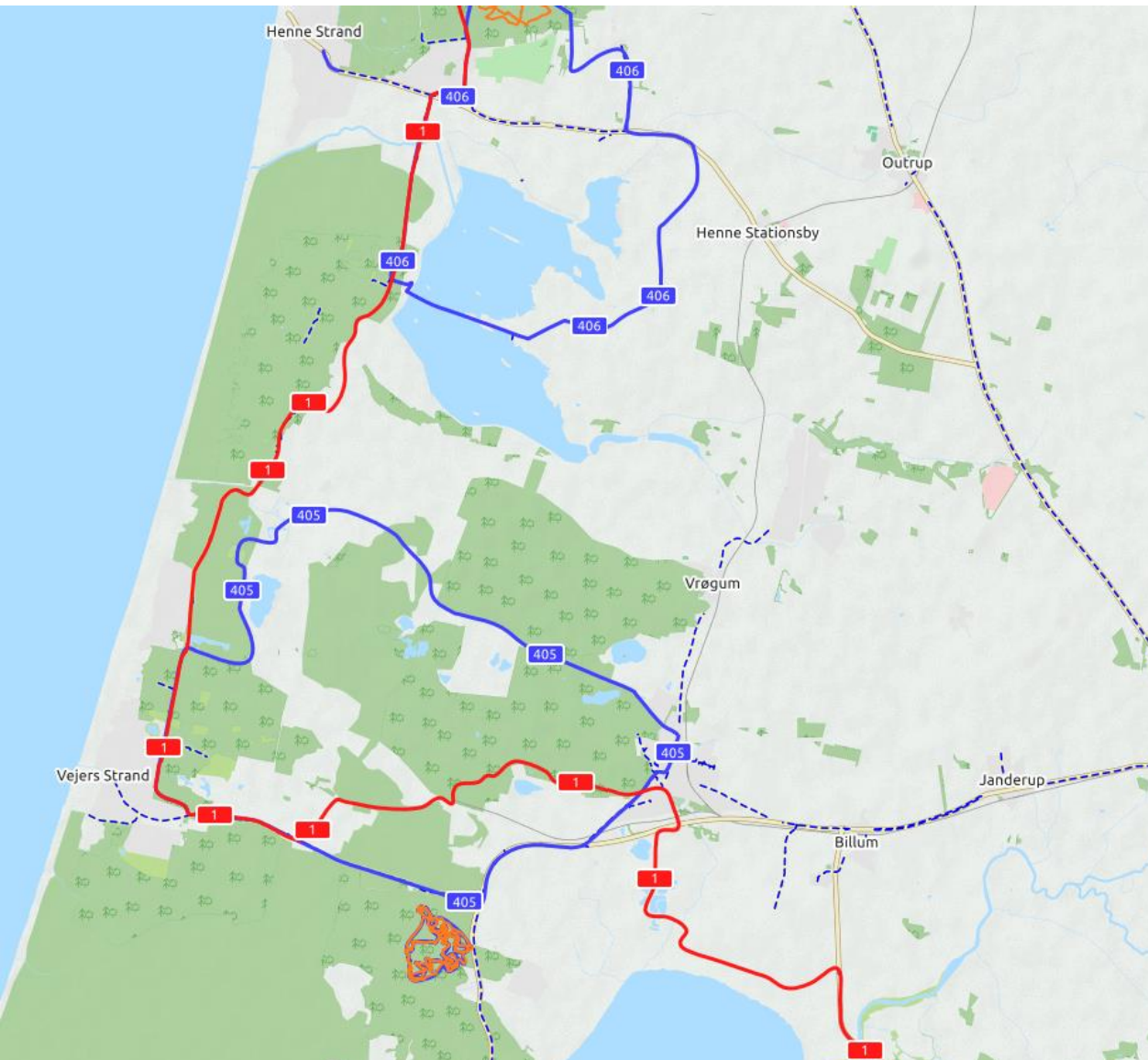
Economical benefits

?!

The National Network



Zooming in...



3.2 Stirutetavler – F 21,1



National



National



Regional



Regional



Lokal



Lokal

EuroVelo Routes

EV3

EV7

EV10

EV12



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Who are we?

A members' association



Founded Oct 2014
Started operating Jan 2015
NECC from 2016



Medlemmer

Dansk Cykelturismes medlemmer

Medlemmerne står i rækkefølge efter indmeldelse.

Cyklistforbundet (stiftende)

Rømersgade 5
1362 København K
www.cyklistforbundet.dk

VisitDenmark (stiftende)

Islands Brygge 43
2300 København S
www.visitdenmark.com

Sydvestjysk Udviklingsforum (stiftende)

Niels Bohrs vej 6
6700 Esbjerg
www.svuf.dk

Dansk Turismefremme (stiftende)

Rådhusstorvet 4
8900 Randers
www.danskturismefremme.dk

Campingrådet (stiftende)

Mosedalsvej 25
2500 Valby
www.campingraadet.dk

**31 members in total:
Municipalities,
destinations, tour
operators, publishers,
etc.**

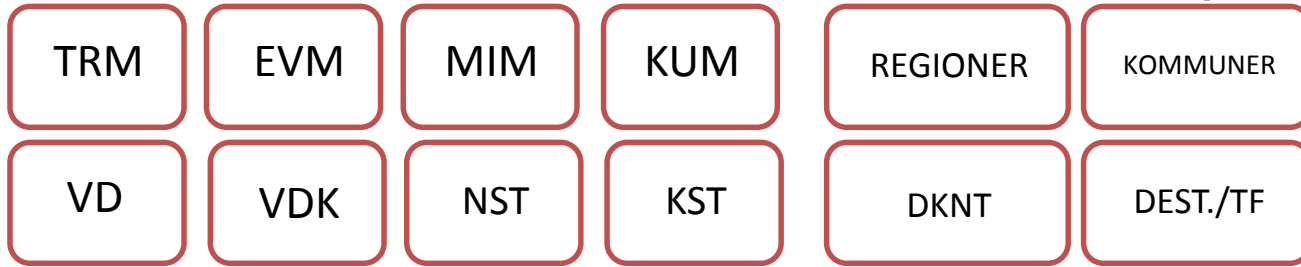
Our purpose

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

3

What we do

OFFENTLIGE MYNDIGHEDER/SELSKABER



EuroVelo/
TRM
Ekspertgr.

AKTØRER

OFF. TRANSPORT

CYKELBRANCHEN

FORLAG

TUROPERATØRER/
REJSEBRANCHEN

BRANCHER



ORGANISATIONER

NATIONALPARKER

FRILUFTSRÅDET

CYKLISTFORBUNDET

DANSK
TURISMEFREMME

CAMPINGRÅDET/FERIE
HUSUDLEJERNES B.

BERLIN-
KBH

VESTKYST-
RUTEN

ØSTERSØ-
RUTEN

HÆRVEJS-
RUTEN

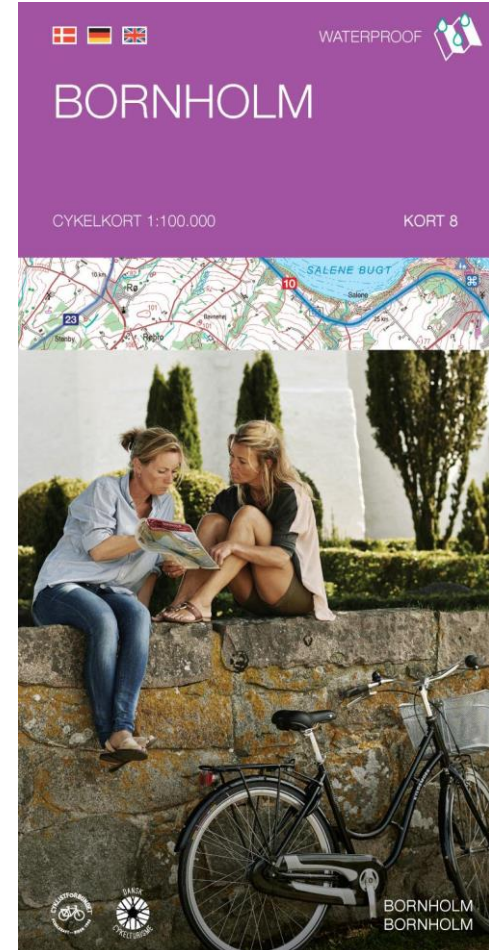
LIMFJORDS-
RUTEN

KBH+NORD
SJÆLLAND

BORNHOLM

RUTER/DESTINATIONER/UDVIKLINGSPROJEKTER

New Cycling Maps





danskcykelturisme ▾

DA ▾

Plan route App About Naviki

Worldclass infrastructure

The Danish cities are among the best in the world to experience on a bicycle



New digital platform

The best long routes

Find information on your next cycle holiday in Denmark ▶



The best day tours

Find a selection of cycle routes that can be done in one day ▶



The best routes for children

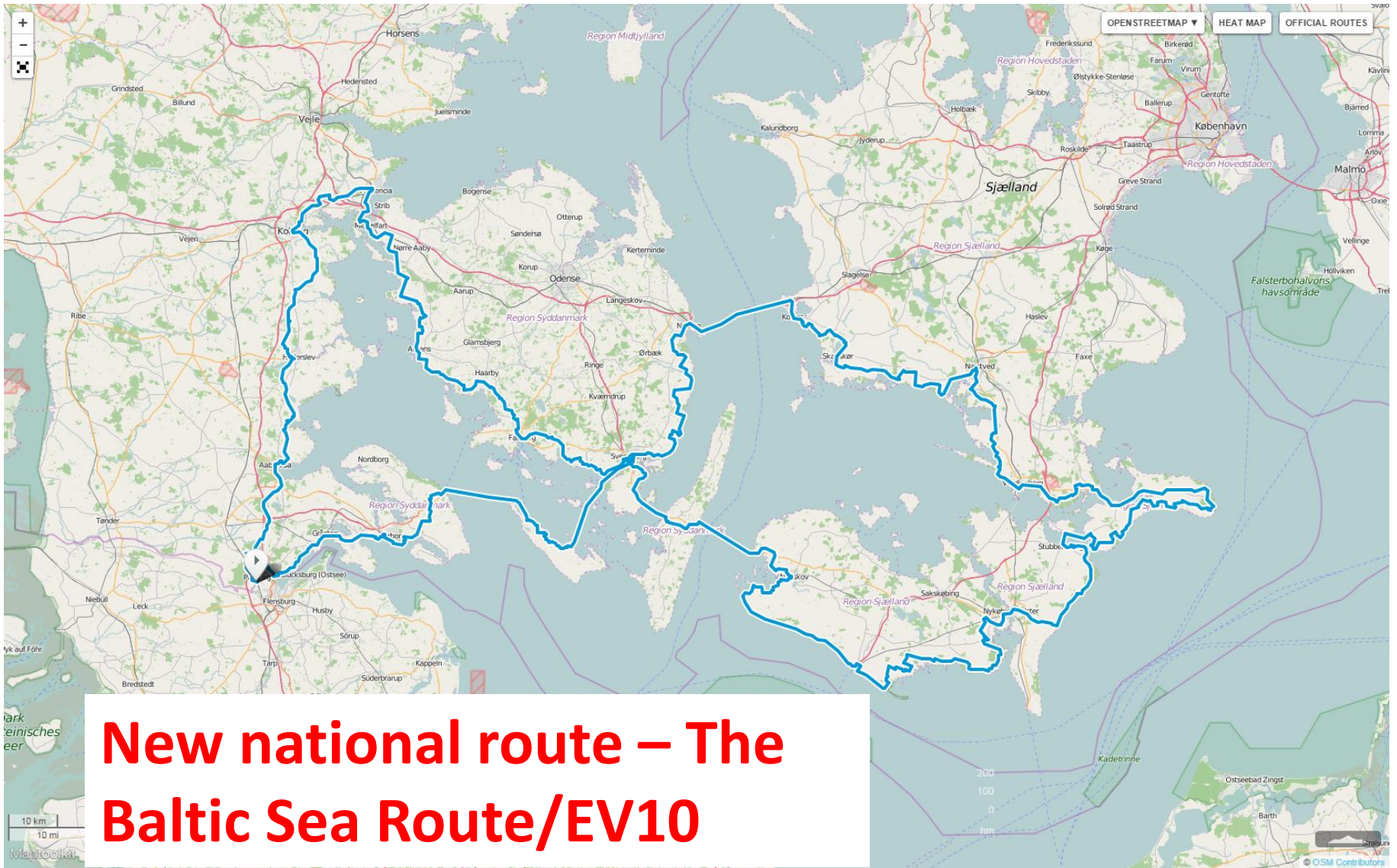
Bringing the kids? We guide to where it's fun and safe to cycle ▶



Recommended tours

We continuously present tours that fit the season ▶





New national route – The Baltic Sea Route/EV10

**Enough asphalt!
Making minor roads
safe for cyclists**



Realdania



Cykel- og
gangsti



Checking routes



Improving accessibility by improving service





Lobbying for better bicycle facilities on trains



KØB PAKKEREJSER
OG SPAR PENGE

Package offers

VESTKYSTRUTEN

Ingen anden national cykelrute i Danmark rummer så store kontraster som Vestkystruten. I syd den rige flade marsk ved Vadehavet, i nord de stejle klitter mod Vesterhavet. Vestkystruten er en fortælling om mennesket og havet. En 560 km lang fortælling om livet på naturens betingelser.

[Gå til Vestkystruten](#)

PANORAMARUTER

Du finder 16 skiltede Panoramamaruter langs den jyske vestkyst. Cykelruterne er mellem 20 og 50 km lange, og de følger eller går tæt på Vadehavet og Vestkysten og den legendariske Vestkystruten. Eftersom det er rundture, kan man starte og slutte hvor som helst på ruten.

[Gå til Panoramamaruter](#)

THINGS TO DO

Attractions, events & unique activities

DESTINATIONS

Holiday spots, famous places, must-see sights

ACCOMMODATION

Find & book places to stay like hotels & B&Bs

PLAN YOUR TRIP

Travel tools, weather, getting here & around

CYCLING IN DENMARK

Overview

10 reasons to cycle

Child-friendly bike holidays

Cycling in Denmark

Denmark is the ultimate destination for cycle holidays. With more than 12,000km of signposted cycle routes, gentle terrain, inspirational nature and short distances between amenities, Denmark is a country made for cyclists and cycling trips. It's safe, easy and great fun. If you like active holidays, plan a cycle holiday in Denmark.

Here you'll find information on bike holidays in Denmark, from tips and inspiration to route planning and bike hire. So saddle up and cycle Denmark!



Campaigns with VisitDenmark

Life seems bigger on a bike!

Video: Life seems bigger on a bike

Take a minute to relax with our brand new cycling video and get a taste of the



DANISH CYCLING TOURISM

THANKS FOR LISTENING!



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WWW.CYKELTURISME.DK