



Cicloturismo

Impacto económico y requerimientos

















































Requisitos para el desarrollo del cicloturismo

- **Dota de contenido a los viajes**
- **Aprovecha los recursos territoriales previamente presentes**
- **Es el mejor medio para un conocimiento integral de los territorios**
- **Desestacionaliza**
- **Es un medio accesible**
- **Equilibra el territorio y reparte ingresos**

Requisitos para el desarrollo del cicloturismo

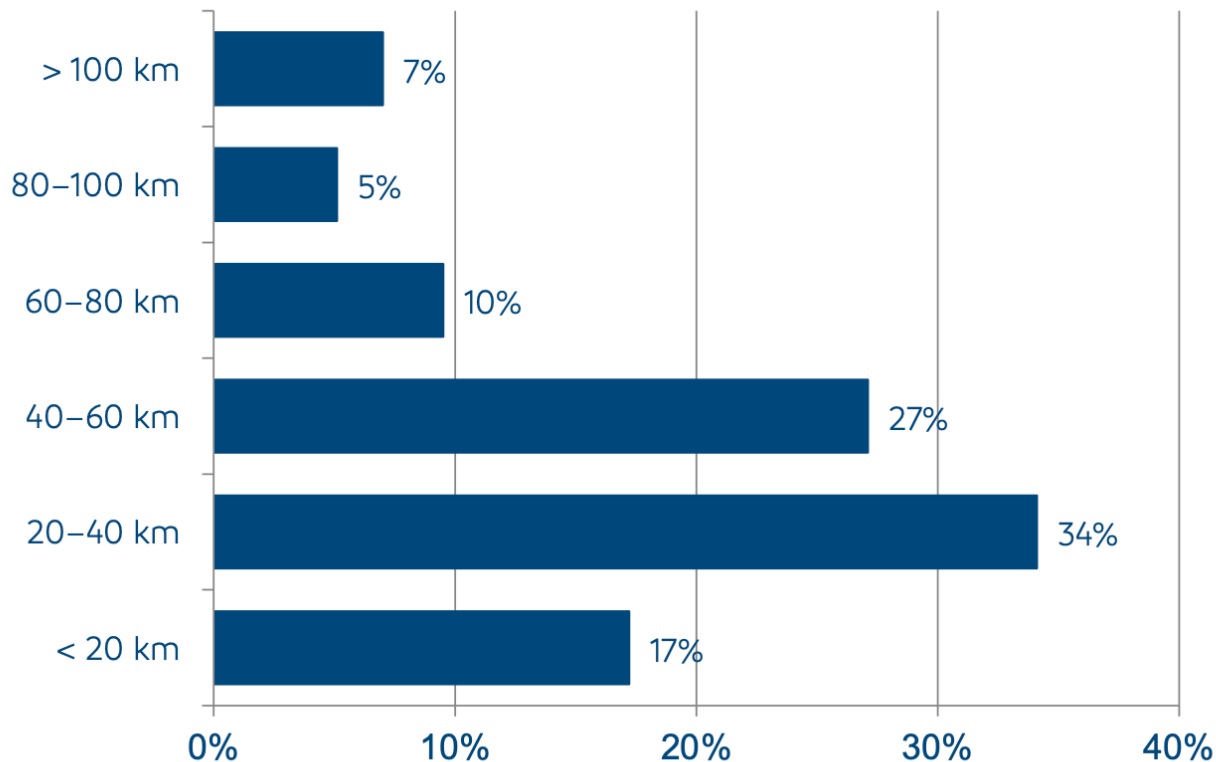
- **Necesita infraestructura acompañante**
- **Definición y creación de producto turístico**
- **Necesita unas condiciones climáticas adecuadas**

Con una facturación bruta de **12 mil millones de euros**, el cicloturismo representa alrededor del **12%** del valor agregado total del turismo en Alemania. Debido a su estructura de proveedores, el cicloturismo promueve principalmente a las **pequeñas y medianas empresas** y sirve como un **pilar importante del desarrollo económico regional**, especialmente en las **zonas rurales**. Alrededor del 75 por ciento de las rutas discurren por regiones rurales y ofrecen una importante fuente de ingresos para los negocios de alojamiento y gastronomía, las instalaciones de ocio y el comercio minorista.

Fte: Allgemeiner Deutscher Fahrrad Club

How many kilometres did you cycle during your day trip(s)?

(Only respondents who went on at least one cycling day trip; n=8,657)

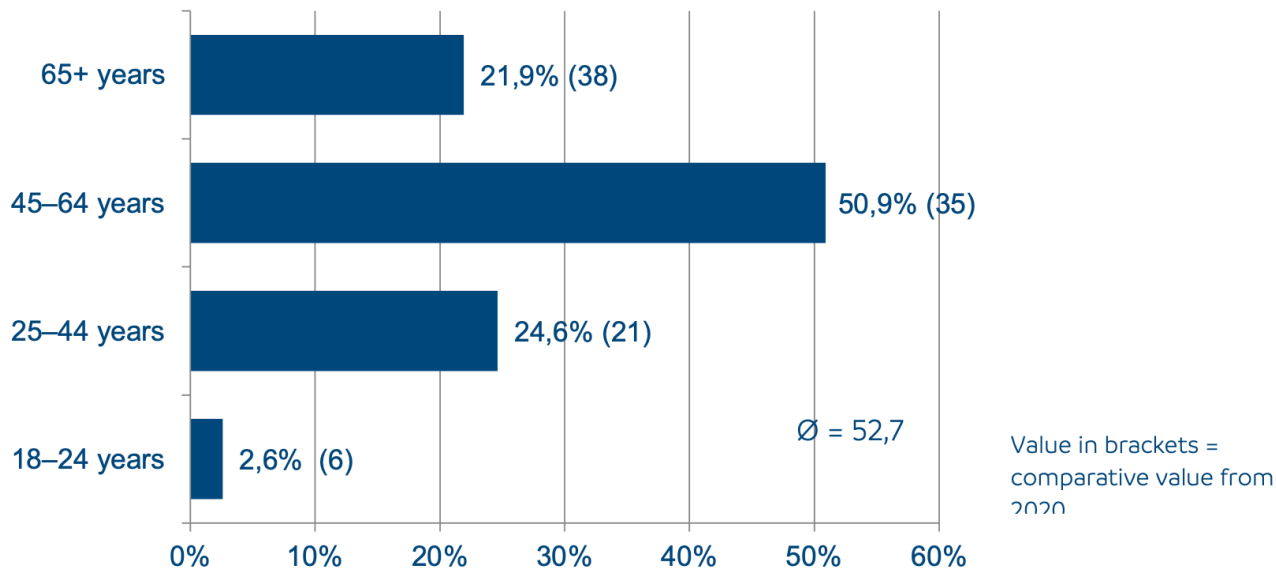


Ø = 43 km

Cycling day trips were an average of 43 km in length.



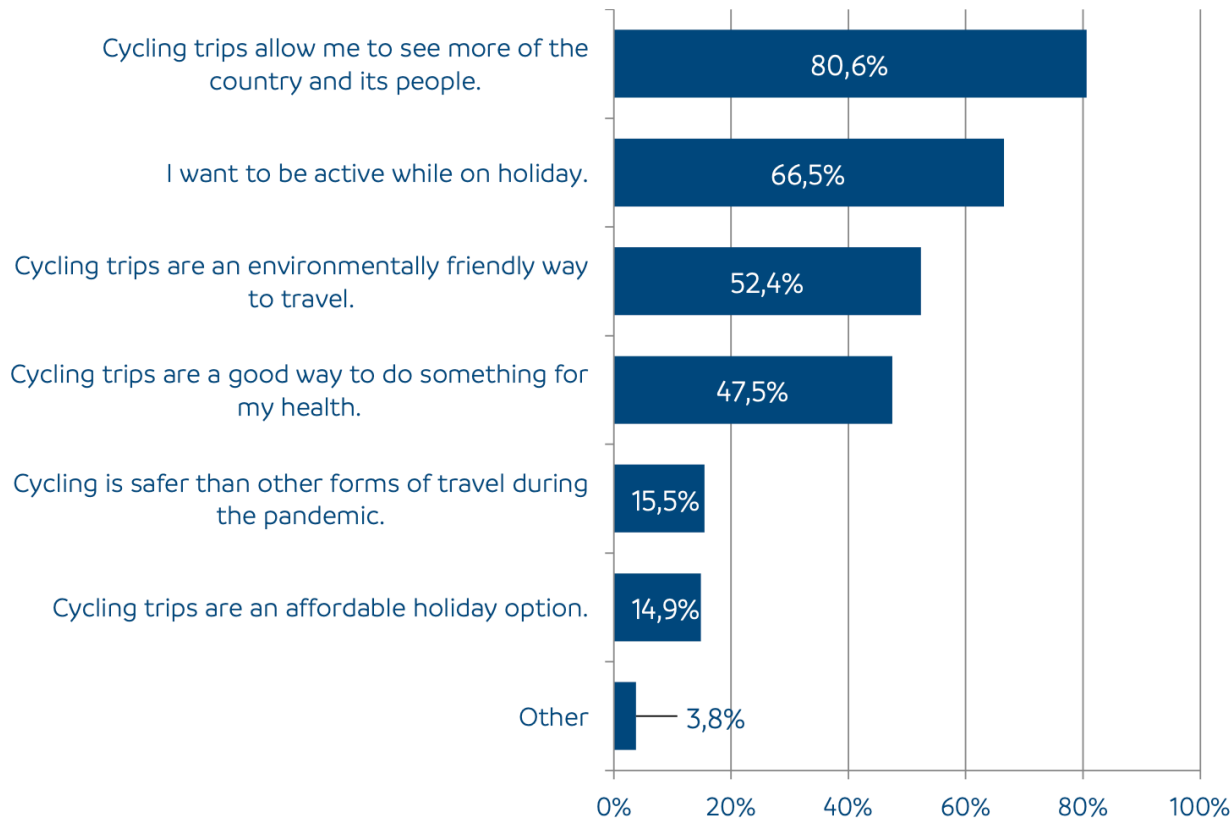
... 60% male
... 40% female
... an average of 53 years old.

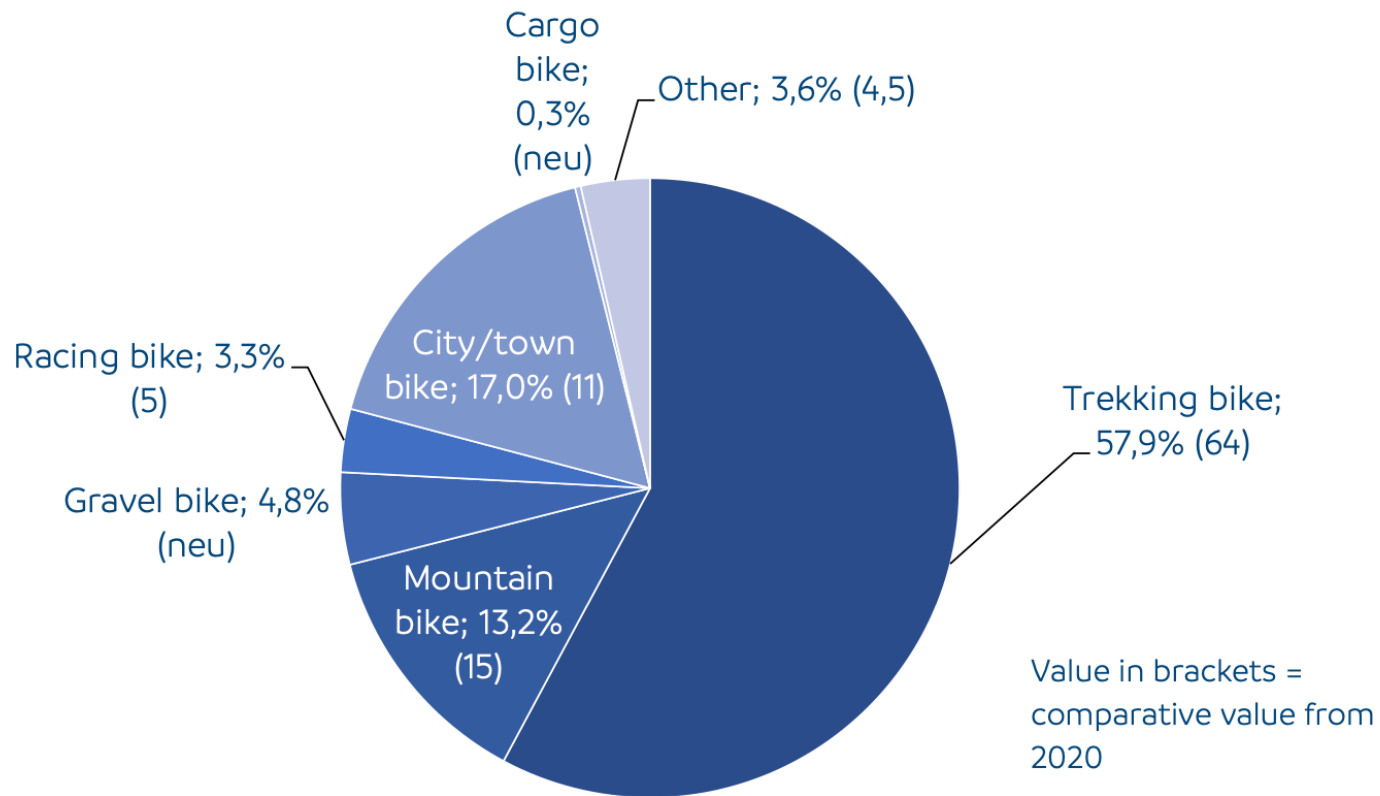


Travel companion: 56% travelled with their spouse/partner and 30% with friends. 18% travelled alone and 8% with children/youths.

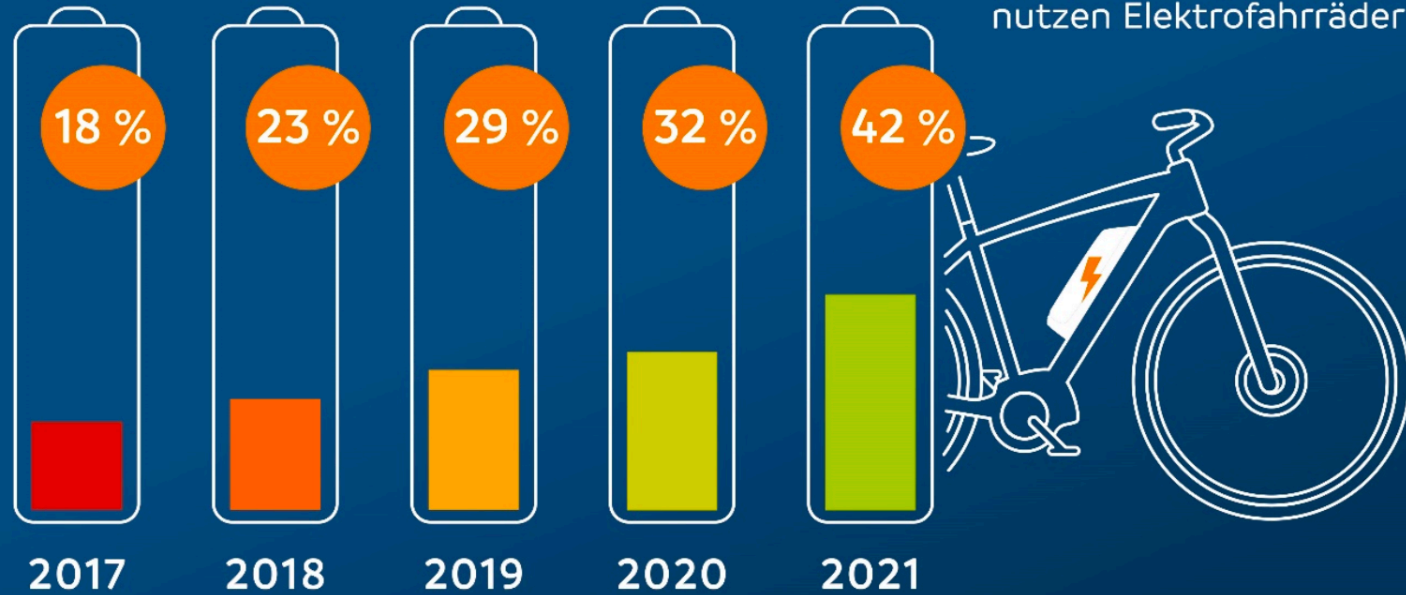
What were the three main reasons for you deciding to go on a cycling trip?

(Cycle tourists: n=5,622)



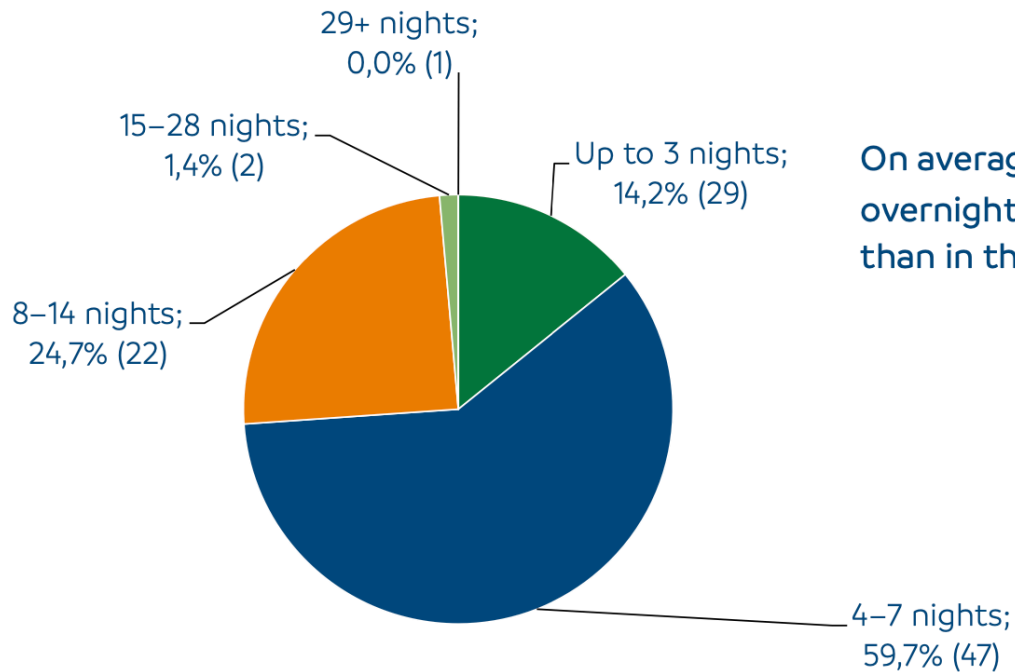


Trend Elektrofahrrad



Use of e-bikes by cycle tourists © ADFC/april Agency

Trip duration

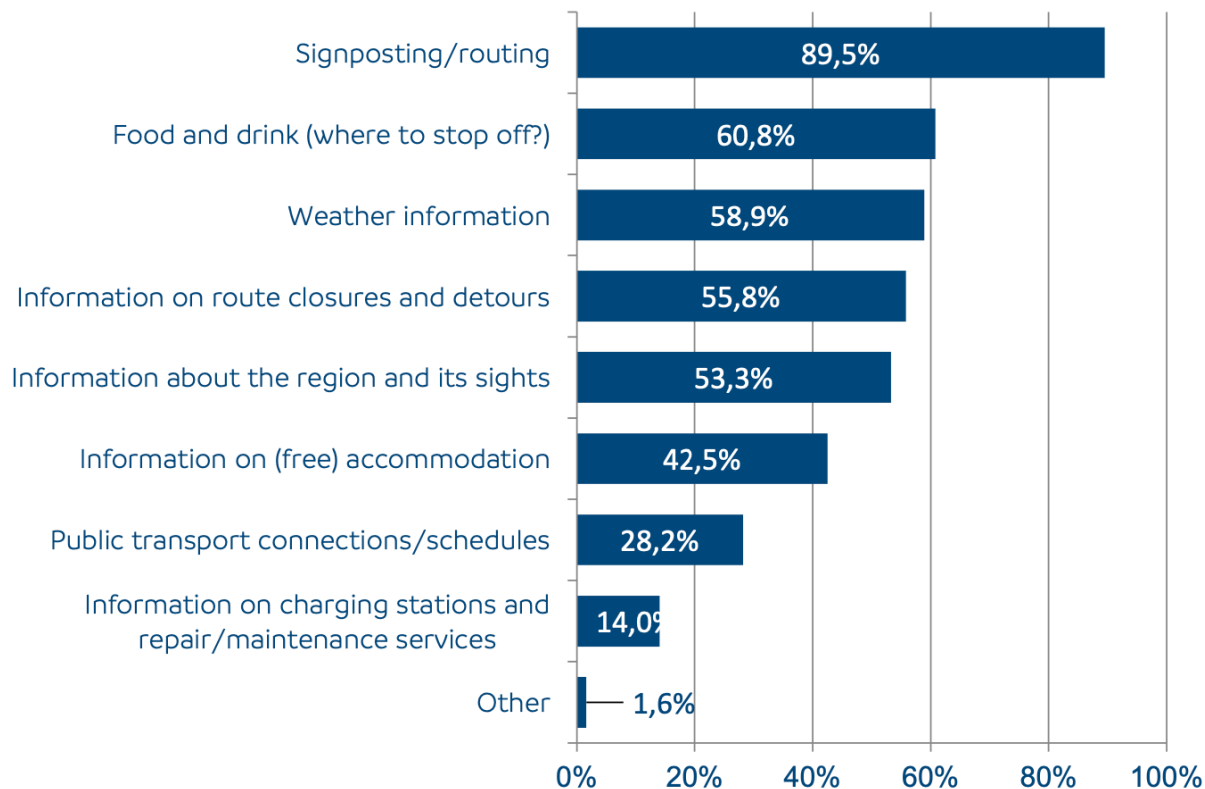


On average, trips involved **6.6** overnight stays, so slightly more than in the previous year (6.0).

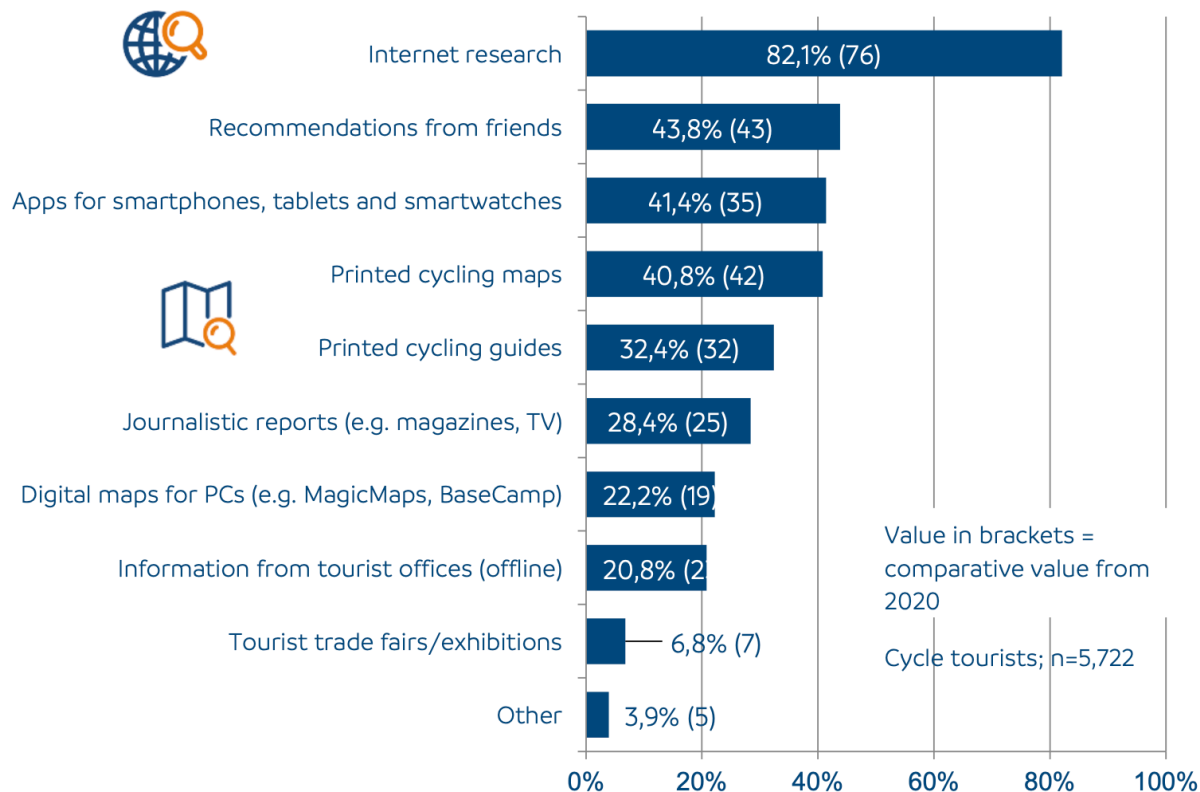


Point-to-point tours vs. circular tours © ADFC/april Agentur

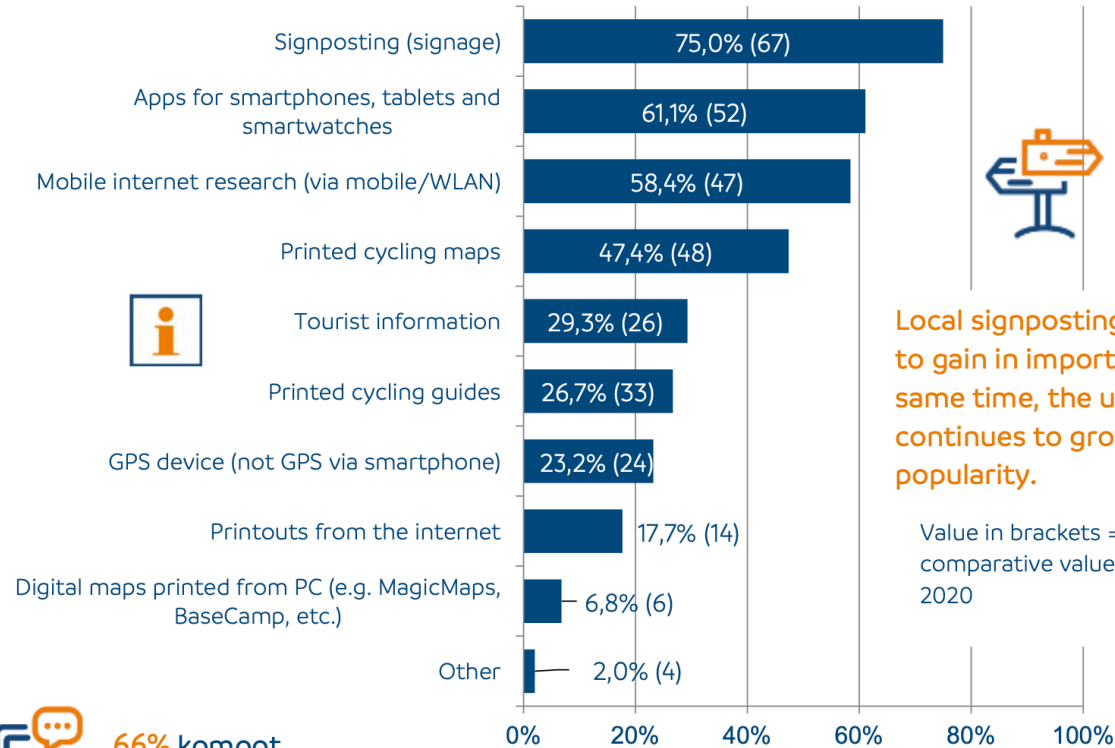
What kinds of information do cycle tourists need while on the road?



Sources of information during trip preparation



Sources of information during cycling trips



Local signposting continues to gain in importance. At the same time, the use of apps continues to grow in popularity.

Value in brackets = comparative value from 2020



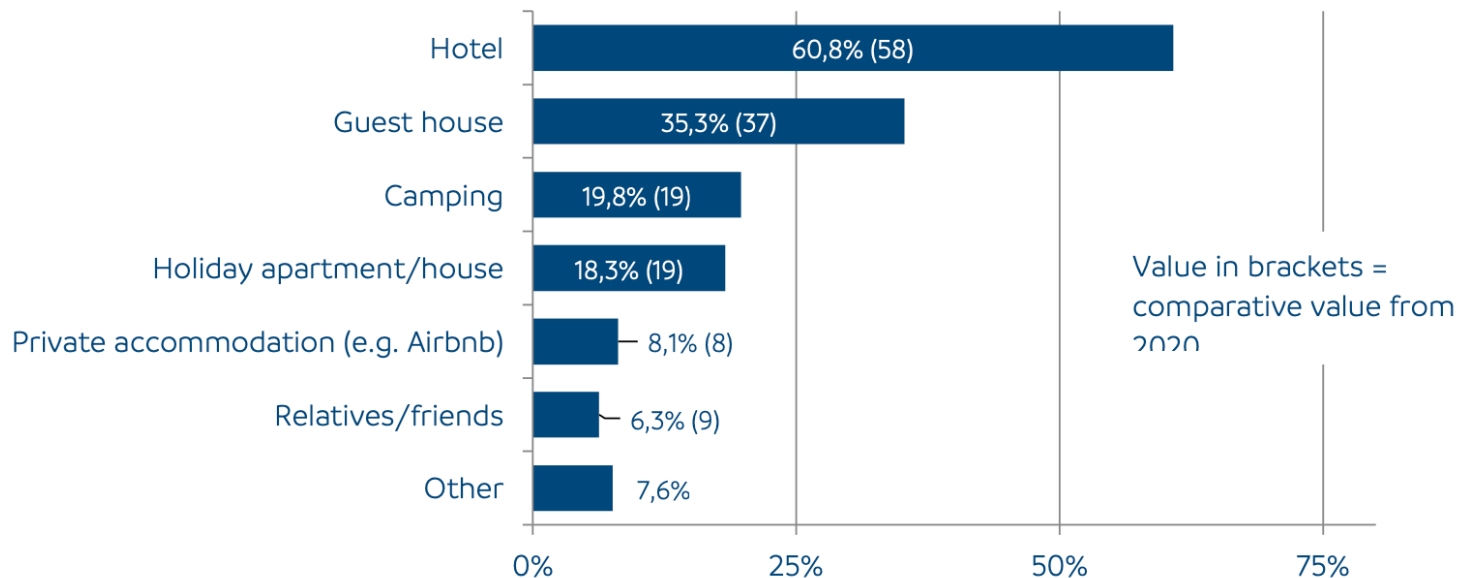
66% komoot
63% Google Maps
13% outdooractive

Accommodation during cycling trips

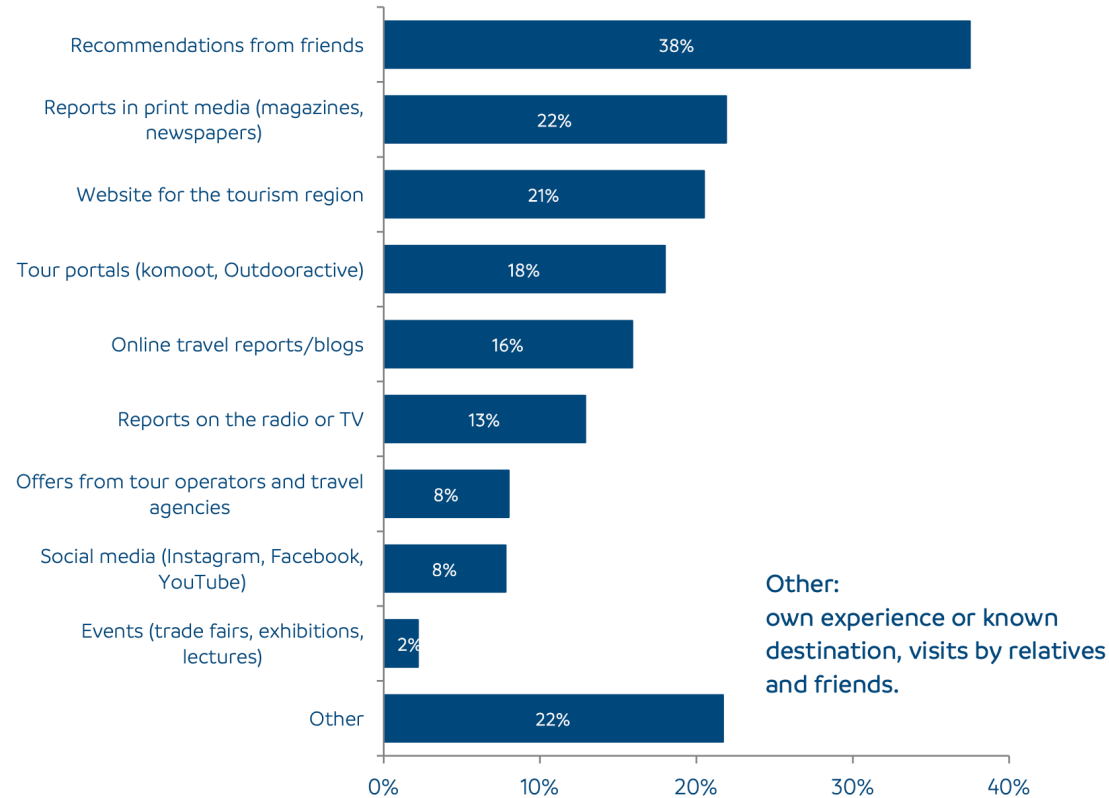
68% of cycle tourists booked their accommodation before their trip and 32% spontaneously during their trip.

What type(s) of accommodation did you use during your cycling trip(s)?

(Cycle tourists: n=3,513)



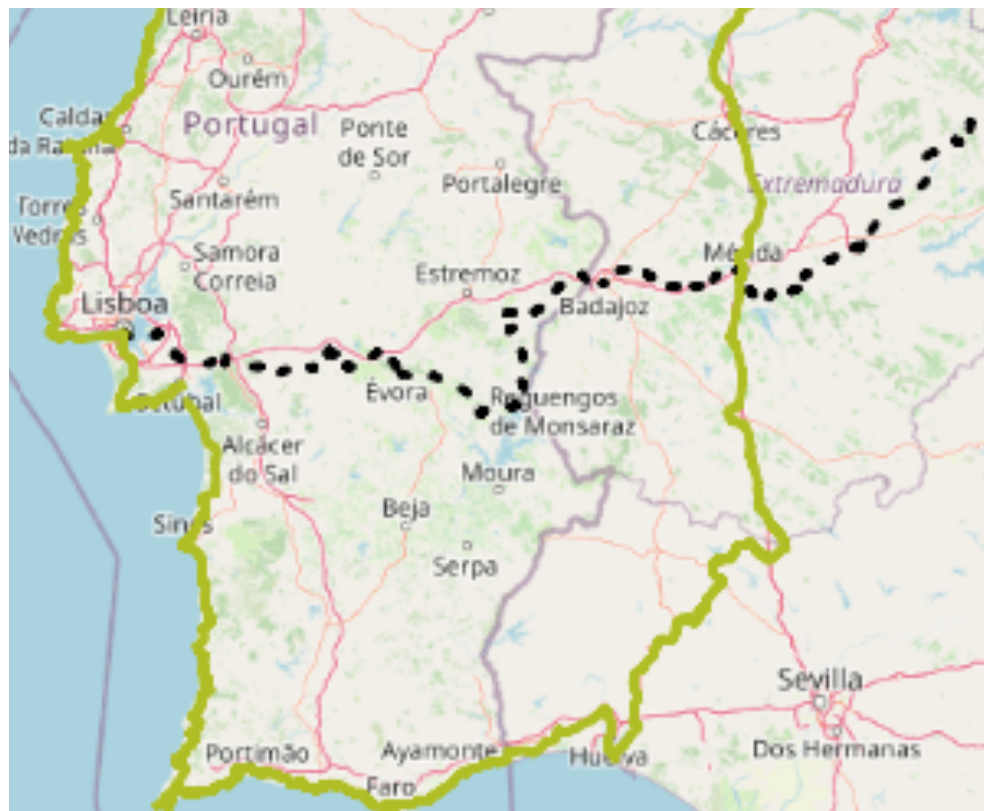
How did you first hear about your destination?
(Cycle tourists: n=3,549)





Future EuroVelo 16 - Iberian Cycle Route and existing EuroVelo routes in the Iberian Peninsula







¡Muchas gracias!

