

1st Austrian Bicycle Travel Analysis 2015

presented at the ITB 2016



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Aims

Who are we?

Team of people excited by cycling also in their holidays, trained by ADFC

Our Aims

- **Strengthen cycle tourism in Austria by:**
 - Linking knowhow (national / international)
 - Offering services (e.g. inspection of cycling routes for certification by ADFC, sign-posting, consulting)
 - Quality intensification of accommodations esp. for cyclists
 - Market analysis
 - Study Trips
 - Events



1. Austrian Bicycle Market Analysis



Project lead:  RADTOURISMUS
ÖSTERREICH

Initiative of:
(Mag. Christian Weinberger) 

Die Wirtschaftsagentur des Landes Niederösterreich

Contents discussed and agreed with
The German Bicycle Market Analysis



Sponsored by: 
MARKTFORSCHUNG
(Dataaquisition and analysis of data)

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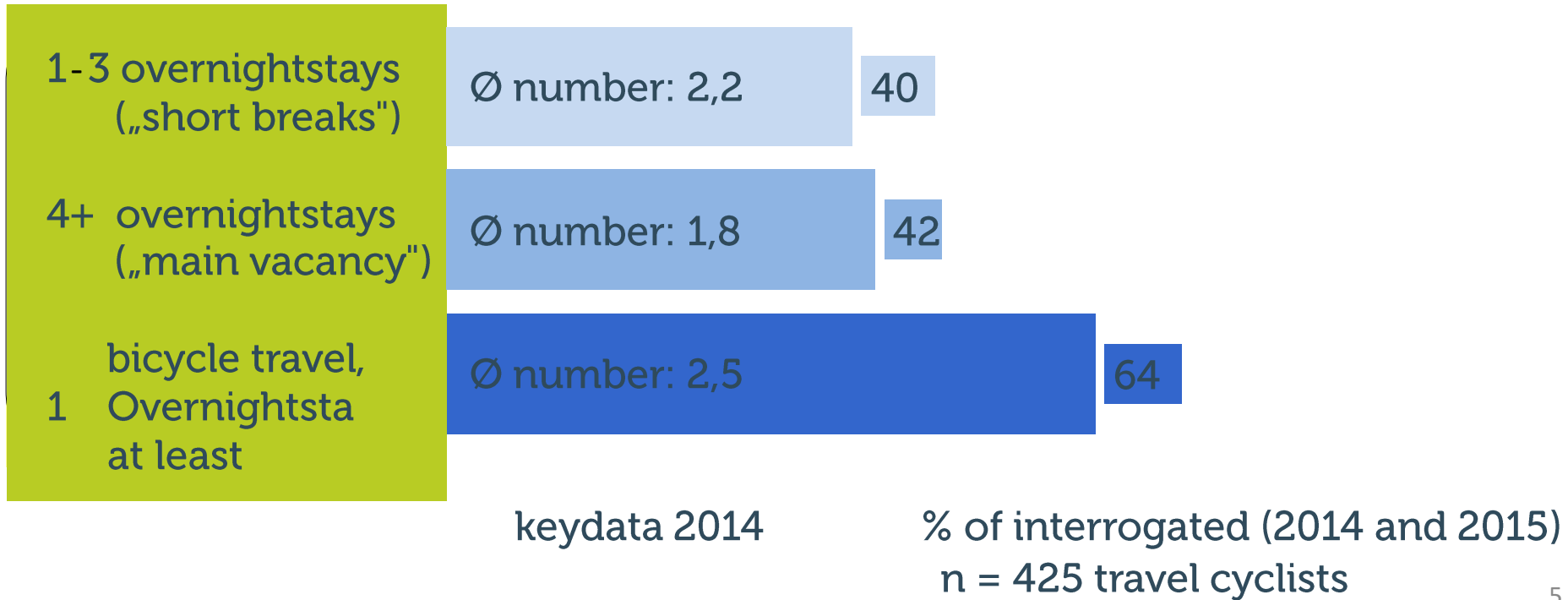
1. Austrian Bicycle Market Analysis



- **4.000 clicks to questionnaire ➤ 1.150 usable online questionnaires ➤**
 - 667 Online-Interviews filled in by Austrian cyclists**
- **1st time in 2015 as a pilot project, not representative for the Austrian cyclists yet**
- **2016: online panel**

Results - extracts

Bicycle Travels, Number and Percentage



Results

Bicycle Travels: Key data

∅ Duration of travel Days

Bicycle short break	2,9
Bicycle main holiday	10,5
Bicycle Travel	7,2

Type of travel %

Different single routes	20
Long distance route	80

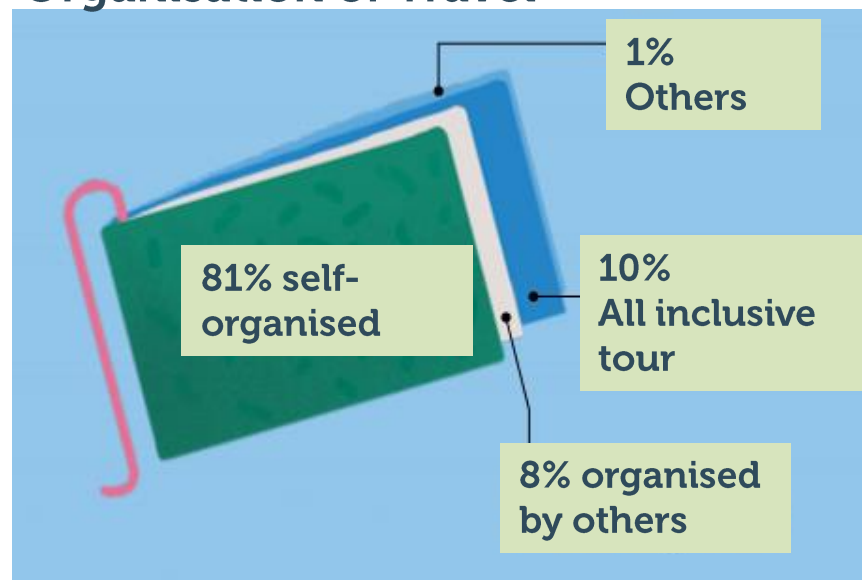
Type of bicycle %

Touring, Trekking, MTB	94
Racing bike .	
Pedelec, E-Bike	6

Country of destination %

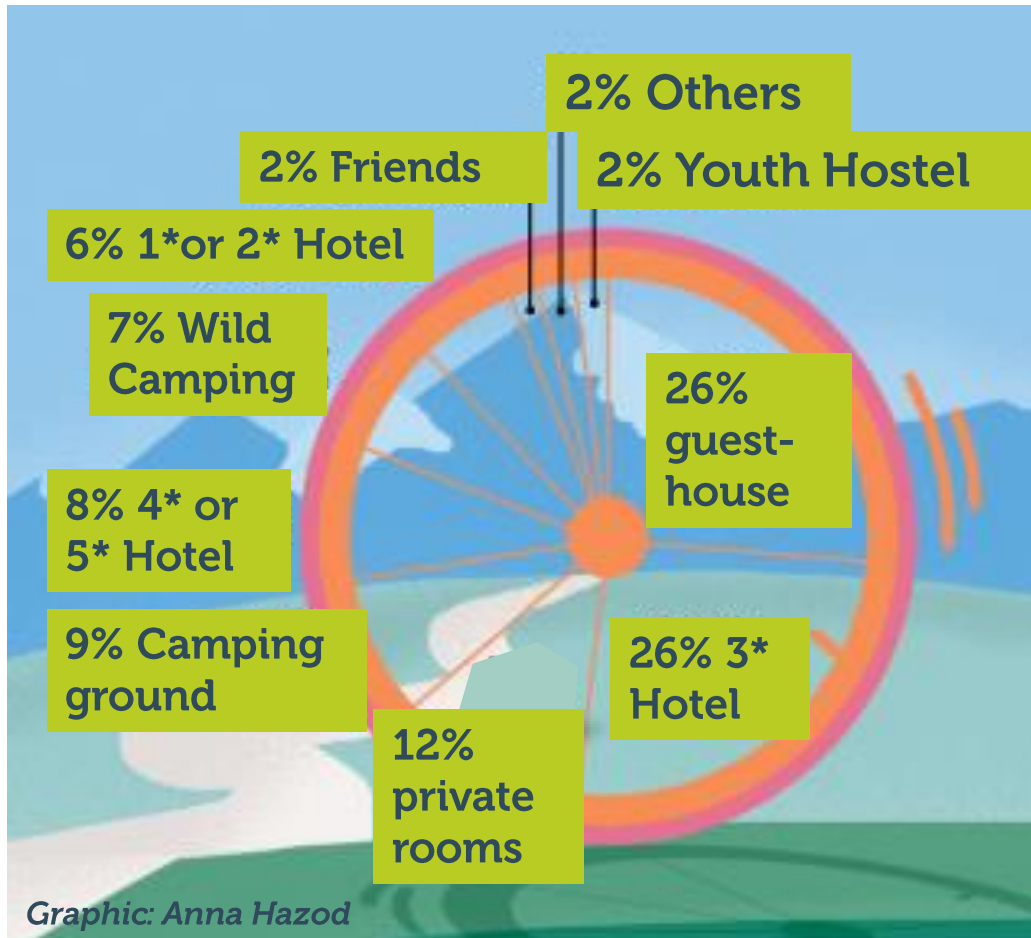
Austria	54
Foreign Country	46

Organisation of Travel



Results - extracts

Bicycle Travels: Main Accomodations used in %



Results - extracts

Bicycle Travels: sources of information

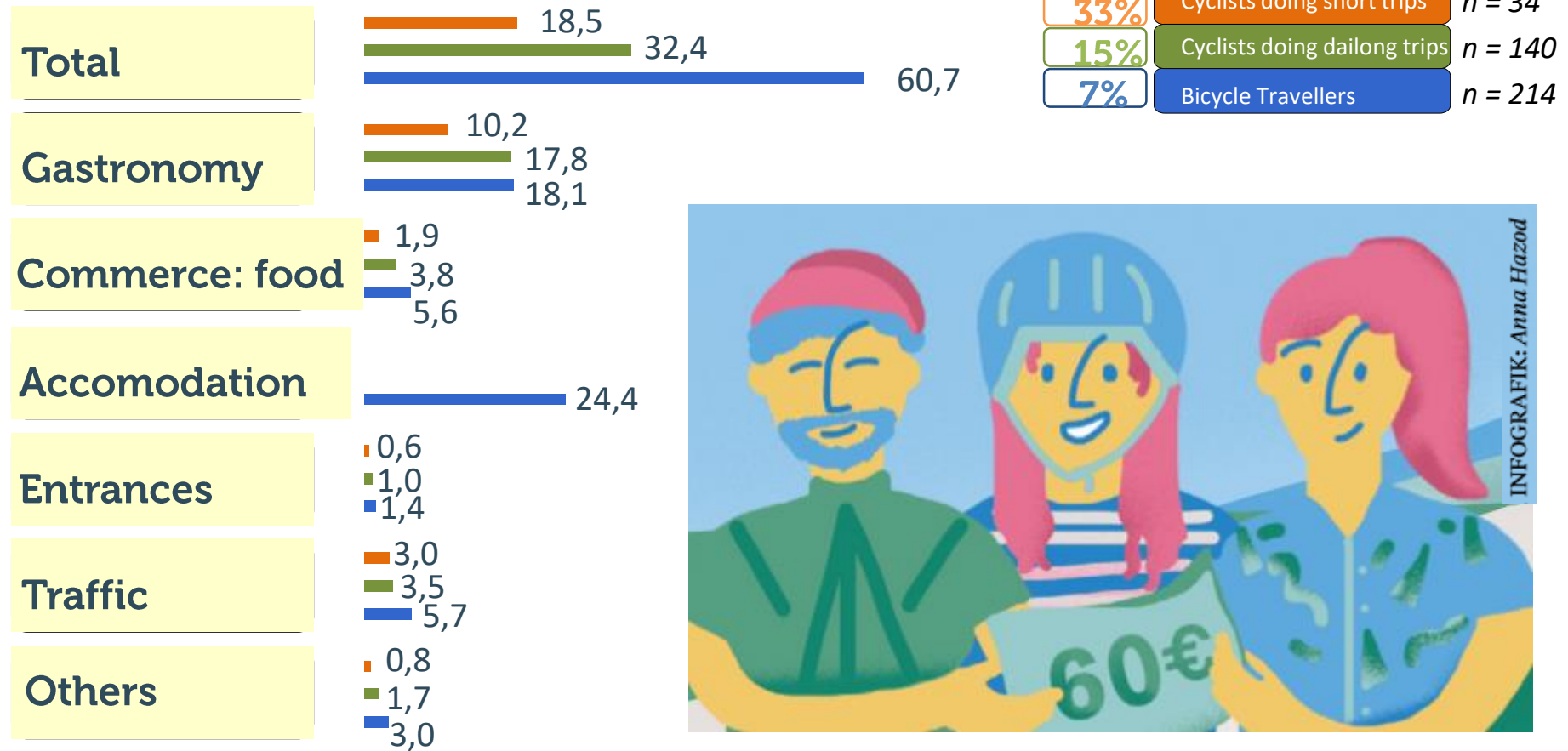
(for the preparation of the travel, in %)



Results - extracts

Expenses

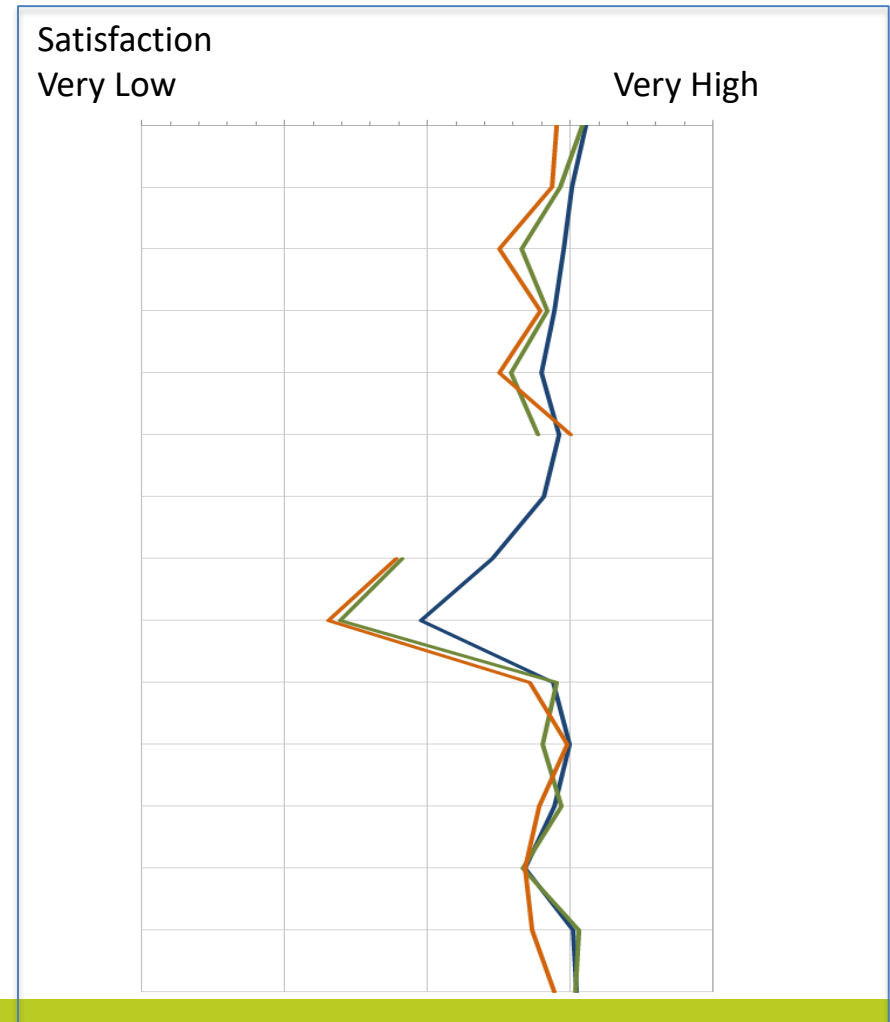
Expenses (per person and day) in €



Satisfaction of cyclists

Satisfaction with the following factors was asked:

- Route guidance
- Signposting
- Information materials
- Altitude profiles
- Possibilities to go shopping
- Gastronomy
- Accomodations
- Save possibilities for bike parking
- Save luggage storage
- Public traffic possibilities
- Quality
- Safety to traffic
- Disturbance by traffic
- Continuous trafficability
- Route in total

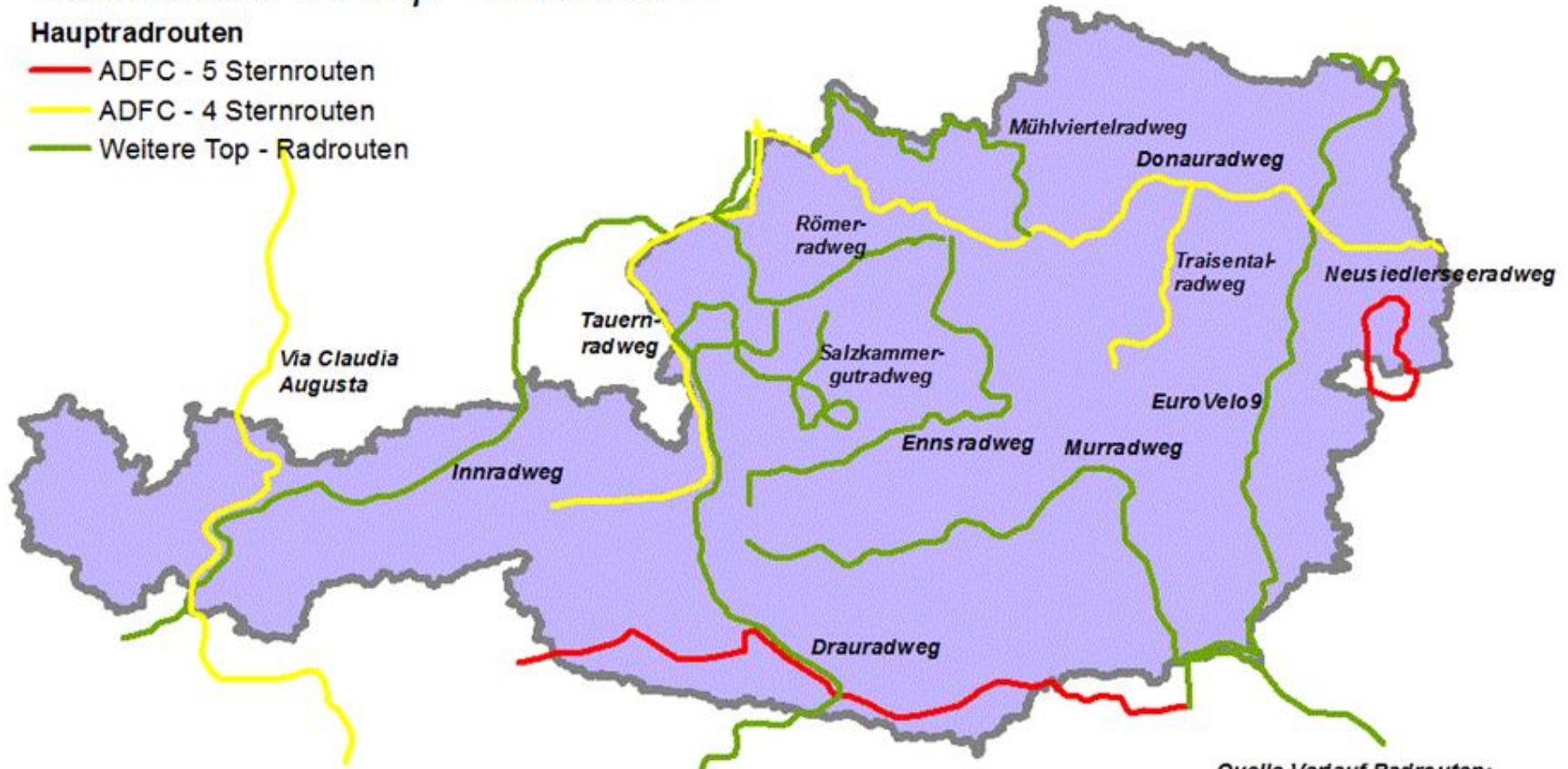


14 Top Bicycling Paths in Austria

Österreichs 14 Top - Radrouten

Hauptradrouten

-  ADFC - 5 Sternrouten
-  ADFC - 4 Sternrouten
-  Weitere Top - Radrouten



Quelle Verlauf Radrouten:
Radtouren Österreich
Grafik: Radlobby-Radtourismus

Most favourite bicycle path in Austria



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ÖSTERREICH

Kondeor

- Salzkammergutradweg – Murradweg – Ennsradweg – Ciclovía Alpe–Adria
- 3. EuroVelo 9 ex aequo Drauradweg
- 2. Neusiedler See Radweg
- 1. Donauradweg



Base: n = 458 (von n = 667).

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Importance of the Austrian Bicycle Travel Analysis for the tourism sector

- **Informations about Cyclists** using cycling infrastructure, resp. About target group of the cycling tourism economy, e.g.:
 - Basic informations for marketing and communication
 - Basic information for touristic product design and investments
 - Documentation of importance of cycling and creation of value
- **Synergies** of the project with on site – interrogations and frequency measurements
- **International exchange of data** (benchmarking)
- **Standardised possibility** for guests to give a **feedback**

Thank You!



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