

## **Bicycle Tourism - Version 2.0**

For many years bicycle tourism has been about asphalt, signposting and people who go on vacation to bicycle. From now on it will be about service, great experiences and people who cycle on their vacation...

### **Background**

Denmark has a long tradition for everyday cycling. Every day about one fifth of the total population use their bike - but on the recreational side, we are quite inexperienced.

The everyday cycling has provided a fantastic network of bicycle lanes both in the countryside and in cities all over the country. More than that, we have a world famous bicycle culture, and we see people, city planners and journalists from all around the world who come to visit.

### **Method**

In Denmark, we have started a revolution in bicycle tourism. In a country with an ideal starting point, an existing bicycle culture and infrastructure, there is an almost unlimited potential for bicycle tourism. Starting with the tool [www.cyclistic.dk](http://www.cyclistic.dk), we will attract people to cycle wherever they like, without having to follow sign-posted routes or being dependent on choices made by people with other preferences. [www.cyclistic.dk](http://www.cyclistic.dk) will be the Danish and the international tourist's link to Denmark on two wheels.

In our version of bicycle tourism, you go wherever you like to visit points of interest, and you experience trips that were made especially for you. We want to give the world the opportunity to cycle "the Danish way" - and we want to open up the fascinating Danish landscape to everyone visiting.

Adopting a new way of thinking, a brand new approach, our aim is to invite people to cycle whilst visiting Denmark - instead of competing with all the professional bicycle destinations around the world on attracting "classic" bicycle tourists.

### **Results**

How does a cyclist federation raise the substantial amount of money which is needed in order to develop and launch a new website complete with information and inspiration? The Danish Cyclists' Federation has done what the national tourist organizations couldn't do: Identified the potential, presented a plan, worked all the stakeholders, raised the money and launched a series of new bicycle tourism products, including a brand new website.

### **Conclusions**

Even in one of the world's leading bicycle countries, a country where the number of bikes equal the number of people, bicycle tourism needs a sustained, focused effort in order to evolve and develop. Seeing inspiration from other countries which a much more limited cycling tradition (Germany e.g.), Denmark is now ready to present a brand new version of bicycle tourism: Version 2.0

### **About the author:**

Frits Bredal is Head of Communications at the Danish Cyclists' Federation. With a long background in television and communication, he helped facilitate the necessary stakeholder relations and media support for the federation's innovative initiatives in bicycle tourism.