



## Dutch cycling network 2.0

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[www.nederlandfietsland.nl/en](http://www.nederlandfietsland.nl/en)

Duisburg; 24-10-2019 (ADFC national cycle tourism congress)





# Organisation

- Dutch Cycling Platform - “umbrella-organisation” (since 1987)
- Public-private partnership, foundation
- Board: (member)organisations, involved with cycling and tourism:

 Dutch touring club	 Dutch cyclists' union	 Dutch cyclists' touring union (sport cycling)	 Dutch national government	 the 12 Dutch provinces
Financial partners				

& huge numbers of partners/partnerships:

				Reg. tourist boards/ route bureaus	 
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## Role

1. National coordination and information center
2. Coordination national cycle network (LF-routes + regional networks; quality management)



5 departments ■ 12 provinces ■ 355 municipalities ■  
Lot of road-, water- and land-owners/authorities ■ 18 regional  
route organisations ■ 3 Tourism/cycling member organisations  
(ANWB, Fietsersbond, NTFU) ■  
100's of tourist boards  
and shops (national, regional,  
local) ■ several transport organisations  
■ 1000's of service providers (bike friendly accommodation,  
restaurants, shops, publishers, tour operators etc.) ■ .....



- Necessary: **co-ordination**
- Opportunity: **co-creation**



## Activities:



*together with regional 'route bureaus':*

- Develop & innovate national route network
- Quality management & maintenance ('basis OK')

**Keywords: top quality, uniformity, continuity**

*together with regional/ national partners:*

- Sharing knowledge on national level
- Produce facts & figures (national surveys; use, effects, trends)

*together with regional/ national promotion partners:*

- Offer a portal (overview) for cycle tourism and the cycle route network in NL and stimulate use of it
- Offer national service- and information products





## Instruments

1. National route databank (GIS, 33.500 km)
2. National alert system (route quality)
3. National quality certification cycle regions 
4. Web portal for consumers (NL/D/Eng: [www.hollandcyclingroutes.com](http://www.hollandcyclingroutes.com))
5. National quality label Cyclist Welcome 
6. National surveys
7. Web portal for professionals (sharing knowledge), network meetings
8. (Inter)national representations (e.g. national coordinator EuroVelo) 

# Cycling in Holland

*more than just mobility!*







# Cycle tourism in Holland



- Attractive landscape/ POI's
- Unique route network (33.000 km)
- Good cycling infrastructure (90.000 km)



- Service & service products







## Cycle tourism in Holland



Dutch recreational cycling network





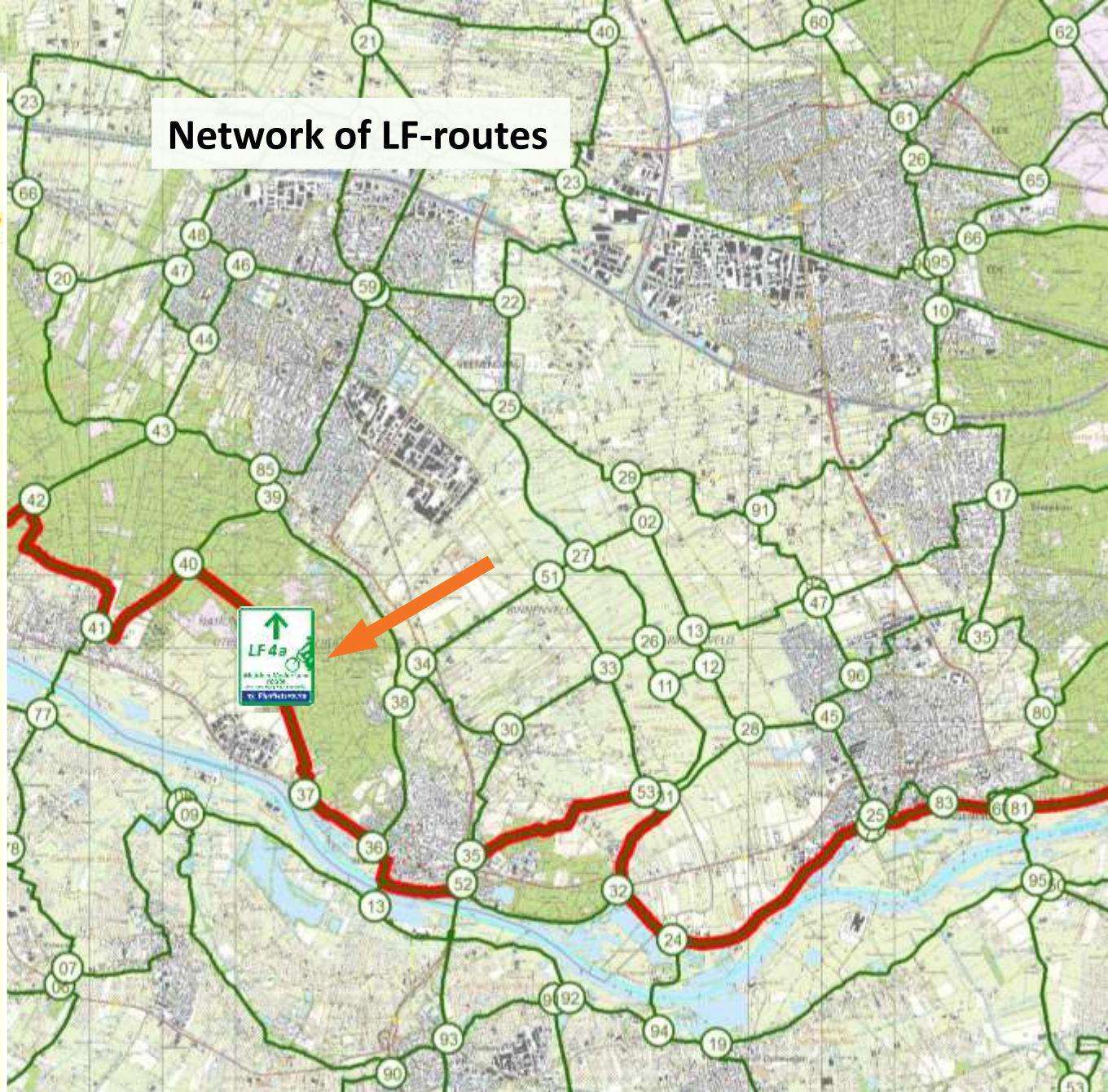
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Dutch recreational cycling network



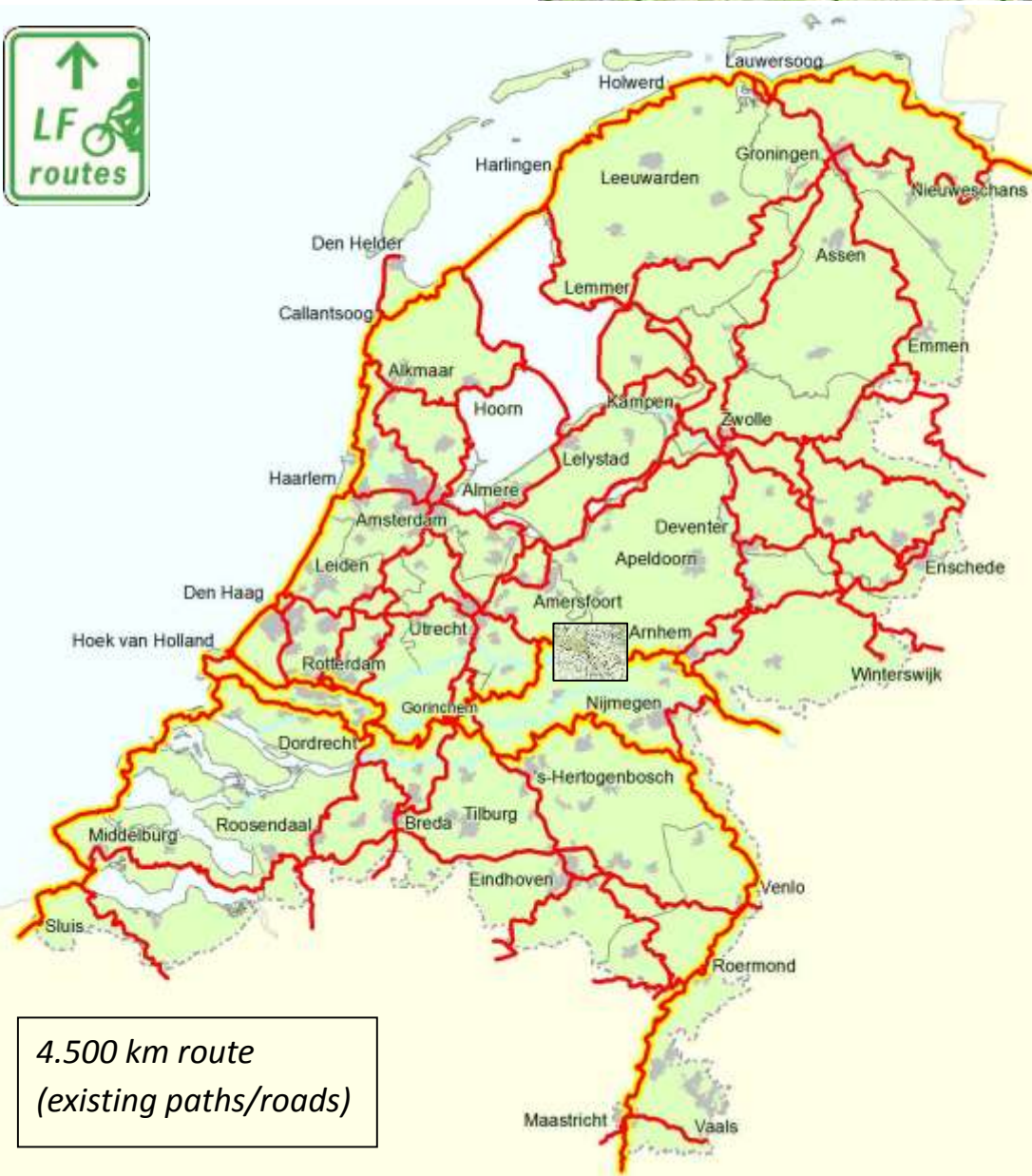


Network of LF-routes



Dutch recreational cycling network





## Network of LF-routes

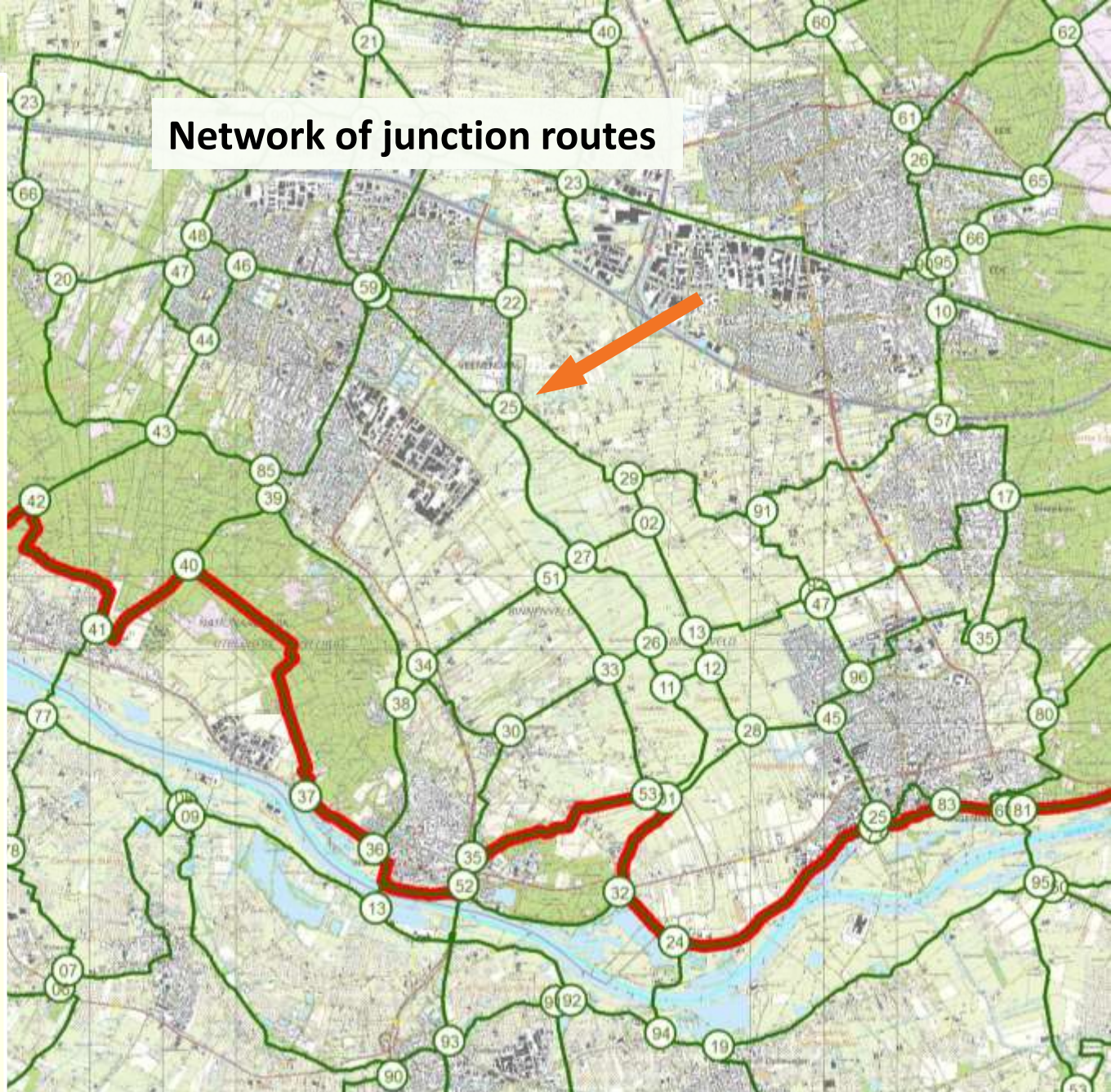
- 26 long-distance cycle routes (LF1 Noordzeeroute, LF2 Stedenroute etc.)
- Focus use: **cycle touring holidays**
- Completely signposted in two directions
- Fietsplatform: coordination/ promotion





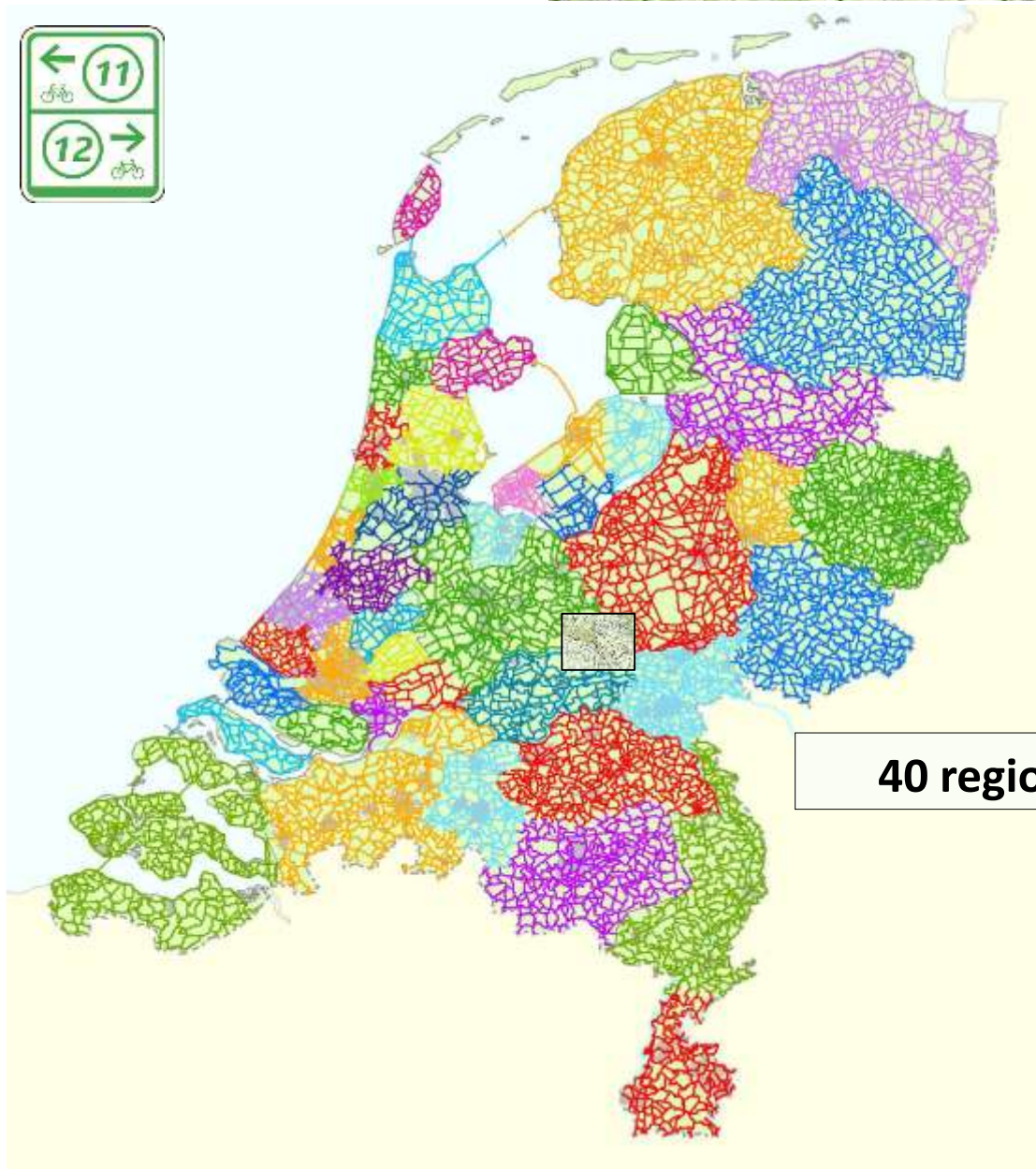


Network of junction routes

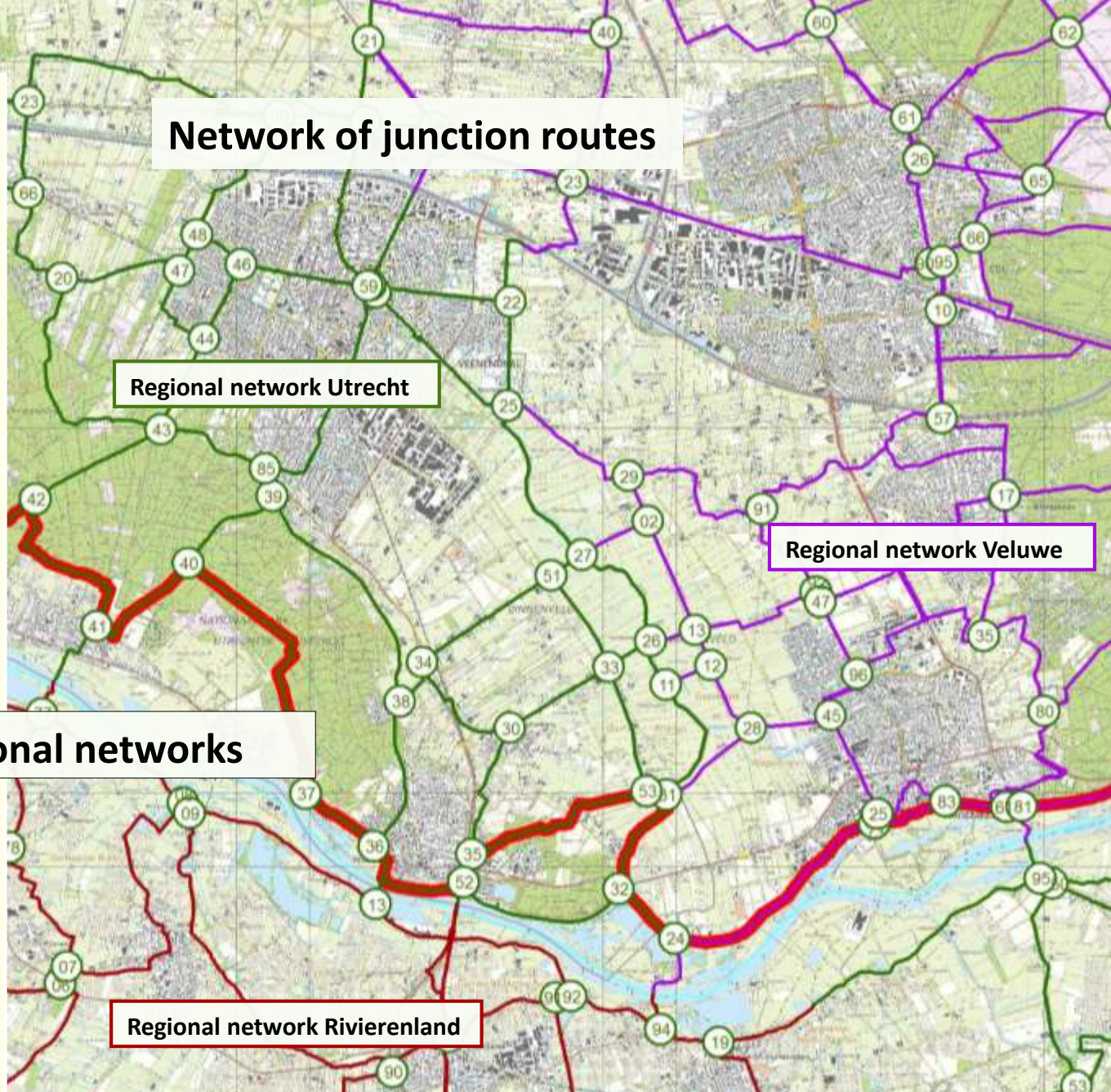


Dutch recreational cycling network





**40 regional networks**



**Network of junction routes**

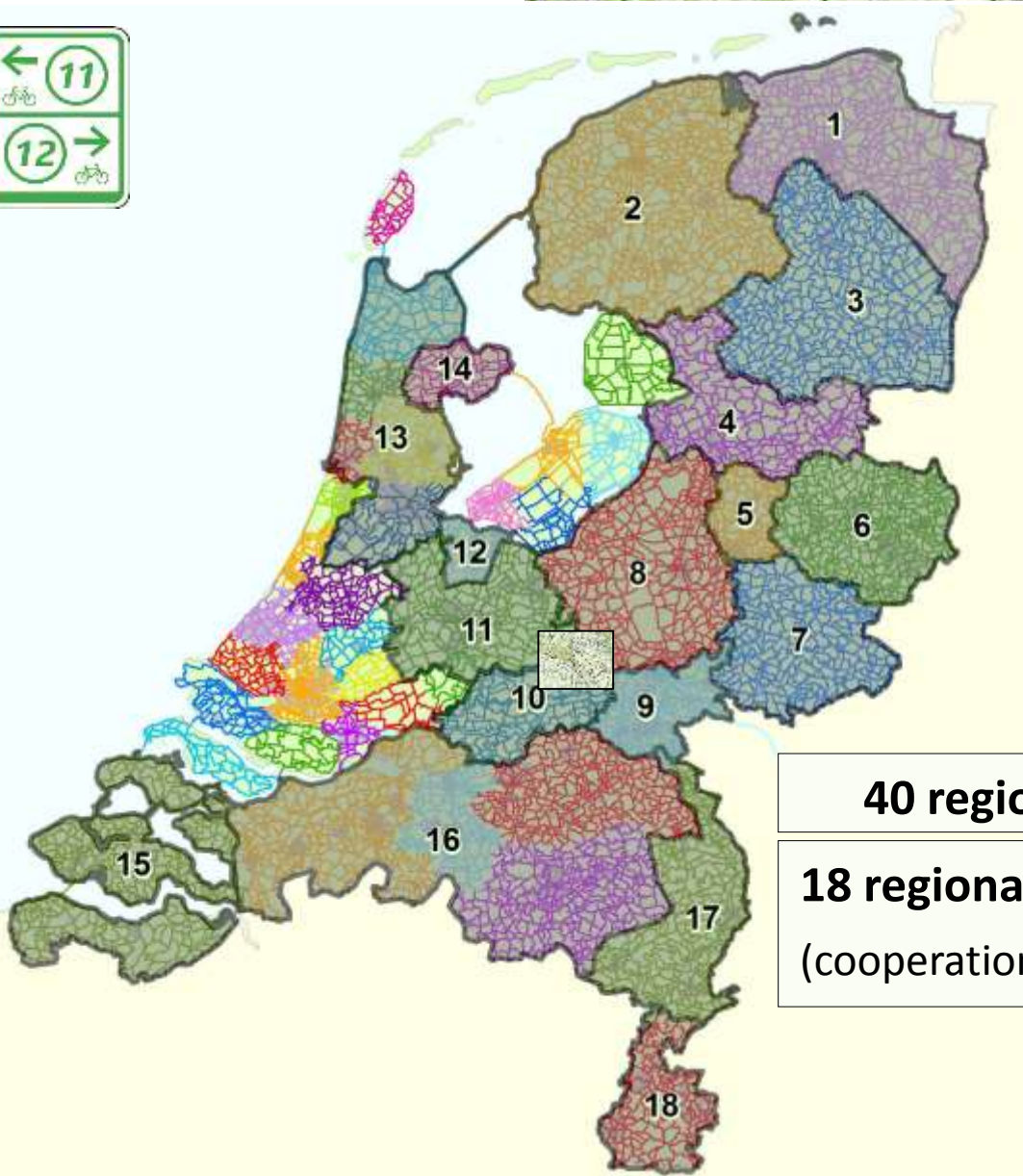
**Regional network Utrecht**

**Regional network Veluwe**

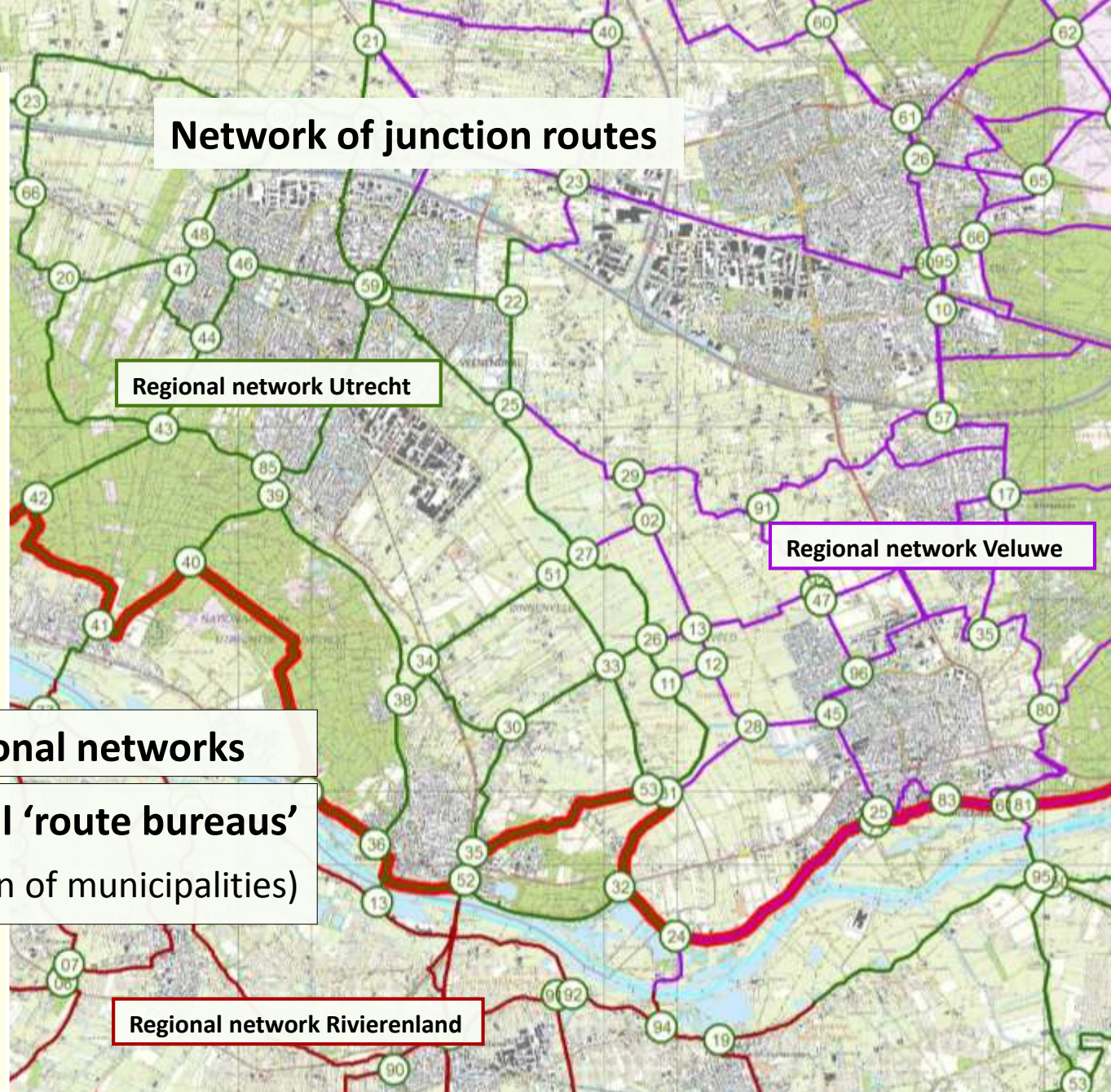
**Regional network Rivierenland**

**Dutch recreational cycling network**





**40 regional networks**  
**18 regional 'route bureaux'**  
(cooperation of municipalities)



**Network of junction routes**

**Regional network Utrecht**

**Regional network Veluwe**

**Regional network Rivierenland**

# Dutch recreational cycling network





33.500 km route;  
8.900 junctions

## Network of junction routes

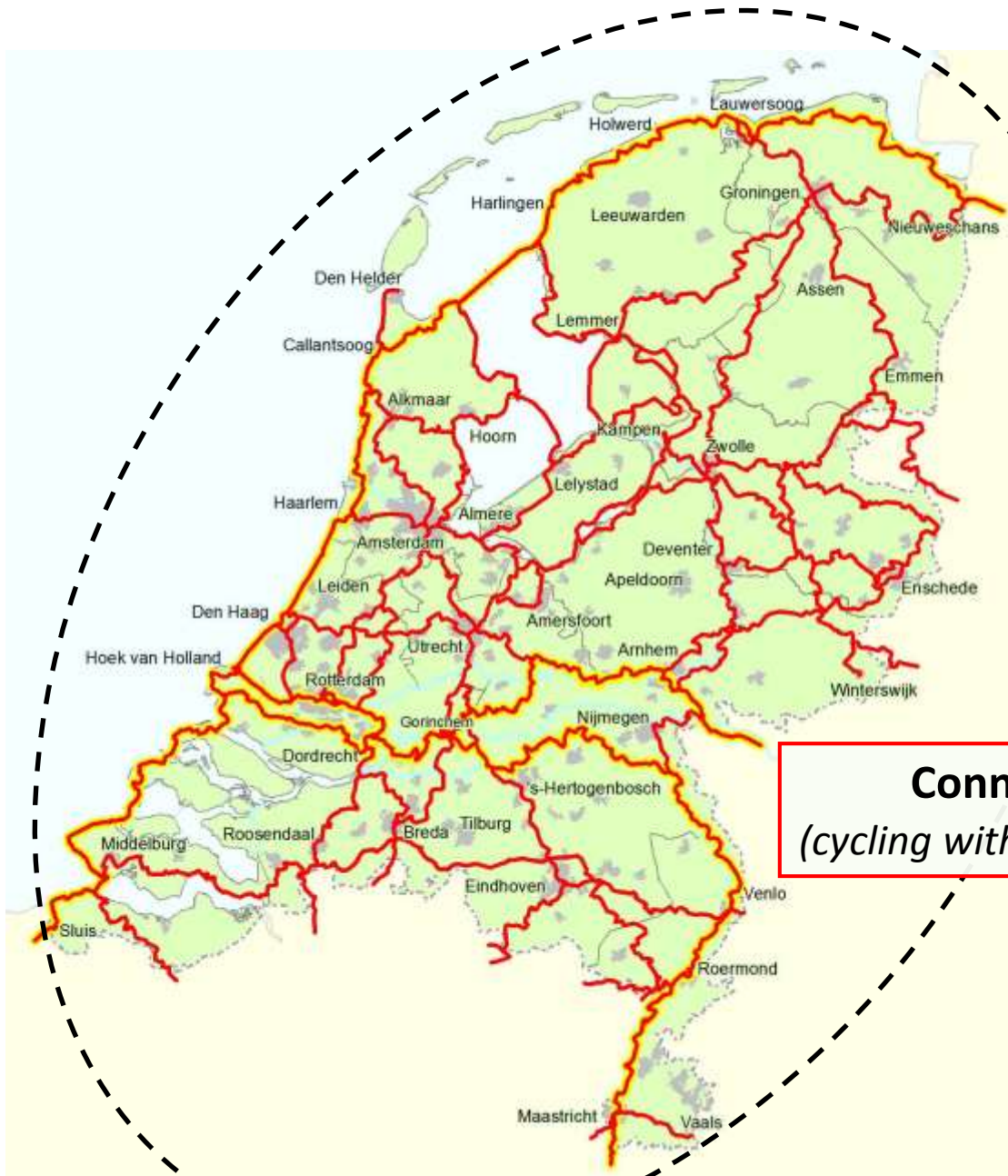
- Numbered junctions (choosing points); signposting from junction to junction
- Focus use: **daytrips**
- Synchronised (combined) with LF-routes
- 40 regional networks, 18 route bureaus (Fietsplatform: national coordination & promotion)











**Connected**  
*(cycling without borders)*



Dutch recreational cycling network



## Facts & figures (2018)

### **Cycling park & (recreational) cycling facilities:**

- 22,8 million bikes (1,8 million e-bikes) on 17,2 million Dutch inhabitants
- 2018: > 1 million new bikes sold, 40% e-bikes (fast growing!)
- > 90.000 km paths & roads outside the cities
- 33.500 km route network

### **Use:**

- 191 million recreational cycle trips (by 8,1 million Dutch people; 50% Dutch population)
- 3,1 million 'stationary' holidays with cycling (1,1 million with > 50% cycling days); 51% using junction routes
- 166.000 cycle *touring* holidays; 68% using LF-routes

### **Direct economic effects:**

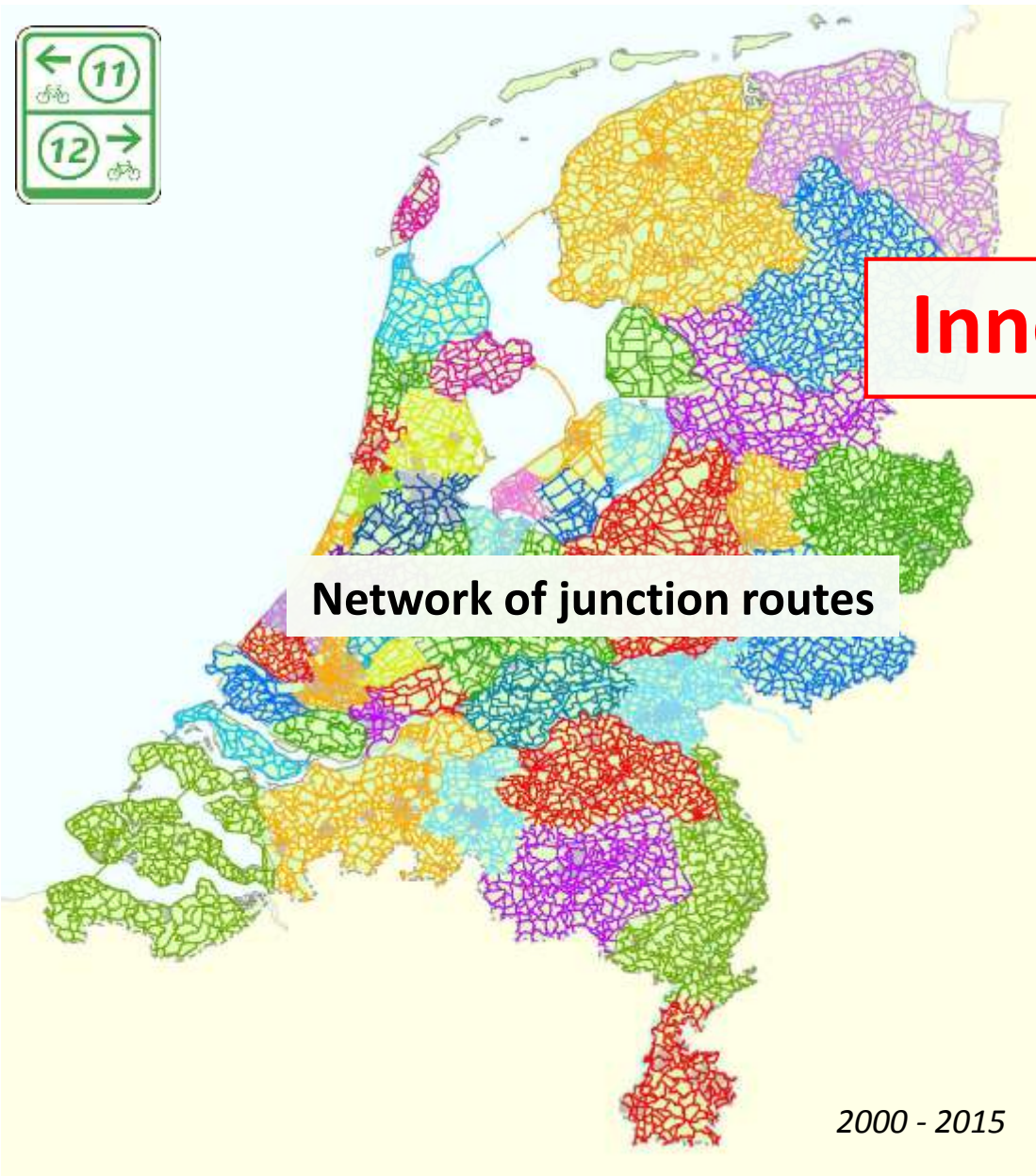
- € 1,2 billion spending during cycle trips & cycle holidays
- € 1,2 billion spending on equipment (bikes etc.)



**Innovation**







**Network of junction routes**

*2000 - 2015*

**Innovation**

Dutch cycling network 2.0

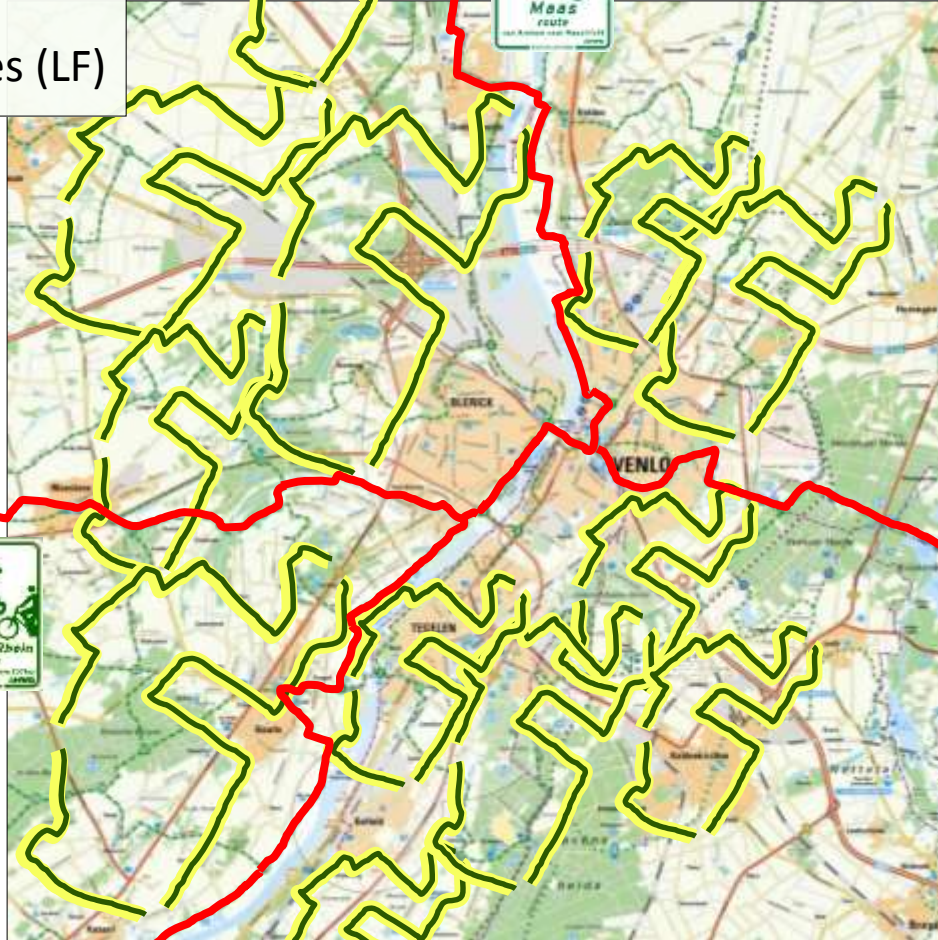


1970 – 2000:

> 500 local routes

1990 – 2010:

26 long distance routes (LF)





1970 – 2000 / 2000 – .....

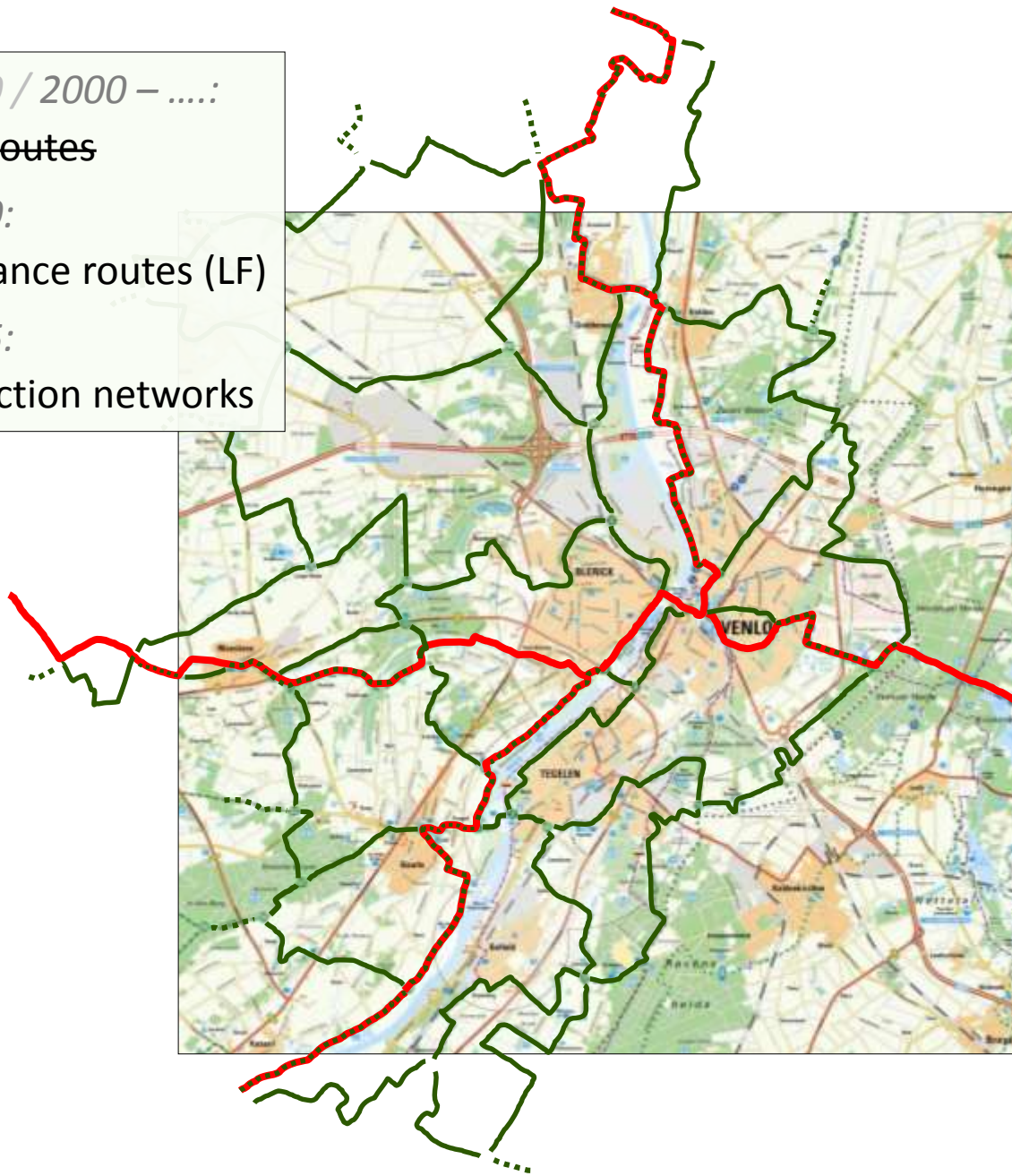
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1990 – 2010:

26 long distance routes (LF)

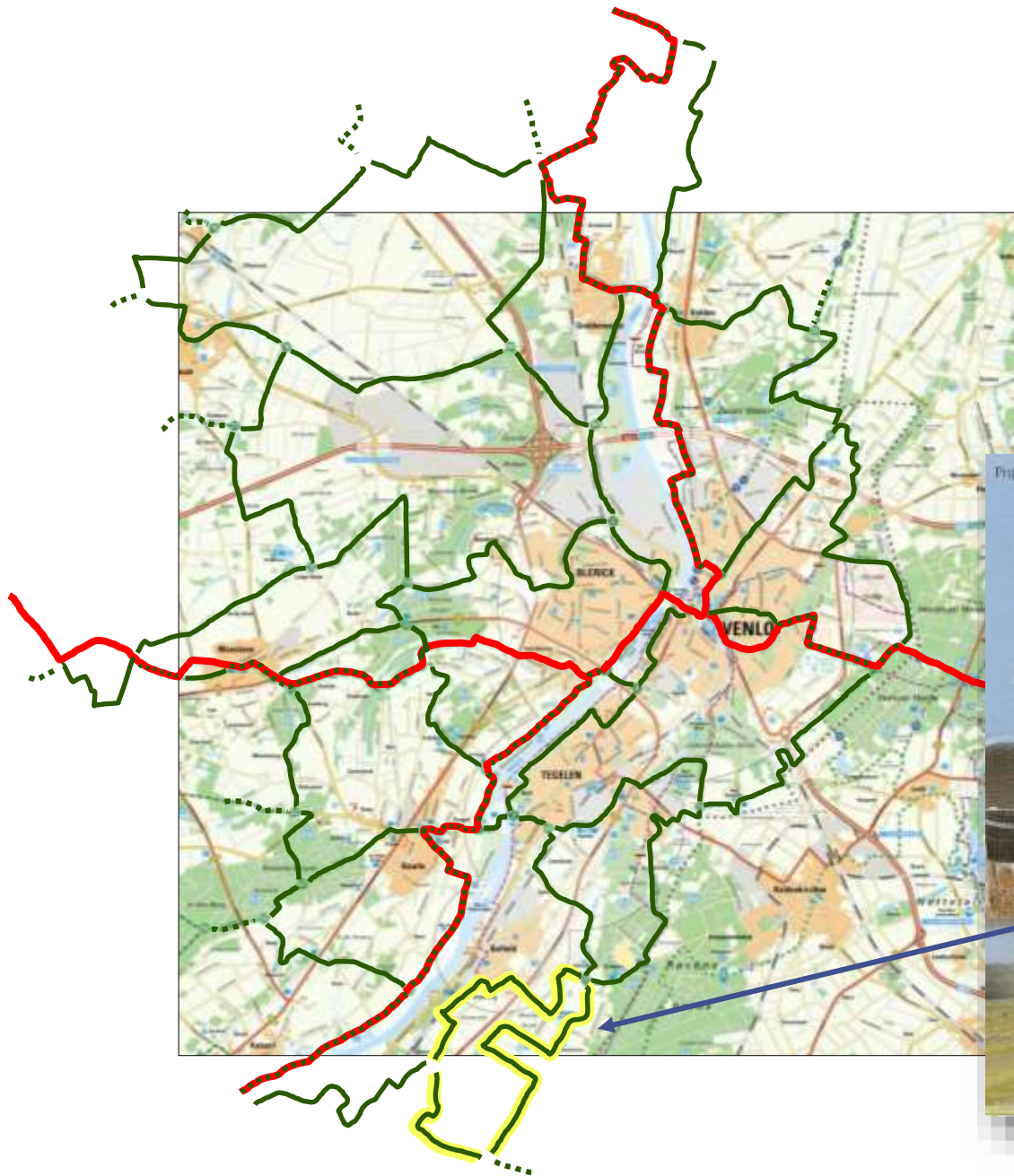
2000 – 2015:

regional junction networks



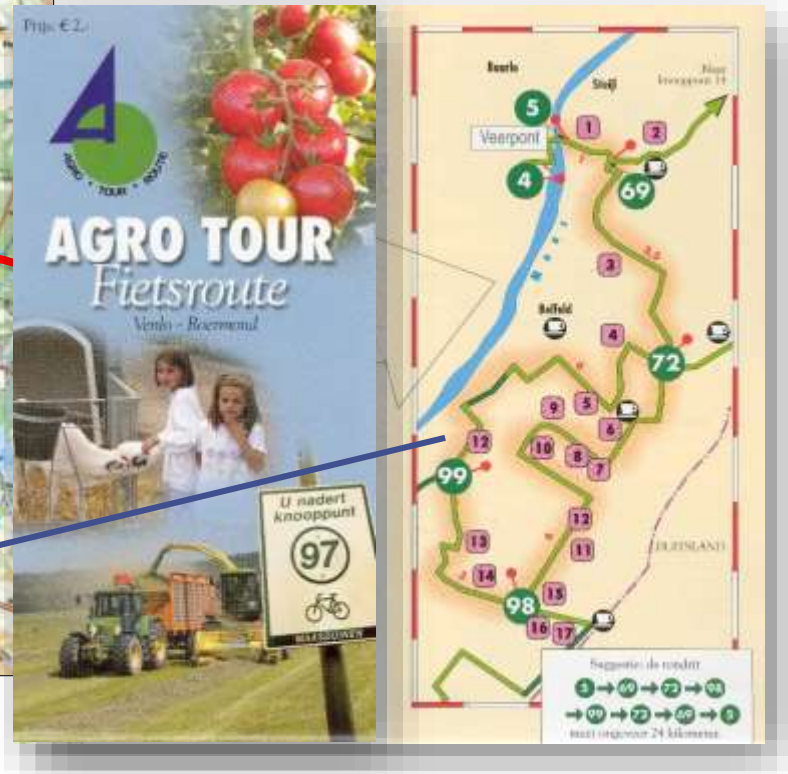
- Complete & complementary
- Gives structure
- Flexible (easy to plan & change)
- Functional (easy to follow)



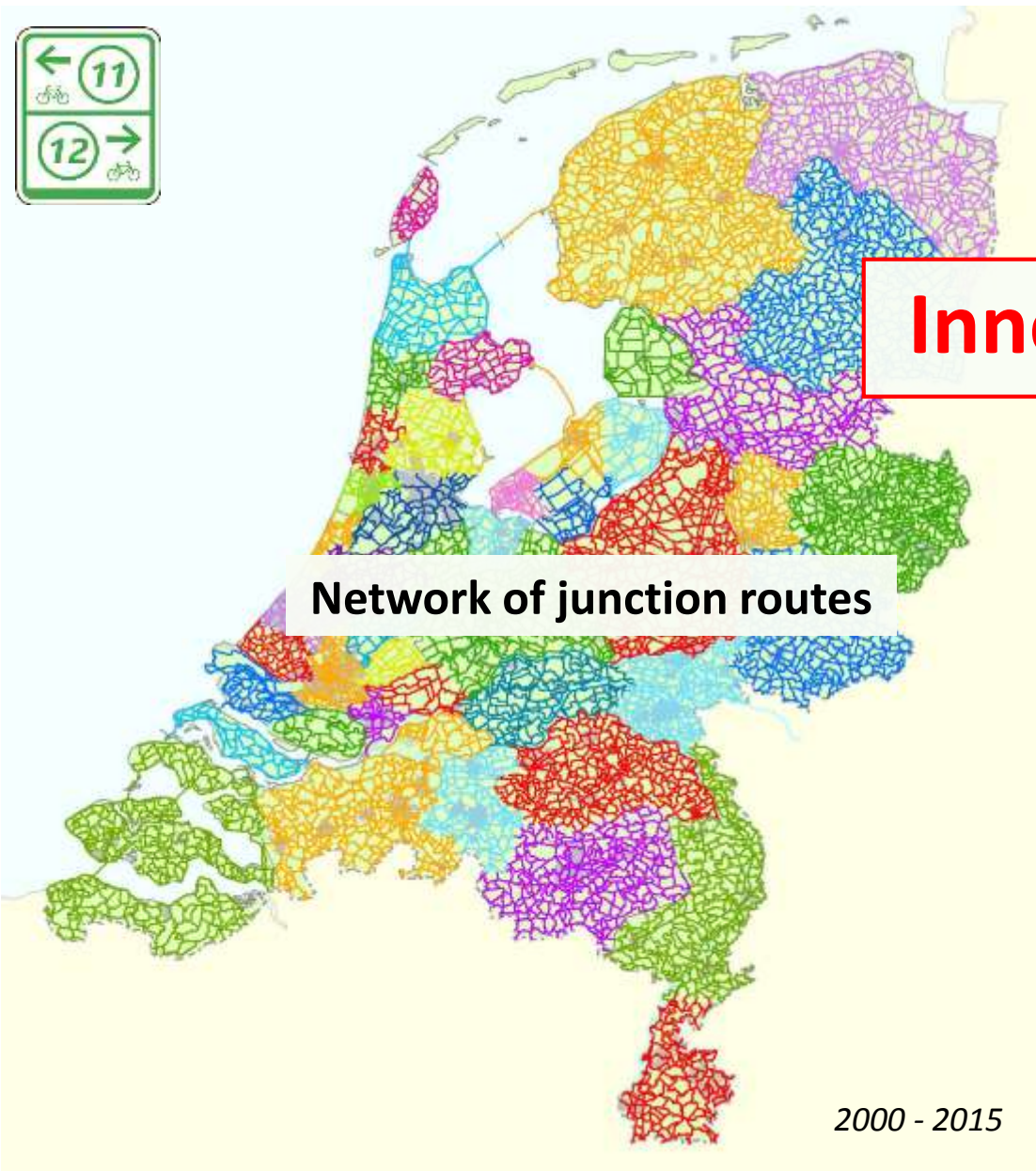


Based on the junction network:

- 1000's of thematic routes!







Network of junction routes

2000 - 2015



National (LF-) 'icon' routes

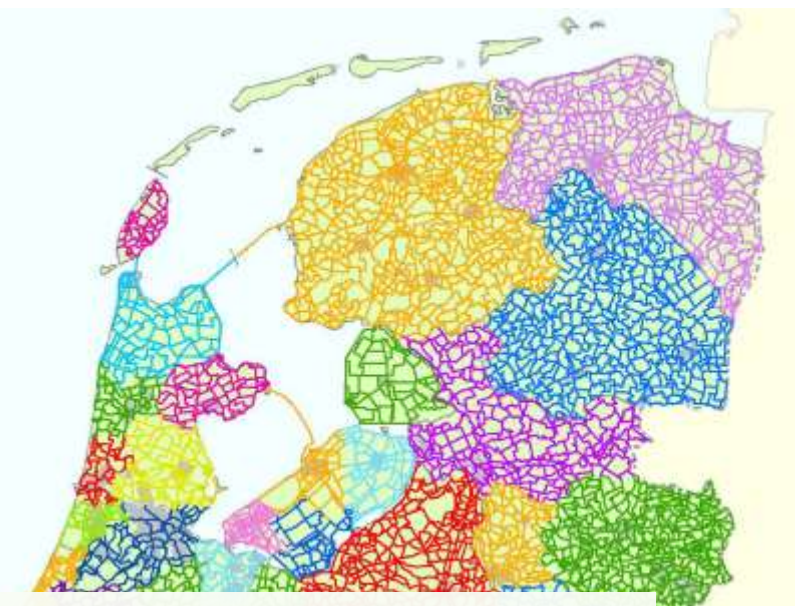
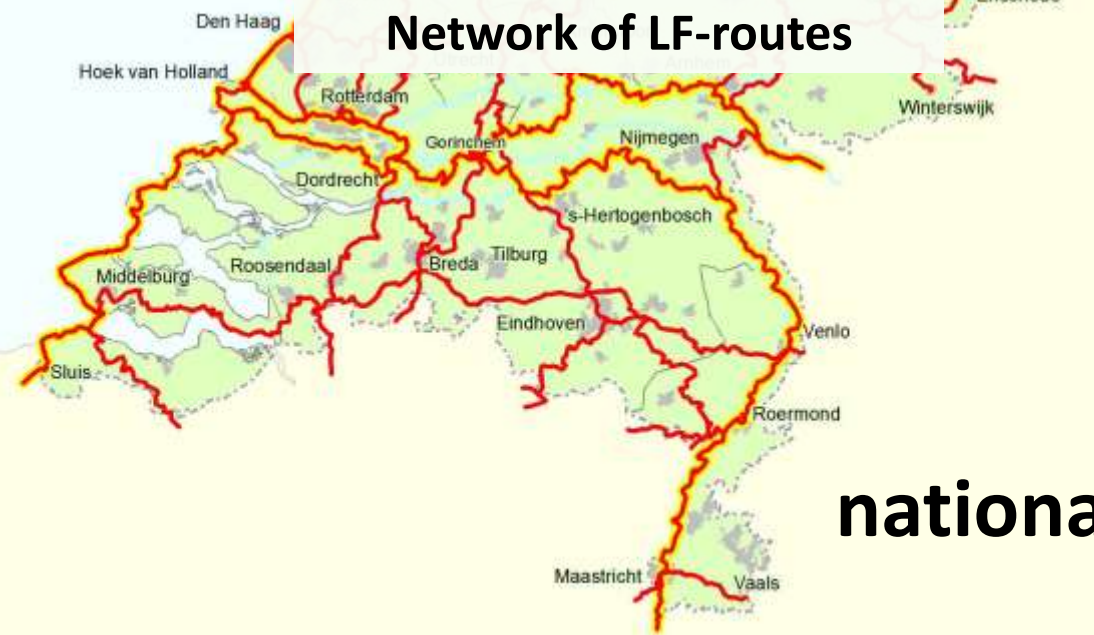
2018 - 2023?



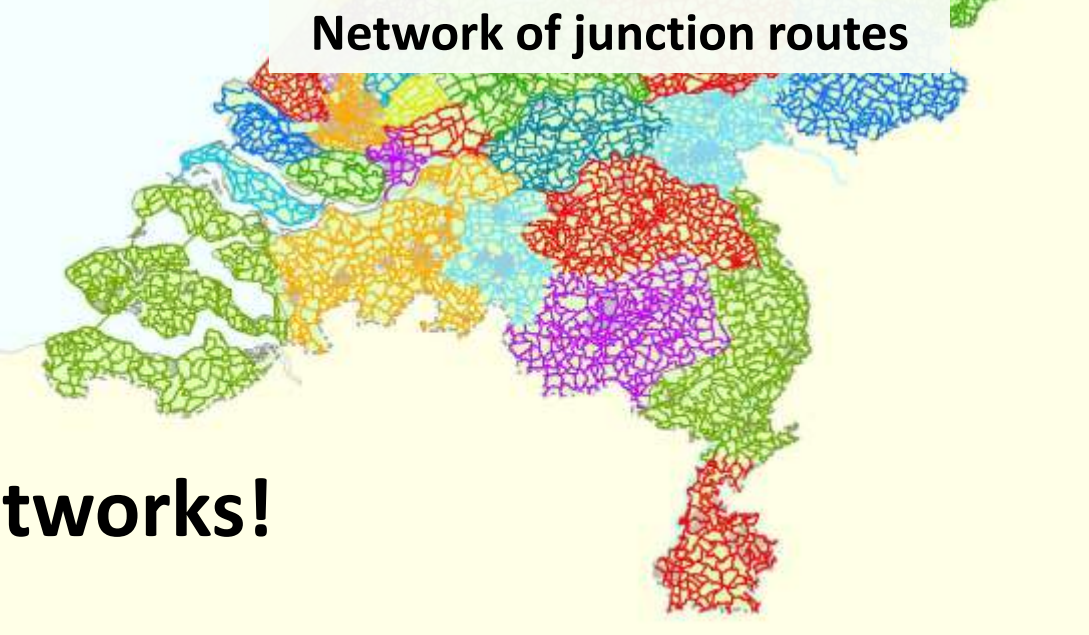




**Network of LF-routes**



**Network of junction routes**



2018:

**2**

**national networks!**

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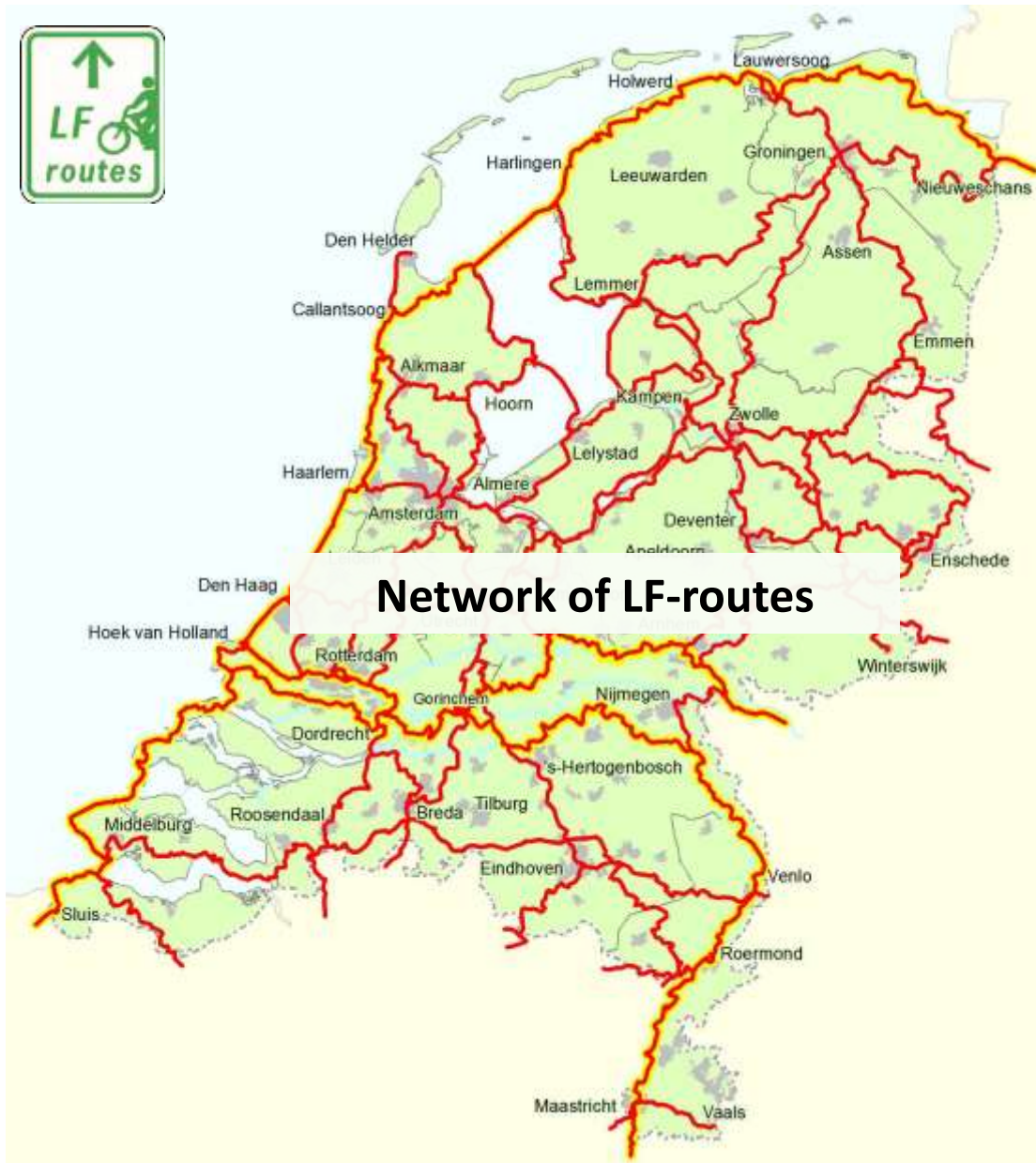


## Opportunities: innovation!

- Only 1 nationwide network: junction routes
- LF-routes '2.0'; new strategy:
  - ✓ LF-network not necessary anymore
  - ✓ Focus on ± **10 national LF-'icon'routes**
  - ✓ Focus on strong(est) national routes
  - ✓ Focus on strong themes: 'icons' (cycling) NL
  - ✓ Preferably: international connections (EV!)
  - ✓ Top selection out of junction routes
  - ✓ Premium quality; excellent experiences
  - ✓ Recognizable new family line (new brand)

*Vision: **less** (routes) = **more** (focus and result)!*







# New family line (visual identity)



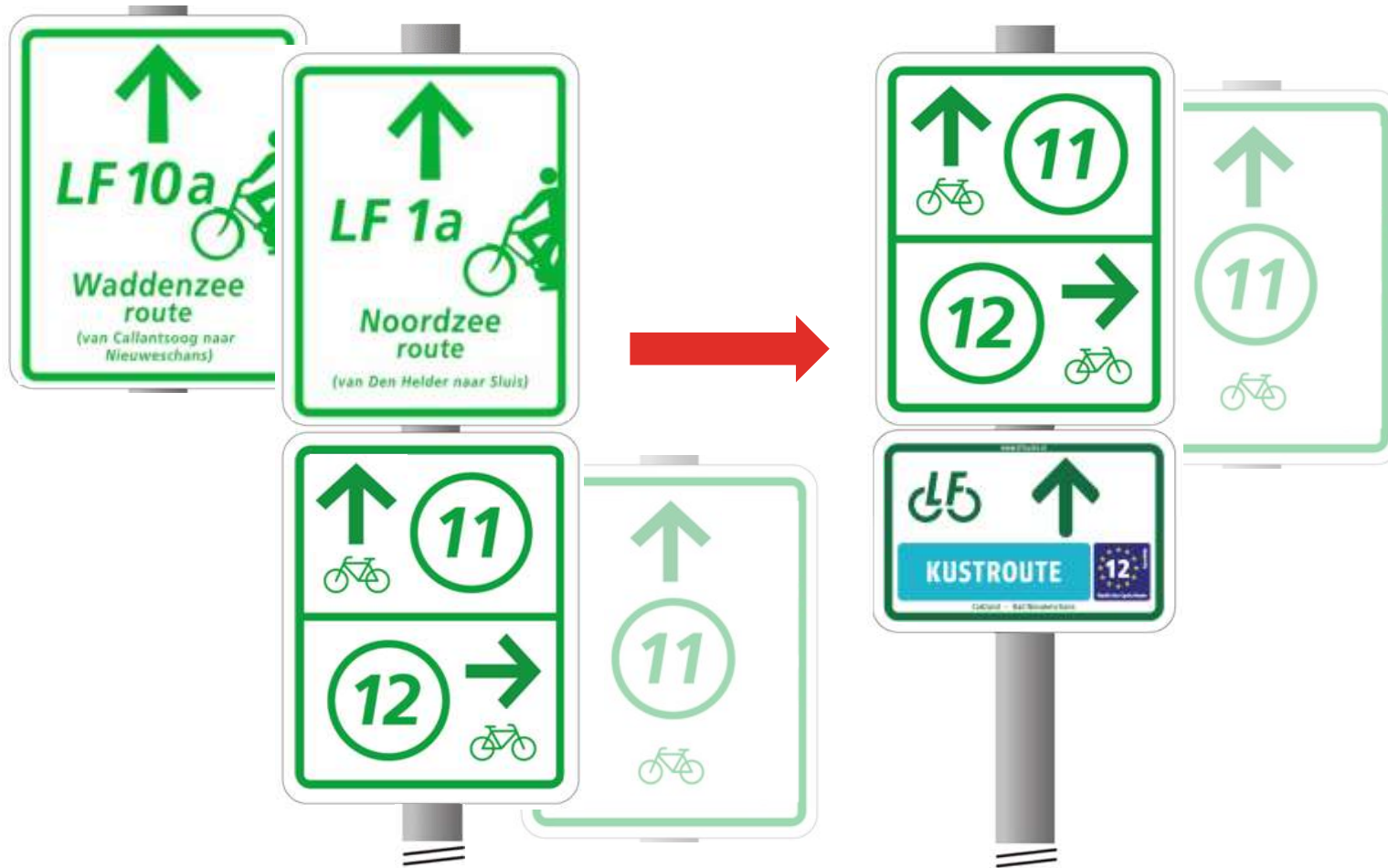


# New route signs





# New route signing





# New product & communication line (service/info)



Dutch cycling network 2.0



# Transition programme

- 5 years programme (2019 – 2023)
- Financial support: national + provincial
- Gradually and carefully; step by step
- Creating strong partnerships (co-operations)
- Starting with 3 routes (2019/2020):
  - ✓ LF Maasroute (Meuse Cycle Route; EV19)
  - ✓ LF Zuiderzeeroute
  - ✓ LF Kustroute (North Sea Cycle Route; EV12)





## 1. Demands of the consumers:

- More freedom of (critical) choice
- More active, more nature
- More km's (e-bikes!)

**Innovation**

*why investing in new routes?*

## 2. Huge return on investment:

- Economy: huge spending and lot of jobs in the regions
- Tourism 2.0: sustainable tourism all over the country instead of over-tourism on some hot spots
- Environment friendly mobility: no pollution, getting familiar with cycling
- Health: becoming and/or staying active

## 3. Competition: doing nothing is losing customers!



*Thanks for your attention!*

