



# Symposium on Sustainable Tourism Mobility

8th November 2024 | Emma Stubbe – Project Coordinator DCE



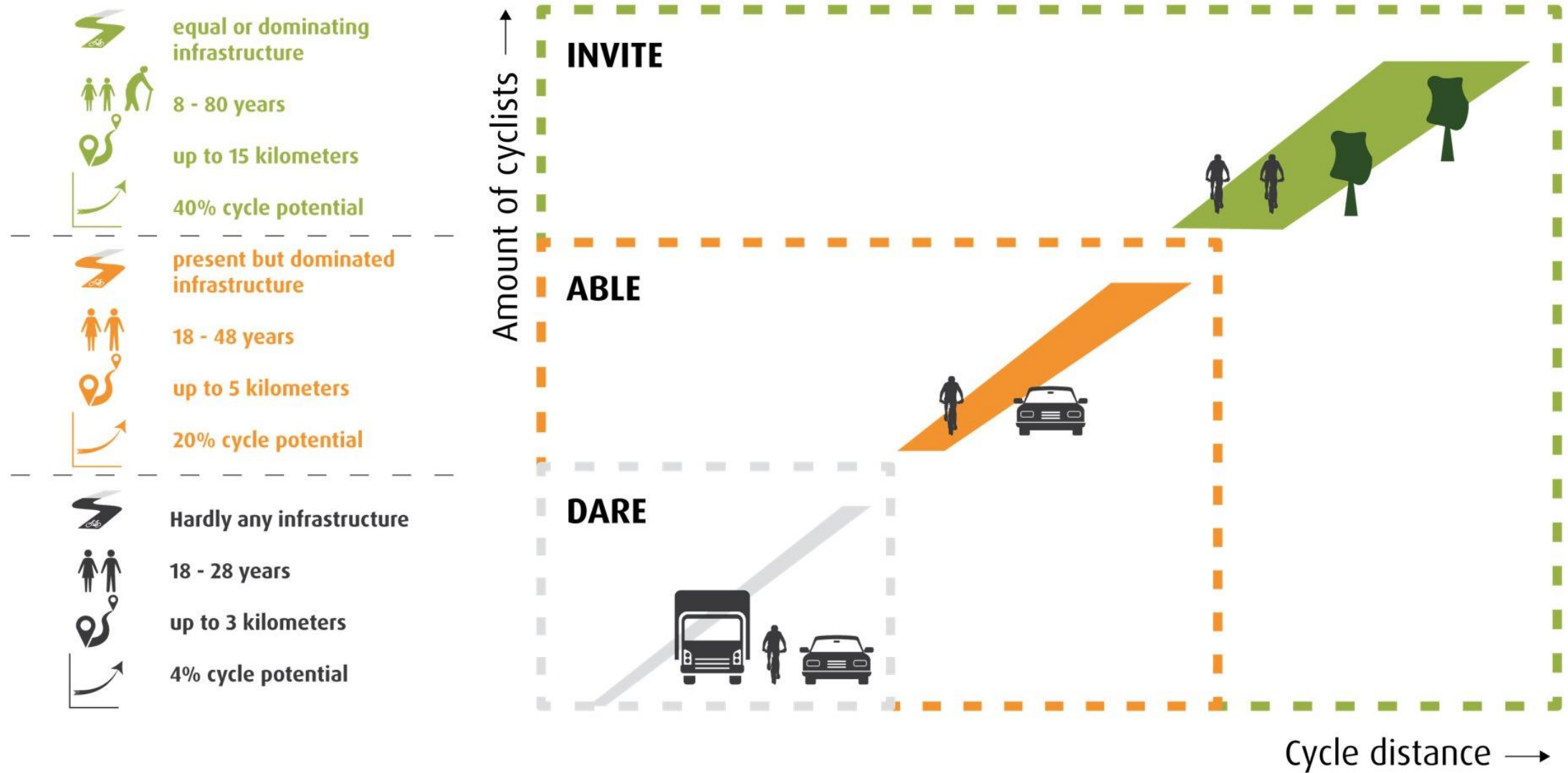
# Dutch Cycling: for a cycling-friendly world



The Dutch Cycling Embassy is a vast network of public and private organisations from the Netherlands who wish to share their knowledge and expertise to help cities experience the many advantages of cycling.



# What factors enable active (touristic) mobility?



# Inviting all to cycle





# Design for the behaviour you want

- o>o Provide high-quality active mobility infrastructure – *incl. routing, signage, touristic infrastructure, experiences & products, accessibility*
- o>o Traffic-calm systematically
- o>o Build local and regional networks
- o>o Collaborate for the behaviour you want: hardware, software, orgware masterplan



# Results?

*In 2022, the Dutch cycled 18.2 billion kilometres*

## Leisure

- o>o 48% of kilometres travelled by conventional bikes is for leisure
- o>o and 53% of the distance covered by e-bikes is for leisure

## Tourism

- o>o 7.3 million cycling vacations per year by locals
  - o>o 59% start from home, 26 % cycle to the starting point, 8% drive to the starting point, 7 % use public transportation
- o>o 889,000 cycling vacations per year by foreigners
- o>o 1.6 billion EUR in annual spending



# Recommendations & improvements?

Nederlands Bureau voor Toerisme & Congressen (NBTC)

## Accessibility

- o>o Prioritisation of sustainable transport
- o>o Make public transport accessible
- o>o Integrated vision & management
- o>o Seamless, smart & connected journey
- o>o Dynamic pricing
- o>o Selectivity policy in aviation
  
- o>o Bikes are number one!

## Sustainability solutions

- o>o Create awareness of own behaviour
- o>o Reward sustainable initiatives and tax polluting activities
- o>o Better accessibility by train
- o>o Use established guidelines
- o>o Invest in electric mobility



# OV-fiets: what is it (not)?











# Don't Forget The Last Mile



- >○ OV-Fiets: For €4.15 per 24 hour period, residents can borrow one of 22,500 bicycles from one of 300 train stations across the country
- >○ 900,000 subscribers nationwide average 5,000,000 rentals per year
- >○ Four stations are currently participating in a year-long electric OV-Fiets pilot; if successful, it will be rolled out across the country



## Other components of Dutch bike+train integration:

### Bike integration in (railway) marketing, apps, planning, ticketing, ...

Departure Arrival 17:32 → 19:10 1:38 1x transfers 4

17:32 Deventer ... Track 4

NS Intercity to Den Haag Centraal

18:46 Gouda ... Track 8

Exit side right

18:52 Transfer on same platform Track 8

NS Intercity to Rotterdam Centraal

19:10 Rotterdam Centraal ... Track 13

Exit side left

Price with e-ticket

€ 24.10

single way, 2nd class, full fare, no subscription

Order train ticket

Price with Flex Altijd Voordeel

€ 19.28

single way, 2nd class, 20% discount in peak hours and 40% discount in off-peak hours + weekend

You always get 20% discount during peak hours and 40% discount in off-peak hours + weekend. This trip is already € 5.82 cheaper than with a train ticket from a ticket machine.

Order Altijd Voordeel

Station Rotterdam Centraal

Weather forecast at 19:10

22° C Southeast 2 More on Buienradar.nl

OV bikes 275 available now

Stores 18 open at 19:10

Services 20 open at 19:10

Rotterdam Centraal TU Delft Faculteit Civiele Techniek en Geowet... Bike

Departure Arrival Today 18:27 Now Travel options

Earlier

Wednesday 27 September 2023

18:18 → 18:46 Intercity + 455 + 6 min. 0:28 12

18:21 → 18:52 Intercity + 14 min. 0:31 9

18:26 → 18:54 Sprinter + 14 min. 0:28 9

18:26 → 18:56 Sprinter + 69 + 4 min. 0:30 9

18:35 → 19:04 Sprinter + 174 + 4 min. 0:29 9

18:38 → 19:16 40 + 6 min. 0:38 88

18:42 → 19:12 Intercity + 14 min. 0:30 9

Later

18:26 Rotterdam Centraal ...

NS Sprinter to Den Haag Centraal

18:36 Delft Campus ...

Exit side right

18:40

Cycle 14 minutes (3.7 km)

Map showing route from Rotterdam Centraal to TU Delft Faculteit Civiele Techniek en Geowetenschappen via Delft Campus.

18:54 TU Delft Faculteit Civiele Techniek en Geowetenschappen

Price with e-ticket

€ 3.70

single way, 2nd class, full fare, no subscription

Met NS kom je verder.

Nu een trein Dal Voordeel + OV-fiets abonnement.

Bestel op ns.nl/dalvoordeel

Tijdelijk € 35

Waar ga jij naartoe vandaag?

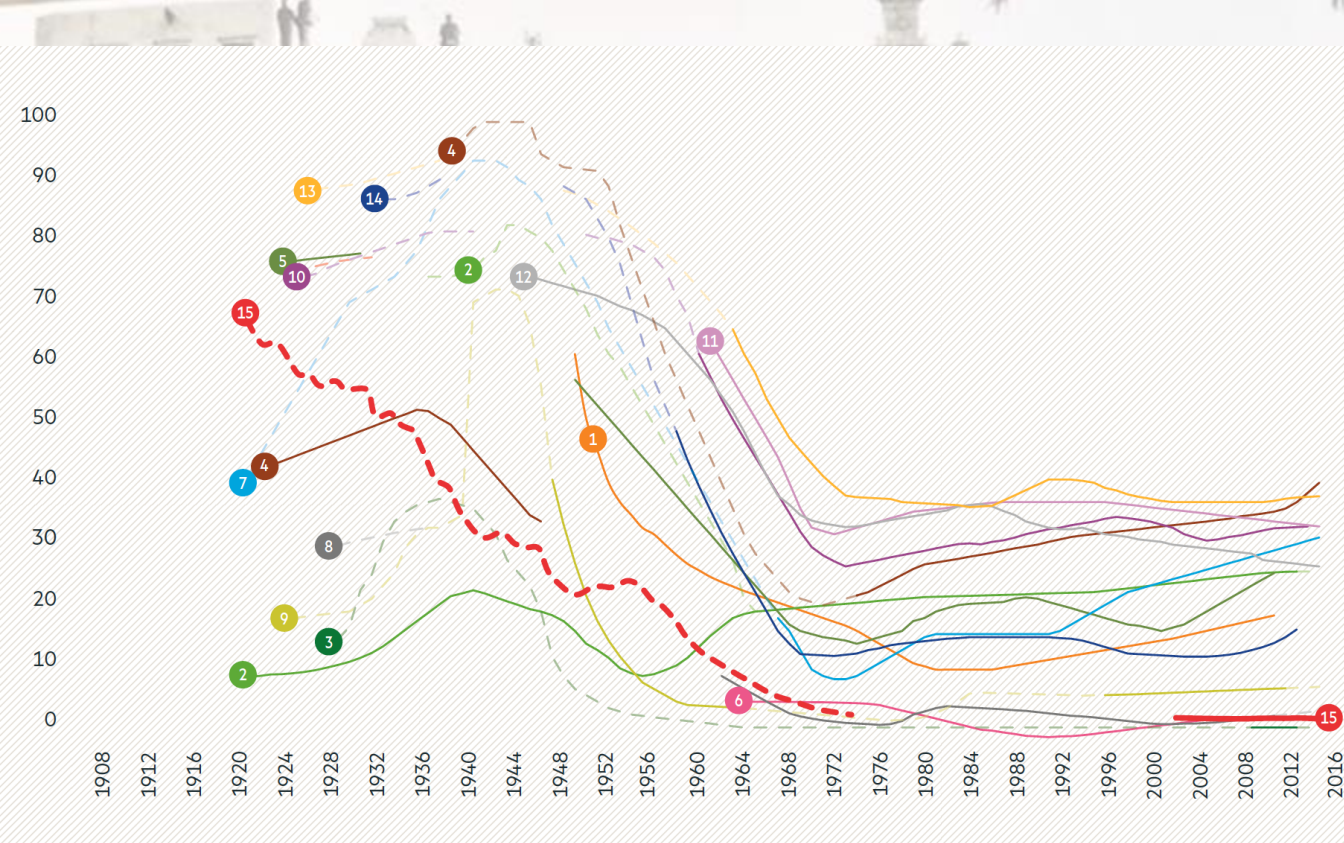
Amsterdam Bijlmer ArenA

Een avondje uit

Wat je eindstation ook is, NS brengt je van deur tot deur.







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- |           |              |            |              |              |              |               |                 |
|-----------|--------------|------------|--------------|--------------|--------------|---------------|-----------------|
| 1 Antwerp | 3 Budapest   | 5 Hannover | 7 Malmö      | 9 Stockholm  | 11 Utrecht   | 13 Enschede   | 15 Johannesburg |
| 2 Basel   | 4 Copenhagen | 6 Lyon     | 8 Manchester | 10 Amsterdam | 12 Eindhoven | 14 SE-Limburg |                 |



It wasn't always this way! o>o



# Cycling for everyone.



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dutchcycling.nl





GP ZANDVOORT is EEN  
AUTO LOOS EVENEMENT, MENEER

