



Best practice bicycle safety – improvement fact sheet

Business

Overview

The value of the bicycle market in Europe was estimated at 13.2 billion euros in 2016. It is expected to grow with an annual rate of 5.5% until 2022. In comparison, the European car market is expected to grow by only 1.7% until 2024 [1, 2, 3].

There is an estimated number of **2.3 billion cycle tourism trips per year** in the EU, which stand for a **total economic value of 44 billion euros**. Cycle tourism is linked to ca. **525,000 jobs in the EU**. In France, cycle tourists spend **almost 20% more** than the average of all tourists. In comparison, the cruise tourism industry stood for an **economic value of 38 billion euros and 326,000 jobs** in 2012 [1, 4, 5, 6].

Positive effects




Cargo bikes have the potential to replace the following share of motorised trips in urban areas [1, 7]:

- + **23-25%** of the **commercial deliveries** in cities
- + **50%** of the **commercial service and maintenance trips**
- + **77%** of **private logistics trips** (shopping, leisure, child transport)




Customers using their bike to go shopping account for a **total volume of consumption of 111 billion euros** in the EU. Clients **coming by bike spend more than those coming by car**, be it during a certain time period or related to the parking space that has to be provided for them:

Per square metre, **cycle parking delivers 5 times higher retail spend** than the same area of car parking. Cyclists do their shopping locally and are more **loyal customers**. Retailers **often under-estimate the share of clients that go shopping by bike**, and over-estimate the share of car users among their customers. If a street is transformed in a way that gives more space to cyclists and pedestrians and less to cars, the absence of clients that came by car before is **more than compensated for by the clients that come by foot or by bike** afterwards. In London, **retail vacancy was 17% lower and retail rental values 7.5% higher** after implementing active mobility improvements in shopping streets and town centres [7].

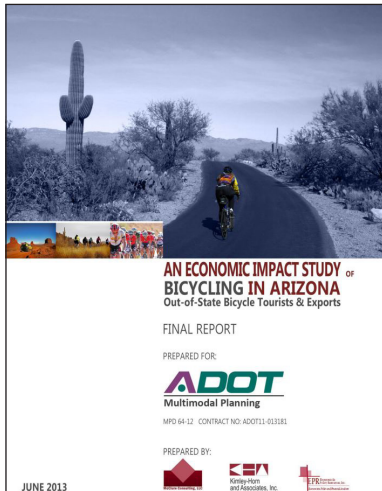
Benefits

	<p>Higher retail spending</p>
	<p>Reduced use of commercial vehicles in favour of cargo bikes</p>
	<p>Higher economic value linked to cycling tourism</p>

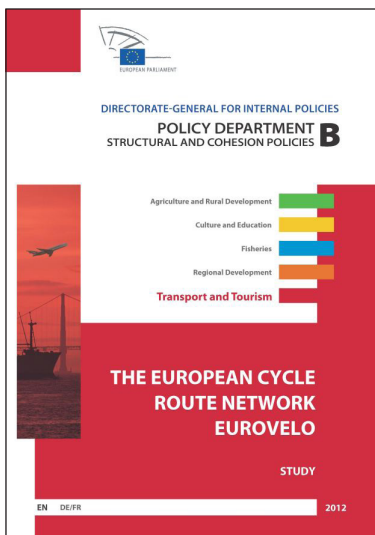
Issues

	<p>Company and business awareness to switch from cars and vans to bicycles</p>
	<p>Strong transport policy towards bicycle use needs to be implemented</p>
	<p>Issues may arise regarding spatial plan changes to provide more pedestrian zones and cycle friendly streets</p>

Examples



An Economic Impact Study of Bicycling in Arizona: Out of State Bicycle Tourists and Exports, which focused on the impacts from out-of-state cyclists traveling to Arizona for events, guided tours, races, and training camps. The study documented 57 million dollars in retail sales and 721 jobs created across the state [8].



The European Cycle Route Network Eurovelo document states that there are an estimated 2,295 billion cycle tourism trips in Europe with a value in excess of 44 billion euros per annum. The same study also says that ECF's EuroVelo network will generate 7 billion euros of direct revenue when completed [4].

References and links

1. <https://ecf.com/sites/ecf.com/files/TheBenefitsOfCycling2018.pdf>
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4. European Parliament, Directorate General for Internal Policies (2012). *The European Cycle Route Network EuroVelo. Study*. In: <https://ecf.com/files/wp-content/uploads/studiesdownload.pdf>
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6. CLIA - Cruise Lines International Association (2013). *Europe Economic Contribution Report (2013 edition)*
7. CycleLogistics (2014). *CycleLogistics Baseline Study 2014*.
8. https://apps.azdot.gov/files/ADOTLibrary/Multimodal_Planning_Division/Bicycle-Pedestrian/Economic_Impact_Study_of_Bicycling-Final_Report-1306.pdf

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**SABRINA: No fears
about safety on
two wheels.**

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