

# Cycling Tourism in Denmark: Organisation and Cooperation

**Vitoria-Gasteiz, April 2019**

Henrik Lythe Jørgensen, Danish Cycling Tourism



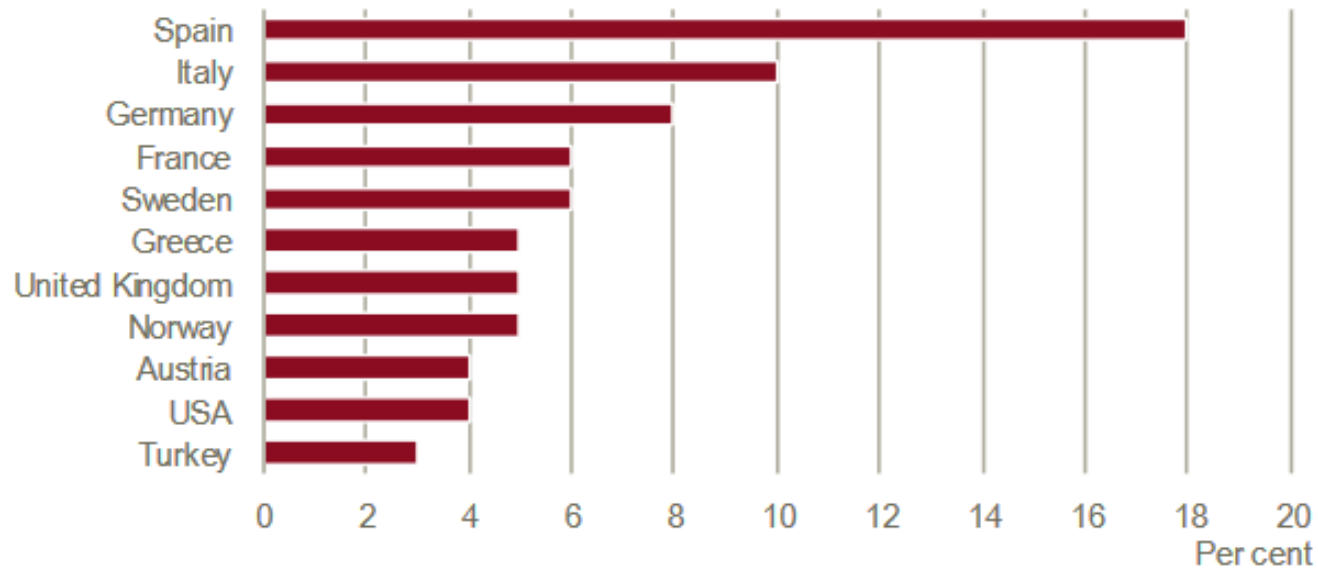
DANISH CYCLING TOURISM

# Thanks for inviting me to this conference

- Danes just love Spain

Yesterday made me love Spain even more..!

## Holiday destinations. 2016



Where do  
Danes travel?

1  
Cycling Tourism in  
Denmark











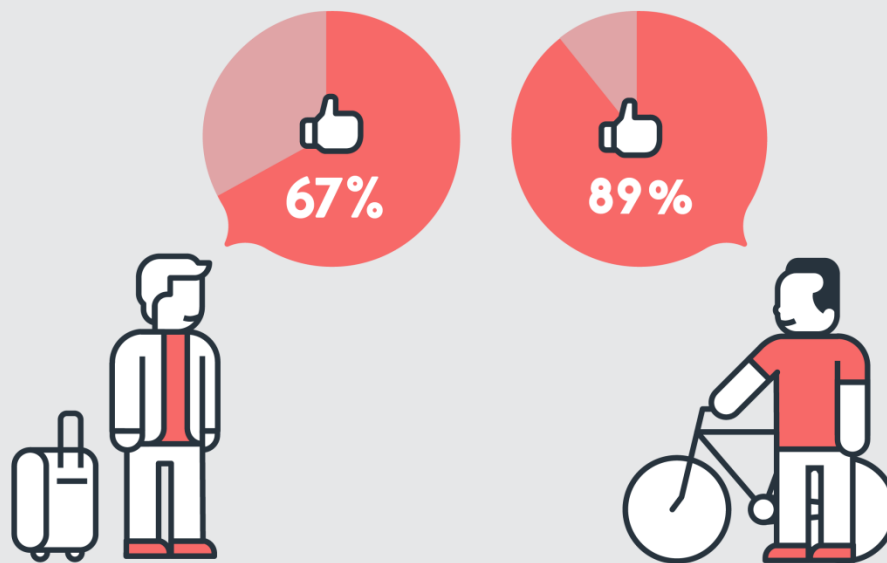


# 1 out of 5 tourists cycle in DK

	2008	2011	2014	Udv.fra 2011-2014
<b>I alt</b>	<b>1.063.000</b>	<b>1.223.000</b>	<b>1.493.487</b>	<b>22%</b>
<b>Danskere</b>	<b>502.000</b>	<b>506.000</b>	<b>822.690</b>	<b>63%</b>
<b>Udlændinge</b>	<b>561.000</b>	<b>717.000</b>	<b>670.797</b>	<b>-6%</b>
Tyskere	391.000	519.000	452.071	-13%
Nordmænd	49.000	70.000	59.625	-15%
Svenskere	21.000	42.000	43.555	4%
Hollændere	36.000	30.000	32.694	9%
Øvrige udland	64.000	56.000	82.852	48%

**18 pct.** af turisterne  
i Danmark cykler én eller  
flere ture i løbet af deres  
ferie.

# CYKELTURISTER ER GODE AMBASSADØRER



En kystdestination anbefales i gennemsnit af **2** ud af **3** turister.  
Derimod anbefales cykelture på destinationen af **9** ud af **10** cyklende turister

2

Who are we?

# A members' association



- Founded October 2014 by 6 organisations
- Started operating January 2015
- EuroVelo Coordination Centre since 2016
- 4 employees



# Our purpose

- Developing cycling tourism in Denmark
- Coordinating cycling tourism initiatives
- Creating growth in the cycling tourism business

# Denmark – Powered by Cycling

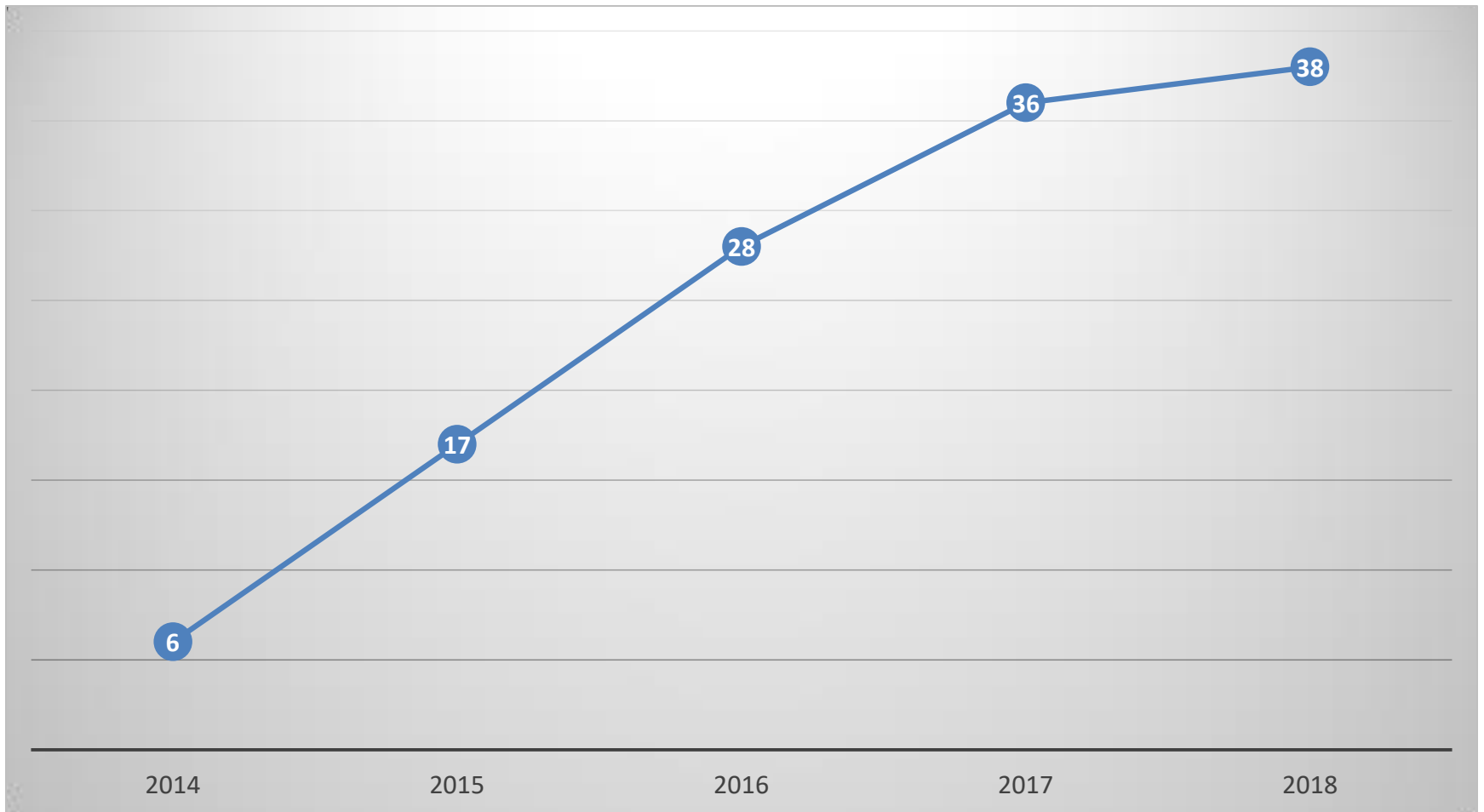
## **In 2025 Denmark is:**

- World leading in utilization of infrastructure for holiday, recreational and everyday cycling
- A fully accessible cycling country via a system of routes and service points
- World known for a lively and innovative cycling culture which is open for all

# Member- ship fee

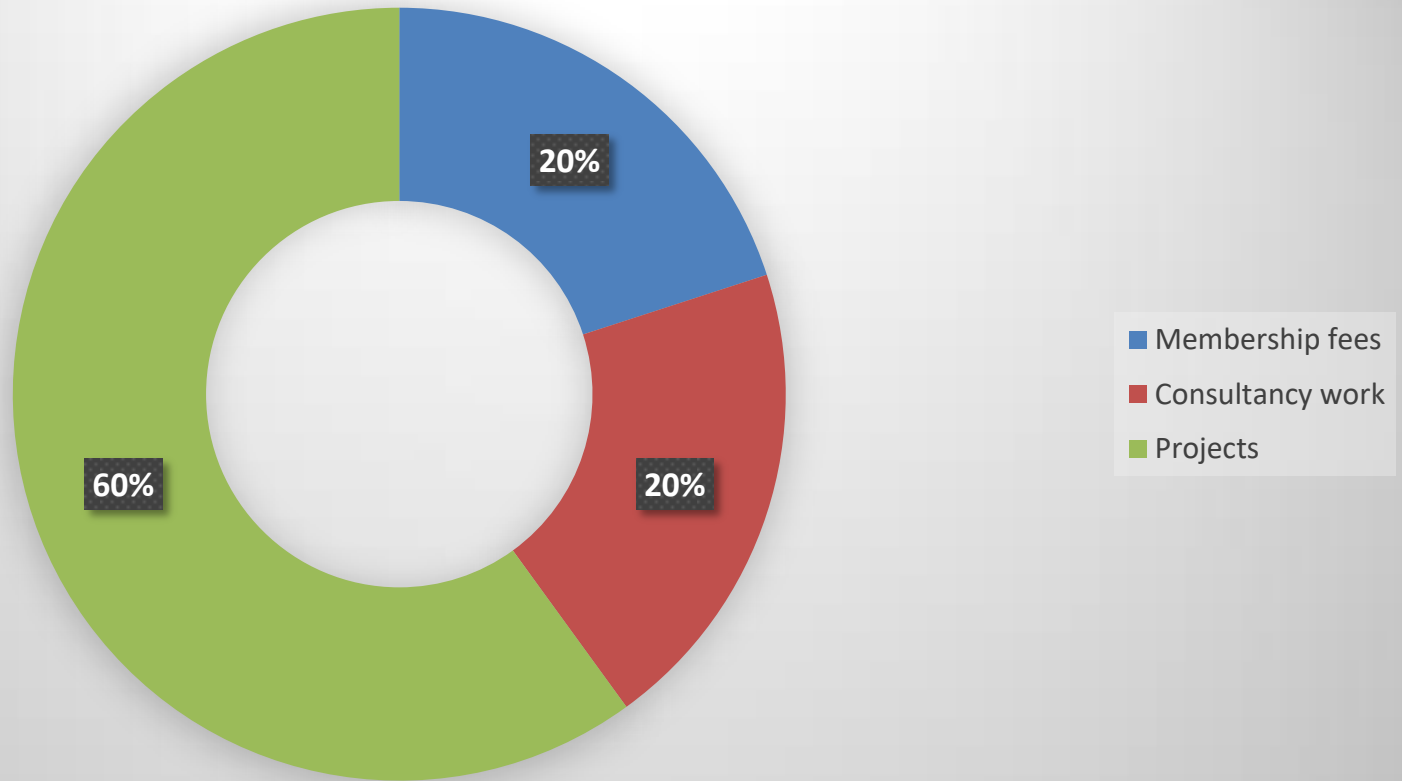
- For municipalities, organisations and associations – DKK 10.000/year = 1.300 EUR
- For private enterprises – DKK 5.000/year = 650 EUR

# No. of members



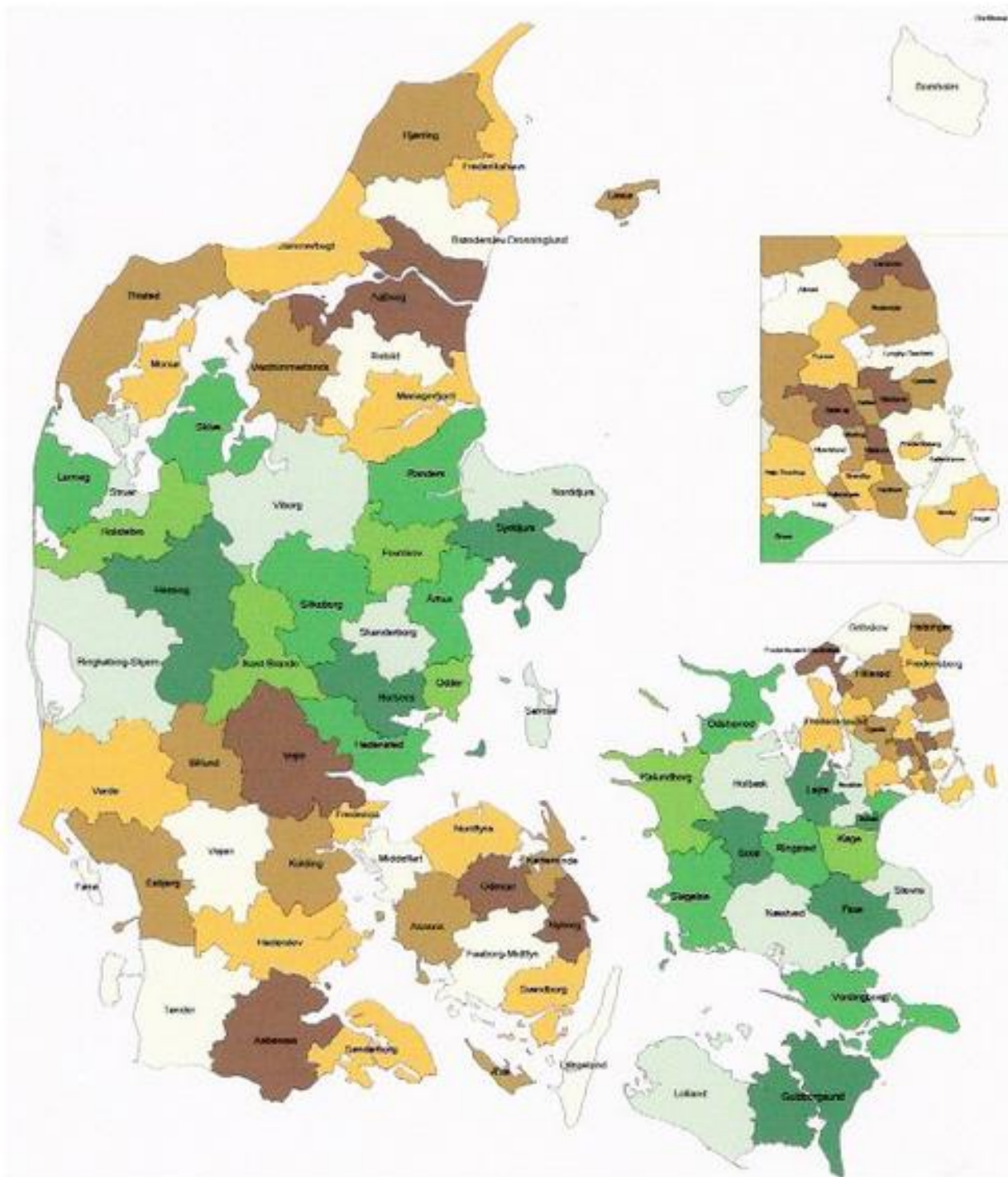


# Financing

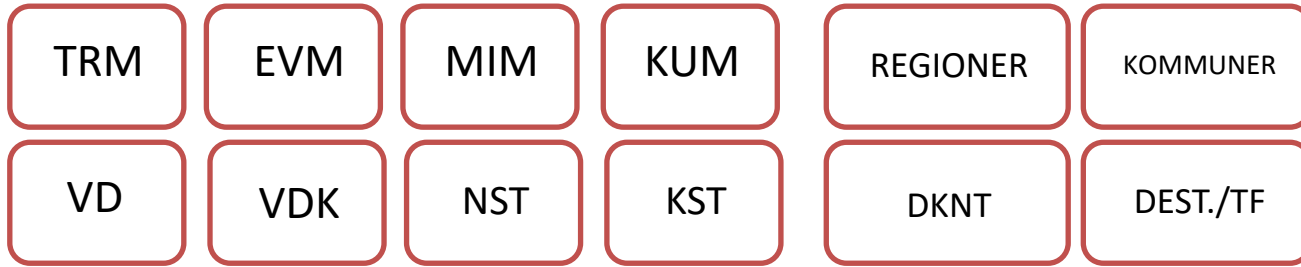


3

Coordination and  
activities



# Public stakeholders



EuroVelo/  
TRM  
Ekspertgr.

STAKEHOLDERS

PUBLIC  
TRANSPORTATION

BIKE SHOPS /  
RENTALS

PUBLISHERS

TRAVEL COMPANIES

BUSINESSES



ORGANISATIONS

NATIONAL PARKS

FRILUFTSRÅDET

DANISH CYCLIST  
FEDERATION

TOURISM  
DESTINATIONS

LOBBYISM

BERLIN-  
CPH

VESTKYST-  
RUTEN

ØSTERSØ-  
RUTEN

HÆRVEJS-  
RUTEN

LIMFJORDS-  
RUTEN

KBH+NORD  
SJÆLLAND

BORNHOLM

# BIKE ROUTES

# The Baltic Sea Cycle Route



**ØSTERSØRUTEN**  
DANMARKS SMUKKESTE CYKELROUTE

Maj 2017

**NORRØN**  
TERRITORY FOR DREAMING

NORD ↑  
1:600.000

**Enough asphalt!  
Making minor roads  
safe for cyclists**



**Realdania**



Cykel- og  
gangsti



**Checking routes**



EN DEL AF UDVIKLING FYN

# BIKE ISLAND 2020

FYN, LANGELAND OG ÆRØ SOM INTERNATIONALT  
HOTSPOT FOR KVALITETSSØGENDE CYKELTURISTER

**Developing Cycling  
Destinations**







Navigation icons: Home, Refresh, Search

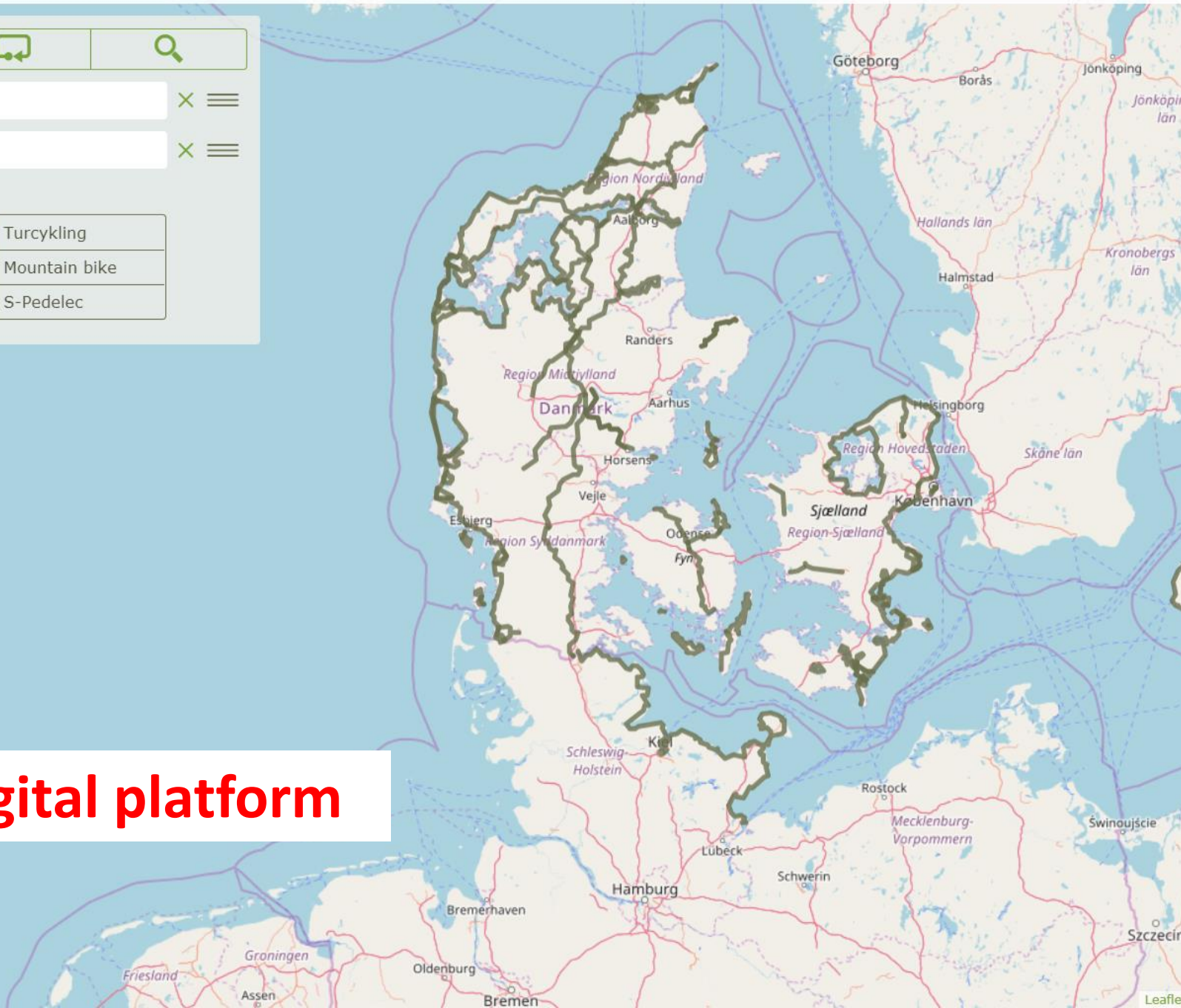
Vej, nr., sted X ≡

Vej, nr., sted X ≡



Daglig	Turcykling
Kortere rute	Mountain bike
Racing bike	S-Pedelec

**New digital platform**



# National → Regional → Local level



Camp sites  
Hotels  
B&B  
Etc.

DenmarkByBike

<https://www.naviki.org/en/denmarkbybike/>

Tourism Destinations

<https://www.visitodsherred.dk/odsherred/sjaelland/denmark/digitale-cykelruter-cykelkort>



**Lobbying for better bicycle facilities on trains**

**THINGS TO DO**

Attractions, events & unique activities

**DESTINATIONS**

Holiday spots, famous places, must-see sights

**ACCOMMODATION**

Find & book places to stay like hotels & B&Bs

**PLAN YOUR TRIP**

Travel tools, weather, getting here & around

**CYCLING IN DENMARK**

**Overview**

10 reasons to cycle

Child-friendly bike holidays

# Cycling in Denmark

Denmark is the ultimate destination for cycle holidays. With more than 12,000km of signposted cycle routes, gentle terrain, inspirational nature and short distances between amenities, Denmark is a country made for cyclists and cycling trips. It's safe, easy and great fun. If you like active holidays, plan a cycle holiday in Denmark.

Here you'll find information on bike holidays in Denmark, from tips and inspiration to route planning and bike hire. So saddle up and cycle Denmark!



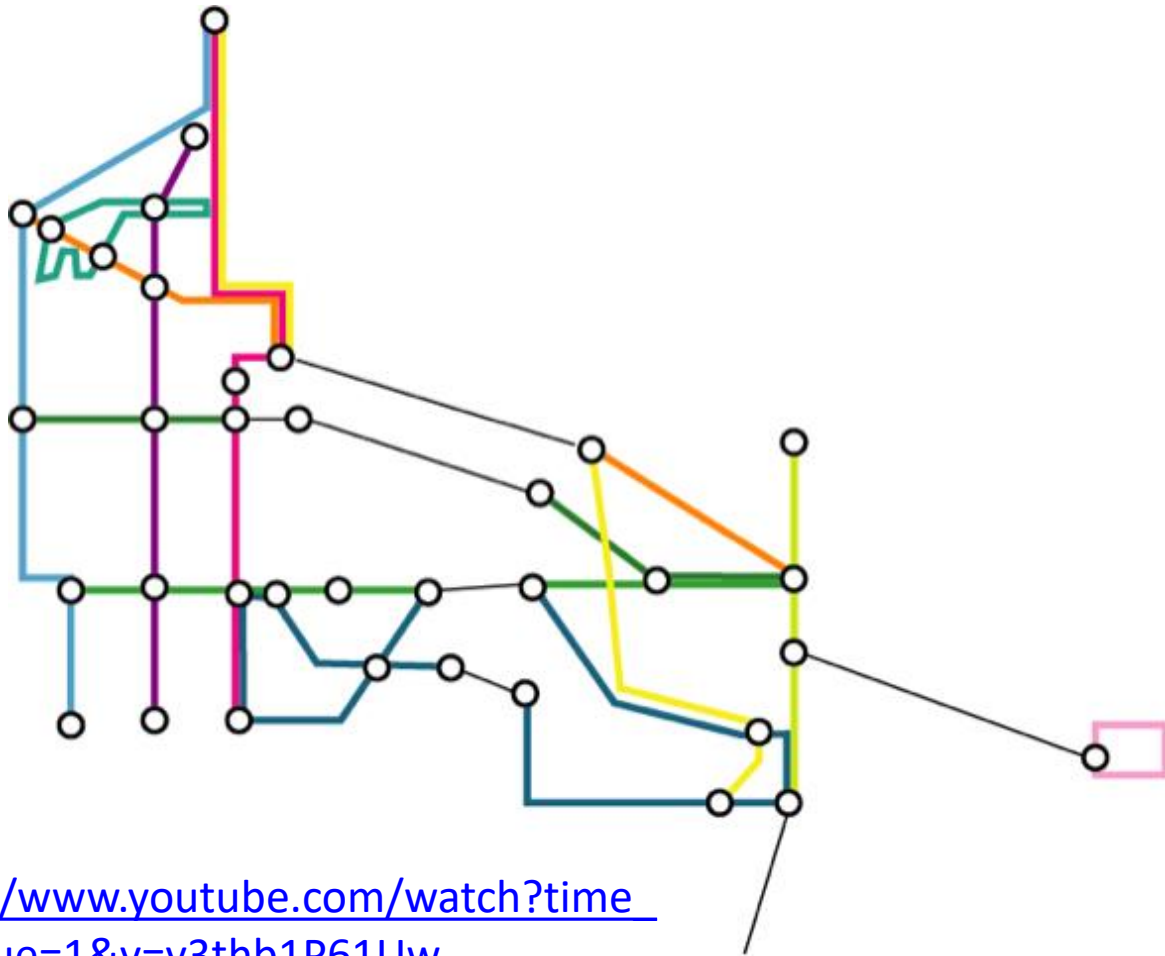
## Campaigns with VisitDenmark

Life seems bigger on a bike!

### Video: Life seems bigger on a bike

Take a minute to relax with our brand new cycling video and get a taste of the

# The future?



[https://www.youtube.com/watch?time\\_continue=1&v=v3thb1P61Uw](https://www.youtube.com/watch?time_continue=1&v=v3thb1P61Uw)



Thanks for your attention  
amazing hospitality, food, wine, tours,  
company and so much more