

green mobility forum
thinking outside the
car

Cycling Tourism & Active Transportation





“Bicycle Culture”

Def. A society that:

- understand the needs of cyclists;
- develop ways to integrate cycling in recreation and transportation;
- cultivate economic development of cycling;
- encourage bicycle usage.



The “Route Verte 2007” Declaration

1. Bicycling is an active means of transportation that promotes individual and collective health and well-being



The “Route Verte 2007” Declaration

2. Bicycle tourism is an environmentally friendly, healthy and enriching way to explore the culture, attractions and cuisine of a region or country



The “Route Verte 2007” Declaration

3. Bicycle tourism has a more significant economic impact locally and per individual, than traditional tourism and also encourages people to adopt healthy lifestyles, particularly through the promotion of active transportation



The “Route Verte 2007” Declaration

4. The infrastructures required for bicycle tourism, particularly bikeways and greenways, are also public recreational and transportation facilities that benefit the population as a whole and promote cycling.



The Clientele

- 14% bike regularly, 23% occasionally. Total 37% of population (CROP, 2006 survey)
- 57M people rode bicycle in summer 2002.
31,000,000 are active bicyclists.
source: U.S. Department of Transportation
- 89% of Québec population biked in 2005.
Estimated spending on route Verte in 2007
\$150M.



Bicycle Tourists

Compared to other tourists, cyclists :

- are well educated (45% university grad. vs 31% gen. pop.*)
- have a higher disposable income, (68% earn more than \$40,000/year*)
- spend more when traveling, (\$103./day vs \$66. general tourist *)
- stay longer, and
- have much less of a negative impact on local environments when they are visiting.

* Bicycling in Québec in 2005.



The Trends

Their average age is increasing:

55-64 age group: from 34% to 41%

65-74 age group: from 12% to 21%

This is significant because by 2010, 43% of the growth in consumer spending will be in the generation of 50 to 64 year olds, an age group that spends considerably more on leisure, recreation and travel.



The Product

● Cape Breton Island, “One of the best places in the World to ride a bike.

#1 cycling destination in North America,”

(Bicycling Magazine, Sept '07)

● Cape Breton Island,
10th Best Island in the World.

(National Geographic Traveller)



Bicycle  **Friendly**



Objective

Implement a network of
Bicycle Friendly Establishments
to cater to the bicycle tourist market
to enhance their bicycle touring experience.



Welcome Cyclists Networks

- “Bienvenue Cyclistes” - Vélo Québec
- Bicycle Friendly Community Program - League of American Bicyclists, USA
- “Fahrradfreundliche Hotels”
Germany, Netherlands
- Riccione Bike Hotels, Italy



Strategy



Brand the Bicycle Friendly Program

- Promote Bicycle Friendly Best Practices
- Partner with tourism operators to create a Bicycle Culture on Cape Breton Island.
- Bring expertise to community development
- Market Bicycle Friendly Establishments



Branding Strategy



Bicycle Friendly Logo as an important badge of quality for both the cyclists and the tourism operator

- Promote to cyclists in CB/NS publications
- Invitation to Operators, personal contacts, collaboration with tour organizers
- Interactive Website promoting BF Network



BF Best Practices



Bicycle rack properly located

- Covered & locked space at hotels/motels
- Cooking shelters at campgrounds
- Information (tourism, bike routes, stores, resources, other BF locations,)
- No reservation required (1 - 4 cyclists)
- Healthy meals



Bicycle Tourism

Bike touring is one of the best ways to explore new places and have a great time.

i.e. Over 410,000 vacationing bicycle tourists in Québec in 2005, spending an estimated \$134M on Route Verte in 2006 .



Challenges

(Cycling = High Intensity Soft Adventure
Tourism)