

CYCLING

Definition

Cycling tourism can be defined as trips to destinations where cycling is the main activity undertaken. Cycling tourists can be split into two distinct categories:

Holiday cyclists: They specifically look for holidays where there is the opportunity to cycle on more than one occasion, with a variety of interesting routes. Whilst they may not wish to cycle everyday, they consider cycling to be the main attraction or core activity.

Short-break cyclists: They tend to travel on a package tour, and cycle each day of their break. They usually travel within a group of family or friends.



Estimate of Global Market Size

Cycling is most popular amongst domestic tourists (people who take a holiday in the same country as they live). However, cycling when on holiday in another country is still a popular activity, and is predominantly undertaken through the renting of bicycles. Much smaller numbers of people actually take their own bicycles with them.

Cycling tourism tends to flourish in places of outstanding natural beauty, and where special cycle trails have been developed. Victoria on Vancouver Island is the cycling capital of Canada, which attracts 50,000 cycle tourists each year in an industry worth \$12million. The Danube cycle route in Austria attracts 150,000 cyclists per year. England's *Camel Trail* attracts 300,000 cyclists per year.

Whilst there is a lack of data related to cycling tourism, largely due to the large number of independent cycling tourists. It is estimated that 50,000 people from the UK took an overseas cycling holiday in 2006, with a further 70,000 from Germany in the same year.

Globally, it is estimated that the size of the international cycling tourism market is around 1.5 million trips per annum.

Potential for Growth

New socio-economic ideals mean that cycling is increasingly appealing as a healthy activity, and a way of procuring a fitter more enjoyable lifestyle. In particular, cycling holidays are most appealing to the ABC1 socio-demographic group, especially families within this group. In the next 5-10 years, holidays taken by the ABC1 family market are expected to exhibit good growth.

Ski resorts are increasingly looking to mountain bikers to utilise their ski lifts and ski

slopes in the summer, and thereby create a year-round tourism season. Morzine, in the French Alps, has been particularly successful in achieving this.

Significant growth has been reported by many overseas tour operators, with rates of between 10-30% per annum being quoted. Over the next 5-10 years cycling tourism is expected to grow by at least 10% per annum, but more in those destinations that specifically cater for this type of holiday.

Brief Profile of Consumers

Cycling tourists are predominantly aged 30-55, and tend to be in the ABC1 socio-economic groups – usually pre and post family – though, as noted, the family cycling holiday segment is also expected to continue to expand.

A survey in Canada found that 47% of cyclists had incomes of between \$60,000 and \$80,000, which confirms that most cycling tourists tend to be professionals with higher than average incomes. Consumers from the UK market are slightly older than those from the North American and European markets.

Surveys of cycling tourists indicate that a large proportion (around 70%) would pay extra for additional services such as luggage transfer and bike maintenance.

Main Source Markets

The main source markets for cycling holidays are:

- United States
- United Kingdom
- Canada
- France
- Germany
- Italy
- Scandinavia

Emerging Markets

- South Africa

Main Competing Destinations

The key cycling destinations tend to be in countries where cycling is widespread amongst locals. These countries usually have extensive facilities for cyclists, which tourists can also use. Typically these countries include:

- France
- United States
- Canada
- Spain
- Austria
- Italy

Key Tour Operators

Backroads

United States

<http://www.backroads.com>

801 Cedar St. Berkeley, CA 94710-1800

Tel: 800-GO-ACTIVE (462 2848), 510 527 1555

Duvine Adventure

United States

667 Somerville Ave, Somerville, MA 02143

Tel: (617) 776-4441

Fax: (617) 776-1660

Email: info@duvine.com

Saddle Skedaddle Biking and Cycling Holidays

United Kingdom

<http://www.skedaddle.co.uk>

Ouseburn Building, □East Quayside, □Newcastle upon Tyne, □NE6 1LL

Tel: (+44) 191 265 1110

Email: info@skedaddle.co.uk

Hooked On Cycling

United Kingdom

<http://www.hookedoncycling.co.uk>

5, Redmill Court, □East Whitburn, □West Lothian, □Scotland, □EH47 0PA

Tel: (+44) 1501 744727

Fax: (+44) 1501 742743

Email: info@hookedoncycling.co.uk

Ruckenwind Reisen

Germany

<http://www.rueckenwind.de>

Am Patentbusch 14, D-26125 Oldenburg

Tel: (+49) 441 485970

Fax: (+49) 441 4859723

Email: info@rueckenwind.de

Aktiva Tours

Netherlands

<http://www.aktivatours.nl>

Postbus 431, 5550 AK Valkenswaard

Tel: (+31) 40 203 03 20

Fax (+31) 40 204 77 95

Key Points for Marketing and Distribution

Gordans Guide: A guide to bicycle tours

<http://bicycle-tours.gordonsguide.com>

Bike Magazine – United States

<http://www.bikemag.com>

Cycling Weekly – UK's largest publication

<http://www.cyclingweekly.co.uk>

The Cycle people - Offering reviews, a directory of cycling holiday destinations and cycling holiday companies – United Kingdom

http://www.thecyclepeople.com/cycling_holidays.asp

Social Networks

Squidoo – Community for all types of cyclists

<http://www.squidoo.com/ebragger>

Trade Fairs

Eurobike

International bicycle trade exhibition

Germany

September each year

http://www.eurobike-exhibition.de/html/en/supporting_programme/holiday_bike/holiday_bike.php

Interbike

Largest bicycle event in North America

September each year

<http://www.interbike.com>

Other trade fairs include, the China Cycle Show, which takes place in April, and the Moscow International Bicycle Trade Show takes place in February each year. However, these do not appear to have cycling holiday components.

Additional Information

General Information

International Bicycle Fund

<http://www.ibike.org>

European Cycling Federation

<http://www.ecf.com>

United States: Rails to trails Conservancy

<http://www.railtrails.org>

Worldwide Bicycle Tour Directory

<http://www.bicycletour.com>

Organisations/Institutions in the Caribbean

Bermuda Bicycle Association

<http://www.bermudabicycle.org>