



Fietsplatform & cycle tourism in the Netherlands

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www.nederlandfietsland.nl/en

Arnhem; 12-06-2017







Cycling in Holland – facts & figures



Bicycles in NL

- ✓ *18 million bikes/ 17,1 million inhabitants*
- ✓ *925.000 new bikes sold per year (29% e-bikes)*





Bicycle use in NL (2015)

✓ *4,6 billion trips/ 15 billion km*

Motive	Trips (p.p.)	Km (p.p.)
Work	47	214
Shopping	56	122
School	45	156
Visiting people	28	89
Sport/ hobby/ horeca	51	196
Touring	7	82
Other	16	30
Total	249	888





Bicycle use in NL (2015); recreational

- ✓ 4,6 billion trips/ 15 billion km
- ✓ Touring: 3% trips, 9% km

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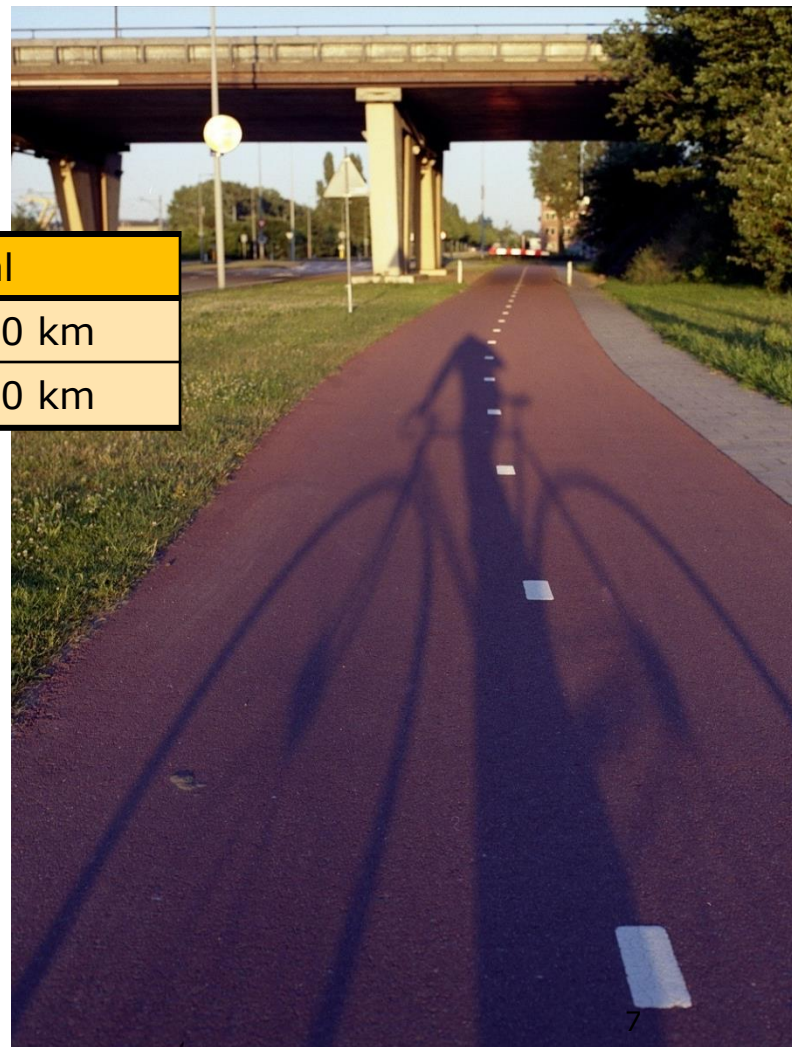




Bicycle infrastructure in NL

- ✓ *Length of roads/ cycle paths:*

	total
Roads (cycling possible)	± 90.000 km
Cycle paths	± 30.000 km

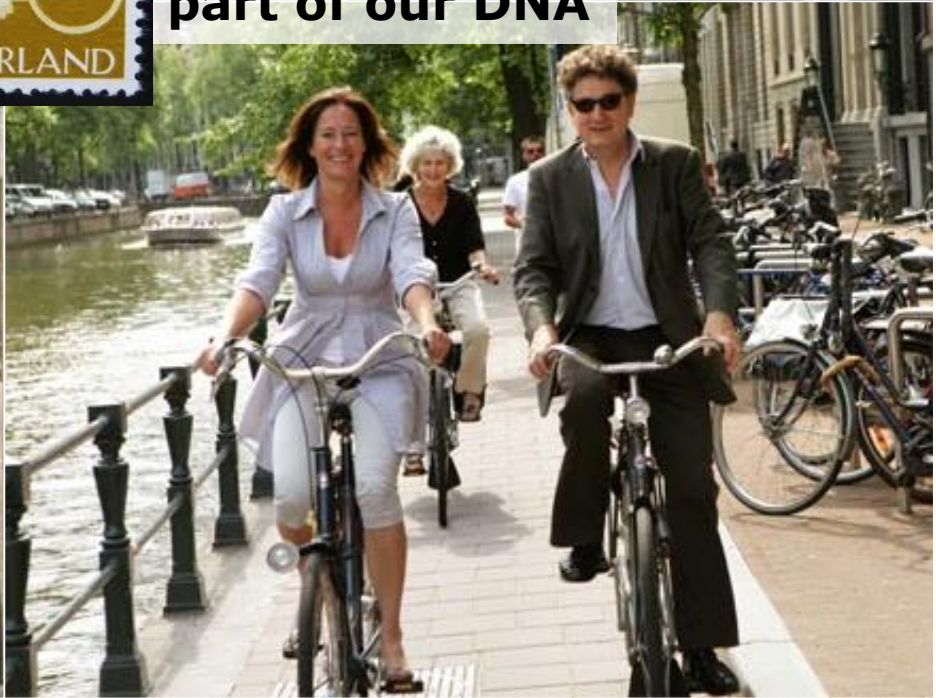




Long history;



part of our DNA





part of urban planning





Cycle tourism in the Netherlands





Recreational use bicycle in NL:

- 50% make recreational cycle tours
- 193 million trips
- 2,1 million cycle-holidays
- € 500 million spending





Incoming cycle tourism in NL:

- Cycling sells: main reason to visit NL for neighbor countries/regions (D/B)
- Mostly day tours (short trips, part of holiday/ short break)





Incoming cycle tourism in NL:

- Cycling sells: main reason to visit NL for neighbor countries/regions (D/B)
- Mostly day tours (short trips, part of holiday/ short break)
- More and more long distance cyclists





success factors:



✓ **marketing/
information**



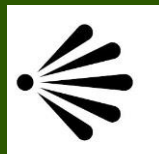
✓ **accommodation/service**



✓ **unique route network**



✓ **good infrastructure**



✓ **attractive landscape**

quality

quality



Attractive landscape
attractive cities, huge variety



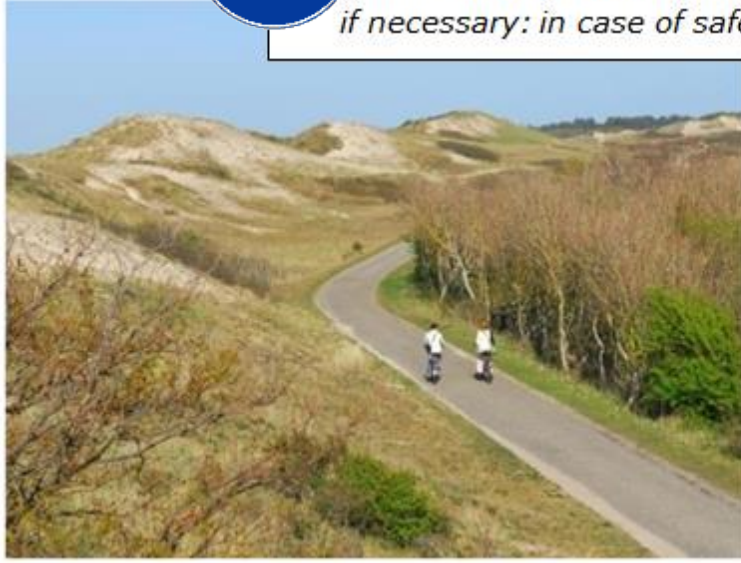


Many quiet roads
dikes, farmer roads; attractive for cycling!





Many cycle paths ('fietspaden')
if necessary: in case of safety, comfort or missing links





Specific infrastructure
bridges, tunnels and ferries





Signposting for cyclists
(red or green: destination or touristic routes)





Cycle routes/networks
(= selection existing possibilities)

AGRO TOUR
Fietsroute
Valkenburg

Achterhoek 10
Falk

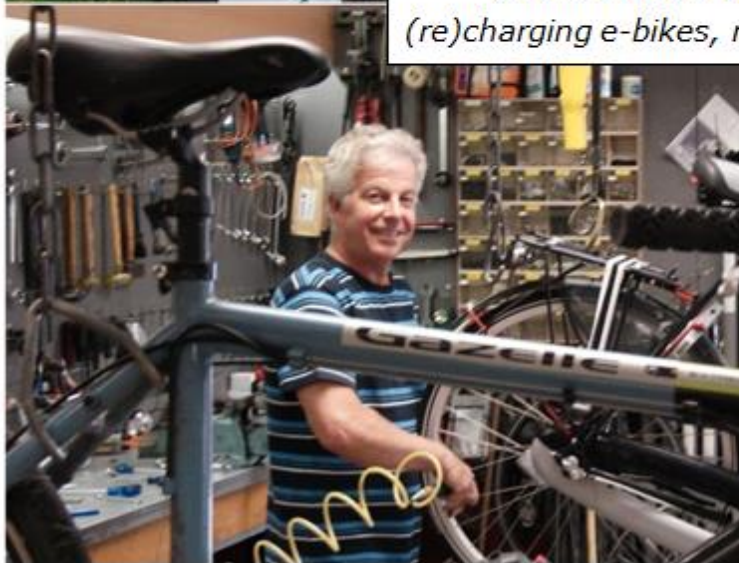


Accommodation & service
(addresses to stop for food, drink, overnight stay)





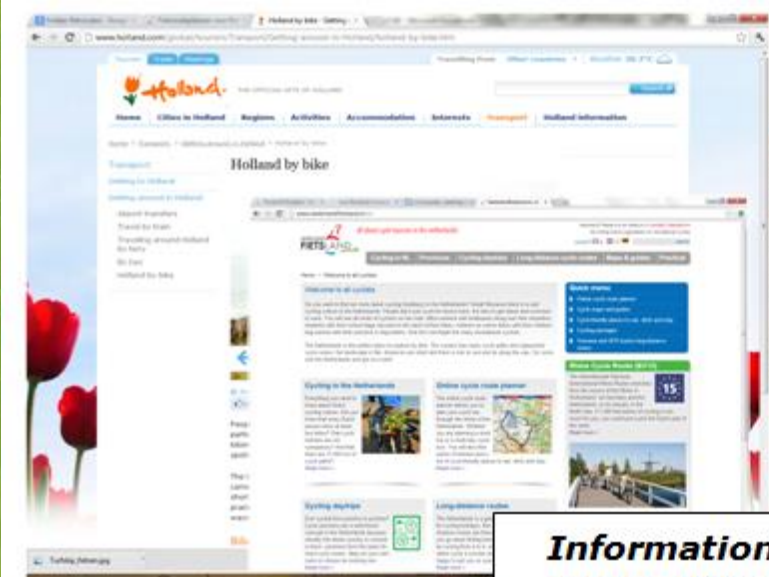
Accommodation & service
(re)charging e-bikes, rental, repair, transport





Accommodation & service
route planners, GPS tours, packages



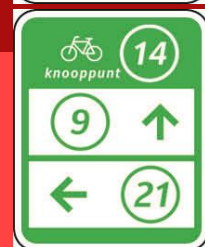


Information & promotion
Internet, folders, tourist offices





Cycle tourism in the Netherlands – *route networks*



2 types of routes/ route networks:

National network

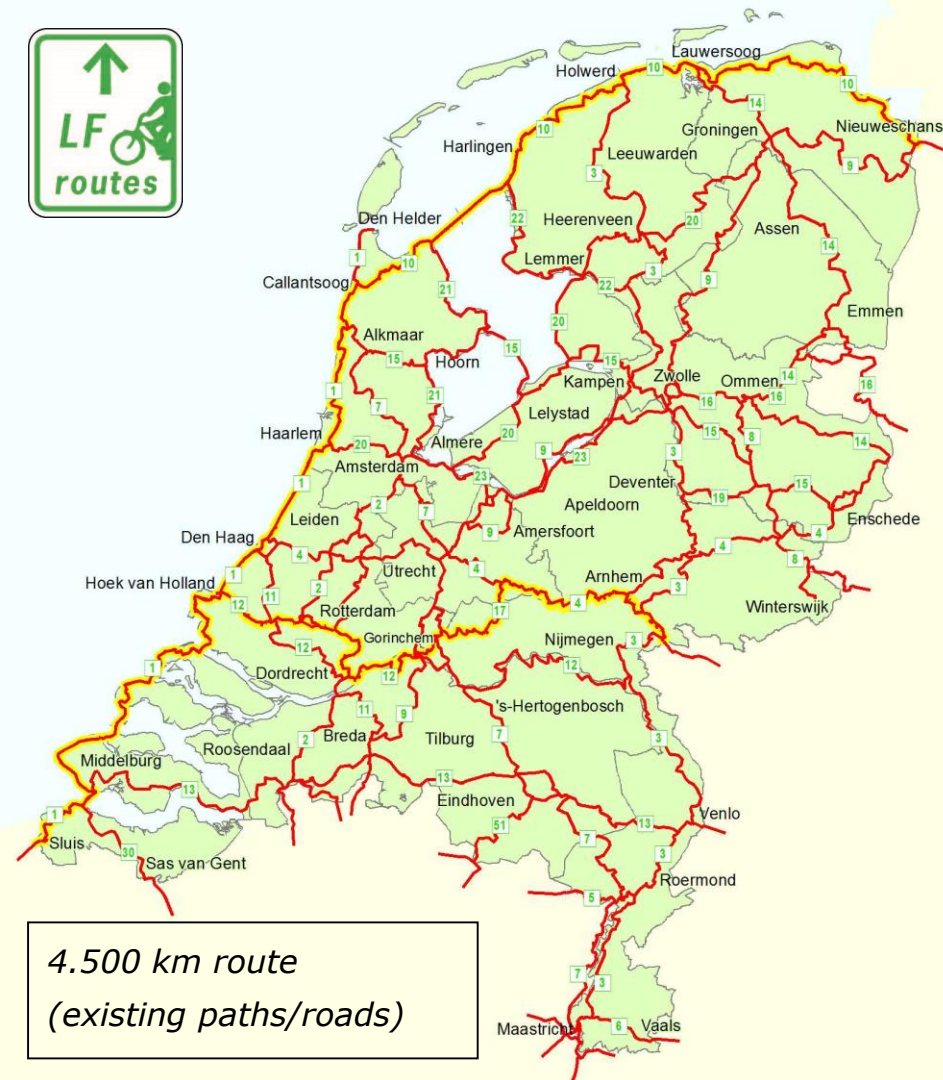


Regional networks

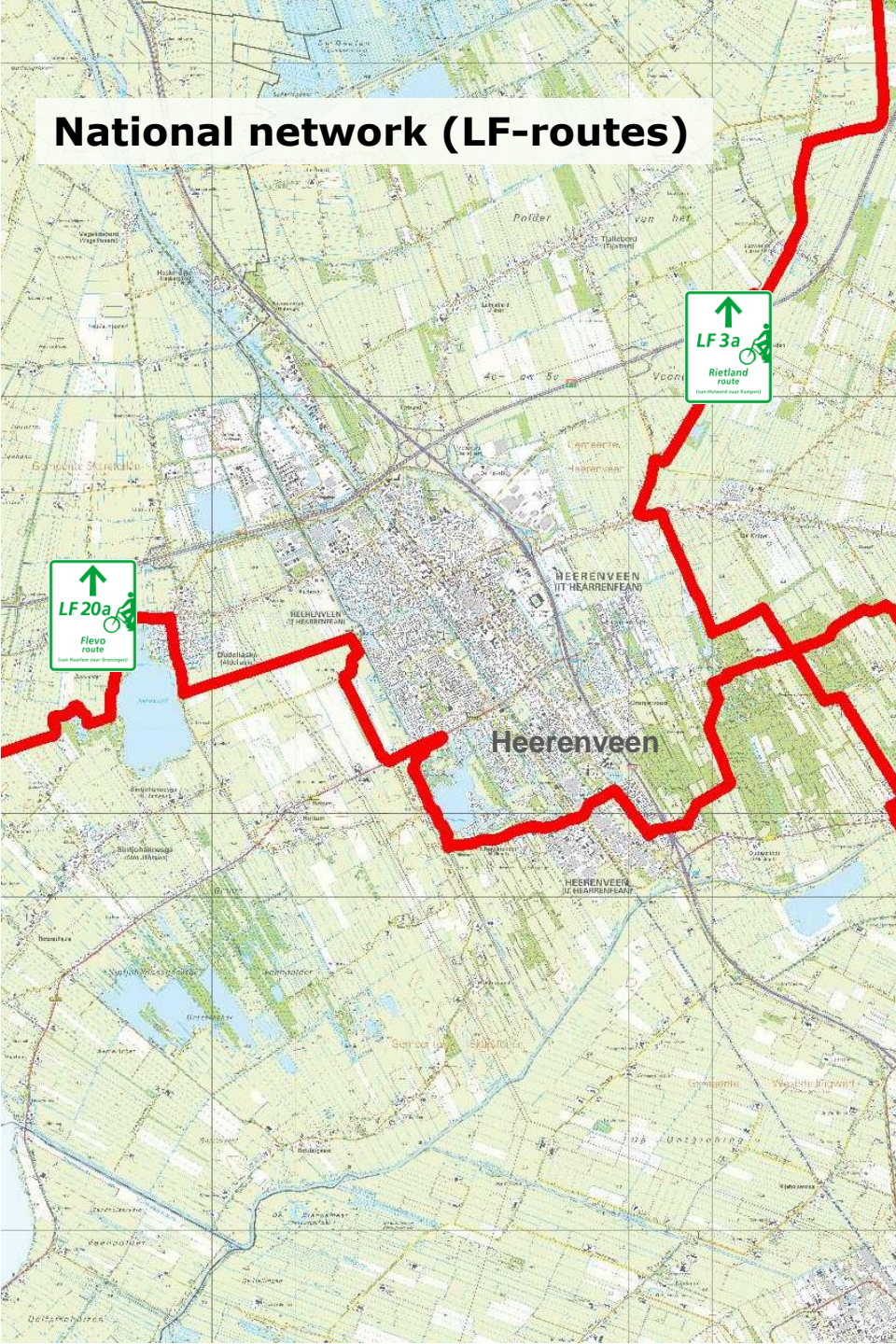


National network (LF-routes)

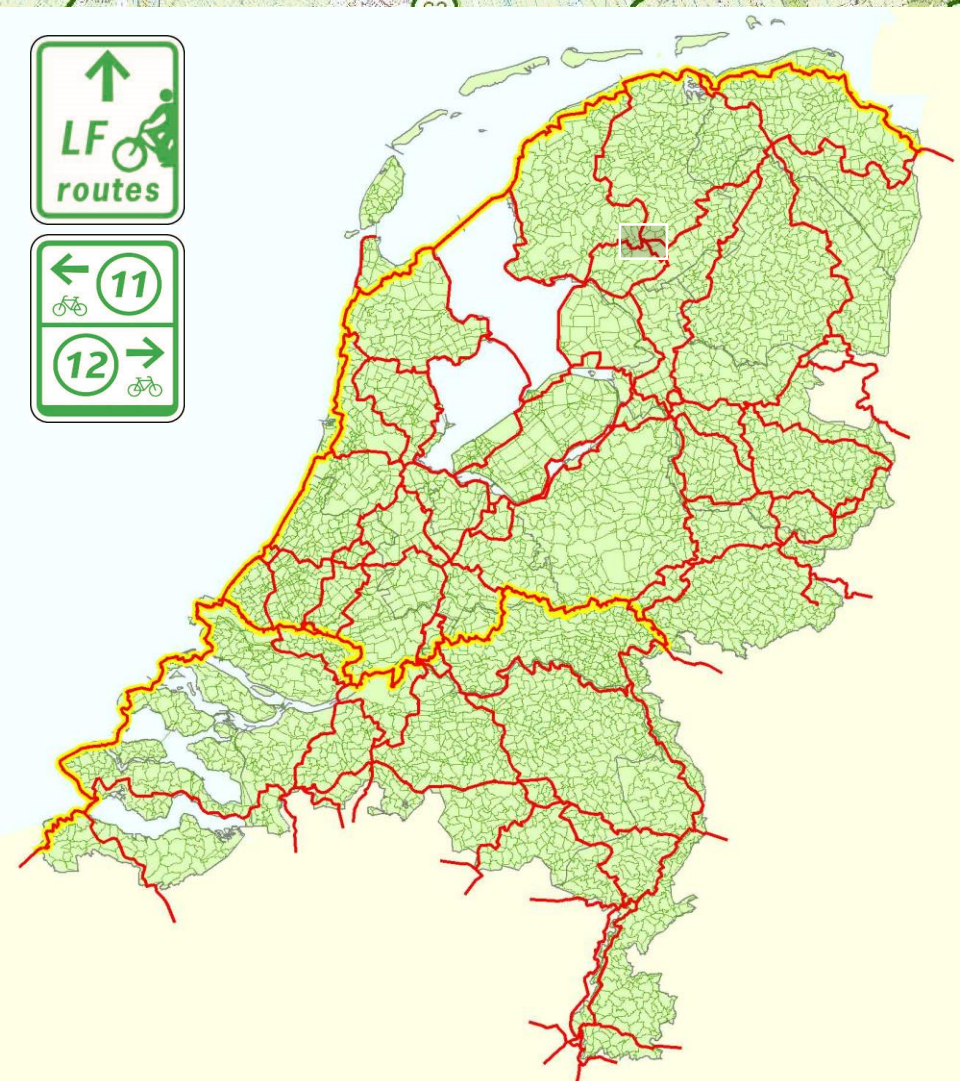
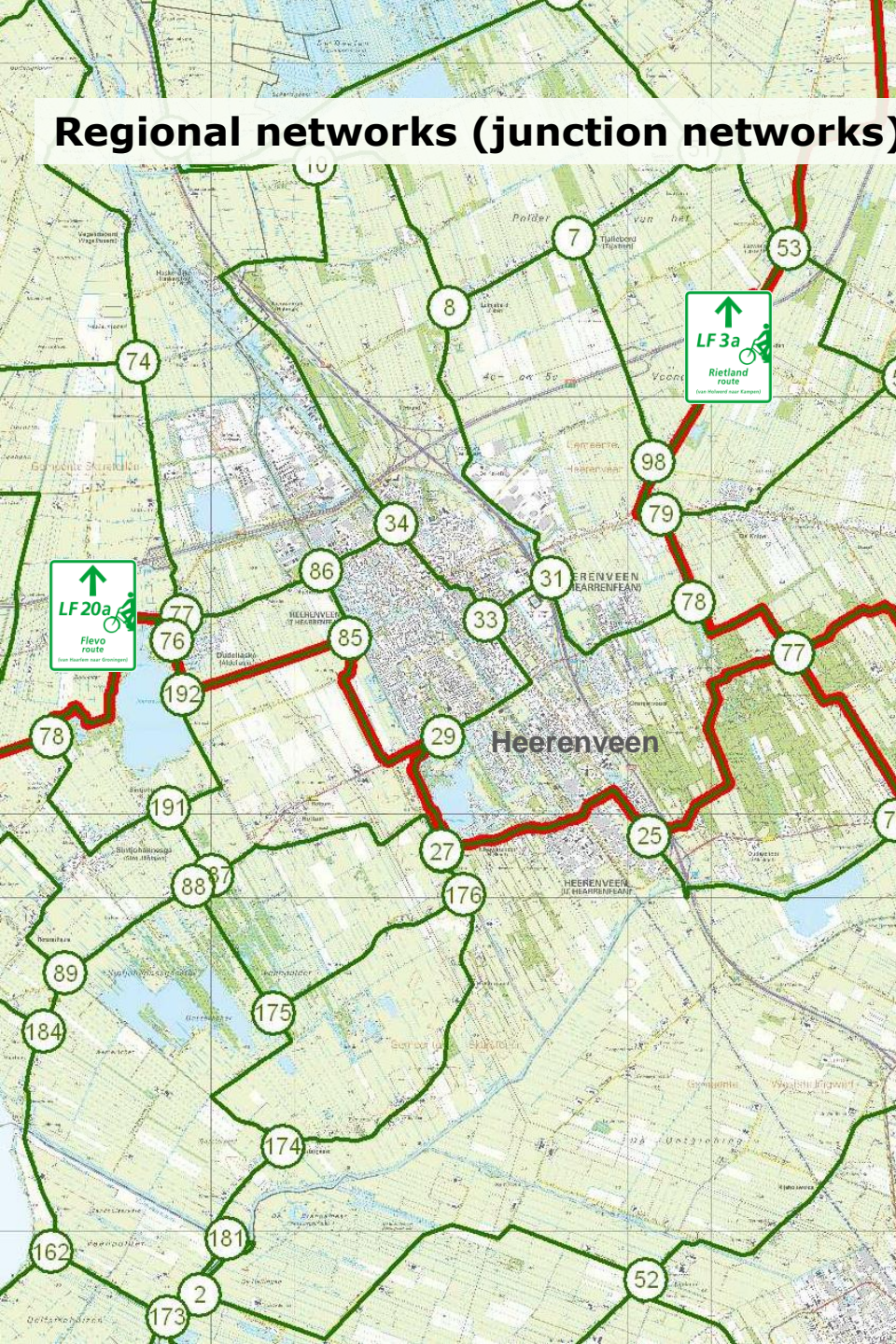
- Network of 25 long-distance routes (LF1 Noordzeeroute, LF2 Stedenroute etc.)
- 1st target group: **cycle holidays**
- Completely signposted in two directions
- Fietsplatform: coordination/ promotion



National network (LF-routes)

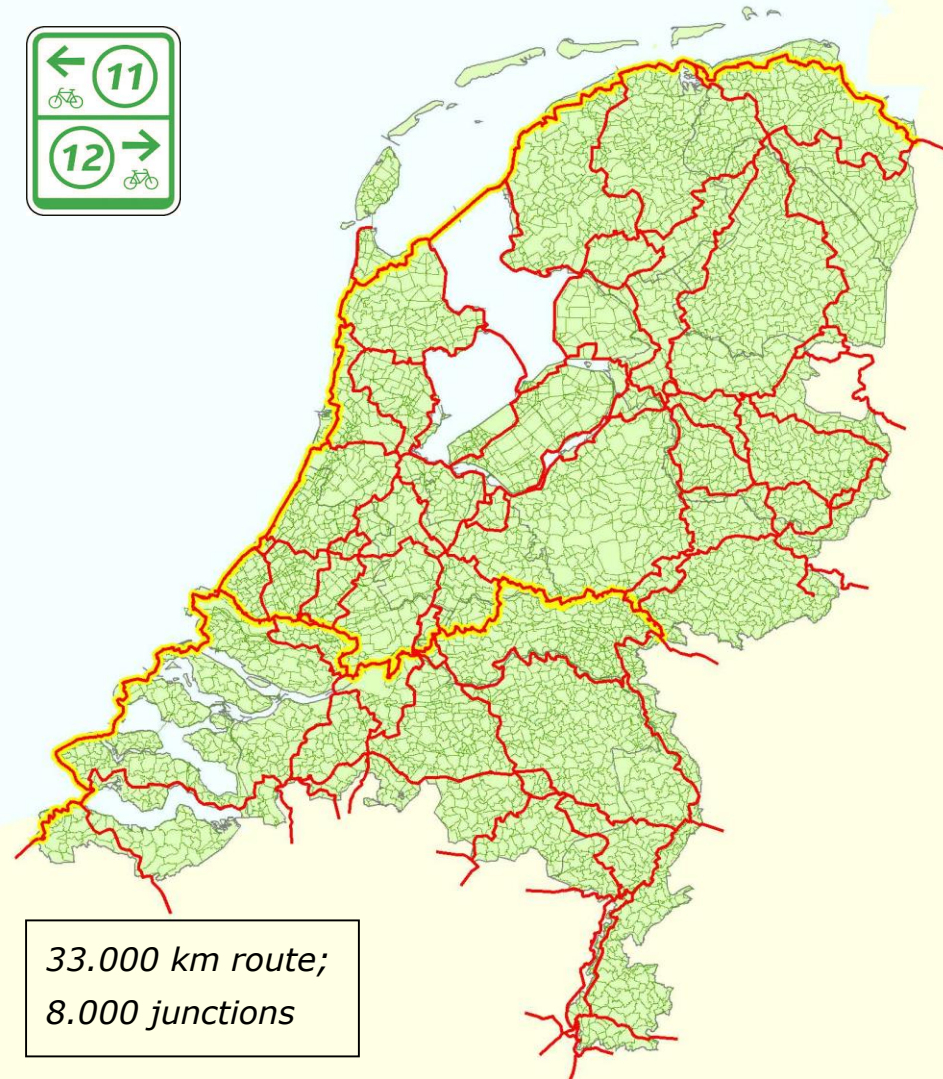


Regional networks (junction networks)



Regional networks (junction networks)

- Numbered junctions (choosing points); signposting from junction to junction
- 1st target group: **daytrips**
- Synchronised with national network
- Initiative: regions/provinces
- Fietsplatform: system coordination & national promotion



National network and regional networks together:

- Strong basis for promotion: complete, uniform, flexible

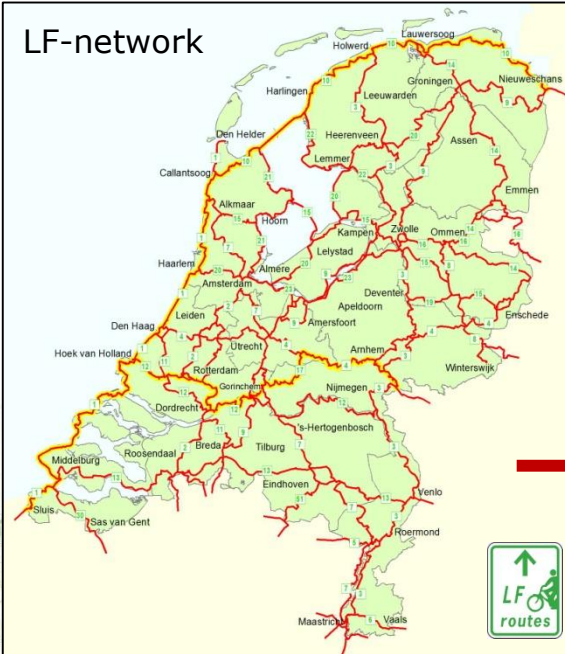


National network and regional networks together:

- Strong basis for promotion: complete, uniform, flexible
- New strategy LF (2017):
national LF network > 10 national LF routes (strong brands)
> *less (routes) = more (focus and result)*

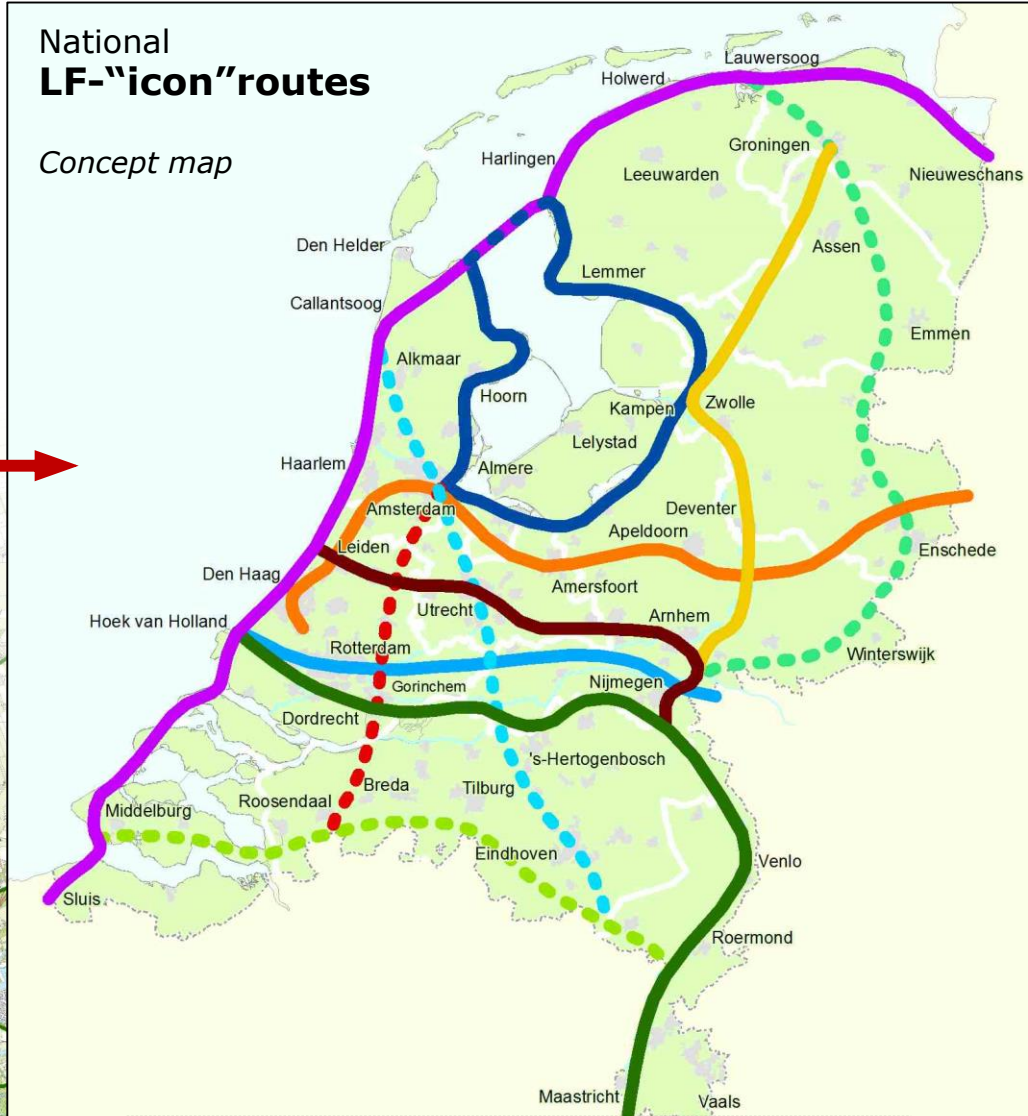


LF-network

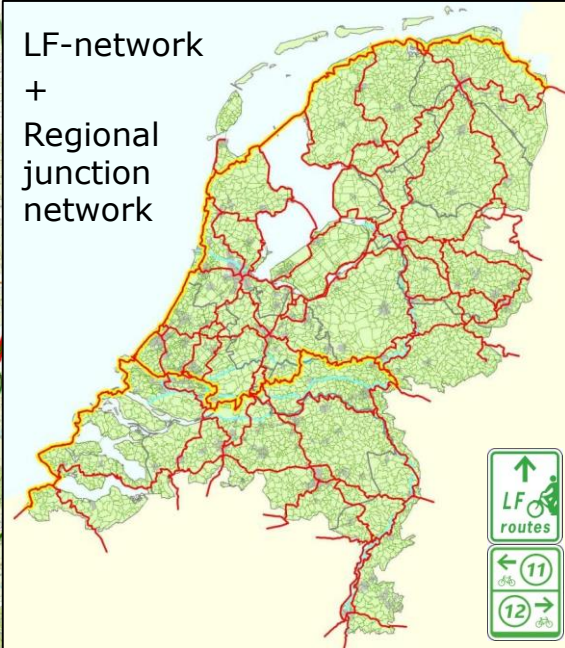


National LF-"icon" routes

Concept map



LF-network + Regional junction network



- Strong themes → "brands"
- Less (routes) = more (result)



National cycle routes → **EuroVelo**

 **EuroVelo**
the European cycle route network

National (LF-)routes → neighbouring countries

Cycling without borders:

- No regional borders
- No national borders

Connected!



National (LF-)routes → international routes/ EuroVelo



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National (LF-)routes → international routes/ EuroVelo

Meuse Cycle Route

EuroVelo network Application

2016





Maasfietsroute – La Meuse à Vélo

*Beleef de spirit van de Maas, een stroom die mens, natuur en cultuur verbindt.
Vis l'esprit de la Meuse, un fleuve qui unit les Hommes, la nature et la culture.*





Netherlands Cycling Platform (Fietsplatform)





Role and position

- Cycling in NL: all day cycling ⇔ leisure cycling/ cycle tourism



- Lot of organisations and public bodies involved with cycle tourism
- Need of cooperation and coordination
- Netherlands Cycling Platform - “umbrella-organisation” (since 1987)
- Dutch name: **“Fietsplatform”**



Organisation (1)

- Public-private partnership, foundation
- Board: national (member) organisations involved with cycling and tourism:



Dutch touring club



Dutch cyclists' union



Dutch cyclists' touring union
(sport cycling)

& huge numbers of partners/partnerships:



Reg. tourist boards/
route bureaus





Tasks

1. Co-ordination national cycle network (LF-routes + regional networks; quality management)
2. National expertise, coordination and information centre





Goals

1. Top quality route network
2. More people enjoying NL by cycling;
more cycle trips
3. With less costs more return on
investment
4. Stimulate co-creating; sharing
knowledge





Organisation (2)

- Small staff (7 employees), lot of volunteers (125)





Financing

- 2/3 public funding: national government/ provinces
(programme: general activities + projects)
- 1/3 private funding/ own resources



Rijksoverheid

Dutch national
government

Interprovinciaal Overleg 

the 12 Dutch provinces





Activities/ instruments

1. Long distance cycle routes; maintenance & innovation
2. Quality management: national route databank (GIS, 33.000 km)
3. Quality management: national monitoring system (route quality, signposting)
4. Quality management: national quality certification cycle regions
5. National quality label Cyclist Welcome
6. National portal for consumers (NL/D/Eng: www.hollandcyclingroutes.com)
7. National portal for professionals
8. (Inter)national representations (e.g. national coordinator EuroVelo)



Greetings from

