

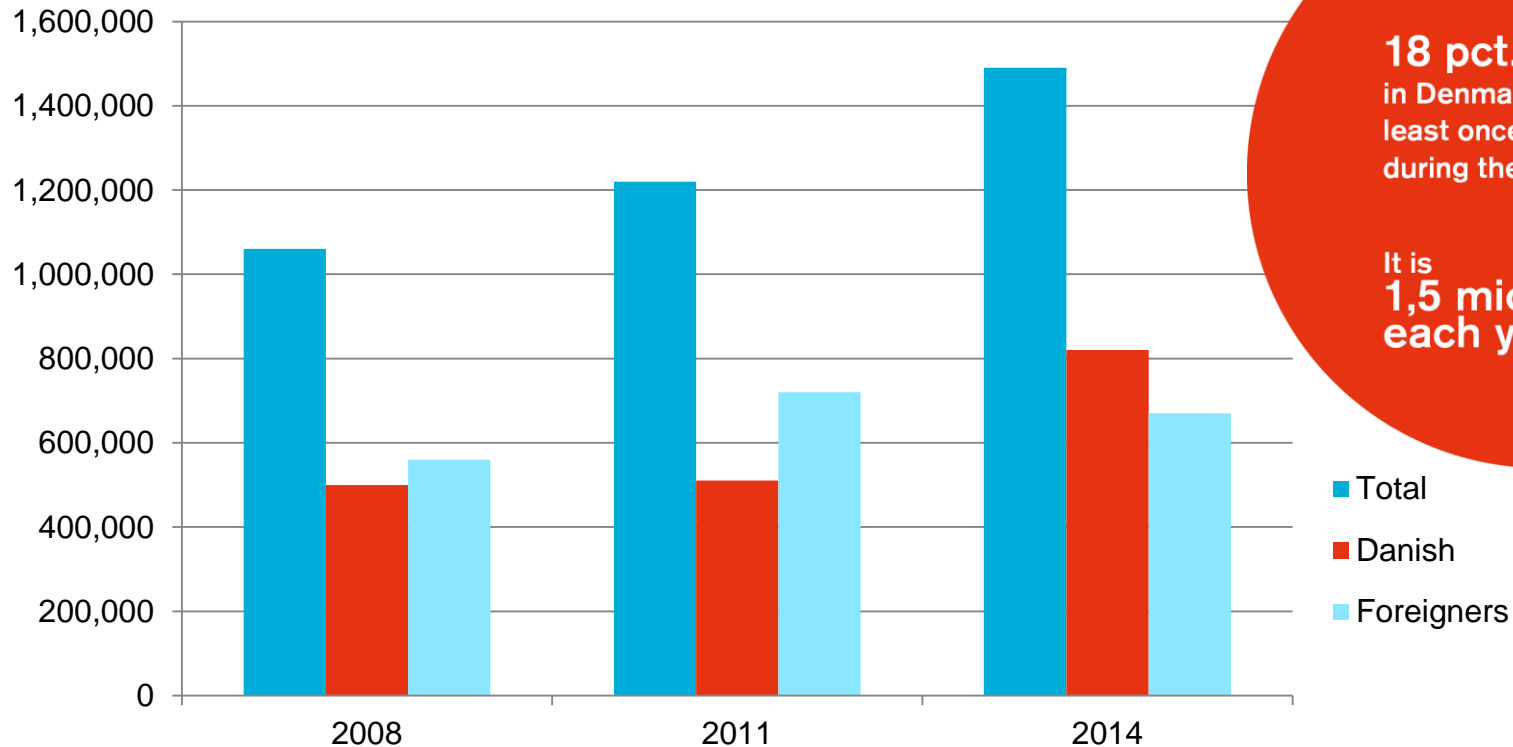
A new national cycle route

Cooperation between national and
local authorities

Mette Dam Mikkelsen
Velo-City 2017



Cycle tourism in Denmark

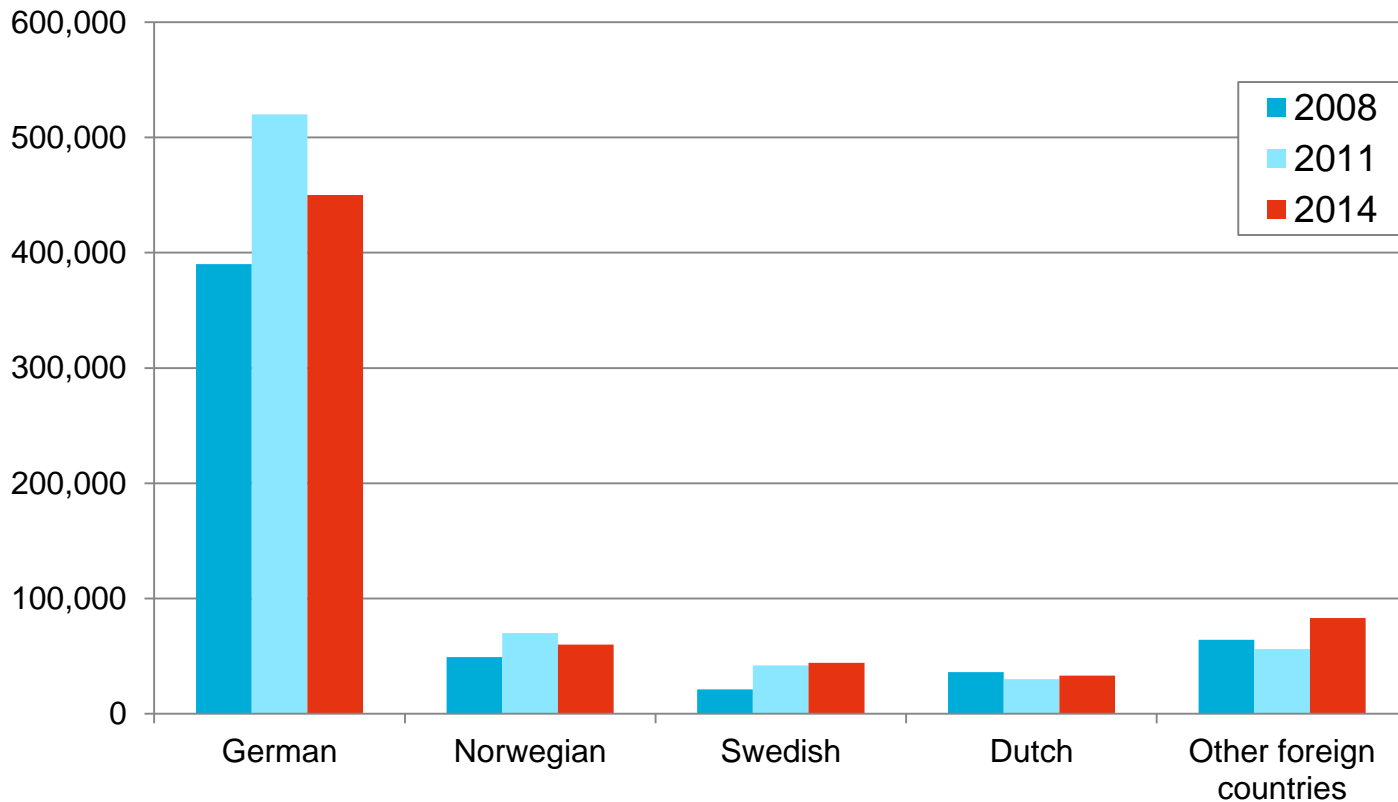


18 pct. of all tourist
in Denmark are biking at
least once or more trips
during their vacation

It is
1,5 mio. tourist
each year.

- Total
- Danish
- Foreigners

Cycle tourists in Denmark



EVERYDAY CYCLING



"Door-to-door strategy":
Connection between cycling and public transport

- Better and more secure bicycle parking at stations and transport hubs
- Improved opportunities for bicycle commuting
- Increased focus on bicycles by employers

"More pedal - thank you": Cycling for both short and long trips

- Super Cycle Highways, also in medium-sized cities
- Cycling Cities across the country
- Right-turns on red at selected locations

Increased mobility, a cleaner environment and better climate with the bicycle as the means of transport

ACTIVE HOLIDAYS AND RECREATION



"Cycling as a hobby":
Recreational cycling routes for active leisure

- Better signage and directions on bicycle paths
- More recreational cycling routes

"Experiences on two wheels": Greater investment in bicycle tourism

- Development of bicycle tourism in an expert group
- The Bicycle Tourism Solution of the Year award

Healthier lifestyles and new experiences with recreational cycling

NEW AND SAFE CYCLISTS



"Children in the saddle":
Safer cycling routes to schools and leisure activities

- More bicycle paths at schools and leisure activities
- School Cycling Cities with coherent road safety solutions

"Pay attention to each other": Good cycling culture provides better cycling experiences

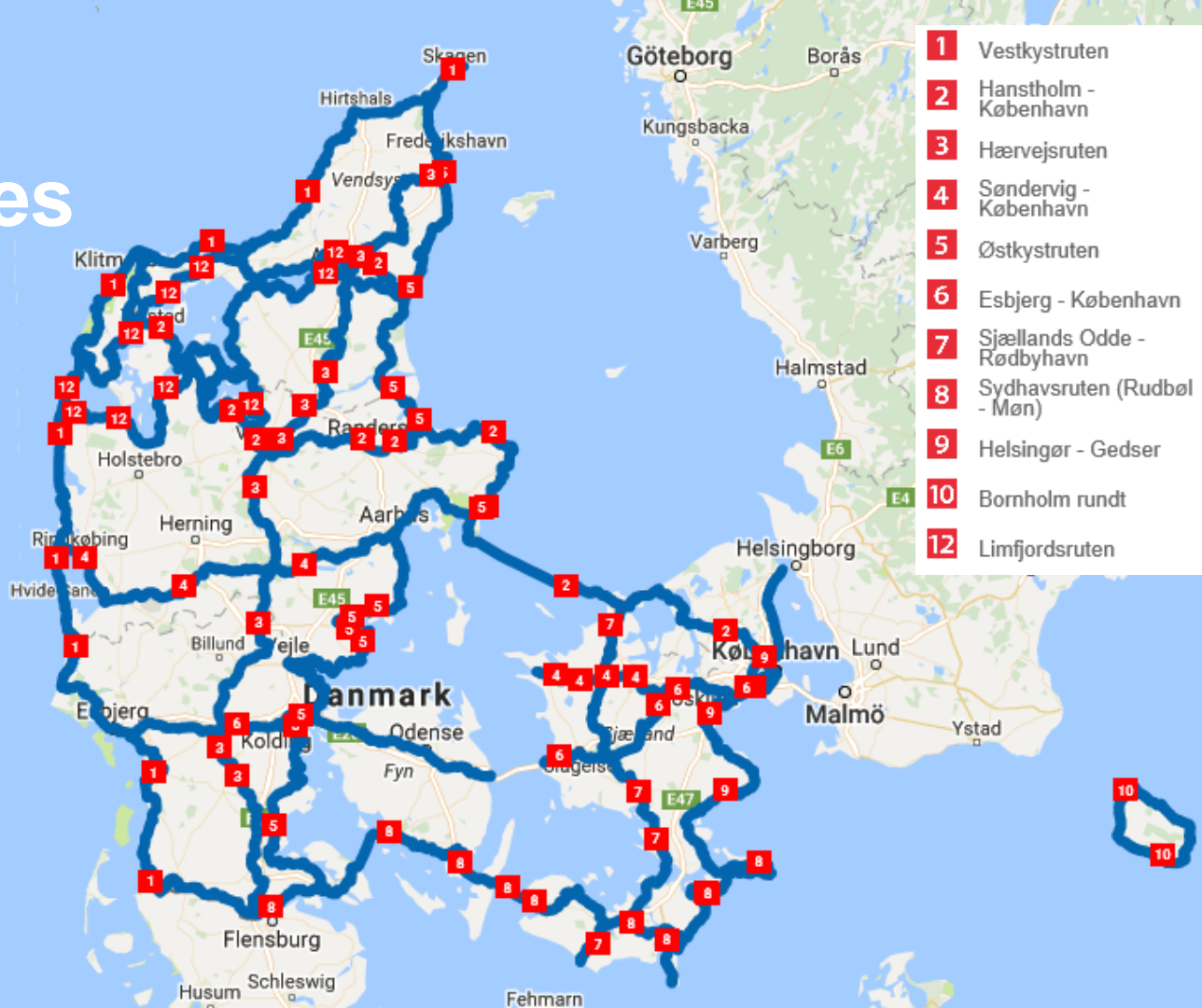
- Targeted initiatives to safeguard cyclists
- Good tools for teaching a better cycling culture

Safe to school and other activities promoting good traffic culture

3 main pillars:

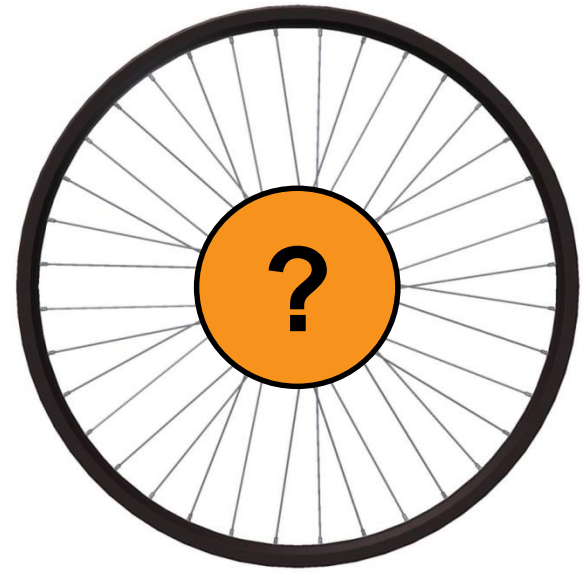
- Everyday cycling
- Active holidays and recreation
- New and safe cyclists

National Cycle Routes

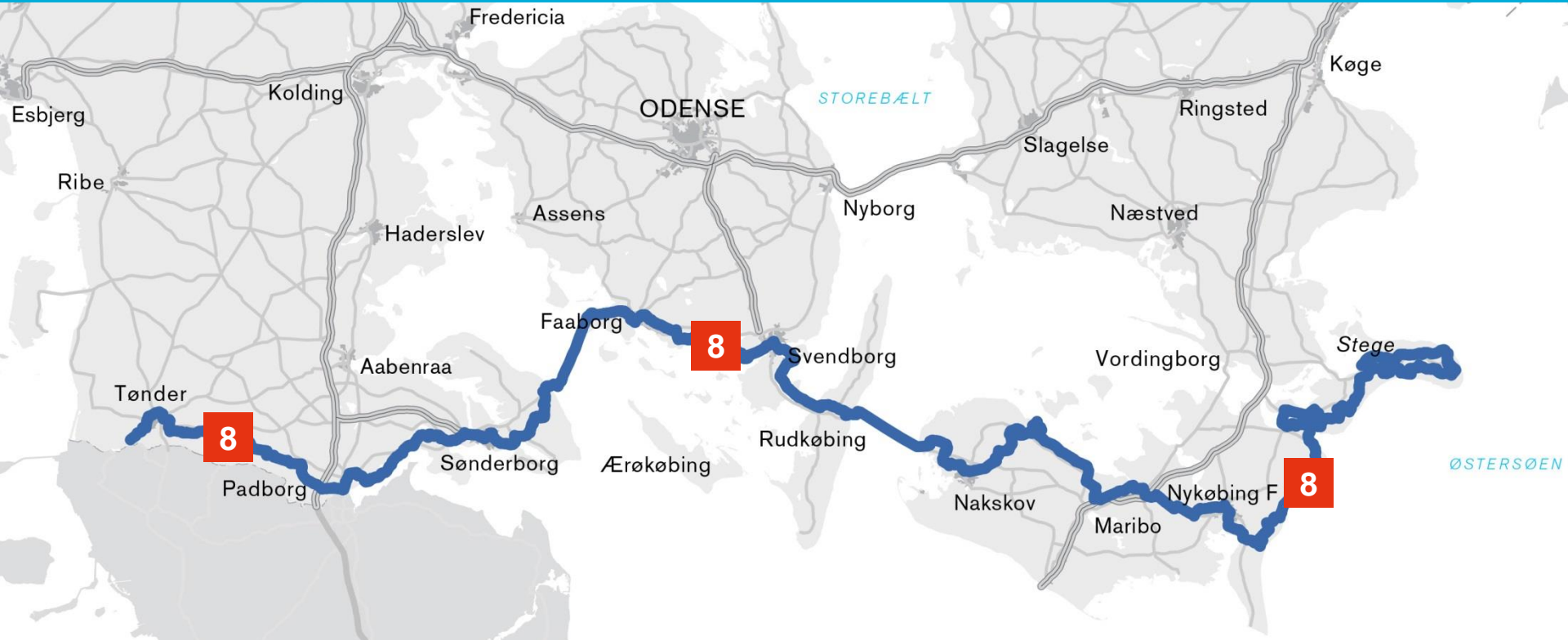


Coordination and Organisation

KL Local Government
Denmark



National cycle route 8 – South Sea Route

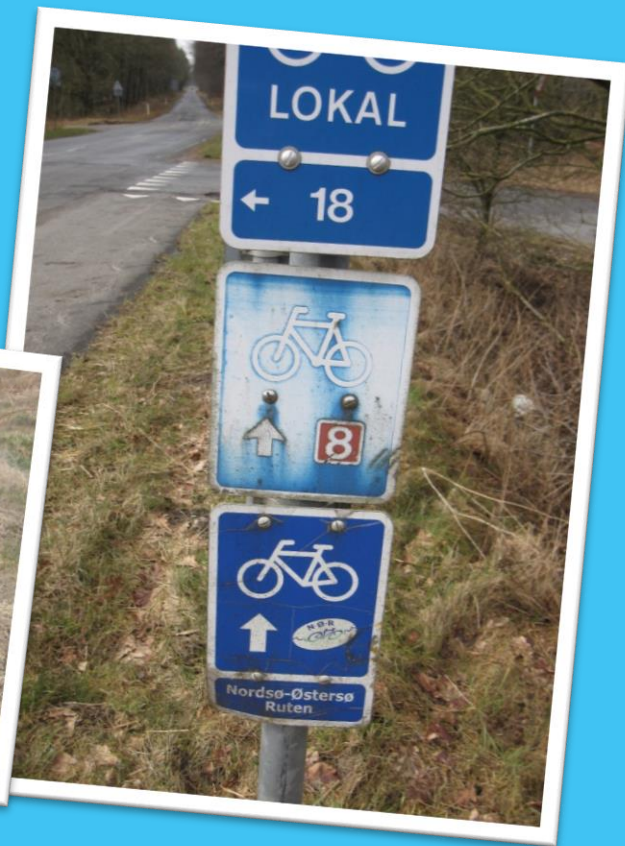


New Baltic Sea Cycle Route – N8

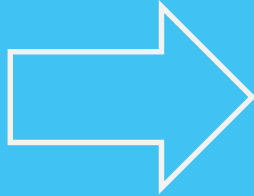


Corporation with local authorities





Upgrade the Signs



Subsidy to national cycle routes 2016



- 8 mio. DKK (1. mio. €)
- Baltic Sea Cycle Route
- Quality check of 1500 km national cycle routes
- Signage at few other places

Challenges – top 5



Questions to discuss



How can you balance the local/regional interests with national interests?



How is national/long distance cycle routes financed?



How does your country coordinate and cooperate about national/long distance cycle routes, and which experiences do you have?



How can you make the municipalities interested in supporting project across the local borders



How do you promote and make money out of cycle tourism?



Thank you for
your attention!

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