



Agence de
DÉVELOPPEMENT
TOURISTIQUE

ADJUSTING TO THE EXPECTATIONS OF BICYCLE ENTHUSIASTS

Tourism Office campaign 'Compiègne without my car'.

Friday, 04 November 2022



EUROPEAN UNION

European Regional Development Fund



BICYCLE TOURISM...IT'S ALREADY HAPPENING 😊

Cycling tours + nights on a boat

Boat & bike ride with the FENIKS CHARTER (photos taken in October 2022 in the Compiègne region)



“COMPIEGNE WITHOUT MY CAR” workshop

It is forbidden to reprint this information without the express consent of Oise Tourisme.

Boat + bike tours...2023 = season 3

Cyclo Croisière
à la découverte de l'Oise

 Compiègne ↔ Pont-Sainte-Maxence
aller en vélo, retour en bateau
ou vice-versa



30 AVRIL | 28 MAI | 25 JUIN | 30 JUILLET



Rando jeu NOUVEAUTÉ 2022
Amusez-vous tout au long de votre journée avec le rallye découverte !

Profitez du brunch qui vous sera servi à bord de l'Escapade.

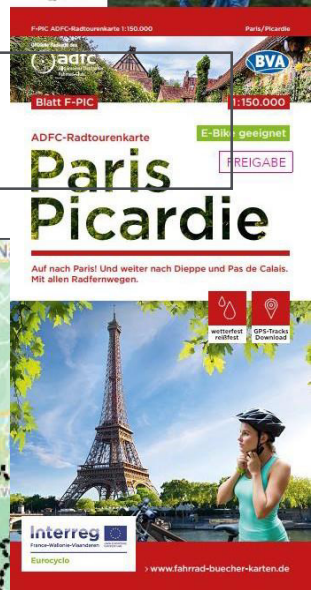
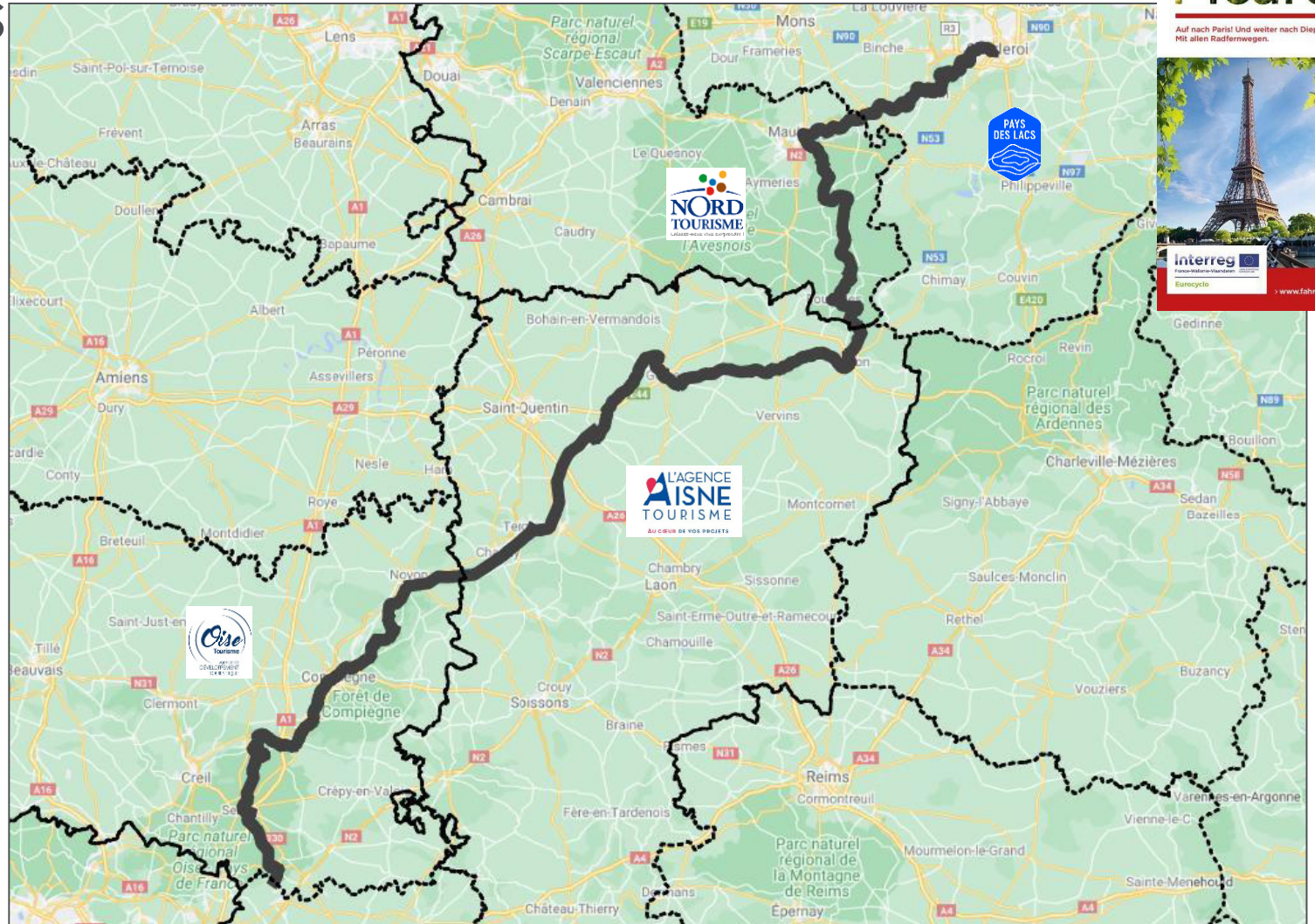
TARIFS : adulte 40€ - enfant 20€ (gratuit pour les moins de 3 ans)
RÉSERVATIONS Office de Tourisme : boutique.noyon-tourisme.com

Destination **Oise**



Initiatives to focus on German travellers

Germany is the world's largest bicycle tourism market.



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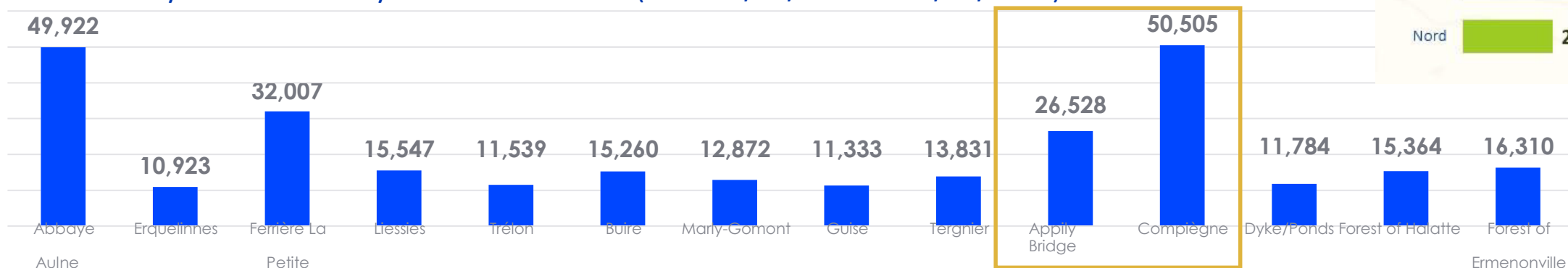
BICYCLE TOURISM... NOT JUST FOR SAVINGS... BUT IT CAN DO SO MUCH



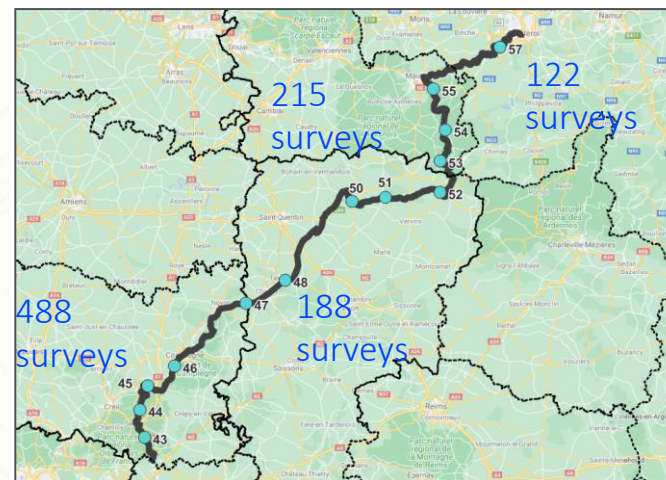
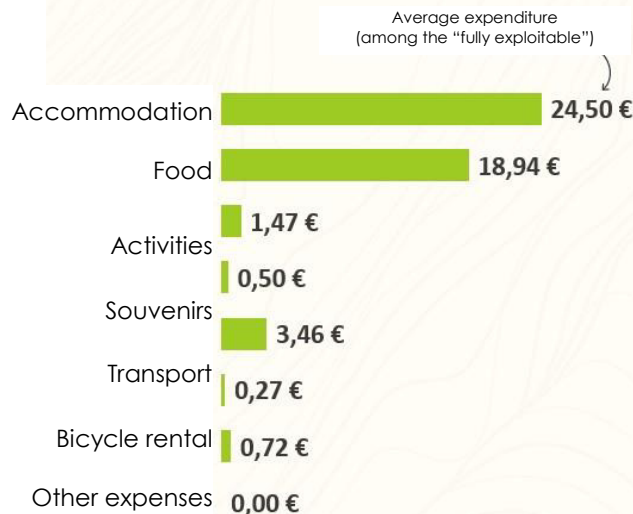
An economic study carried out on the EV3 between **1/07/2021 and 30/06/2022** by the BVA institute of economic research on the entire EV3 - excerpts from the Oise zoom.

Some EV3 data (flow - in €)

Number of cyclists counted by automatic counter (from 01/07/2021 to 30/06/2022)



€49.85
on average



IN A NUTSHELL

EV3 - OISE



VISITS

67,196



CYCLING TOURS

44 km per day
on average

87%



EXCURSIONISTS

40 km per day
on average

13%

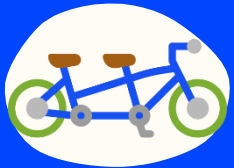


TOURISTS

63 km per day
on average

TYPES

51%



LEISURE ACTIVITIES

60% of overall
itinerary

38%



SPORTS

27% of overall
itinerary

8%



TRAVELLERS

9% of overall
itinerary

3%



UTILITY

4% of overall
itinerary

PROFIL

96%



FRENCH

72% of overall
itinerary

1%



BELGIAN

24% of overall
itinerary

3%



OTHERS

4% of overall
itinerary

11.2 DAYS



DURATION OF STAY

10.6 of overall
itinerary

73%



VENDOR

79% of overall
itinerary

27%



NON MERCANTAILE

21% of overall
itinerary

SATISFACTION



SATISFIED

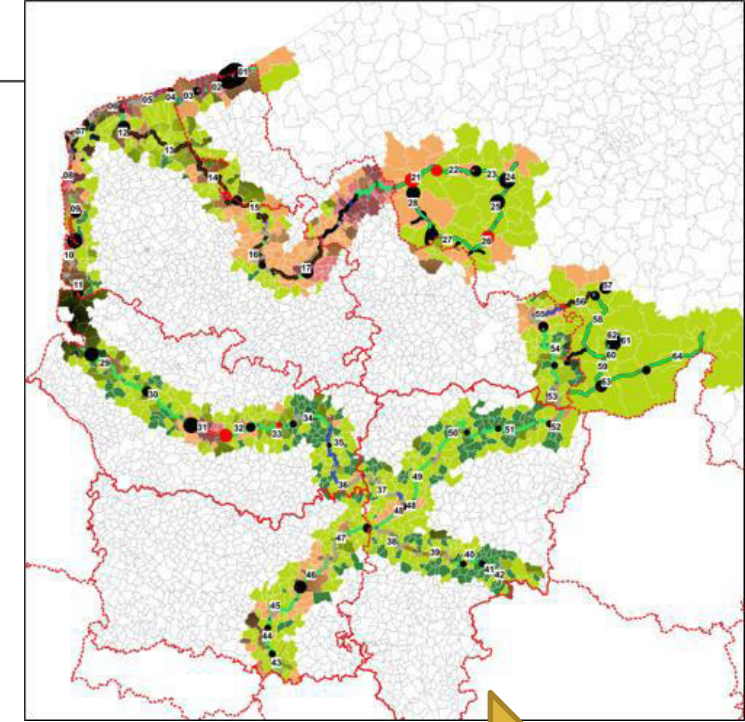
91%

SATISFACTION RATING

67

What did we learn?

- 1) Significant development of EV3 traffic.
- 2) Cycle tourists (with accommodation on site) generate the most impact (up to 71%)
- 3) However, the impact is still very low (cycling tourists/ expenditure per day and per person).



€50

EV3

€57

EV3+4+5

€68

Average Fr

€80

Loire à vélo (a cycle route in France)

What did we learn?

Developing a professional bicycle tourism economy

→ COMMUNITIES

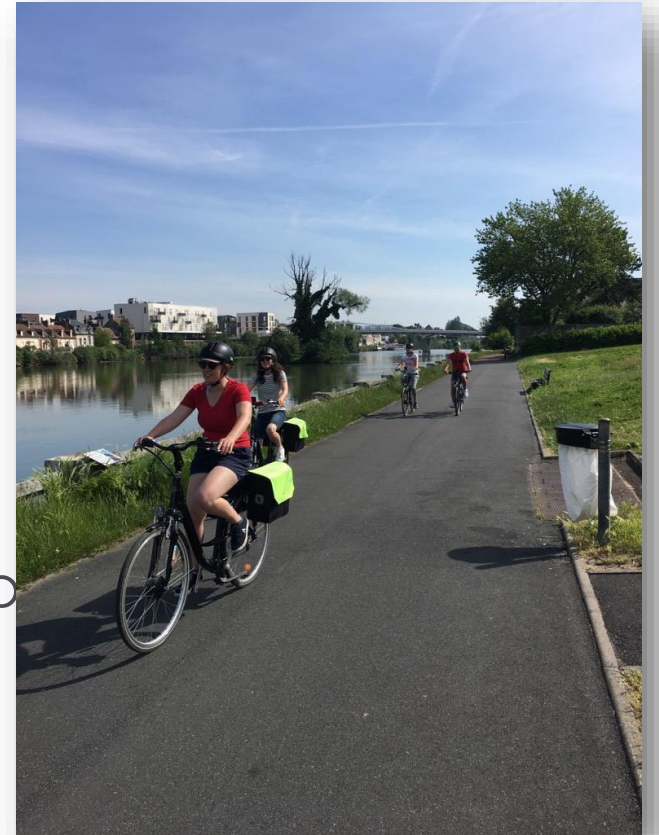
- Switch from an infrastructure to a product by expanding services (welcome centre, etc.)
- Connect the offers (visits/shops) to the route (milestones - signposts)

→ TOURISM INSTITUTIONS

- **Gamify**/thematise
- Promote / create appropriate tools
- Organise networks of participants in order to the develop offers and to encourage opportunities for consumption.

→ RECEIVERS (Hosts, etc.)

- Modify services and hospitality to meet the specific needs of the cycling clientele.



About the gamification of 'walking' itineraries and routes

Louison Pignon visits the greater Compiègne...
(Spring 2023)



THE RELAYEURS.... IN A MORE GENERAL STRATEGY

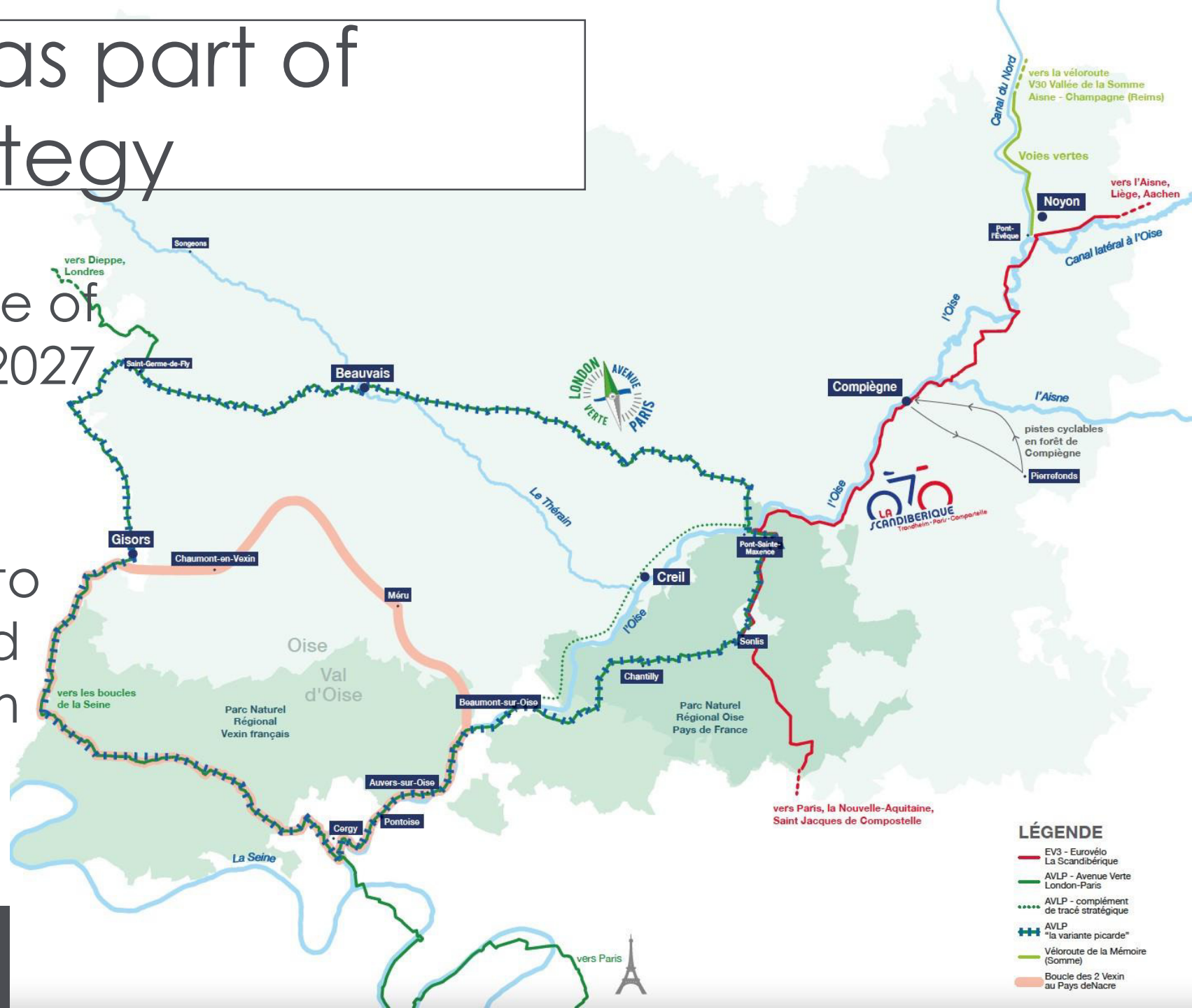


La bataille des
activités
2023 > 2025 > 2027

An initiative as part of a global strategy

- “La bataille des activités” (the battle of activities) 2023/25/2027
- Water, forests, cycling routes

Develop the services to capitalise on the trend seen in bicycle tourism



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THE RELAYEURS... WHAT IS IT & WHAT'S ON THE TABLE FOR ME?



Who are the Relayeurs?... What's this

WHO WE ARE

A community of professionals in the tourism industry
(restaurant owners, accommodation companies, tourist sites,
bicycle repair and rental companies, tourist offices, etc.)
who wish to host more cycling tourists.

What's this about?

- A programme made up of 5 key events with other tourism professionals, which will be fun and collaborative and will enable participants to learn the essentials **to host** and **inform** these bicycle tourism customers as well as **to be well-equipped**.

welcome



DECONSTRUCTING PRECONCEPTIONS AND HIGHLIGHTING THE VALUE OF THE CLIENTELE OF BICYCLE TRAVELERS

PHASE 1 RECRUIT and UNITE A COMMUNITY

🕒 1.5 hours Top-down / Collaborative

OBJECTIVES:

To engage a group of beta testers, to jointly build the concept of the process.

TOOLS / DELIVERABLES:

Agreement of undertakings + "This approach will be successful if..."

PHASE 2 KICK-OFF

🕒 3.5 hours - Collaborative

OBJECTIVES:

To assess the level of commitment of socio-professionals to cycling and identify their expectations.

To deconstruct preconceived ideas, provide information, enjoy a friendly, social moment

TOOLS / DELIVERABLES:

Interest/competence model - Bicycle travellers' personality
Escape game "Pedal of lead"

THE PROGRAMME

inform



ENABLING SOCIO-PROFESSIONALS TO BECOME INDEPENDENT IN TERMS OF OBTAINING AND PROVIDING INFORMATION

PHASE 3 INFORMING AND LEARNING

🕒 2 hours - Collaborative

OBJECTIVES:

To enable socio-professionals to be independent, make them actively involved in providing information, and appoint cycling contacts.

TOOLS / DELIVERABLES:

Customised and personalised cycling card

PRODUCTION PHASE

- Creation of a cycling guide for socio-professionals including information about equipment, facilities/infrastructure, services (rest, schedules) and giving access to individual guidance on financial or regulatory matters with Oise Tourism or the AU5V.
- Personalised and customisable cycling card made from the material produced during phase 4 "Informing and Learning"

be well-equipped



TO IMPROVE THE SERVICE PROVIDED TO MEET THE NEEDS OF BICYCLE TOURISTS

PHASE 4 GET INSPIRED THROUGH PARTY BIKES

🕒 2 hours - Peer to peer

OBJECTIVES:

Provide the tools that were created (guidebook + cycling map), create an inspiring event (testimonials from future clients and experts such as the AU5V).

TOOLS / DELIVERABLES:

Round table and/or discussion over walks

PHASE 5 CELEBRATING OUR VICTORIES - CLOSING

🕒 2 hours - Peer to peer

OBJECTIVES:

To assess the results, evaluating the progress of the beta testers and celebrating the achievements.

TOOLS / DELIVERABLES:

Interest/competence model

October November December January

June

PHASE 1
UNITE A
COMMUNITY

1H30

PHASE 2
OFFICIAL LAUNCH

3H30

PHASE 3
INFORM AND LEARN

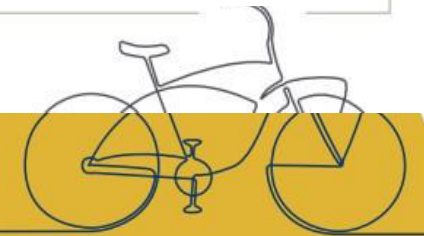
2H

PHASE 4
GET INSPIRED
TOGETHER

2H

PHASE 5
CELEBRATION AND
CLOSING

2H



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What are the participants seeking?

- Some of them want to understand and be in touch with the requirements of the cycling clientele.
- Others come looking for good ideas to gain an edge over the competition
- Or even to identify new development opportunities.
- Whereas some professionals want to discover new opportunities to simplify and customise the customer experience they provide to their cycling clients.



The first round has been launched for the SENLIS-CHANTILLY pros.

One final thought

WHAT IT ISN'T

- 1) It is not a process of branding or certification/standardization or even a quality label.
- 2) So it is not **ACCUEIL VELO** (Cyclists Welcome) that is being recreated → For your information, obtaining this brand means complying with a set of "national" technical criteria

IT IS, HOWEVER,...

- 3) Something that can happen before Accueil Vélo.
- 4) A commitment by professionals to join together in an inspiring approach to enhance their services...with the aim of welcoming (and more) cycle tourists more efficiently.

**READY FOR A SECOND ROUND...
COMPIEGNE-PIERREFONDS? (EARLY
2023→ MID 2023)**



Registrations are now open...

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