Dutch cycling network 2.0

Eric Nijland, director Netherlands Cycling Platform

www.nederlandfietsland.nl/en

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### Organisation

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

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<td><img src="image1.png" alt="logo" /></td>
<td>ANWB</td>
<td>Dutch touring club</td>
<td><img src="image2.png" alt="logo" /></td>
<td>Fietsersbond</td>
<td>Dutch cyclists’ union</td>
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<td><img src="image3.png" alt="logo" /></td>
<td>NTFU</td>
<td>Dutch cyclists’ touring union</td>
<td><img src="image4.png" alt="logo" /></td>
<td>Interprovinciaal Overleg</td>
<td>the 12 Dutch provinces</td>
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<td><img src="image5.png" alt="logo" /></td>
<td>Bijkansvereniging</td>
<td>Dutch national government</td>
<td><img src="image6.png" alt="logo" /></td>
<td>Reg. tourist boards/ route</td>
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& huge numbers of partners/partnerships:

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<td><img src="image11.png" alt="logo" /></td>
<td>EuroVelo</td>
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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-ownersAuthorities ■ 18 regional
route organisations ■ 3 Tourism/cycling member organisations
(ANWB, Fietsersbond,
100’s of tourist
and shops (national,
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:

1. Product (route network)
   - Together with regional ‘route bureaus’:
     - Develop & innovate national route network
     - Quality management & maintenance (‘basis OK’)
   - Keywords: top quality, uniformity, continuity

2. Promotion
   - 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

3. Monitoring
   - Together with regional/ national partners:
     - Sharing knowledge on national level
     - Produce facts & figures (national surveys; use, effects, trends)

Lobby & advocacy

Infrastructure

Landscape/ POI’s

Organisation (co-operation)

Services

Marketing
Instruments

1. National route databank (GIS, 33.500 km)
2. National alert system (route quality)
3. National quality certification cycle regions
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)
Cycle tourism in Holland

- Service & service products
Cycle tourism in Holland

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

4,500 km route (existing paths/roads)
Dutch recreational cycling network

Network of junction routes
Dutch recreational cycling network

Network of junction routes

Regional network Utrecht

Regional network Veluwe

Regional network Rivierenland

40 regional networks
Dutch recreational cycling network

Network of junction routes

40 regional networks

18 regional ‘route bureaus’
(cooperation of municipalities)

Regional network Utrecht

Regional network Veluwe

Regional network Rivierenland
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)
Dutch recreational cycling network

Connected
(cycling without borders)
Dutch recreational cycling network

Connected
(cycling without borders)
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
Dutch cycling network 2.0

Network of junction routes

Innovation

2000 - 2015
1970 – 2000: > 500 local routes
1990 – 2010: 26 long distance routes (LF)
> 500 local routes
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)
Dutch cycling network 2.0

Based on the junction network:
• 1000’s of thematic routes!
Dutch cycling network 2.0

Network of junction routes

National (LF-)'icon' routes

Innovation

2000 - 2015

2018 – 2023?
Network of LF-routes

Dutch cycling network 2.0

Network of junction routes

2018: 2 national networks!
Network of LF-routes

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)!

Dutch cycling network 2.0
Network of LF-routes

10 National (LF-)'icon’routes

Dutch cycling network 2.0
New family line (visual identity)

Dutch cycling network 2.0
New route signs

Dutch cycling network 2.0
New route signing

Dutch cycling network 2.0
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)
  - 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

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!