

# The benefit of a bike friendly accommodation European network.



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# Still talking about niche tourism?

Cycling for leisure and tourism represents one of the most popular forms of travel in Europe, that contributes around 44 billion € to the EU economy (cruise industry around 39 billion €).



# Cycle tourism industry is growing fast

**20,4 mil. Cycle tourist  
overnight**

**The tourist by bike spend  
40 % more than the  
average mass tourist**



**650.000 employees in Europe**

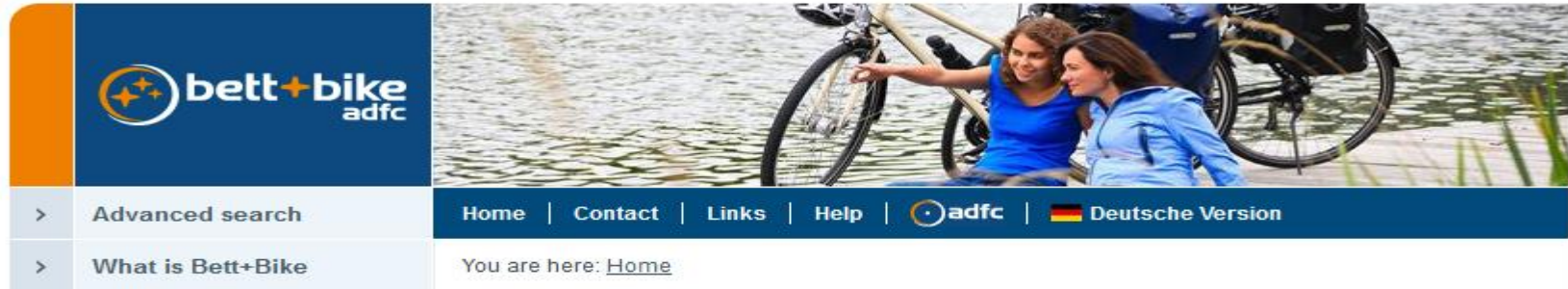
Many hotels and accommodation have services dedicated for cyclists (e.g. bike parking, info about local cycle routes).



Networks of bike friendly service providers have been established in some countries, mainly promoted by the associations and federations members of ECF.



# Most famous is Bett und Bike



The screenshot shows the top navigation bar of the Bett+Bike website. On the left, there is a dark blue header with the Bett+Bike logo (a stylized orange and blue circle with three stars) and the text "bett+bike adfc". To the right of the logo is a photograph of two women sitting on a bicycle by a body of water. Below the header is a dark blue navigation bar with the following links: Home | Contact | Links | Help | adfc | Deutsche Version. Below the navigation bar is a light blue sidebar with two menu items: "Advanced search" and "What is Bett+Bike". To the right of the sidebar, the text "You are here: Home" is displayed.



POIs for GPS



**6.000 bike friendly accommodation  
in Germany and other 8 European  
countries, with app and GPS POIs**

# But...how to find them?

The requirements are similar in all countries but can be difficult for foreign cyclists find these hotels because are listed only in their national network. A cyclist from Norway how can find the name of the French system? Or even guess that there is one?



This is why it becomes important find a way to merge all these national organizations at the European level.

At the beginning this could simply be an international coordination.

European “umbrella” site linked from the relevant national web sites.





# Nothing new, but the same thing better organized

It will be not a new system, but a better way to promote the national systems, giving to bike friendly hotels of your country more opportunities to be known abroad.



# Many benefits, few costs

- 1) Almost no costs at the first phase;
- 2) No changing are required to the national systems that continue at the same way run by the same organizations who keep for themselves the same fees from hotels;
- 3) The promotion of the service  
It will be to an European market, not just national, which would lead to more hotels joining the national networks;
- 4) Touring cyclists will find bike friendly hotels abroad more easily.



# Possible future development

To improve the quality of the bike-friendly accommodations, it could be established a level of certification and some basic compulsory requirements equal for everyone to be listed in the site



# Conclusions:

An ECF site for bike friendly accommodation could be a win-win strategy for the organizations that run the national services and a way to push the hotels to be adequate ad the needs of cyclists.

When more hotels join the national services, more easy could be for cyclists find the right place to overnight during their cycle vacation.



Thanks for your attention



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