



ADFC Bicycle Travel Analysis

Methodology and results of the 2021 cycling year

Monitoring and evaluation of cycle tourism routes

Cykelfrämjandet | November 22nd, 2022



adfc

Allgemeiner Deutscher
Fahrrad-Club

Methodology

Methodology

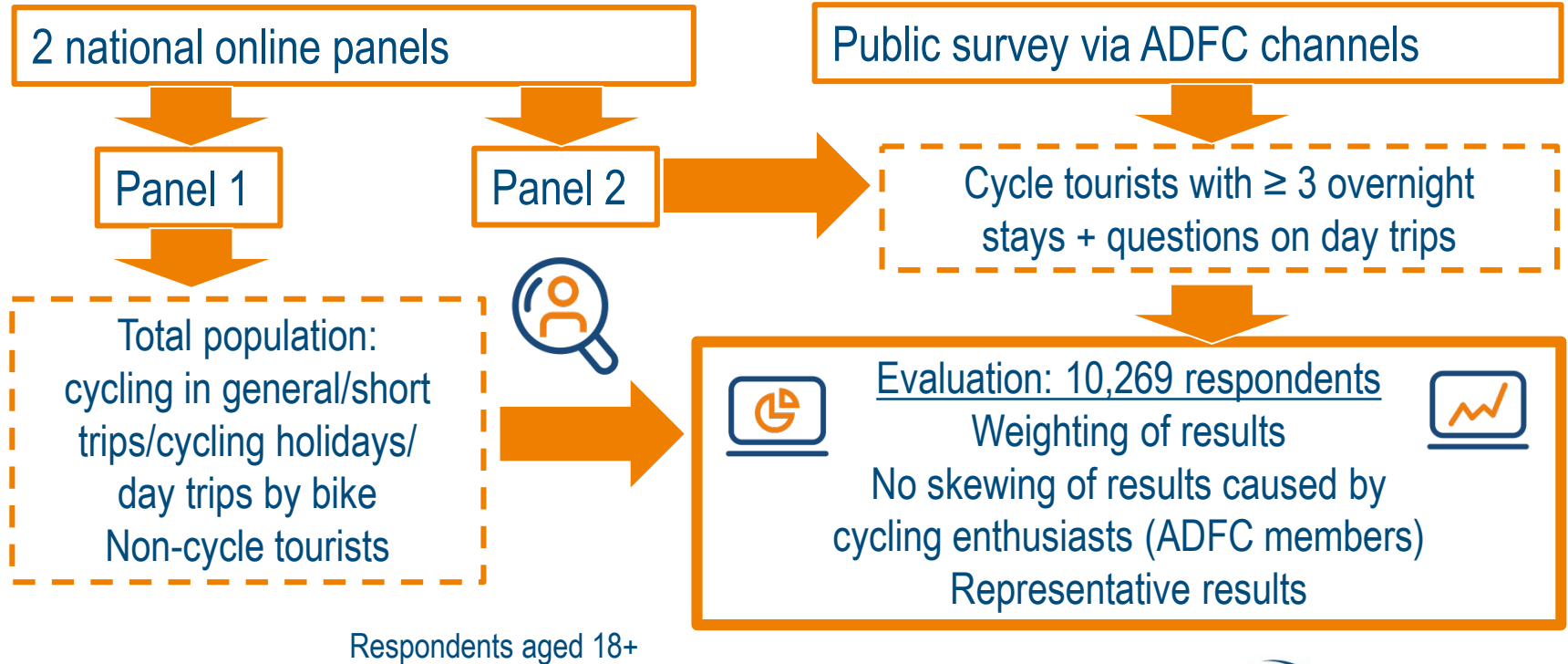
Data collection between **November and January...**

...data analysis between **January and March...**

...presentation of the results in **March**

- A portion of the data is generated through two closed national representative panels; the other portion is obtained during an open survey published via the ADFC's communication channels.
- Depending on the panel between 90 and 60 questions
- Handling time between 20 and 30 minutes

Methodology

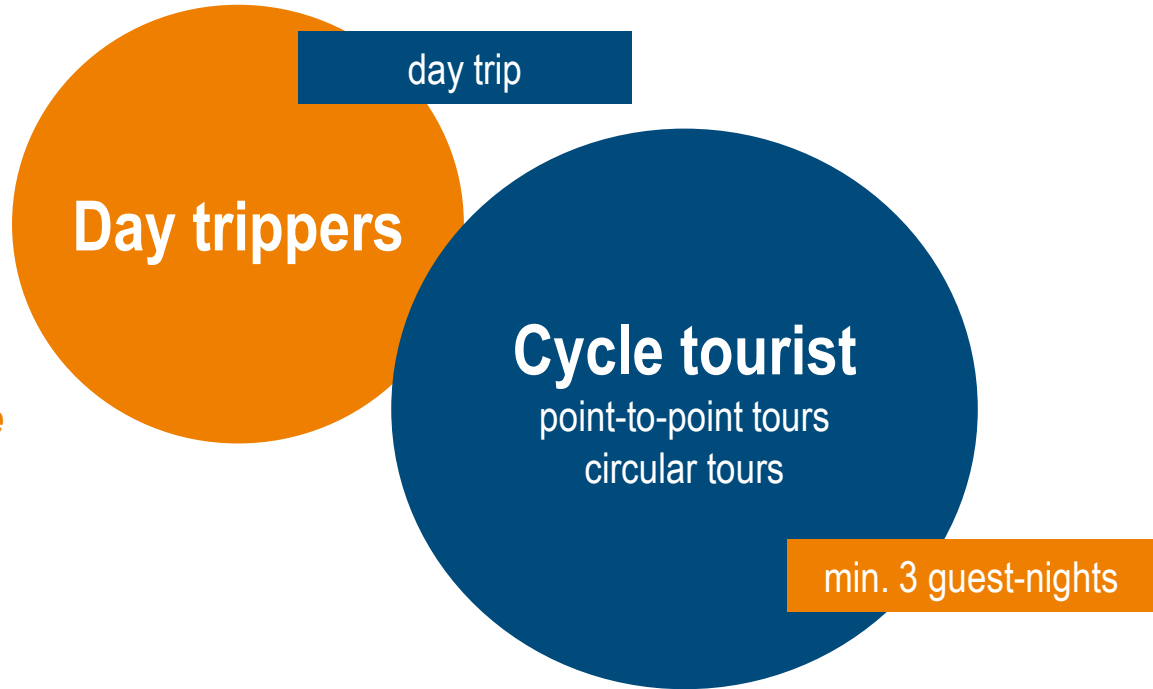


Types of cycle tourists

Differentiation between day trippers and cycle tourists

Definition of cycle tourists:

»A cycle tourist is someone who has gone on at least one trip lasting at least three nights in the past three years during which cycling was one of the main motives.«

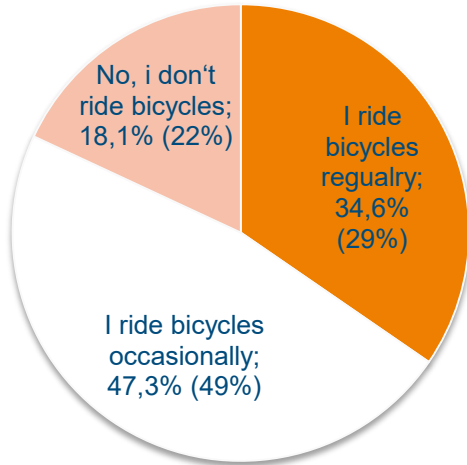


Questions – Results

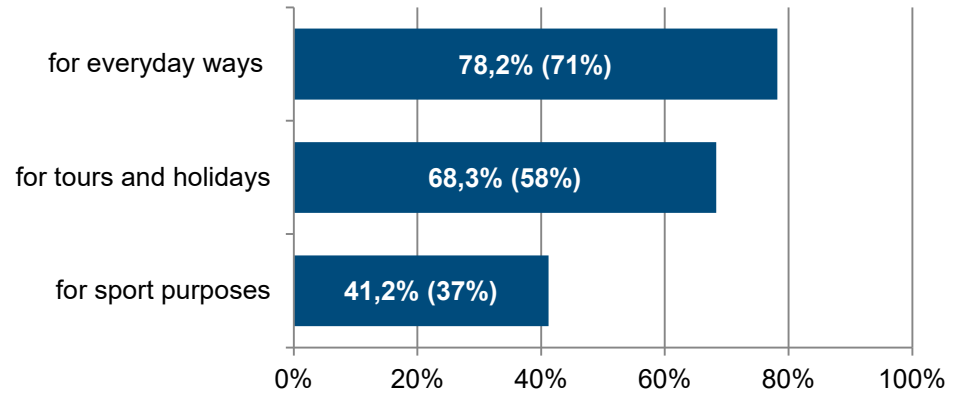
Use of bicycles

General use of bicycles

Use of bicycles in Germany

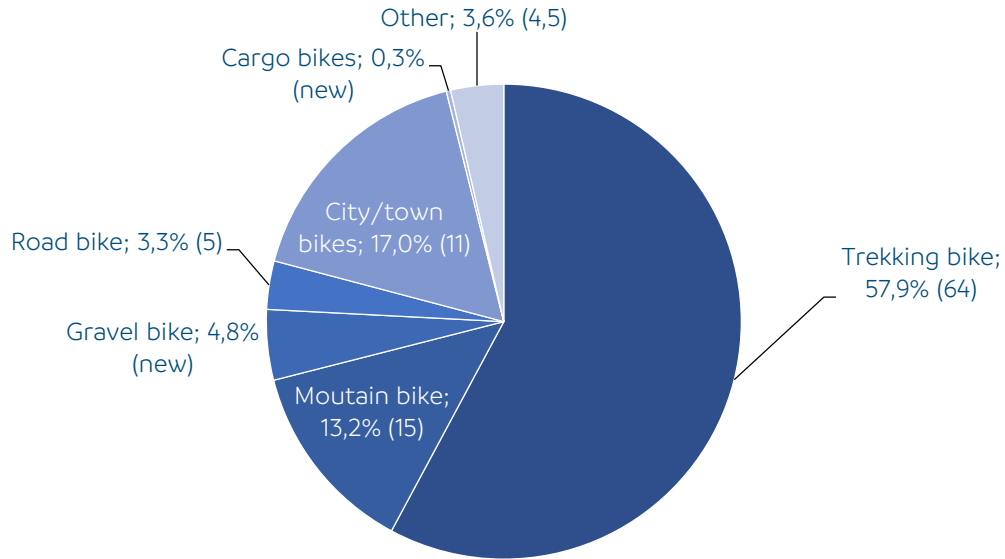


Purpose of bicycle use in Germany

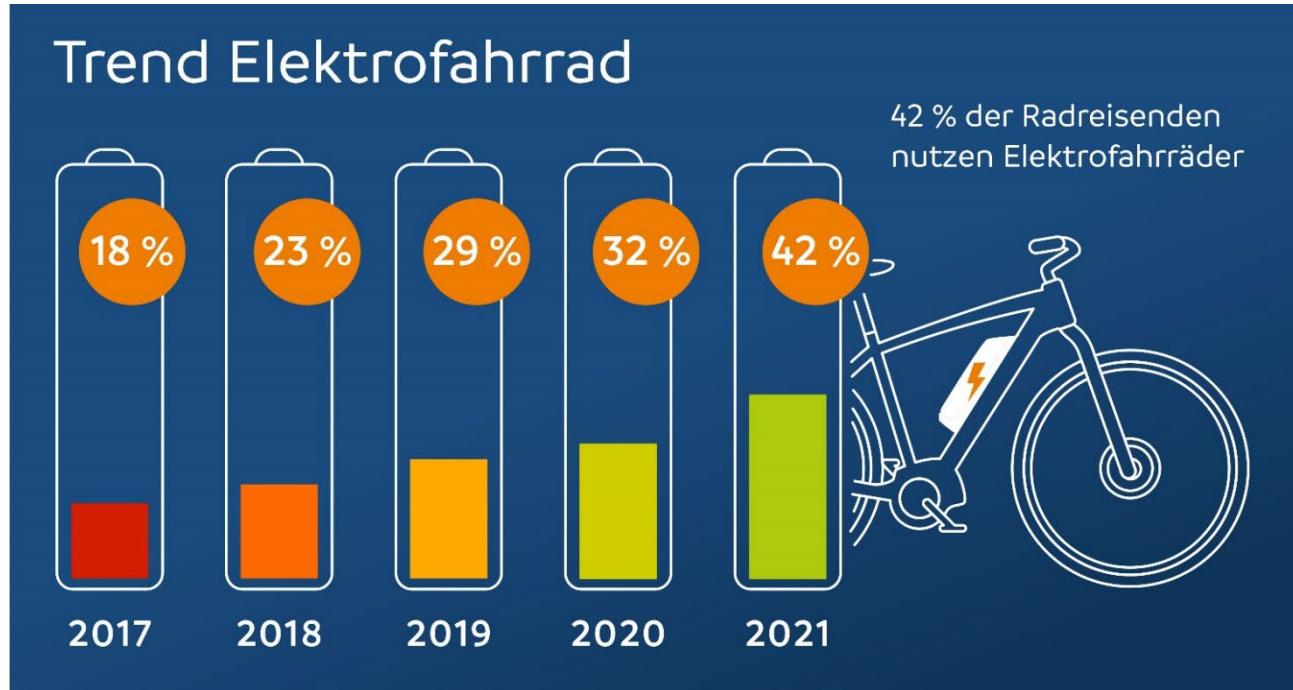


Value in brackets = comparative value from 2020

Bicycle types used for cycling trip



Use of e-bikes still growing



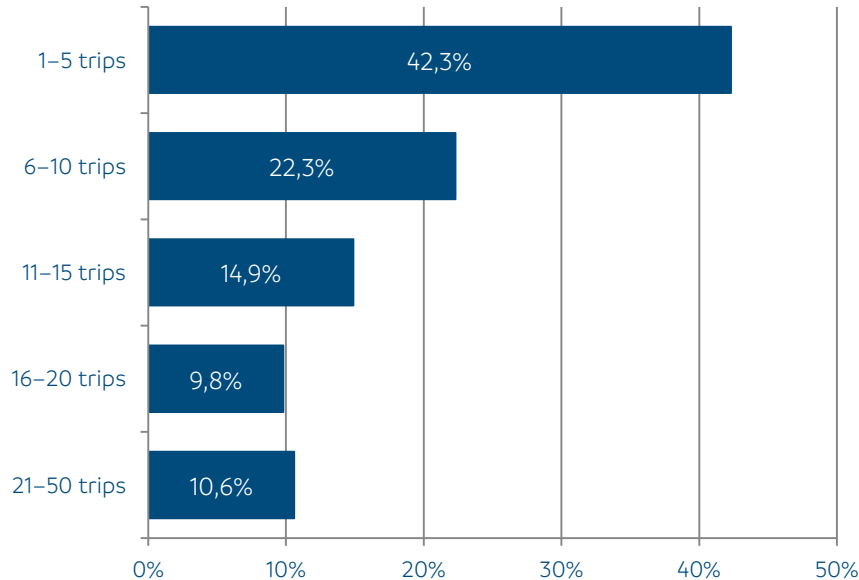
Use of e-bikes by cycle tourists © ADFC/april Agency

Questions – Results

Demand for day trips and cycle tourism

Day trips

Around **41.6 million people** went on at least one cycling day trip in 2021 (+ 11 million)



Ø = 10.6

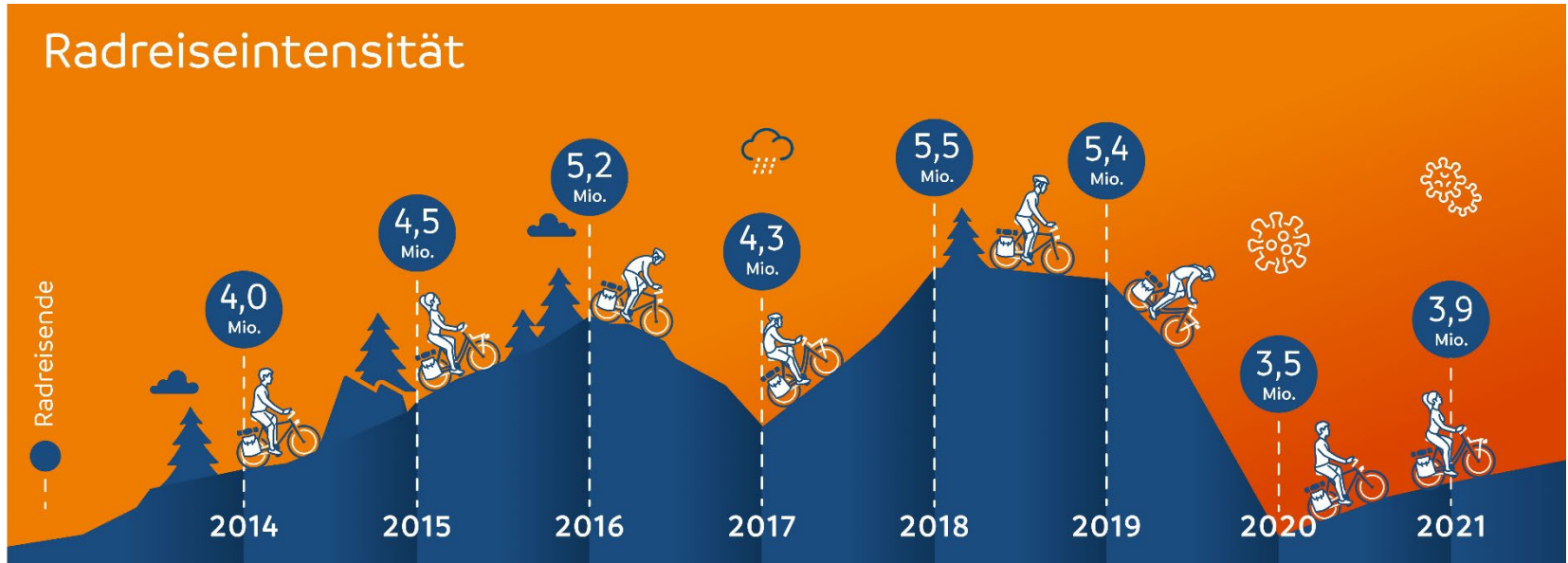
Of those who went on at least one cycling day trip, each completed an average of 10.6 cycling day trips in 2021.

Ø = 43 km

Cycling day trips were an average of 43 km in length.

Number of cycling trips

Around 4 million people went on a cycling trip in 2021

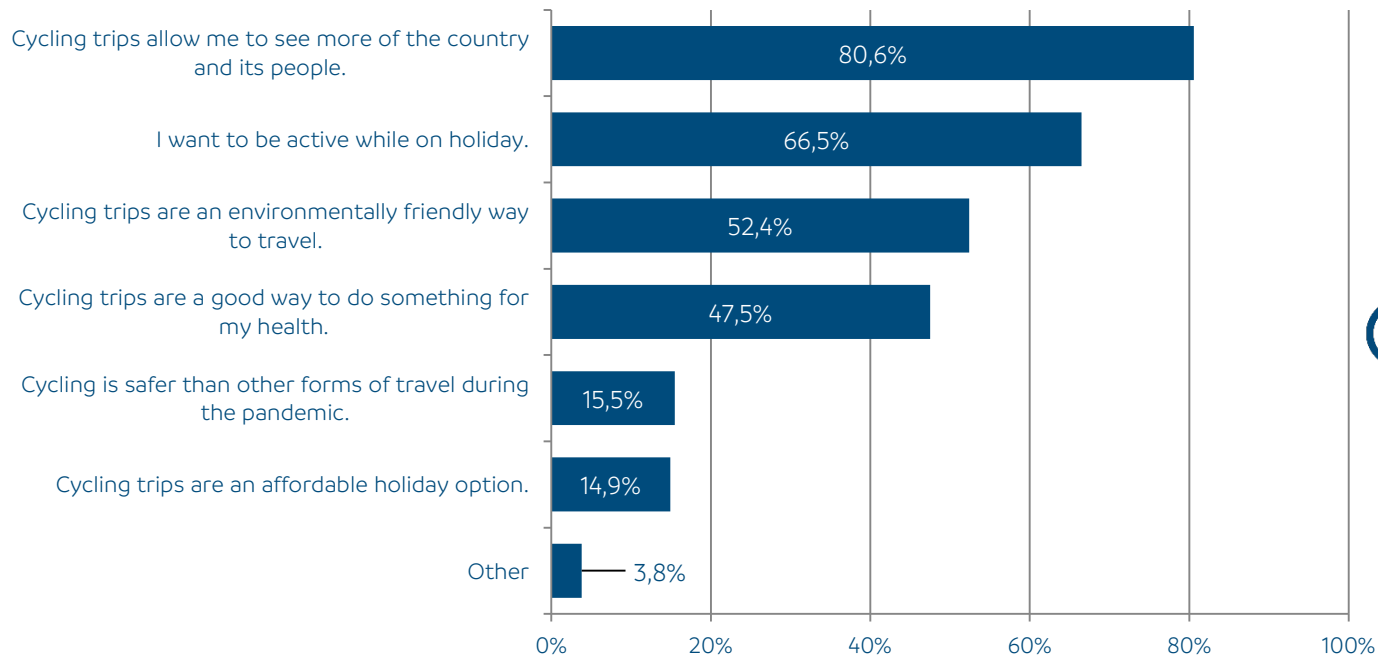


Number of cycling trips © ADFC/april Agentur


Questions – Results

Planning and motives for cycling trips

Motives for a cycling trip



Cycle trip planning – important aspects

- 71% sights/attractions along the route
 - 70% traffic safety (e.g. separate routes with less traffic)
 - 66% route navigability (e.g. route surface and width)
 - 61% cyclist-friendly accommodation
 - 48% gastronomic offers
 - 37% accessibility using public transport
 - 32% easy topography, flat route
 - 30% route's thematic design
 - 17% challenging topography
 - 13% cycling services along the cycle route, e.g. charging stations, repair/maintenance, bike hire services
- 

Questions – Results

Travel behaviour

point-to-point- & circular tours



point-to-point tour

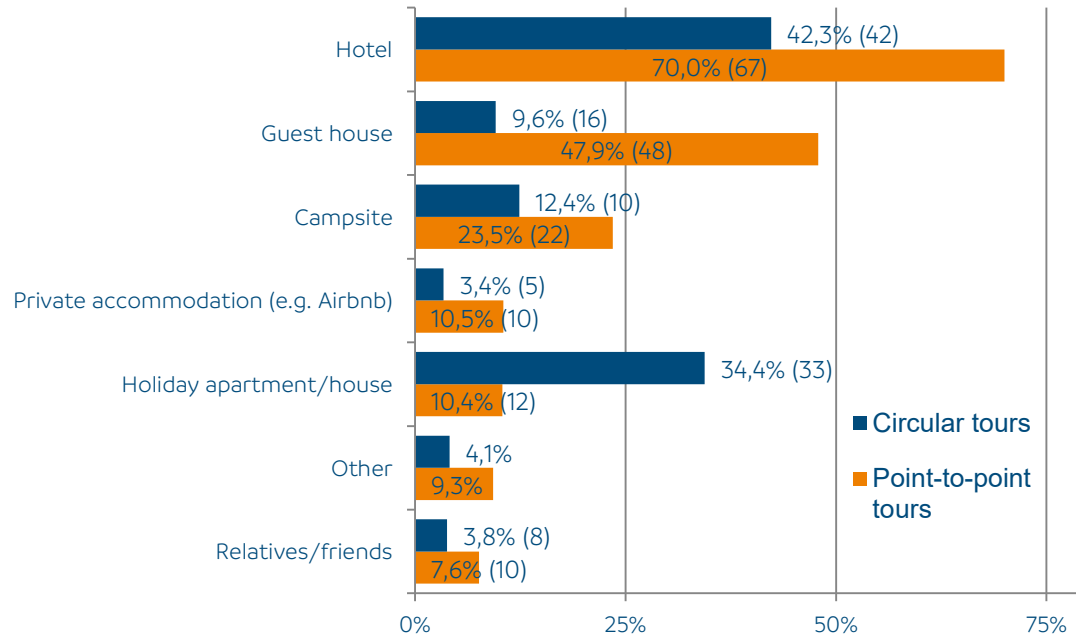
Tourists cycle along a long distance cycle tour with changing accommodations

circular tour

Cycle tourists discover a region from a defined accommodation

Streckentour vs. Sterntour © ADFC/april Agentur

Accommodation during a cycle trip



The following aspects were particularly important to cyclists when choosing accommodation:

- location/access (76%)
- price-performance ratio (69%)
- cyclist-friendly facilities and services (40%)

85% of cycle tourists were satisfied with the quality of their accommodation.

Information

During trip preparation



82 % Internet research (76 %)



44 % Recommendations from friends (43 %)



41 % Apps (35 %)



41 % Printed cycling maps (42 %)

During cycling trips



75 % Signage (67 %)



61 % Apps (52 %)



58 % Mobile internet research (47%)



47 % Printed cycling maps (48 %)

Local signposting continues to gain in importance. At the same time, the use of apps continues to grow in popularity.

Questions – Results

Favoured regions and routes

TOP destinations in 2021



70% of cycle tourists cycled the route/region for the first time. For 30%, it wasn't the first time they cycled the route/region.

TOP 5 abroad

1. Austria (36 %)
2. Italy (33 %)
3. France (14 %)
4. Netherlands (11,2 %)
5. Switzerland (11,1 %)



TOP cycling regions in 2021



In 2021, the most popular region for cycle tourism was **Osnabrücker Land | Emsland | Grafschaft Bentheim**



TOP 10 Radregionen 2021 © ADFC/april Agentur

TOP long-distance cycle routes in 2021



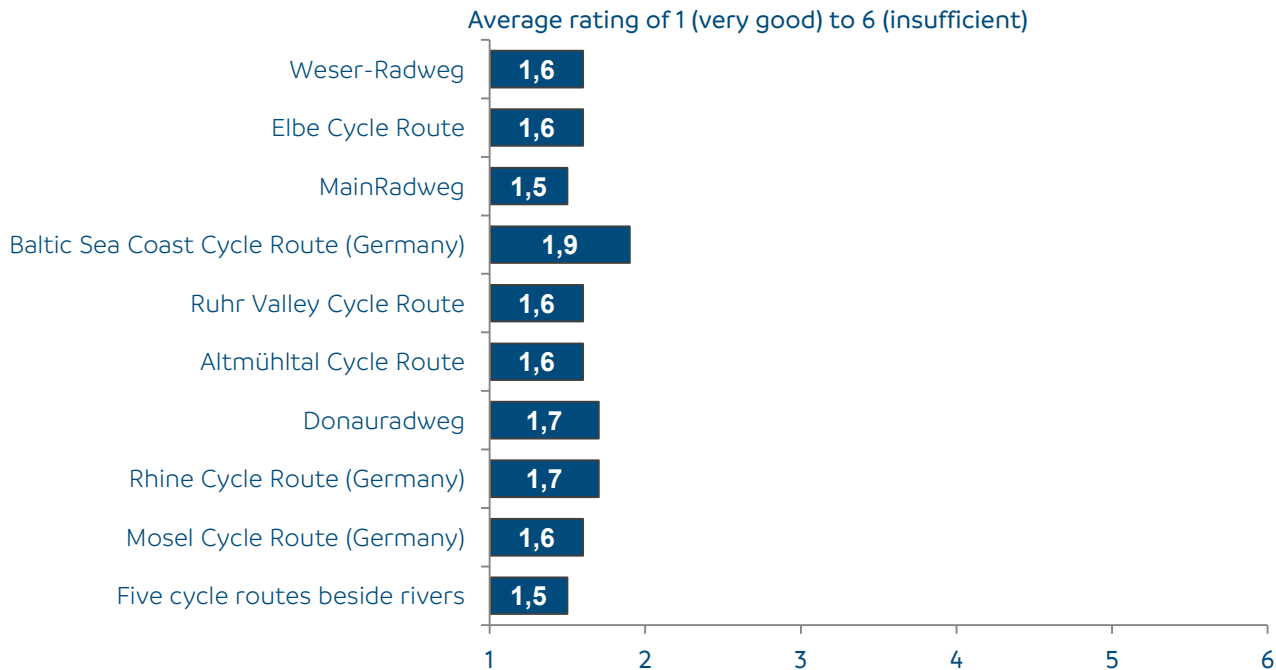
In 2021, the **Weser Cycle Route** was the most popular long-distance cycle route



TOP 10 long-distance cycle routes in 2021 ©
ADFC/april Agentur



Satisfaction with the long-distance cycle routes travelled



Questions – Results
Outlook for the next year

Outlook for the 2022 cycling year

- 68% of cycle tourists are planning a cycling trip in 2022, 28% are still undecided
- Especially those who did a cycle trip in 2021, are planning another one in the following year
- 76% are planning a cycling trip in Germany and 26% in Europe.



DO YOU HAVE QUESTIONS?



Thank you for your attention!

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