




# Governance of EuroVelo Routes in Denmark

Webinar, May 7th 2024



# About Dansk Cykelturisme (Danish Cycling Tourism)

# Danish Cycling Tourism – a professional members' organisation

- Founded October 2014
- Purpose: a) to develop cycling tourism and recreational cycling in Denmark, b) to create coherence between relevant initiatives
- EuroVelo Coordination Centre since 2016 
- 26 members
- 3 full time employees
- Office in central Copenhagen (together with the Cyclists' Federation)

# Our roles

Knowledge and  
Implementation

Coordination and  
Dissemination

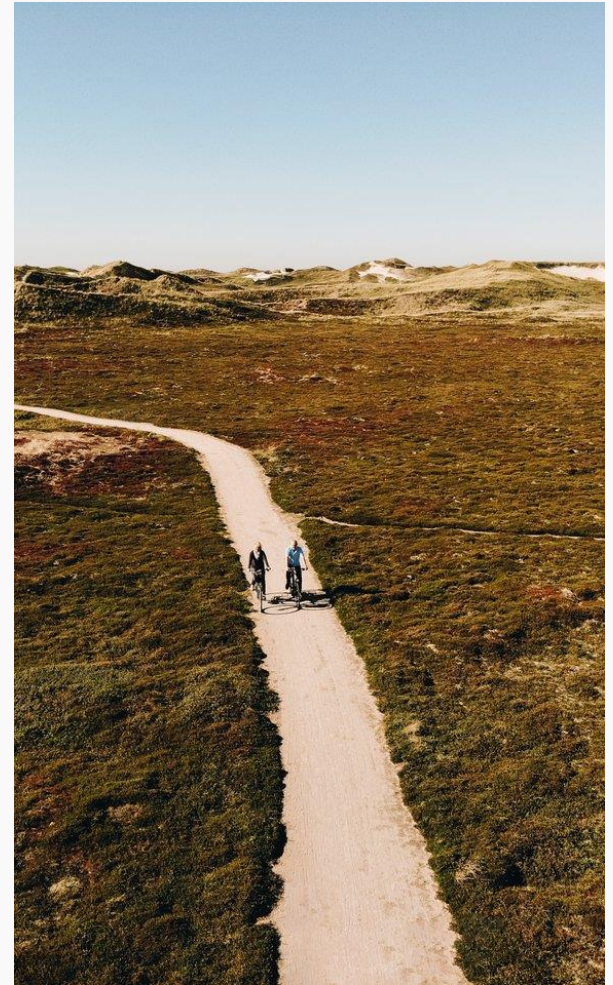
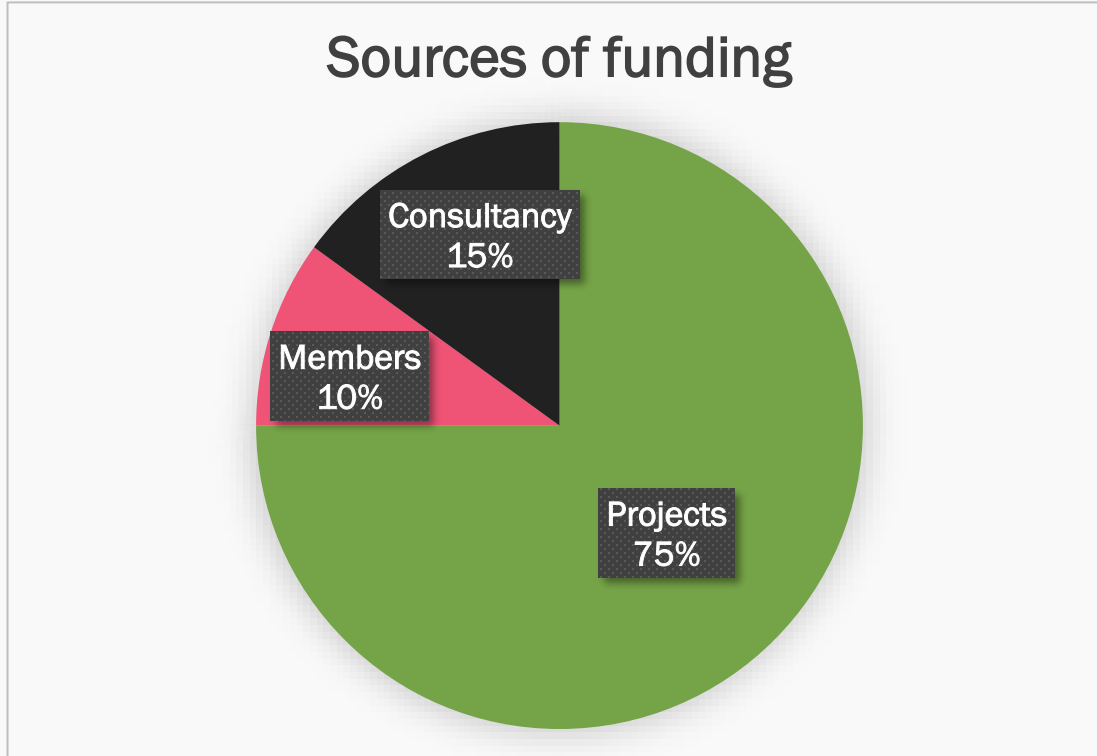


Members' organisation

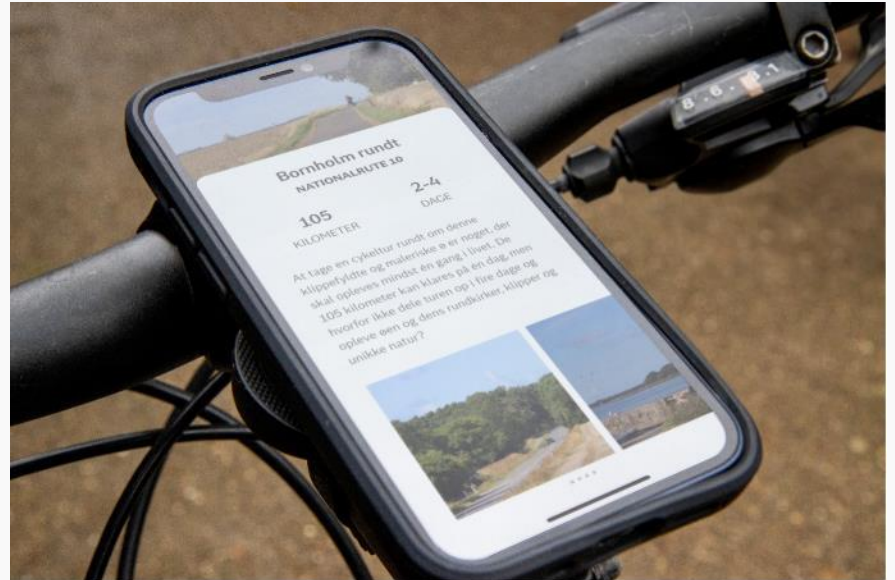
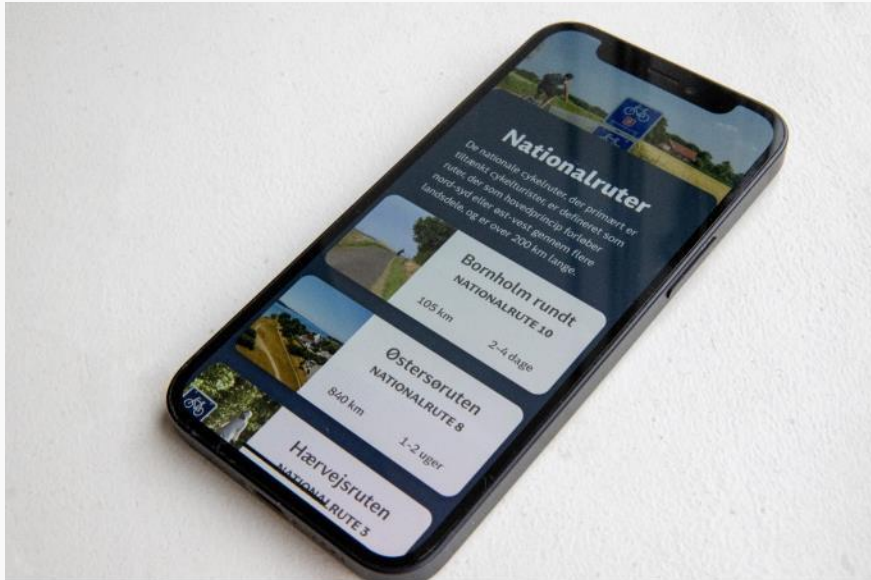
Advocacy



# Funding



# Website for the National and EuroVelo Routes – ruter.dk



# A new Recreational Node Network



# Route Governance



...1 National Government  
...98 Municipalities  
...20 Tourist Destinations

11 National Cycle Routes  
4 EuroVelo Routes  
150 Regional Cycle Routes  
? Local Routes  
1 Node Network in implementation



# National Routes and EuroVelo Routes in Denmark



# The Legislative Framework

- The Danish Road Directorate coordinates the National Cycle Route Network (11 Routes of appr. 4.000 km length)
- The 98 Danish municipalities are in charge of infrastructure development and maintenance of cycle routes in general
- The Destination Management Organisations and VisitDenmark are in charge of marketing and promotion



# Governance of EuroVelo Routes



## Overall Coordination:

- National EuroVelo Coordination Centre -> Danish Cycling Tourism
- Coordination of the National Routes -> The Road Directorate

## Maintenance of Routes:

- State and Municipalities + private landowners

## Development and Communication:

- Route Management Organisation on EV3 -> Udvikling Hærvejen
- Coordination on websites on EV10 and EV7 (Copenhagen-Berlin) -> Cooperation between Destination Management Organisations



# Ambitions and Strategies

- In the National Strategy for Tourism Bicycle Tourism is considered a position of strength
- A new National Bicycle Strategy is planned
- Denmark hosted Grand Depart 2022 and an International Bicycle Summit
- Denmark (Copenhagen and Roskilde) is hosting min. 3 World Tour Races from 2025 and onwards
- EuroVelo & Cycling Tourism Conference in Viborg 2024





# Funding Opportunities

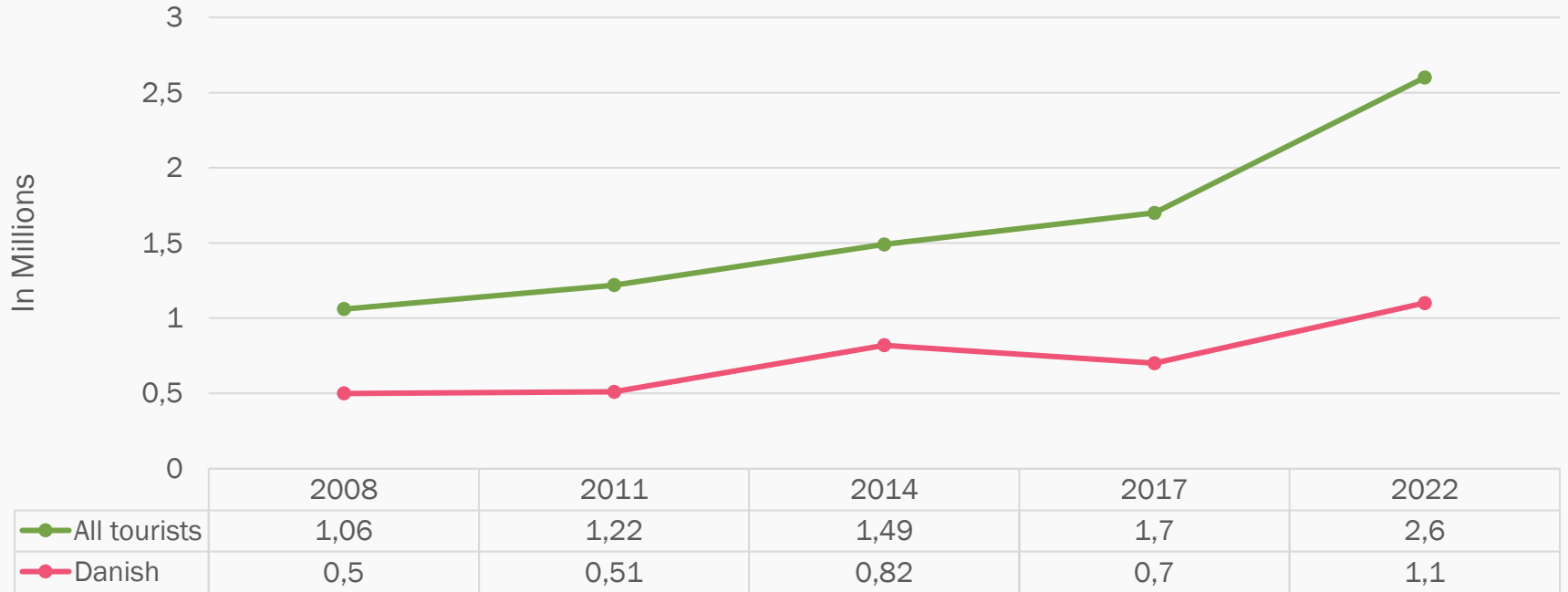
- Annual Bicycle Fund: 400M EUR available for bicycle projects from 2022-2034
- Danish Board of Business Development: appr. 8M EUR annually for all kinds of tourism projects, including bicycle tourism
- And several private funds available for bicycle tourism projects



# Bicycle Tourism in Numbers

# Every 5th Tourist is a Bicycle Tourist

## Number of Bicycle Tourists in Denmark



**2.600.000 Bicycle Tourists**

**occupy**

**12.781.000 Bednights in a  
year**

**A Bicycle Tourist =**

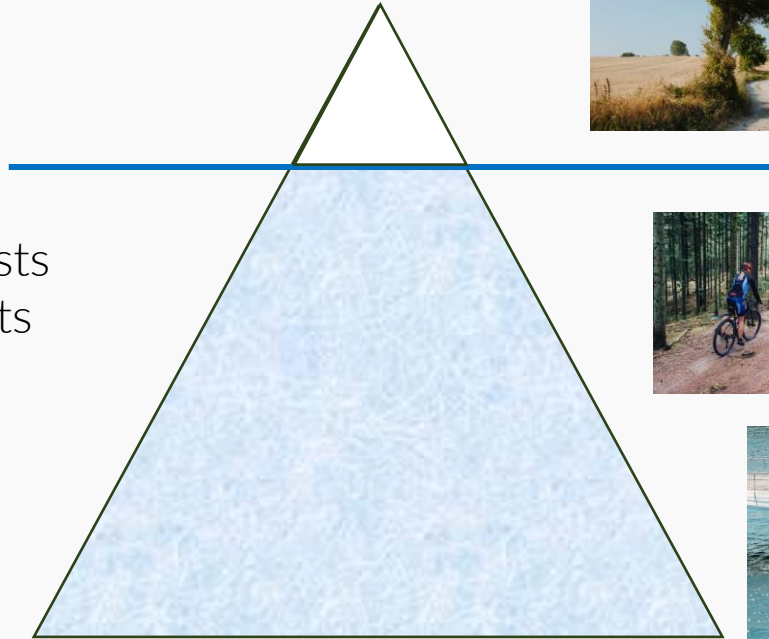
**a visitor, who states cycling  
as decisive or very important  
for choosing Denmark as a  
destination**



# Only the tip of the Iceberg is visible

- Bicycle tourers
- Bikepackers

- Recreational cyclists
- Destination cyclists
- Mountainbikers
- Road cyclists

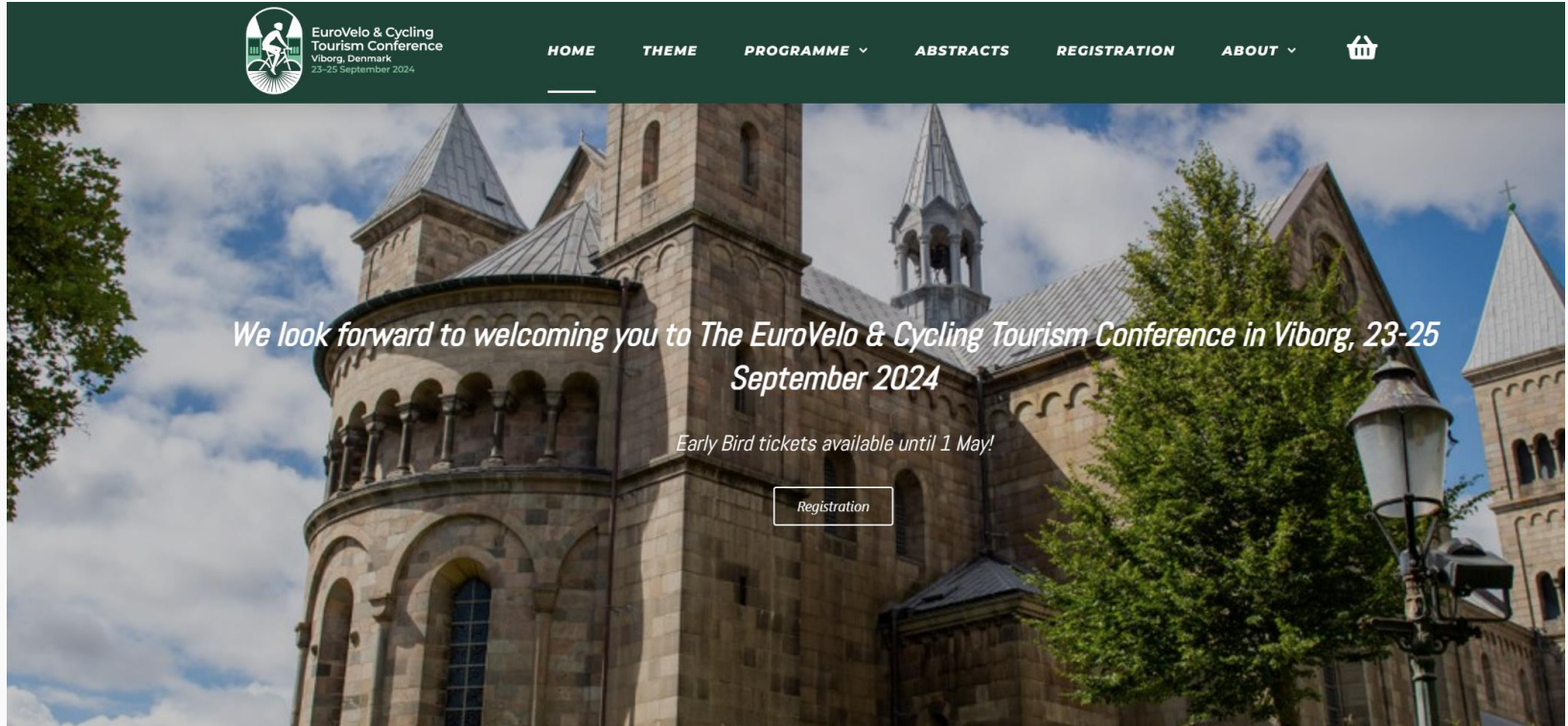


# Bicycle Tourists are good for the Economy

- ✓ High spending: 1.000 DKK/night (135 EUR)
- ✓ They stay longer (on average 5 nights)
- ✓ Higher level of revisits to Denmark
- ✓ Many different stakeholders profit from bicycle tourists: hotels, restaurants, bike rentals, grocery stores, attractions etc.



# EuroVelo & Cycling Tourism Conference 2024



# Thank you!

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