

# Meet #EuroVelo

The European cycle route  
network at  **ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show\*

7-9 MARCH 2023



**Booth 202**  
**Hall 4.1b**

Adventure Travel/  
Responsible Tourism

## SIDE EVENTS

WED 8 MARCH

15:30-16:00

**Hall 3.1 Green Stage**

THU 9 MARCH

14:00-16:00

**Hall 4.1b Main Stage**

16:00-17:00

**Hall 4.1b Booth 202**

WITH KIND SUPPORT  
OF THE FOLLOWING  
EUROVELO PARTNERSHIPS



 **EuroVelo**  
the European cycle route network

 **ECF**  
EUROPEAN CYCLISTS' FEDERATION

# E-bikes: a real change for cycling tourism?

Agathe Daudibon

09/03/2023

ITB Berlin – 4th Cycling Tourism Day

[www.eurovelo.com](http://www.eurovelo.com)



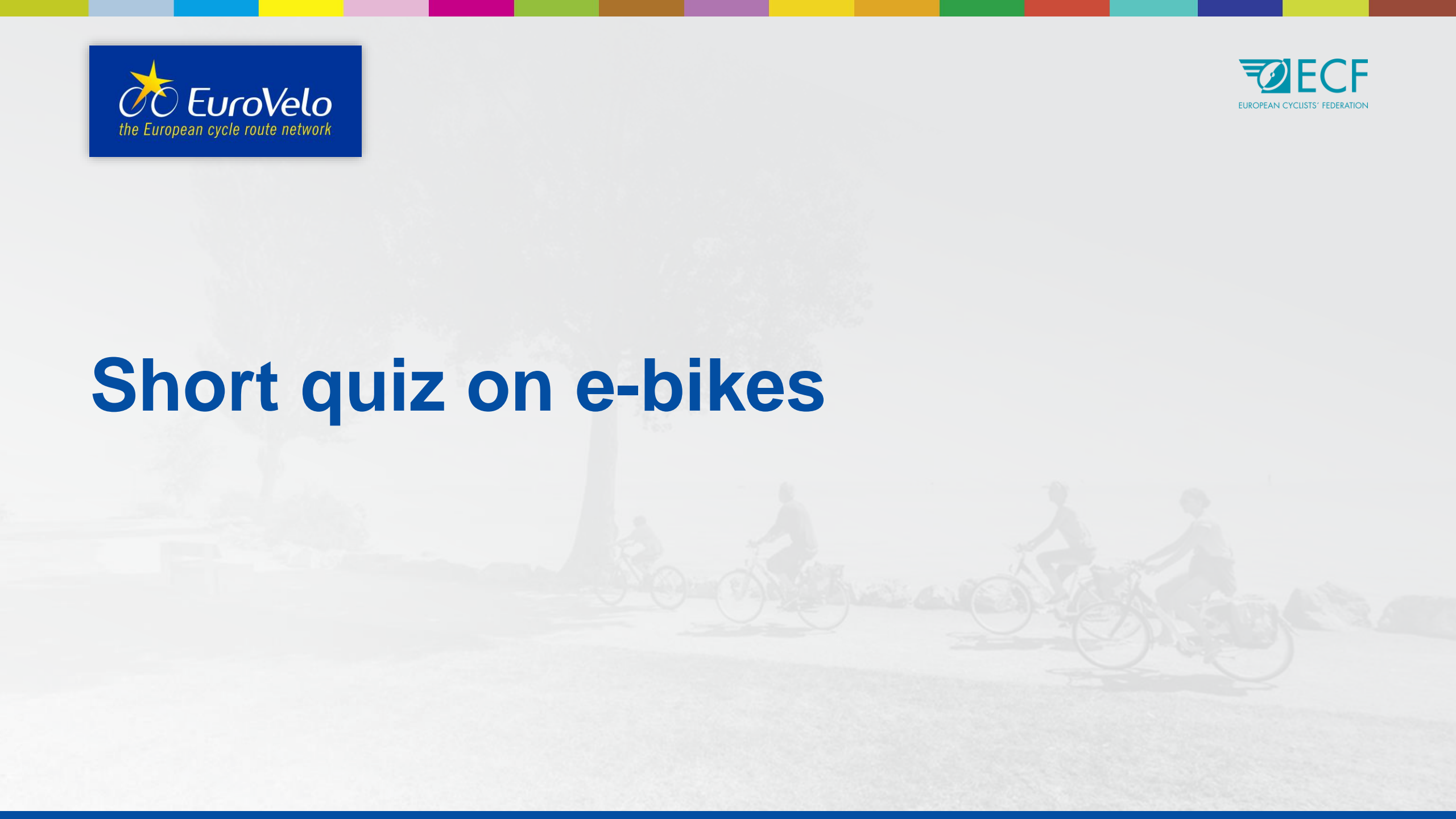
ECF gratefully acknowledges financial support from the LIFE Programme of the European Union



ECF gratefully acknowledges financial support from the cycling industry via Cycling Industries Europe

[www.ecf.com](http://www.ecf.com)

# Short quiz on e-bikes



# Which bike is NOT an e-bike?

1



2



3



# Which bike is NOT an e-bike?

1



2



3



# How many German cycling tourists used an e-bike in 2021?

- 19%
- 42%
- 61%



<https://www.adfc.de/artikel/elektrofahraeder/>

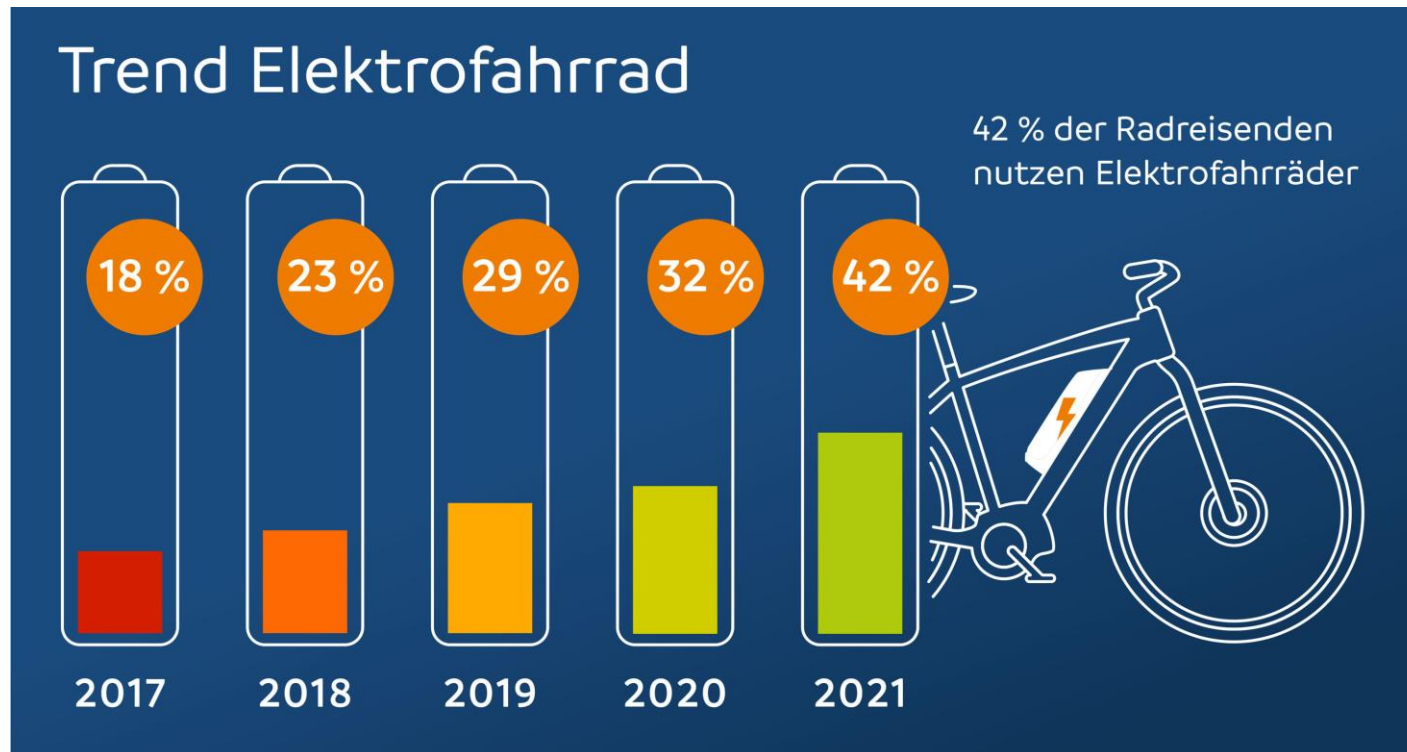
# How many German cycling tourists used an e-bike in 2021?

- 19%
- 42%
- 61%



# ADFC Bike Travel Analysis

published in 2022





# How many e-bikes were sold in Europe in 2021?

- 1 million units
- 3,5 million units
- 5 million units



# How many e-bikes were sold in Europe in 2021?

- 1 million units
- 3,5 million units
- 5 million units**



# CONEBI 2022 report on bike industry

European Bicycle Industry reach record levels in 2021 with **22 million units sold**, bicycle and e-bikes. Total sales of bicycles and e-bikes reached the value of EUR 19.7 billion, **+ 7.5%** in comparison with 2020.

[Read all.](#)



# E-bikes' usage sharply increase speed in km/h?

- True
- False

[Dutch cycling facts, 2016](#)



# E-bikes' usage sharply increase speed in km/h?

- True
- False**

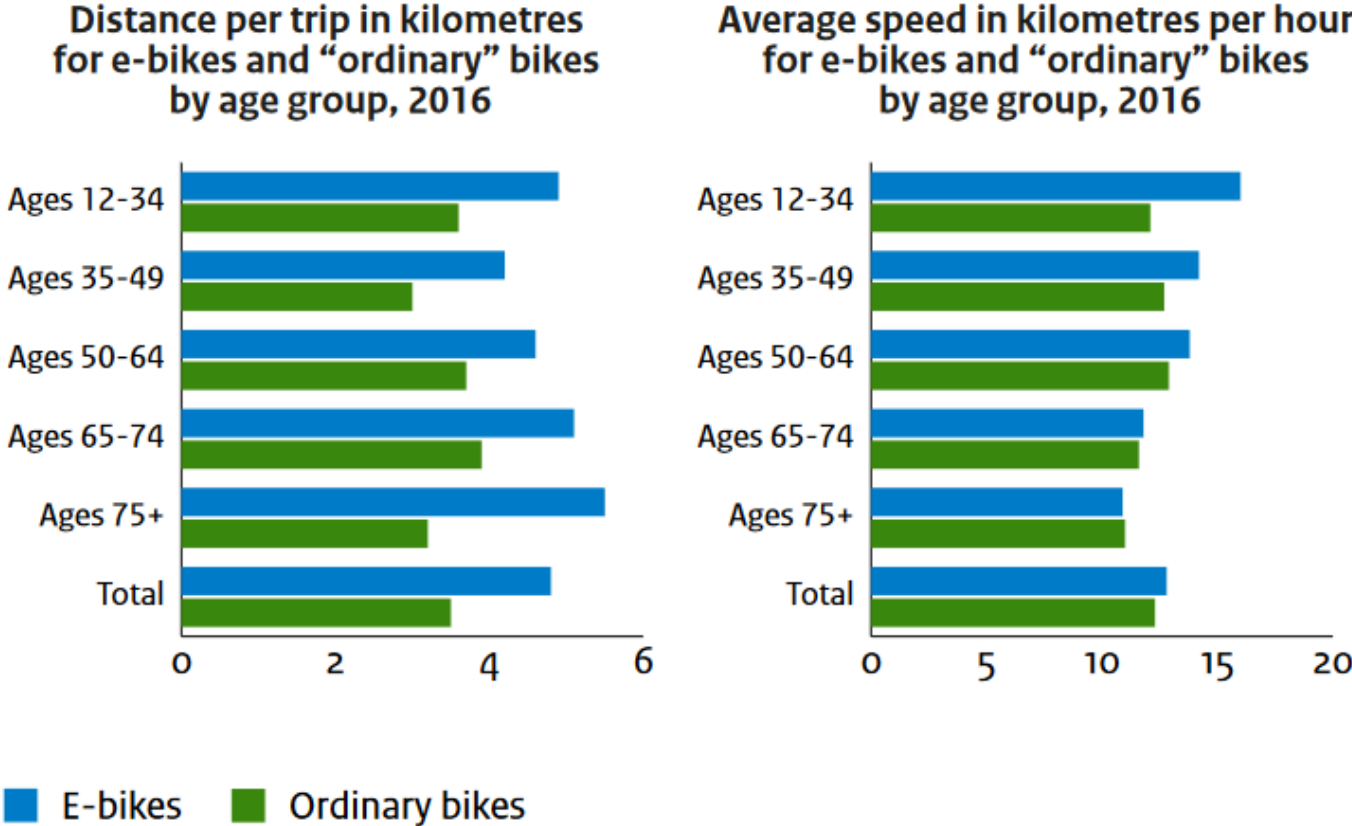
[Dutch cycling facts, 2016](#)



# Dutch cycling facts 2016

## Greater range but limited difference in speed<sup>14</sup>

Figure: Distance per trip in kilometres (left) and average speed in kilometres per hour (right) for e-bikes and “ordinary” bikes by age group, 2016.



# Impact of E-bikes on cycling tourism



# E-bikes



© ADFC - [www.pd-f.de/Flyer](http://www.pd-f.de/Flyer)



Ease slopes  
Reassure  
Unify skills in a group



Heavier  
More expensive  
Autonomy of battery



# Examples of e-bikes impact on cycling tourism experiences

- E-bikes are more difficult to use in **multimodality** (lifting up on trains or buses)
- E-bikes require **safer bike parking** facilities or safe lockers for battery
- E-bikes may require **knowledge or skills**, especially one-day rental (especially for mountain bike or road bike in mountainous regions)
- E-bikes require **charging battery**: when battery is down it is heavier than a normal bike to cycle!



# E-bikes charging stations

- Autonomy of battery may vary from **30 km to 120 km**
- Charging systems are not homogeneous
- **Standard plugging** system may take a few hours
- **Speed charging** systems will take less than one hour
- **Service providers** offer e-bike charging solutions without new infrastructure



# What is Adventure Travel Trade Association perspective on e-bikes?





# ABOUT ATTA

**The Adventure Travel Trade Association is a vital leadership voice and partner for the adventure travel industry around the world.**

## **Membership + Trade**

Established in 1990, the Adventure Travel Trade Association is the largest global network of adventure travel leaders. Our community is made up of ~30,000 individual guides, tour operators, lodges, travel advisors, tourism boards, destination marketing and management organizations, outdoor educators, gear companies and travel media who share a belief and commitment to sustainable tourism. The connections and creativity of this vibrant community come together both virtually and in person to create and deliver the solutions that propel our businesses and our communities toward a responsible and profitable future.

## **Business Services + Events**

The ATTA offers a deep portfolio of strategic solutions and a robust ecosystem of events around the world. With specialized expertise in [research](#), [education](#), media and promotion, ATTA offers valuable support for managing a broad set of challenges across many areas of your business.





# ATTA SOLUTIONS

With specialized expertise in research, events, education, media, and promotion, the ATTA's business services and events division, ATTA delivers a portfolio of strategic solutions and robust ecosystem of global events.

At the forefront of our work is the creation of shared economic value, taking into consideration the protection of culture and nature.



# ADVENTURE TRAVEL IMPACT

Generating \$10,000 USD in the local economy takes:



Cruise Tourists



Overnight Package Tourists



Adventure Travelers

## Mass Tourism

**14%**

of revenues remain in the country

**1.5** 

local jobs per \$100,00 USD

## Adventure Tourism

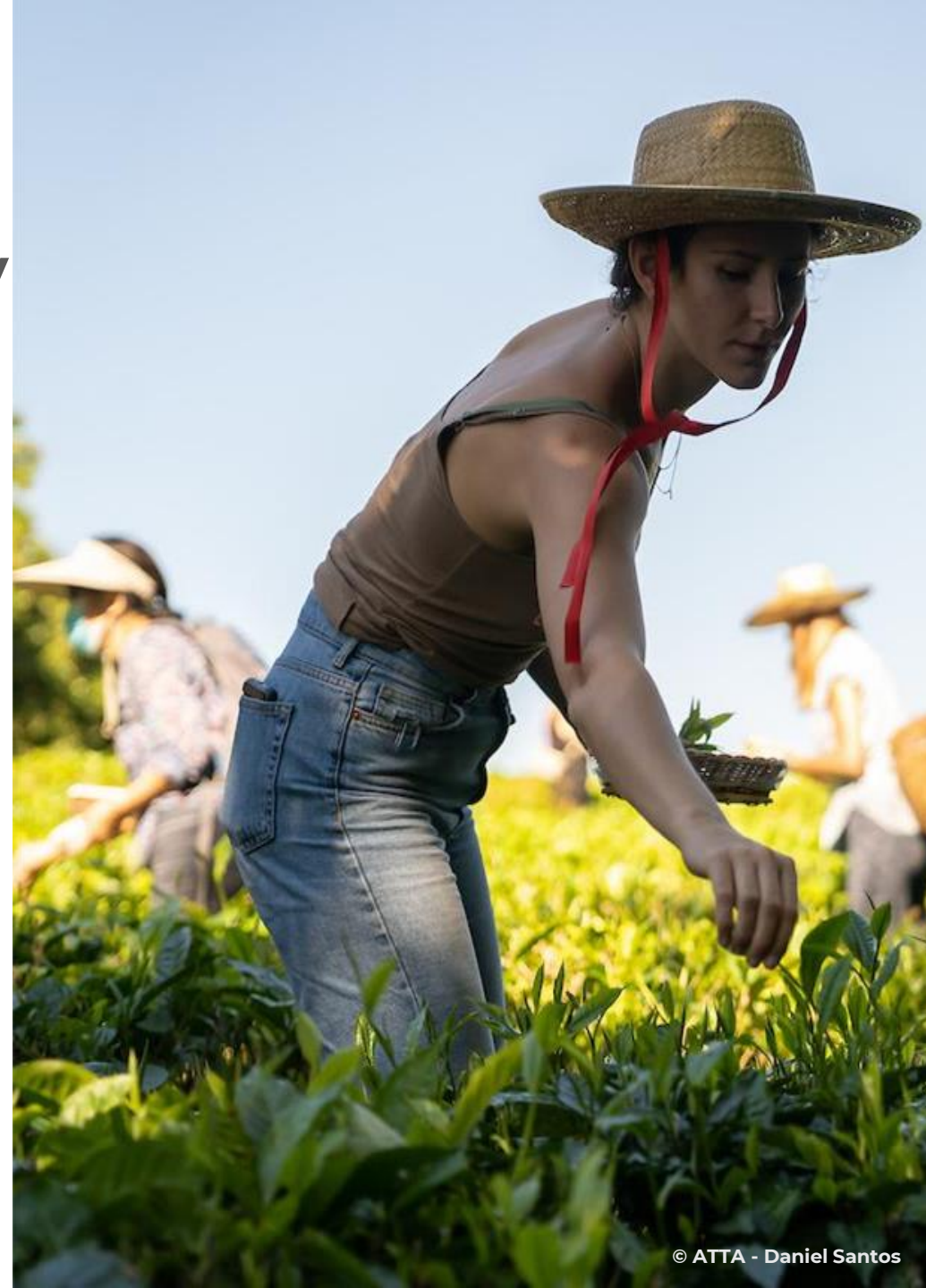
**65%**

of revenues remain in the country

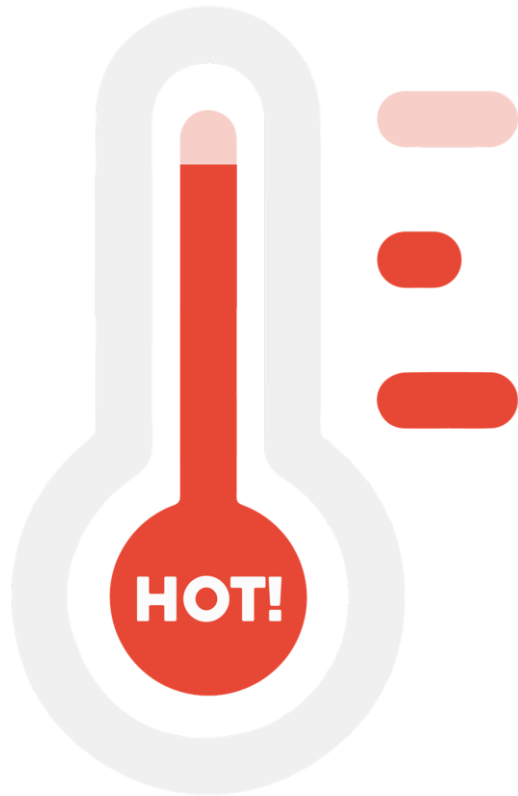
**2.6** 

local jobs per \$100,00 USD

\*based on USAID (2017) research study comparing mass tourism with adventure tourism in Jordan; \*based on World Bank (2015) Strengthening Tourism Competitiveness in the OECS countries: Market Analysis



# TRENDING **HIGH-DEMAND TRIPS** ALIGN WITH SUSTAINABLE PRACTICES



**1. Custom Itineraries**



**2. Greener/Sustainable/  
Low Impact Itineraries**



**3. Slow Travel Itineraries**



**4. Domestic/Regional  
Travel**



**5. Expert or Specialist-  
Guided Trips**



**6. Remote Destinations/Trails**



**7. Wellness and Mindfulness  
Itineraries**



**8. Diversity-Equity-Inclusion/  
Cultural Heritage Tours**



**9. Electric Bike Itineraries**



**10. Family/Multi-Generation**

**Q13:** What is your organization's perception of the following itinerary trends based on consumer demand and bookings throughout 2021?

**Base:** All respondents excluding those left blank (n=163)

**Source:** 2022 Adventure Tour Operator Snapshot Survey

# TRENDING TRAVELER **MOTIVATIONS** ALIGN WITH SUSTAINABLE PRACTICES



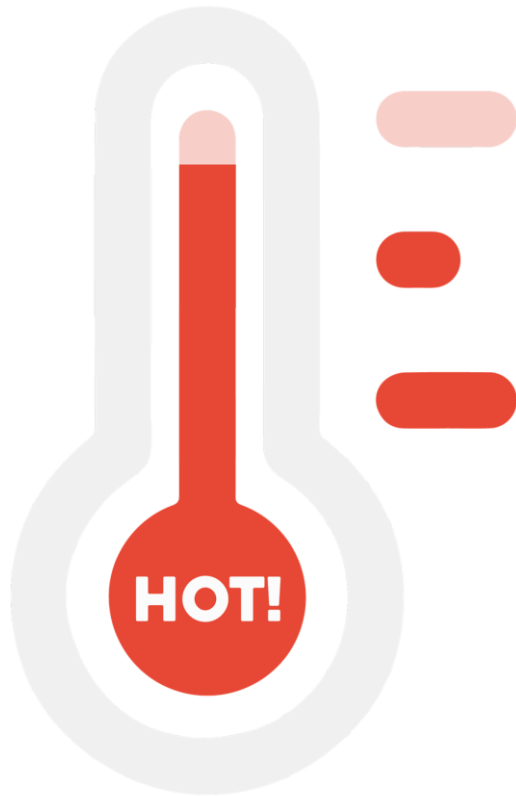
**Q40:** What is your organization's perception of the following consumer motivations, based on consumer demand and bookings in 2021 and going into 2022?

**Base:** All respondents excluding those left blank (n=156)

**Source:** 2022 Adventure Tour Operator Snapshot Survey



# TRENDING TRAVELER ACTIVITIES ALIGN WITH SUSTAINABLE PRACTICES



**1. Cycling (electric bikes)**



**2. Hiking/Trekking/Walking**



**3. Safaris/wildlife viewing**



**4. Culinary/Gastronomy**



**5. Wellness-focused activities**



**6. Cultural**



**7. Cycling (mountain/non-paved surface)**



**8. Photography (wildlife/nature)**



**9. Cycling (road/paved surface)**



**10. Snowshoeing**

**Q41:** What is your organization's perception of adventure travel activity trends, based on consumer demand and bookings in 2021 and going into 2022?

**Base:** All respondents excluding those left blank (n=152)

**Source:** 2022 Adventure Tour Operator Snapshot Survey

# E-Bikes Market Share?

**40% to 50%  
and growing**

# Traveler Perspective

- Enabler
- Democratize access



# Traveler Advantages

- Widens the market
- Different abilities ride together
- Lengthens the cycling life of experienced riders
- More people to cycle tourism(barrier break)

# Tour operator Perspective

- Complexity
- Logistical challenges



# Tour Operator Reality

- Suppliers and Hotels
  - Charging, storage
- Destination
- Logistics
- Clients' behavior

# What difference e-bikes make?



# EuroVelo

## Discover Europe by (e)-bike!

- E-bikes increase the number of **potential cycling tourists!**
- **Environmental impact** of e-bikes: electricity and battery recycling.
- **Positive impacts** of e-bikes are higher than negative impacts and quite similar to normal bikes





# Conclusion: so much to discover on a bike!



# #MoreCyclingTourism

**Develop, support and promote  
EuroVelo and other cycle routes**

Cycling infrastructure | Cycling-friendly services | Promotion |  
Monitoring | Governance

**Develop cycling tourism products and  
offers**

**Support EuroVelo and our advocacy  
work: we need updated data on  
cycling tourism in Europe!**



# EuroVelo & Cycling Tourism Conferences

2023 | IZMIR, TÜRKIYE  
11-13 October 2023

2024 | Call for hosts  
open until 15 May 2023

More info [here](#)



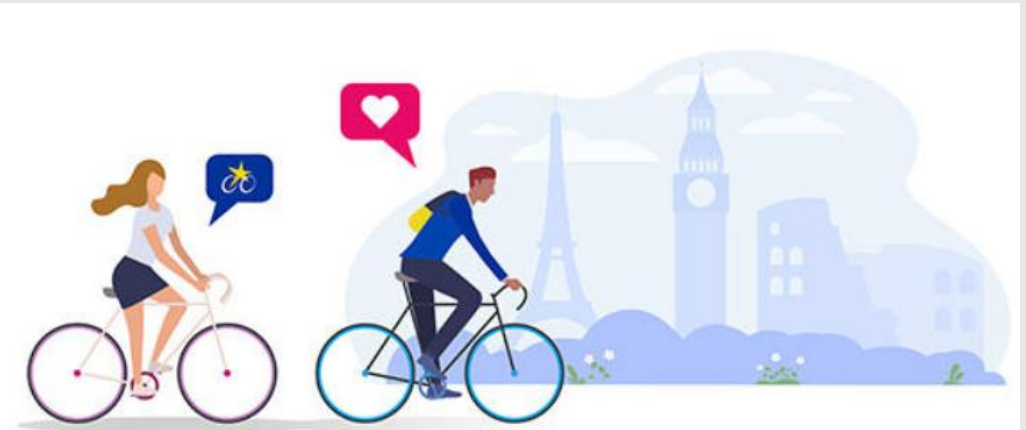
*See you in Izmir*

for the EuroVelo & Cycling  
Tourism Conference

**2023**

# Thank you!

Agathe Daudibon  
a.daudibon@ecf.com



**Support us to connect  
Europe by bicycle**