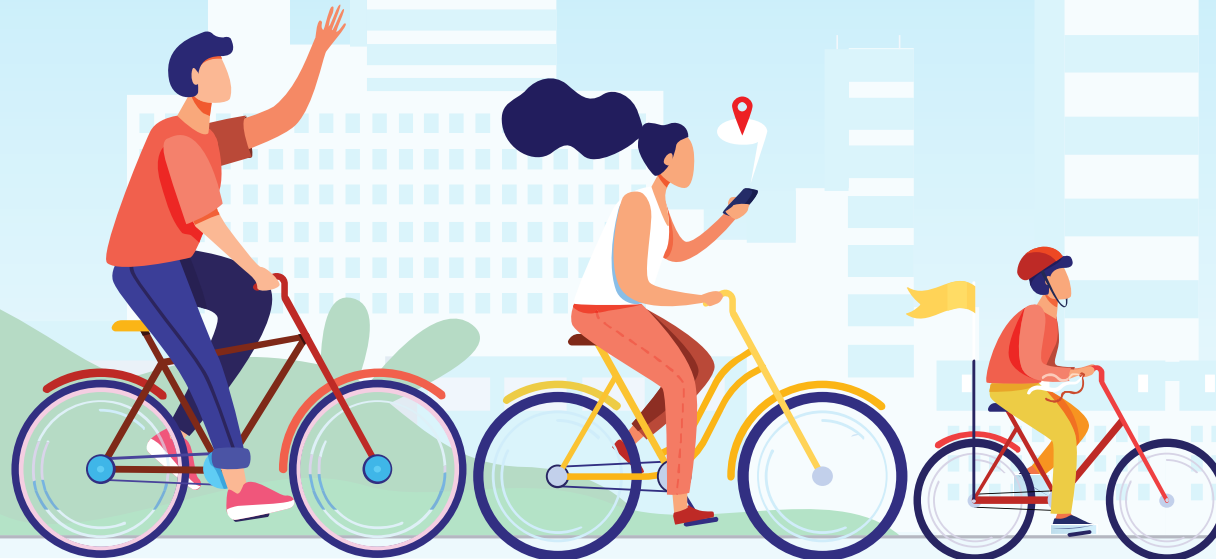




EUROPEAN UNION  
European Regional  
Development Fund

# HOW TO ENCOURAGE CYCLING ON HOLIDAY AND HOW CAN HOLIDAY CYCLING GENERATE POSITIVE SPILLOVER EFFECTS AT HOME



# Today's Agenda



# Aim & Objectives

## AIM



Enjoyment of cycling  
People to cycle  
Attractive of cycling hubs

- Understand the **prerequisites** for people to make the decisions to cycle.



## OBJECTIVE 1

To identify the **factors** that trigger **cycling decisions** during the holiday



## OBJECTIVE 2

Indicate the **impacts** that lead to the **continuation of cycling**



## OBJECTIVE 3

**Recommendations** which could make **cycling hubs** more **attractive**

# Project background

## Frequency of travel by cycling in Great Britain from 2011 to 2017

Frequency of cycling in Great Britain 2011-2017

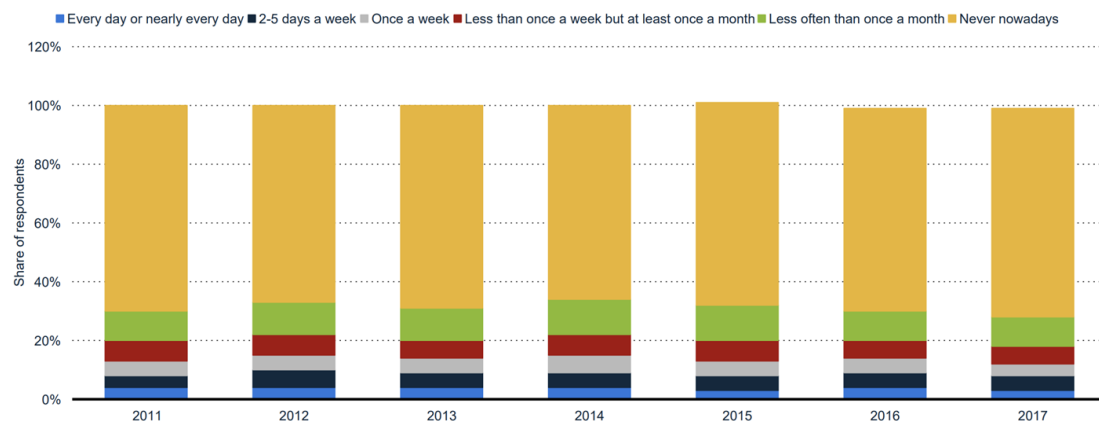


Figure - Frequency of travel by cycling in Great Britain from 2011 to 2017 Source: Statista, Bicycle industry in the United Kingdom

## Share of people who cycled for any purpose at given frequencies in England in 2017/2018, by region

Frequency of cycling in England 2017/2018, by region

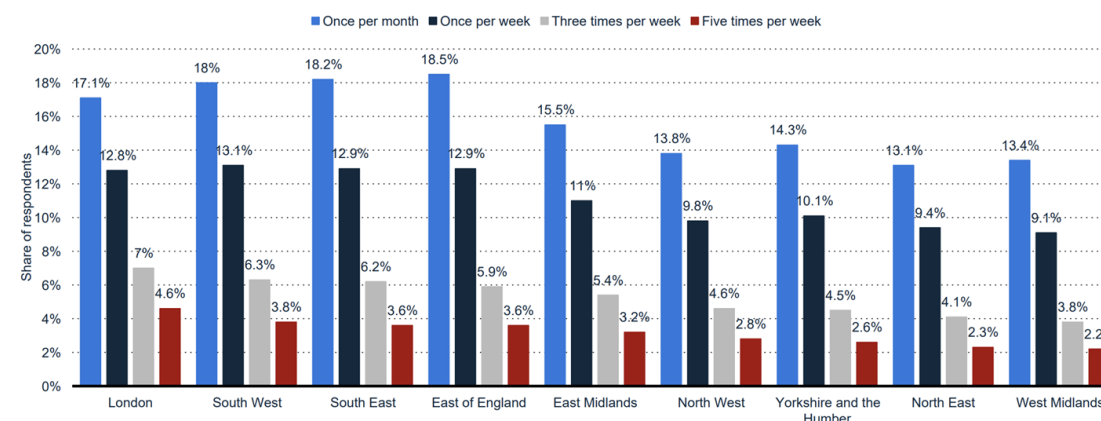
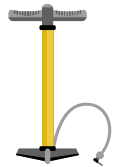


Figure - Share of people who cycled for any purpose at given frequencies in England in 2017/2018 by region Source: Statista, Bicycle industry in the United Kingdom Page 22



# Anticipated outcomes



1

↑People to cycle

↑Pick-up of cycling during  
holidays in the UK

2

Case studies &  
statistics (From  
Department of Transport &  
Statista)

- Evaluate resources  
leading to cycling during  
holidays

3

Questionnaire:

- Collect data on
  - Cycling habits
  - Top priority when cycling
  - Opinions on cycling during  
holidays



Expected to cycle during  
holidays but not for  
cycling holidays

4

Main purpose of  
leisure activities

5

Prediction of safety  
as the priority

6

Preferring bike rental  
at the destination

7

# Research Method

## Primary data collection:

- Online survey with 12 questions
- Medium: University email, social media
- Duration: 3 weeks
- Number of respondents: 160

- ★ Cycling habit
- ★ Factors affect people to cycle
- ★ Common knowledge on cycling holidays
- ★ Opinions on cycling holidays
- ★ Behaviour on participating cycling holiday



Lack of data from UK respondents  
aged between 26-45



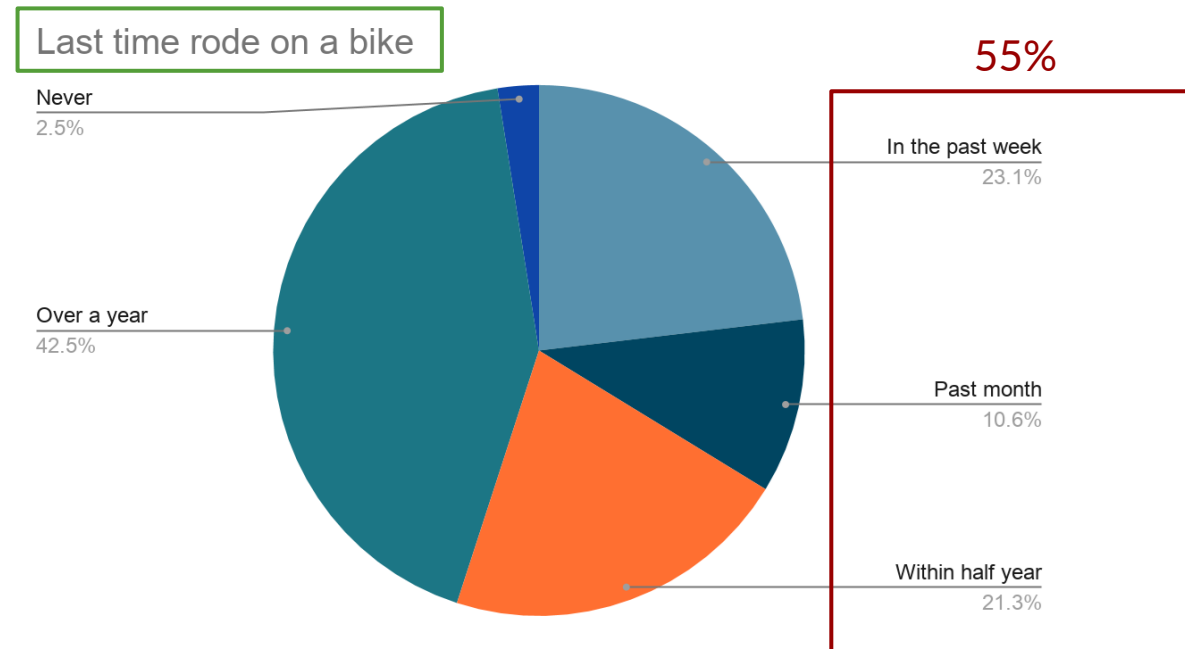
## Secondary data collection:

- Statistics from Statista
  - Analyse people's cycling habit
- Transport for London
  - Official reports/ guidelines
- Case studies: Copenhagen, Netherlands, London, Bristol
  - Make comparison with current case
- Theories
  - Human Behaviour

# Primary Project Findings



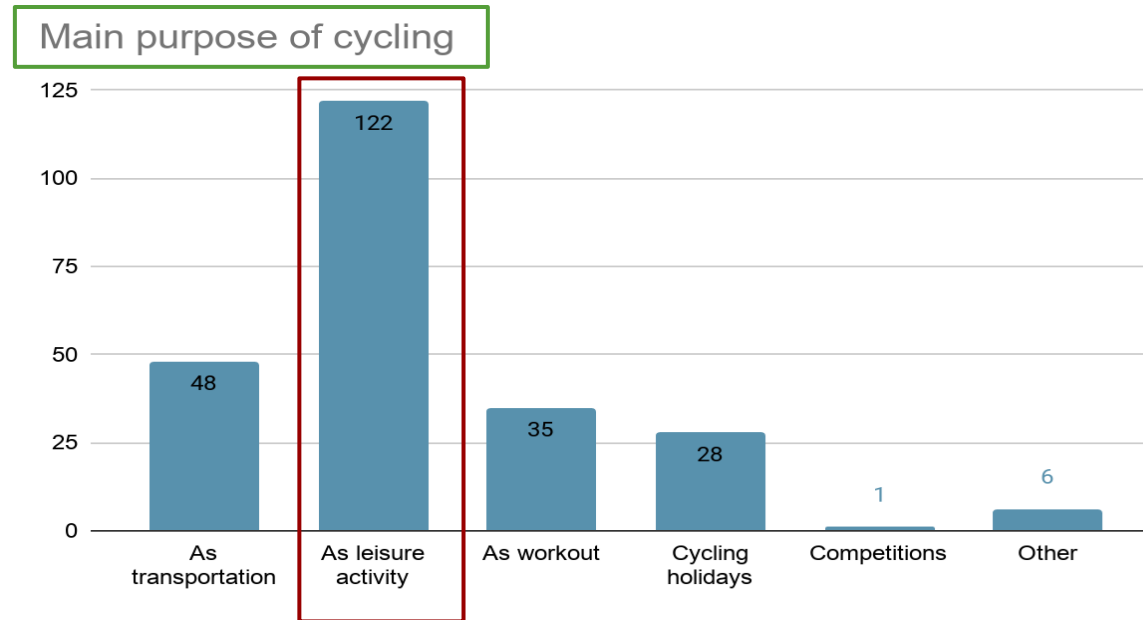
# Cycle behaviour



Q3. Last time that the respondents rode on a bike



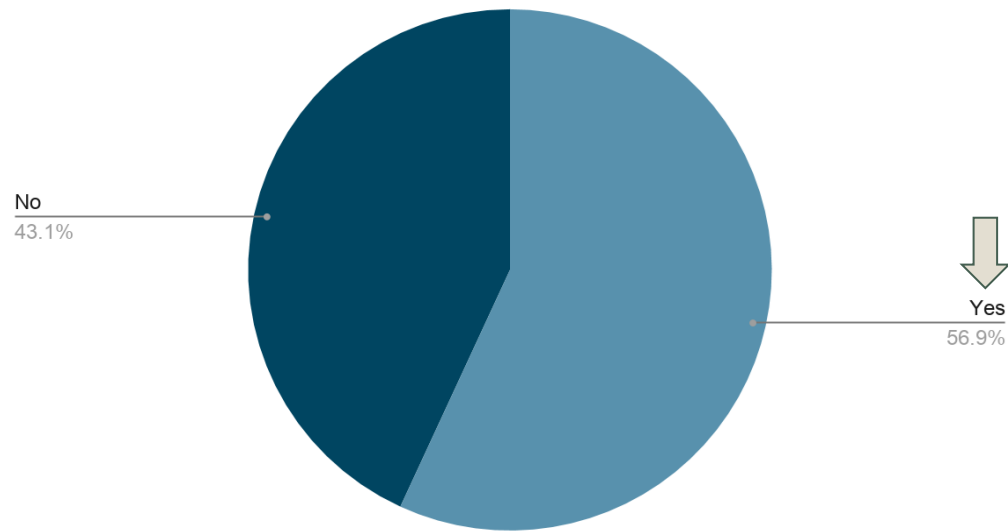
# Cycle behaviour (con't)



Q4. Main purpose of cycling among survey respondents

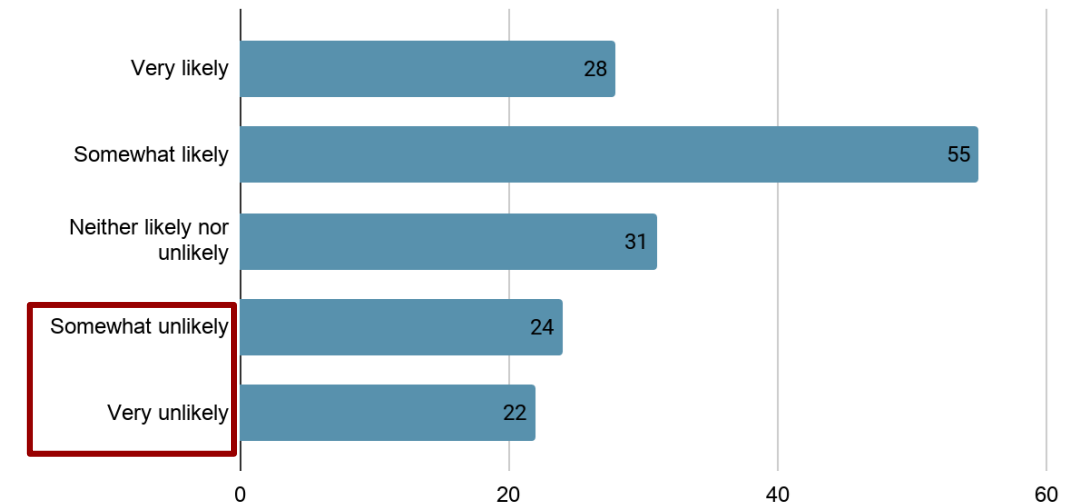
# Cycle behaviour (con't)

Have you ever cycled on holiday?



Q7. Respondents that have cycled during holiday

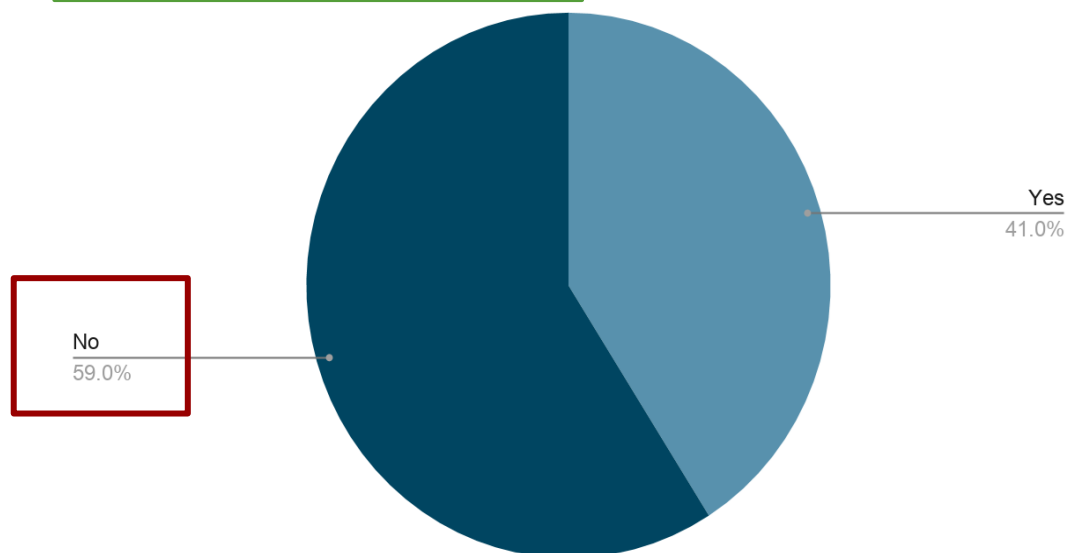
How likely you will cycle during a holiday? (Including weekends, long holidays and at holiday destinations)



Q11. Respondents' cycling frequency during holidays

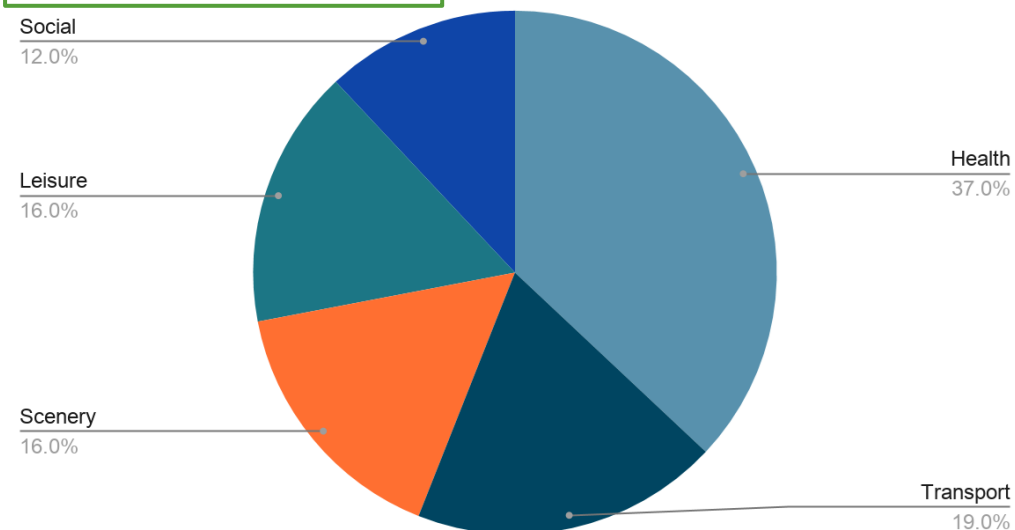
# Cycle behaviour (con't) & enjoyment

Preference of bringing own bike



Q10. Preference of respondents bringing their own bike

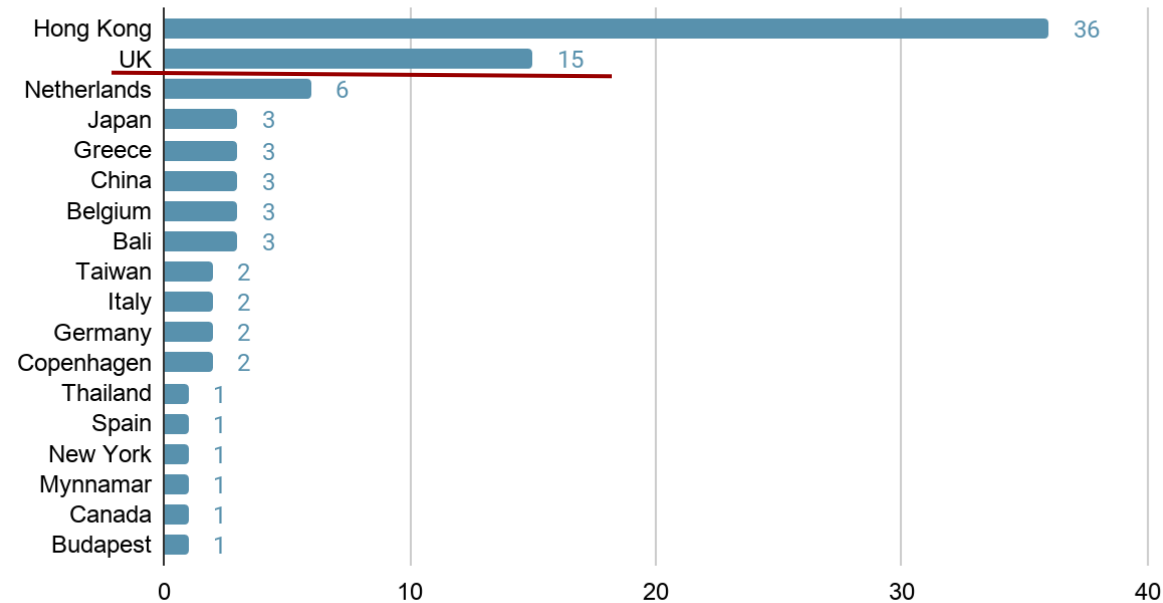
Enjoyment During Cycling



Q9. Respondents enjoyment during cycling

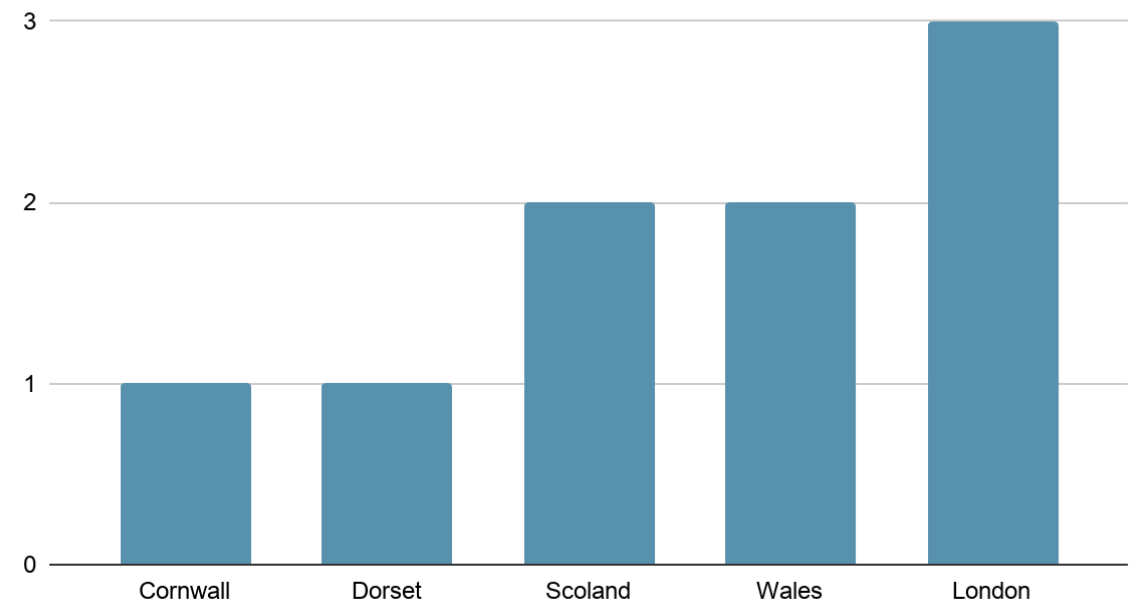
# Cycling destinations

Popular cycling destinations around the world



Q8. Popular cycling destinations among survey respondents

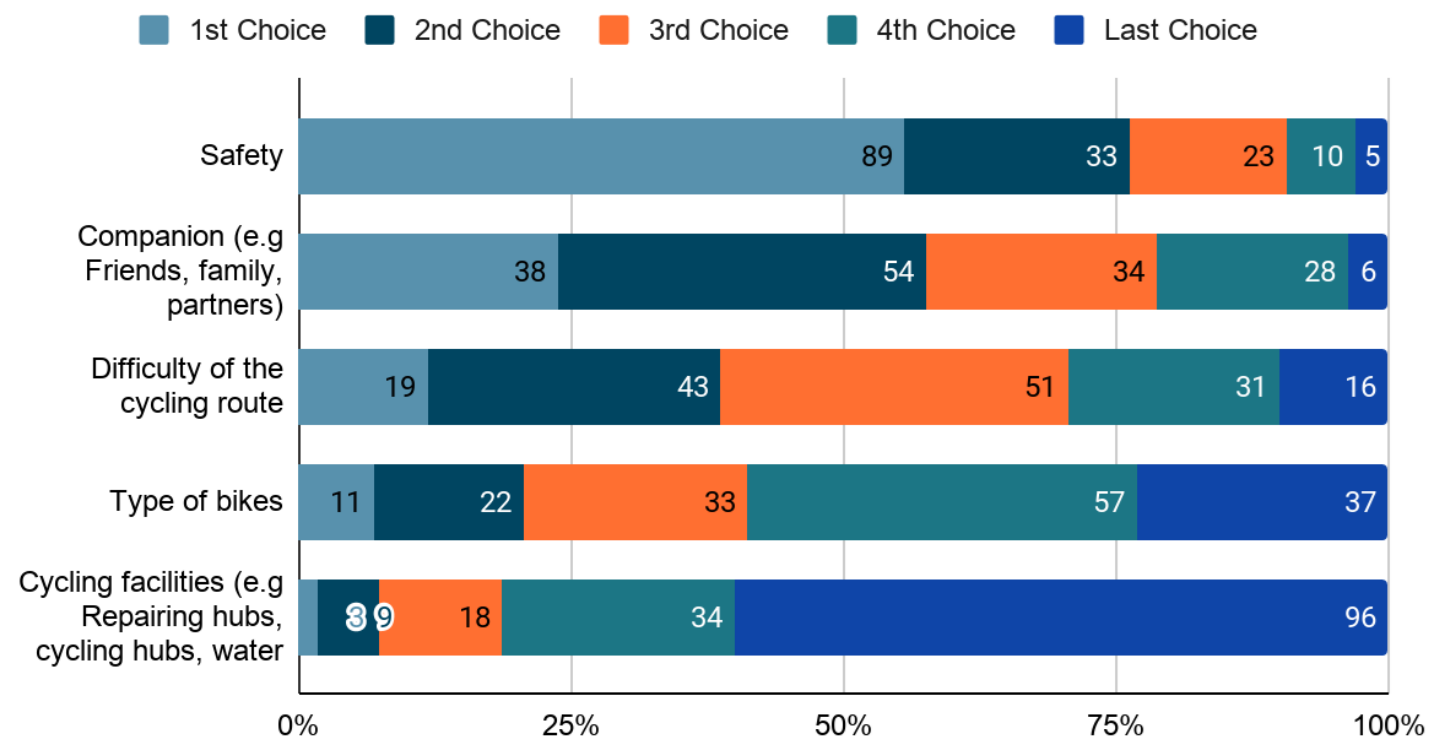
Popular cycling destinations in the UK



Q8. Popular cycling destinations in the UK among survey respondents

# Important factors

## Rank of factors by its importance during cycling



Q12. Important factors ranked by respondents

# Regular Cyclist's cycling behaviour during holidays

## Regular cyclists' cycling behavior during holidays

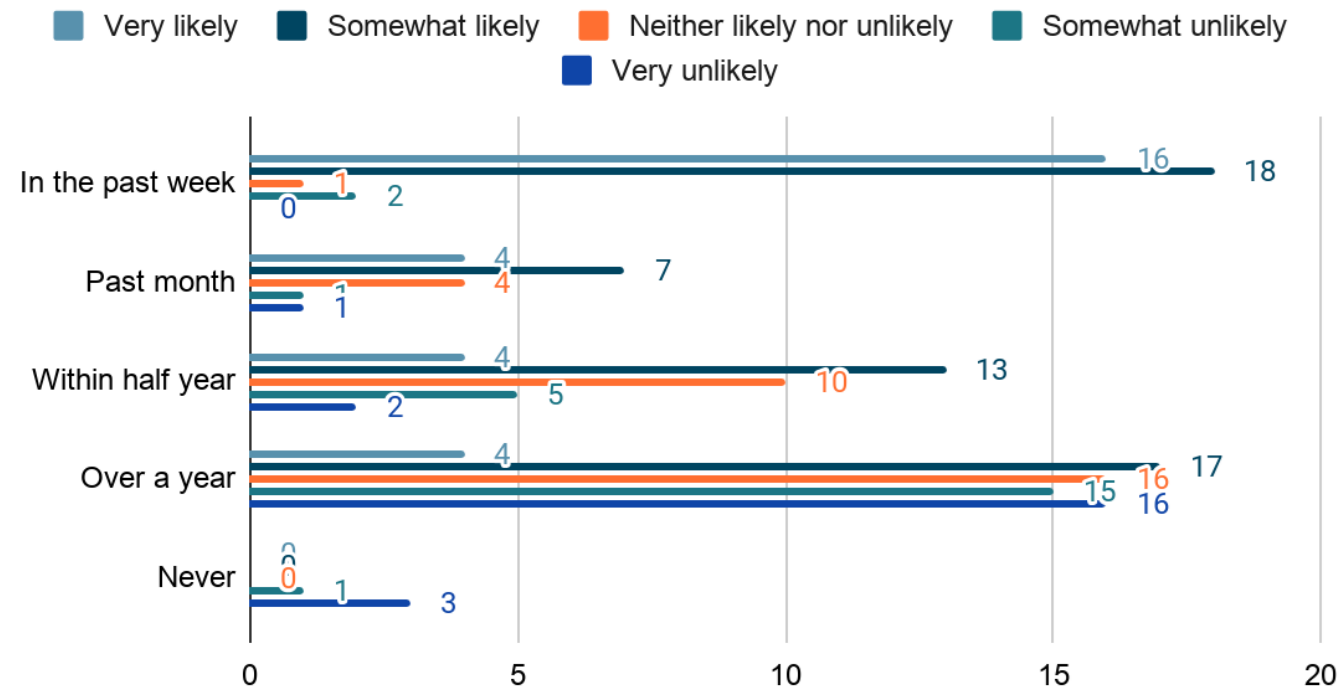


Figure - Frequency of cycling and cycling behaviour during holidays

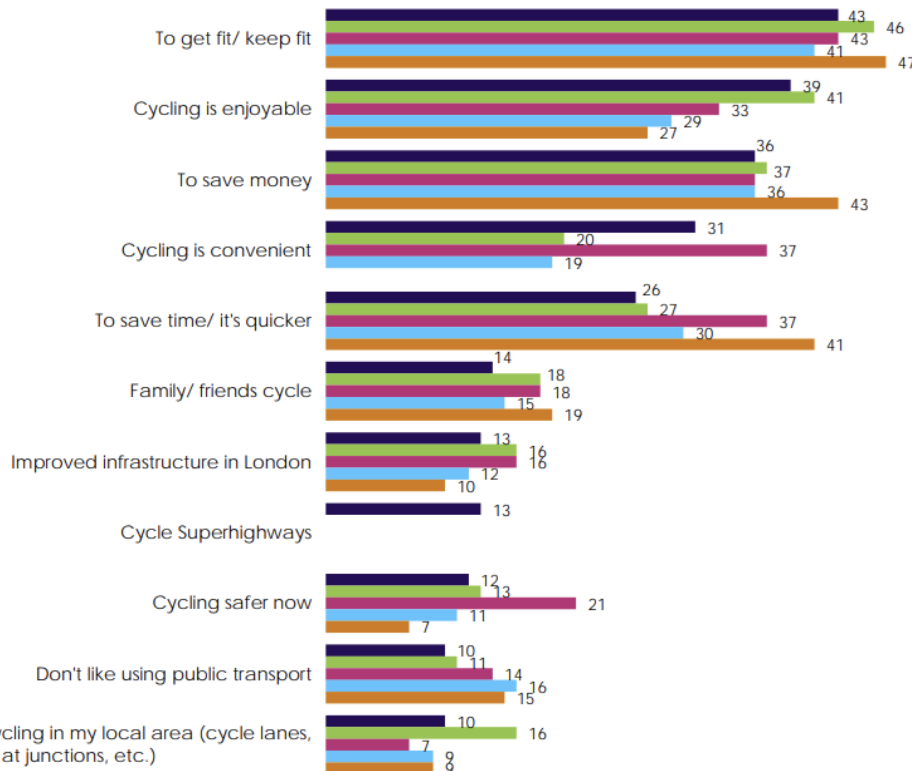
# Secondary Project Findings



# Motivations for cyclist to continue cycling

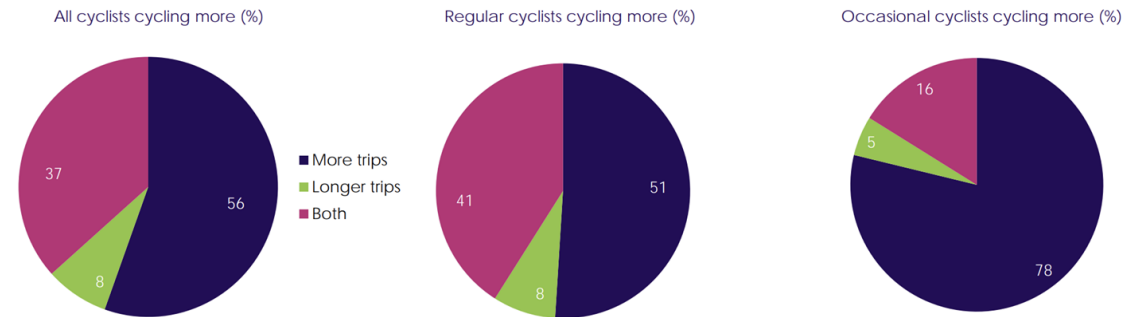
## Motivations for considering cycling more

%



## How Londoners are cycling more

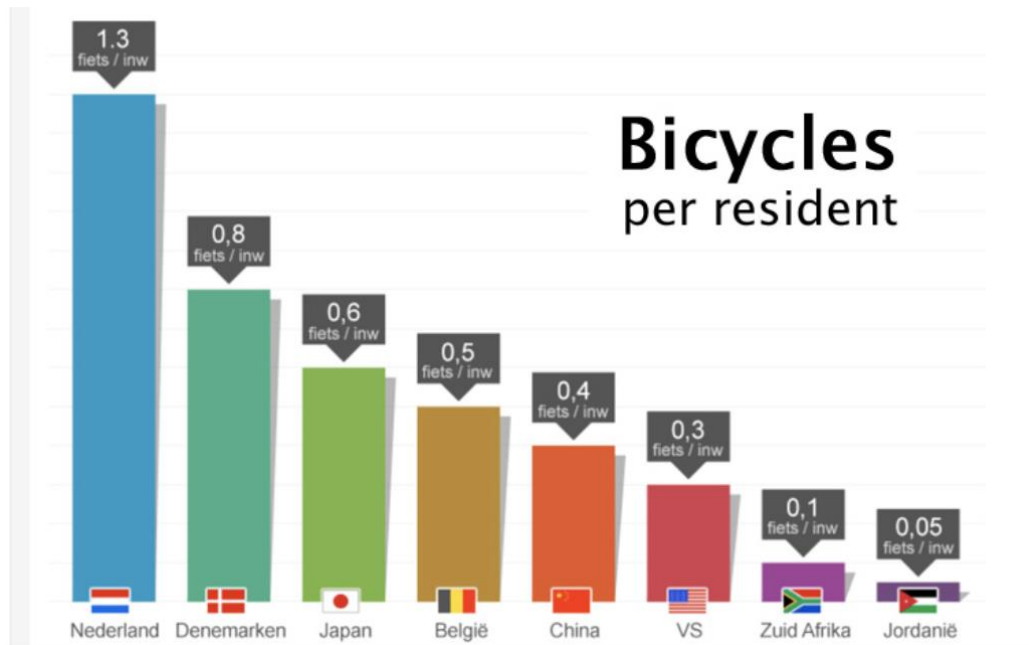
%



How Londoners are cycling more in 2016 Source: Attitude towards cycling September 2016 report (Transport for London, 2016)



# Denmark and Netherlands bike culture



Bike per resident in 2018 (Dutch Cycling figures, 2018)

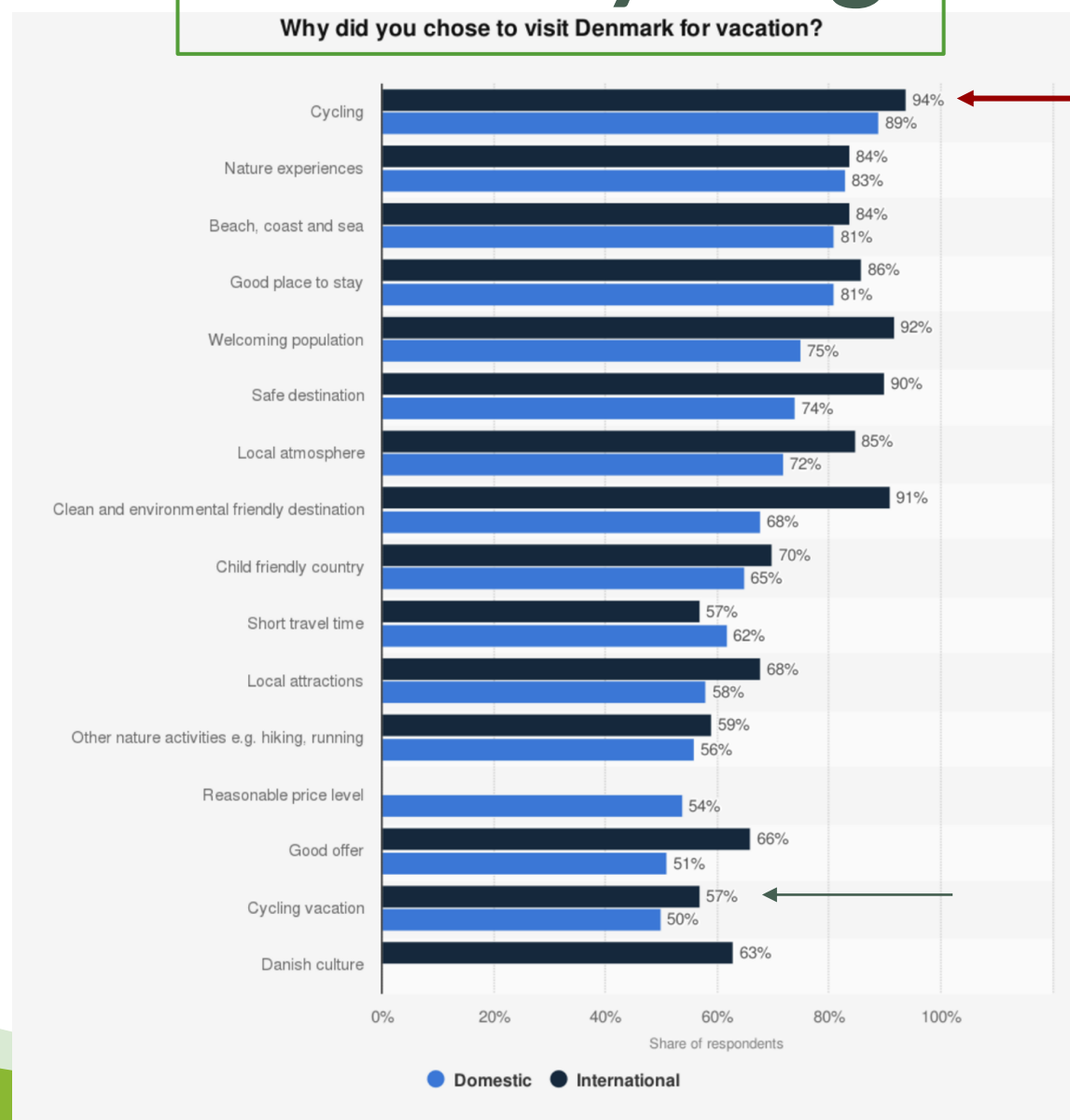


Urbee in Amsterdam (Urbee, 2020)



Bicyklen in Copenhagen (Christ, 2014)

# Popularisation of cycling at Denmark



Reasons why domestic and international travellers visit Denmark for Vacation (Statista, 2018)

# Intentions to use a bike-sharing system

Pro-cycling attitudes	<ul style="list-style-type: none"><li>• Good health conditions on holidays</li><li>• Have an environmentally friendly vacation</li><li>• Convenience in saving money and time</li></ul>
Pro-cycling subjective norms	<ul style="list-style-type: none"><li>• Cycling norms among family and friends and in the community</li><li>• Car drivers' respect for cyclists and greater feeling of cyclist inclusion and safety.</li></ul>
Perceived cycling ease	<ul style="list-style-type: none"><li>• Weather, distance, traffic, crowding on cycling path</li><li>• Use of GPS while cycling</li><li>• Use of the automatic payment system</li></ul>

Theory of planned behaviour (TPB) constructs regarding the increasing intention of using the bike-sharing system ( Kaplan et.al,2015)

# Intentions to use a bike-sharing system



Santander bikes in London Source: (Jones, D., 2017)

- 750 docking points
- 1,500 bikes



Tablets on copenhagen Gobike (aka. Bycyklen)  
(Grozdanic, L., 2013)

- GPS routing device





# Traffic conditions at a destination

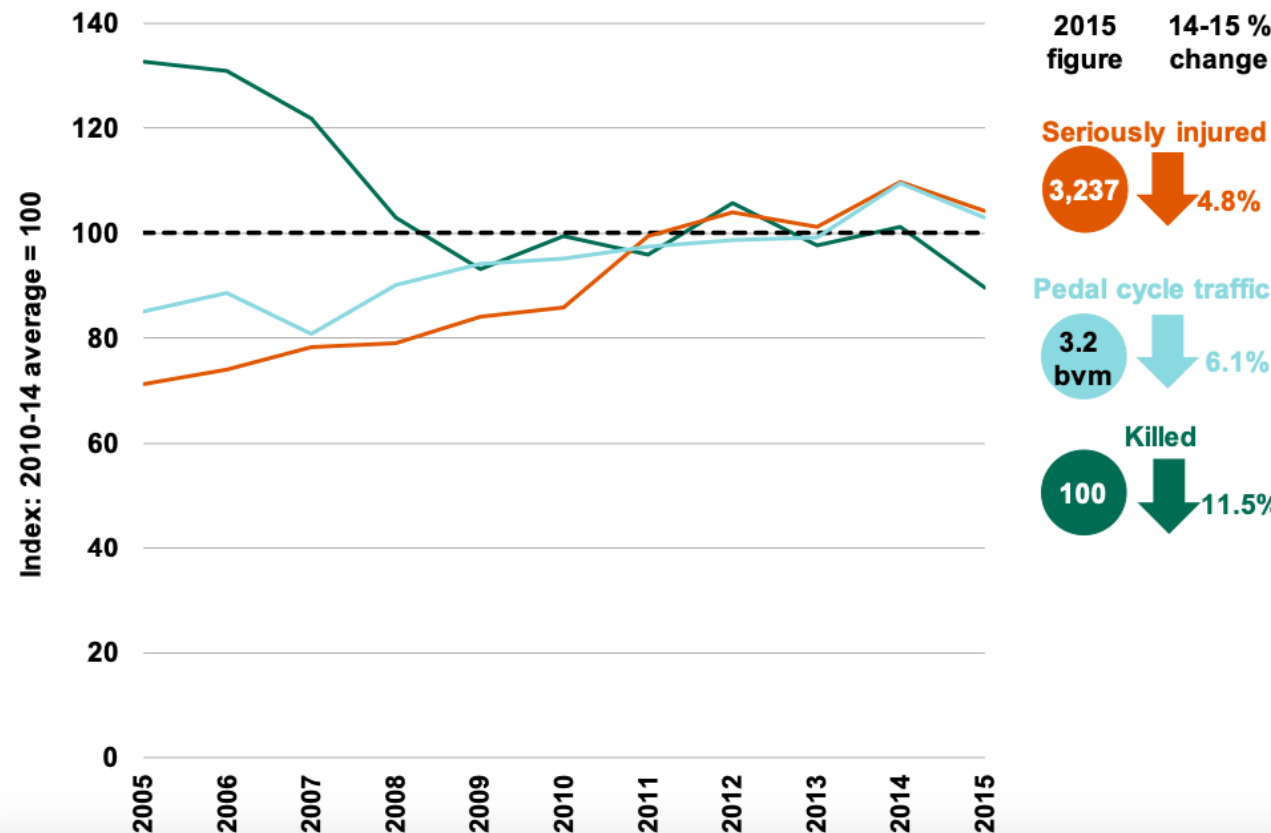


(Mills, J. , 2018)

- Improving local traffic conditions
- Bike friendly roads
- Developing the technology for cycle route mapping

# Safety Concerns

## Number of pedal cyclists killed or seriously injured compared with pedal cycle traffic



- Cycling UK:  
67% of respondents consider safe travel free routes as an important element
- Department for Transport:  
Risk of cycling in the UK twice higher than that of the Netherlands

Number of killed and seriously injured car occupants compared with car and taxi traffic, GB:2005 - 2015

(Department for Transport, 2016)



# Unique experiences

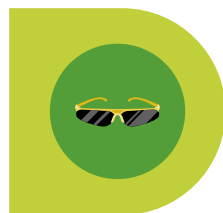
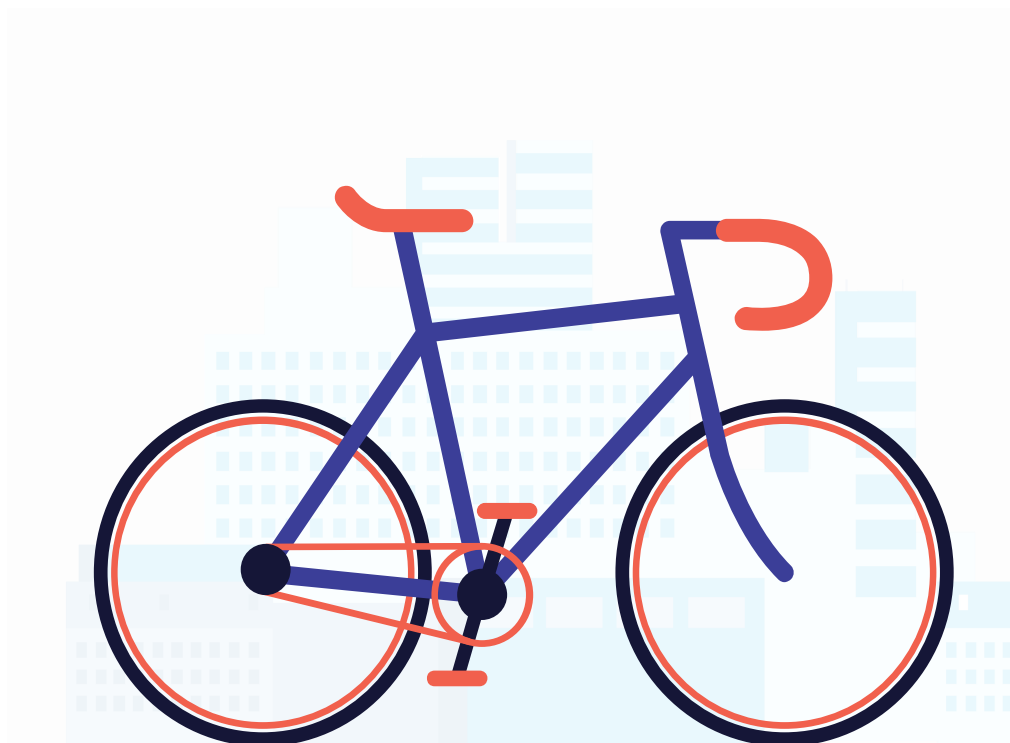


(visitlimburg, 2020)

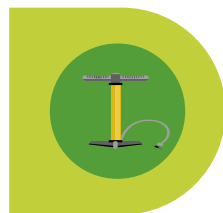
- Participate in sports related activities is a good way for people to experience places and people.
- Example: “Cycling through Water” experience in Limburg, Belgium



# Recommendations



Improvements on bike sharing scheme



Cycling infrastructure



Traffic conditions and safety



Unique experiences

# Improvements on bike sharing scheme



Tablets on copenhagen Gobike (Grozdanic, L., 2013)

Introducing an app with reward functions:

- Cyclists can ride up to a certain distance or amount of times
- Earn free rides or free rewards such as free coffee, free meals and coupons
- Motivates people's future cycling behaviour
- Increases brand awareness of the organizations that offer benefits

# Cycling infrastructure



V.S.

(Cycling today, 2020)



(Reid, C., 2020)



(Altago, 2020)



# Traffic conditions and safety



(Sabre, 2015)



(Road Safety Commission, 2017)

- Improvement on legal protections for cyclists on roads
- Training and education on bike usage on roads necessary
- Instigate changes in public behaviour

# Unique experience



(McCracken, S., 2015)



(The Great Tour, 2020)

# Conclusion

- Identified the prerequisites and the reasons why people took up cycling during holidays
- Referred to different successful case studies worldwide
- Raised feasible recommendations



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THANK  
YOU