

Public-private partnership for the promotion of cycling tourism in Denmark

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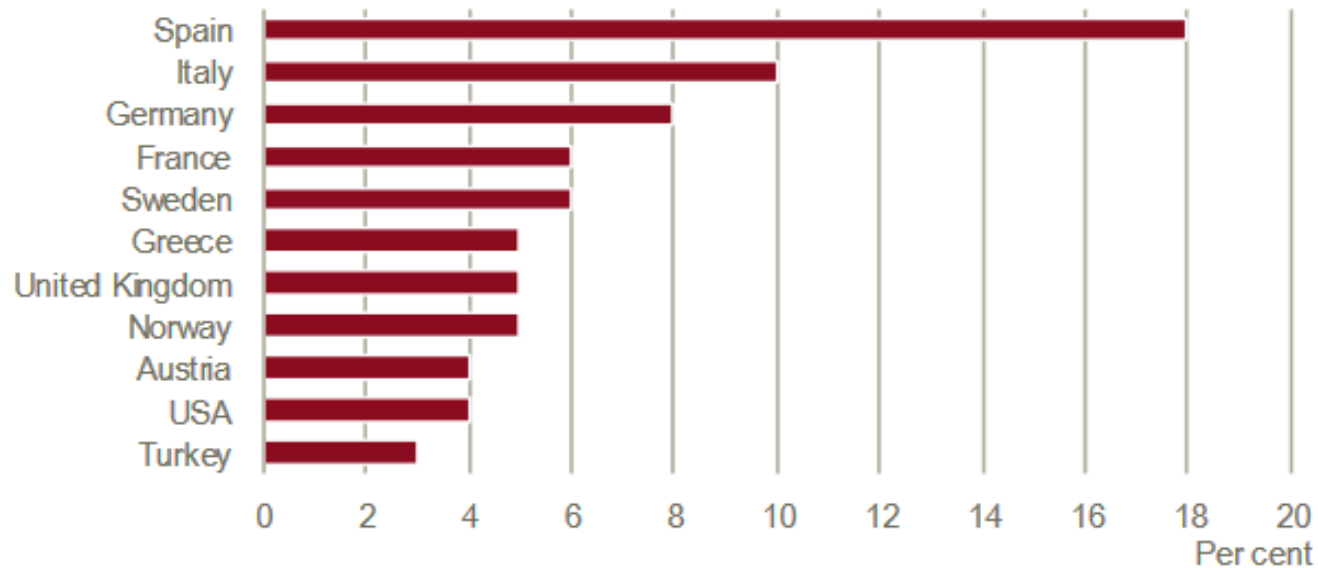


DANISH CYCLING TOURISM

Thanks for inviting me to this conference

- Danes just love Spain

Holiday destinations. 2016



Where do
Danes travel?

1

Cycling Tourism in Denmark

Not that many greenways









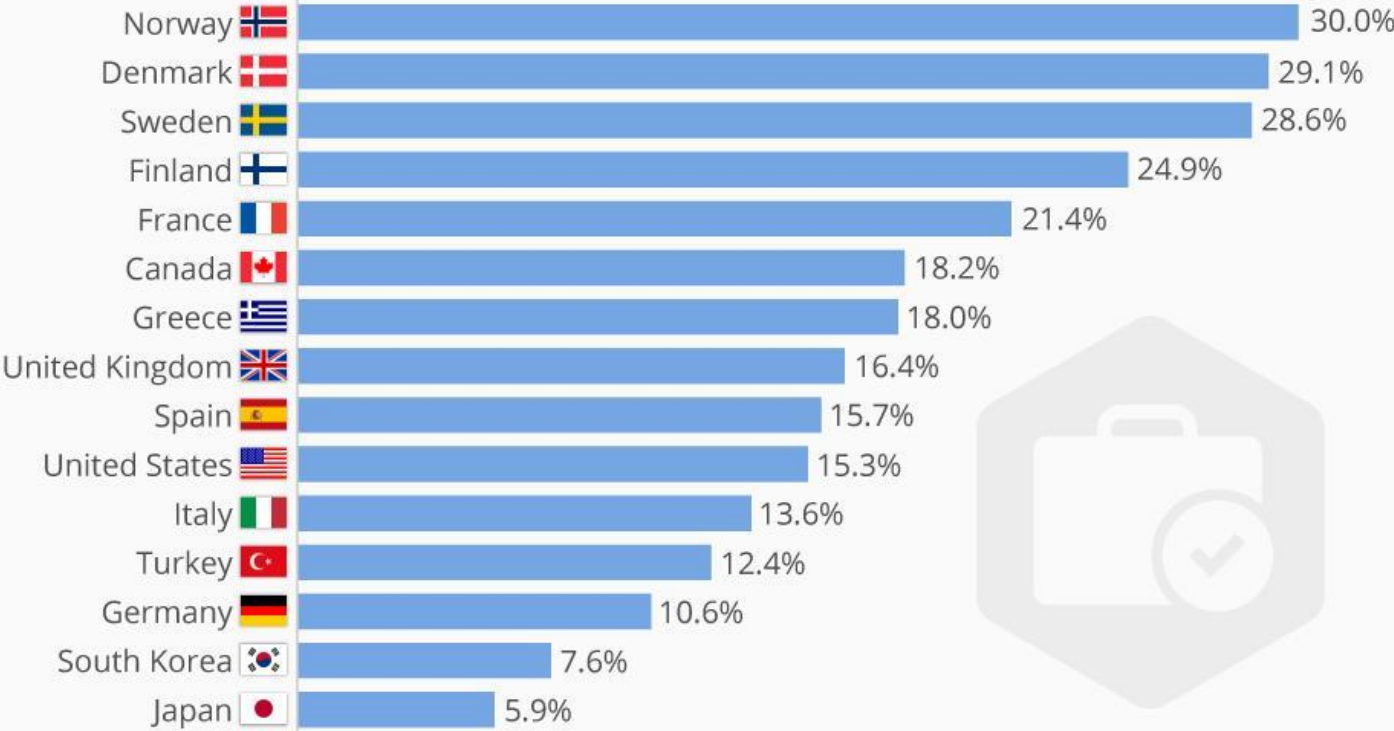




The Scandinavian case: Public sector plays a very big role

Scandinavia: First For Public Sector Employment

Employment in general government as a percentage of total employment (2015)



A members' association



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

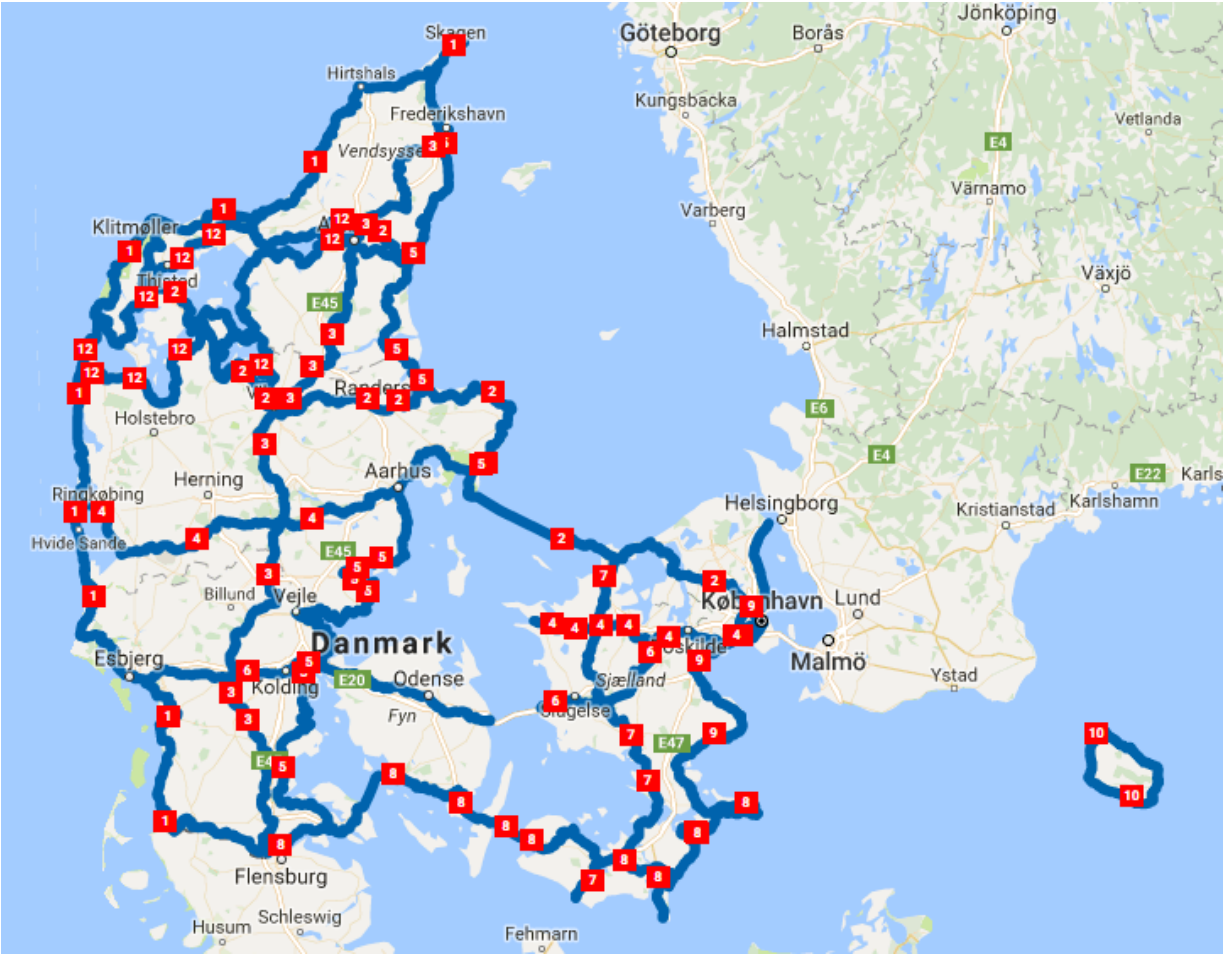


Our purpose

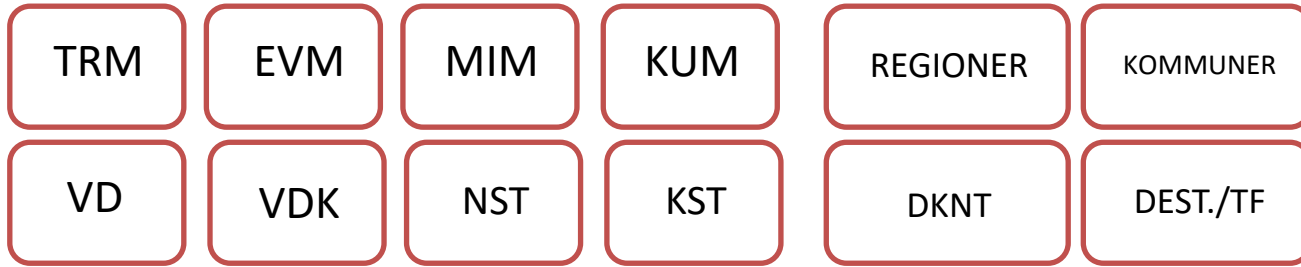
- Developing cycling tourism in Denmark
- Coordinating cycling tourism initiatives
- Creating growth in the cycling tourism business

We do this in corporation with both private and public stakeholders.

The National Network



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

Baltic Sea Cycle Route – 815 km.

New national cycling route N8. Intensive partnership between public stakeholders and to some degree private stakeholders.



N8 – Public stakeholders

- Signposting – The Danish Road Directorate (State) and Municipalities
- Marketing – Tourism Destinations (Municipalities) - Danish Cycling Tourism and VisitDenmark (State)
- Organization – Steering Group of public stakeholders



N8 – Private stakeholders

- Package deals
- Bike rental
- Luggage transportation
- Etc.

Thanks for your attention



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