

IntelMedia Ltd.

Affirmed by
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EXECUTIVE SUMMARY

on the services aimed at the creation of the most effective model of
the cross-border cycling tourism on the territory of the Leningrad region
under the contract № 1263 dated August 12, 2019

PART 4. Executive summary on the study of the positive international
experience in developing cycle tourism and infrastructure

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Финляндской Республикой*

The study of the international experience in the development of cycle tourism allowed to make the following conclusions:

✓ There are no unified standards for marking cycle routes in the world. The practice of employing the appropriate signs differs significantly from country to country. There is a minimum base, and this system is a state system of road signs. It was established by the Vienna Convention, which brought together all the countries of the European Community and several other states. With small local differences, these requirements establish the rules for vehicles, in particular for bicycles.

✓ In a number of countries, cycle tourism infrastructure is represented by a network of greenways. There are 3 main categories of greenways, namely long-distance greenways; local greenways; urban greenways.



✓ One of the largest investment projects for the creation and development of cycle tourism infrastructure is the European project EuroVelo. EuroVelo, the European cycle route network, is a project of the European Cyclists' Federation aimed at the creation of 14 long cycle routes across Europe. The total length of these routes will exceed 70,000 km, currently there are more than 20,000 km.

✓ The priority target groups and directions for the development of cycle tourism are determined by the peculiarities of a destination, its natural and climate features, the culture of cycling in the country, etc. In this regard, the study of the individual countries' experience is of practical interest rather than the world market in general.

✓ The analysis of international experience has revealed that currently theme bike tours are promising from the point of view of demand for tourism products on the cycle tourism market. These tourist products are created on the principle of

combining cycling and the natural and / or cultural environment of a destination. Of particular interest is the demand for other types of activity that cyclists are ready to do during a bike trip. Understanding the demand for additional services contributes to the formation of tourist products that are potentially in demand on the cycle tourism market.

✓ Analysis of the international experience in the development of cycling tourism revealed that barriers hampering the development of this type of tourism are generally similar for national markets. Basing on the international experience study, the following barriers were identified (and, therefore, the following recommendations for overcoming these barriers were made for the Leningrad region):

- **The need to develop a growth strategy and improve the coordination of the cycle tourism industry** (in terms of implementing a marketing strategy, monitoring, etc.).
- **Increasing involvement of government bodies (including regional tourism committees) in the development of cycle tourism.** The problem is that enterprises operating in the cycle tourism industry often relate to SMEs. Due to their small scale, firms do not feel themselves to be strong enough to influence the industry, expecting more involvement from the state and, first of all, from tourism authorities. At the same time, SMEs are often willing to cooperate (including the public private partnership model) to achieve a synergy effect.
- **The need to address infrastructure issues.** Typical infrastructure problems include the development of a network of roads adapted to the needs of cyclists, road repair and timely replacement of road surfaces, land use planning, etc.

- **The need to develop routes, including long and circular, covering suburban and rural areas.** The need to increase the awareness of cyclists on the benefits of traveling these routes (roads without car traffic, a variety of landscapes, a variety of difficulty levels for passing routes, etc.).
- **The need to strengthen the integration of the cycle tourism industry and public transport.** Measures to increase the integration of cycle tourism and public transport will allow increasing the amount of cycle tourists.
 - One of the options is the launch of a hop-on / hop-off bus for passengers with bicycles.
 - In some countries there are buses equipped for bicycles transporting.
 - Measure stimulating the cycle tourism include a system of free-of-charge bicycle carriage for the rail transport.
- At the same time, even with a free bicycle transport system, problems are noted in a number of countries, such as restrictions on the number of bicycles transported by train, and the need for a preliminary reservation. All this is considered by cyclists as a factor that reduces the degree of flexibility when planning trips (in case of bad weather, a cyclist's disease, bicycle breakdown, etc.).
- **The need to implement information technology.** First of all, it is essential to develop adequate mobile applications that would help cyclists plan cycling trips more easily.
- **The need to create a destination brand in the cycle tourism market.** To develop the cycle tourism industry and attract more cyclists, it is necessary not only to create a brand, but to create a strategy for its development, a communication policy for interaction with various target segments (professionals, beginners, etc.).