LE BOURGET
DU LAC

LE BOURGET du LAC

MAIRIE

www.lebourgetdulac.fr

LE BOURGET DU LAC

Le lac du Bourget

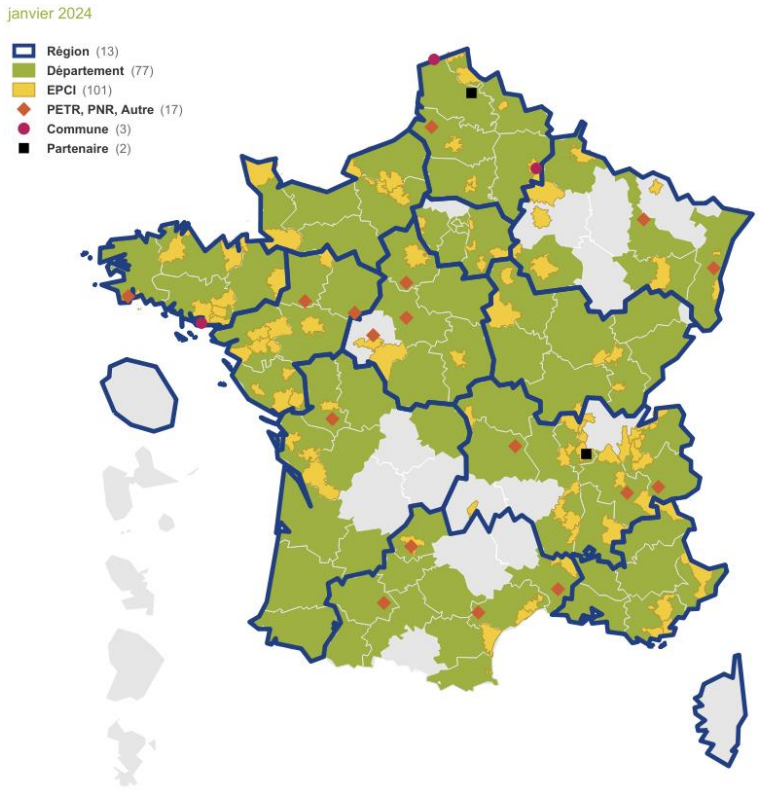
- **20 km** long
- 3 km large
- **77.000 inhabitants**
- Main cities : **Aix-les-Bains**
- **Chambéry, capital city of Savoya 10 km**

vélo & territoires

NATIONAL CYCLE
NETWORK COORDINATION

Vélo & Territoires

MISSIONS AND ACTIONS



+ 210 members

Main actions

- **Federate and coordinate** a network of local authorities promoting cycle routes, cycle practice, cycle facilities
- **Provide tools**, inspiration and support to develop cycling mobility
- **Represent and defend** the interests of local authorities committed in cycling
- **Measure** the impact of cycling policies to convince

National coordination center for EuroVelo

EuroVelo
the European cycle route network

National coordinator for national cycle routes scheme

- 59 cycle routes / 10 EuroVelo

Cycling opportunities in France and Europe

vélo & territoires

COORDINATEUR DU RÉSEAU NATIONAL CYCLABLE

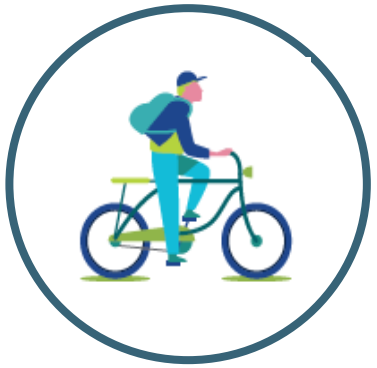
Cycle tourism, an obvious answer

Environmental issues	• Reducing greenhouse gases • Reducing pressure on the environment
Economic challenges	• Industry serving the economy • Inexpensive transport accessible to everyone
Health issues	• Full physical activity, reducing heart desease by 50% • Psychological benefit
Societal challenges	• Vector of freedom • A response to the search for well-being and authenticity

A virtuous cycle

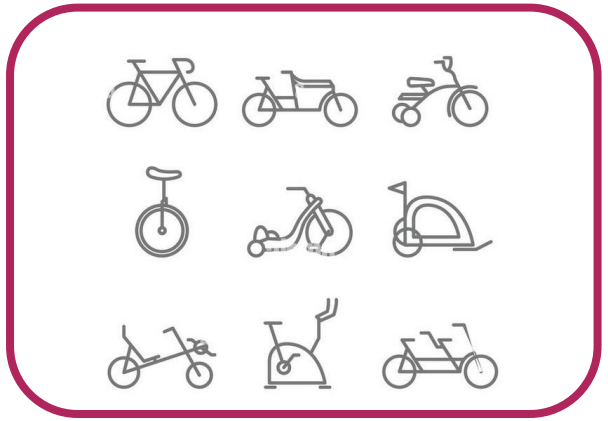
Bike flow

Bike sales

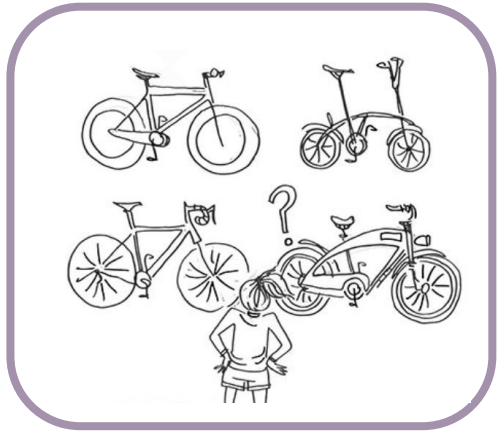


FABRIQUÉ EN FRANCE

Bike production



Large range of bikes



Multiple practice

A structured network

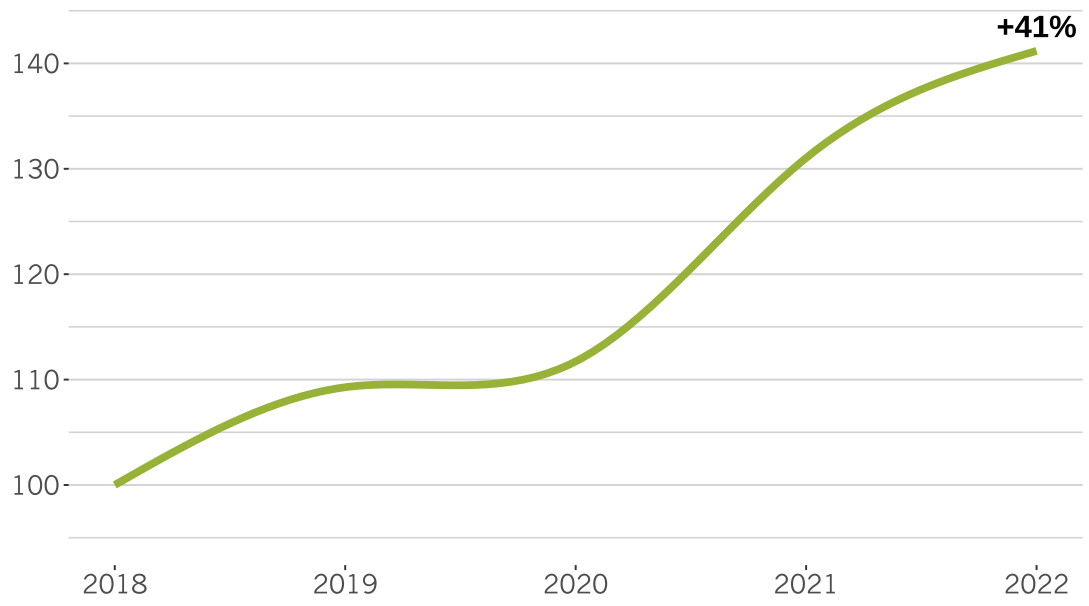
26 115 km
Cycle routes
8 820 km
EuroVelo

59 cycle routes
10 EuroVelo

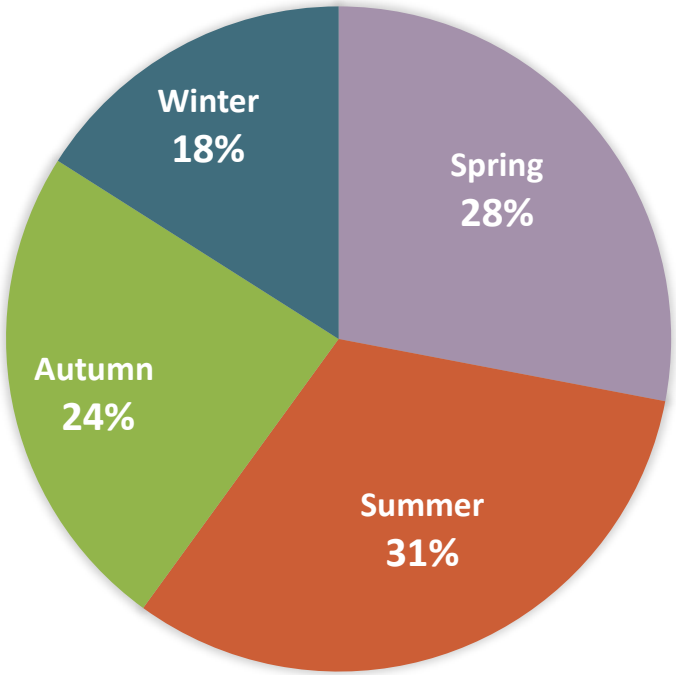
Around **20.000 km** in place (80%)

Bike Usage 2022

Bike traffic 2022	compared to 2018	compared to 2021
	+ 41%	**+ 13%**



Annual breakdown by season



Change in bike traffic on a comparable sample basis (base 556 counting sites)

Cycle tourism in France

vélo & territoires

COORDINATEUR DU RÉSEAU NATIONAL CYCLABLE

Key figures

France is the 2nd world destination

For cycle tourism

France ranks as 1st destination

For cycling Tour Operators

12% of cyclists

Cycle regularly or even systematically during their holidays

22 millions cycle tourists in France

Cycle during their holidays, mainly for day-trips or leisure

4,2 billion € of economic impact in local business in France

+ 46% in 10 years

Sources: studies on the Grand-Est region and on the Voie Bleue, Via Rhôna and Loire à Vélo routes

Profiles of cycling tourists on cycle routes

65% 15,3 M

Leisure Trips

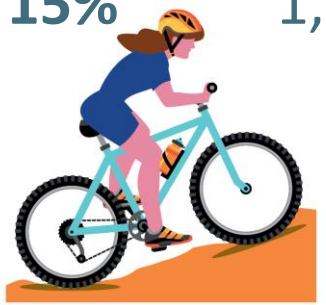
Tourists cycling for pleasure, at low intensity (around 25 km per trip) + cycle tourism in cities

15% 0,8 M

Cycle tourers

Tourists using bicycles to travel and discover a destination, changing accommodation every night, 65 km/day

15% 1,9 M



Sports cyclists

Tourists who cycle intensively (more than 50km per trip), using special equipment (road or mountain bike, shoes with cleats, suitable clothing).

5% 7,0 M

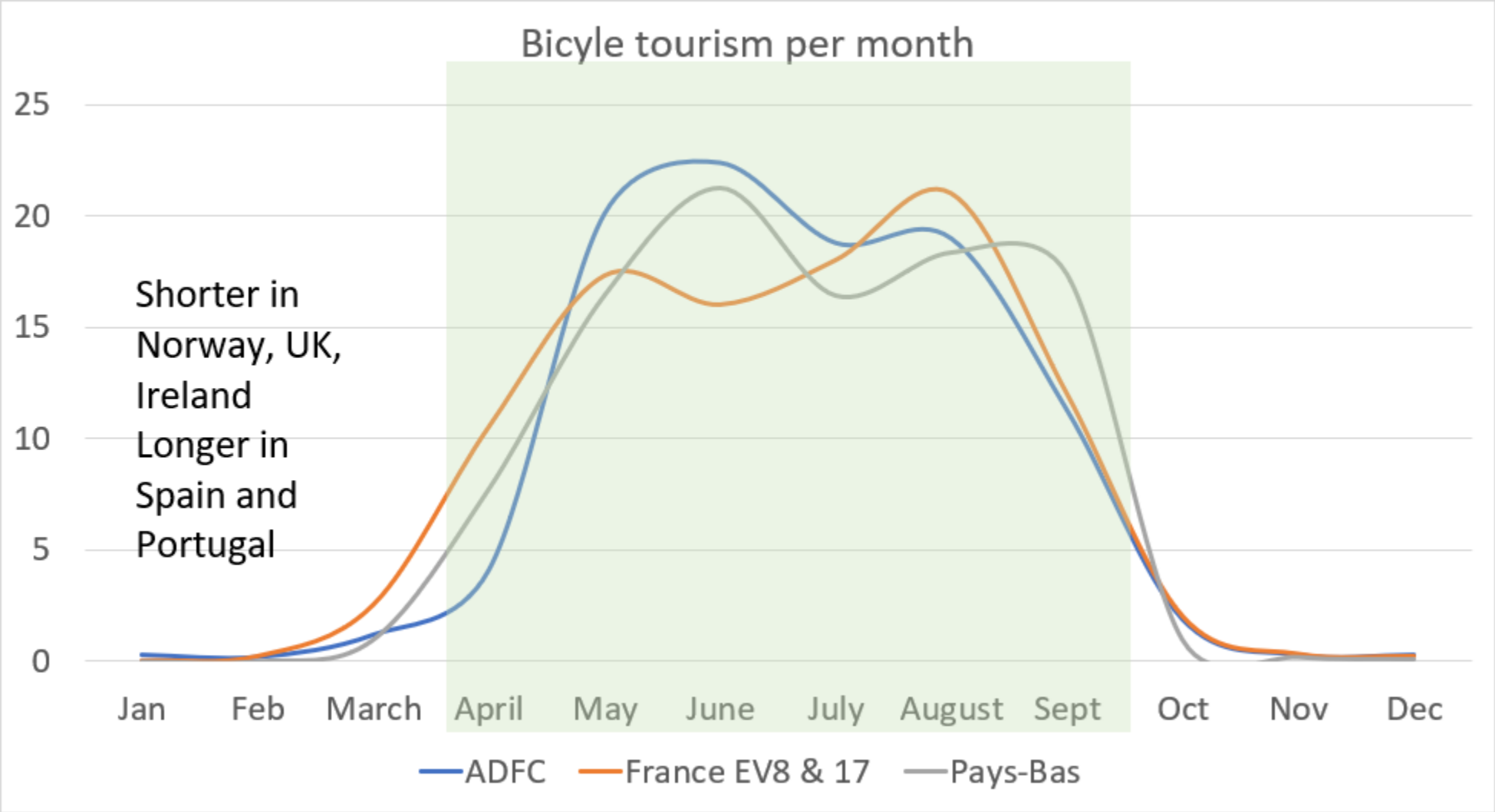
Utilitarian

Tourists using bicycles as a means of transport at their holiday destination, for everyday utilitarian purposes (shopping, access to the beach, access to places of interest).

Cycle Flows % per profile on cycle routes / Cyclists in France (millions)

Sources : studies between 2015 and 2022

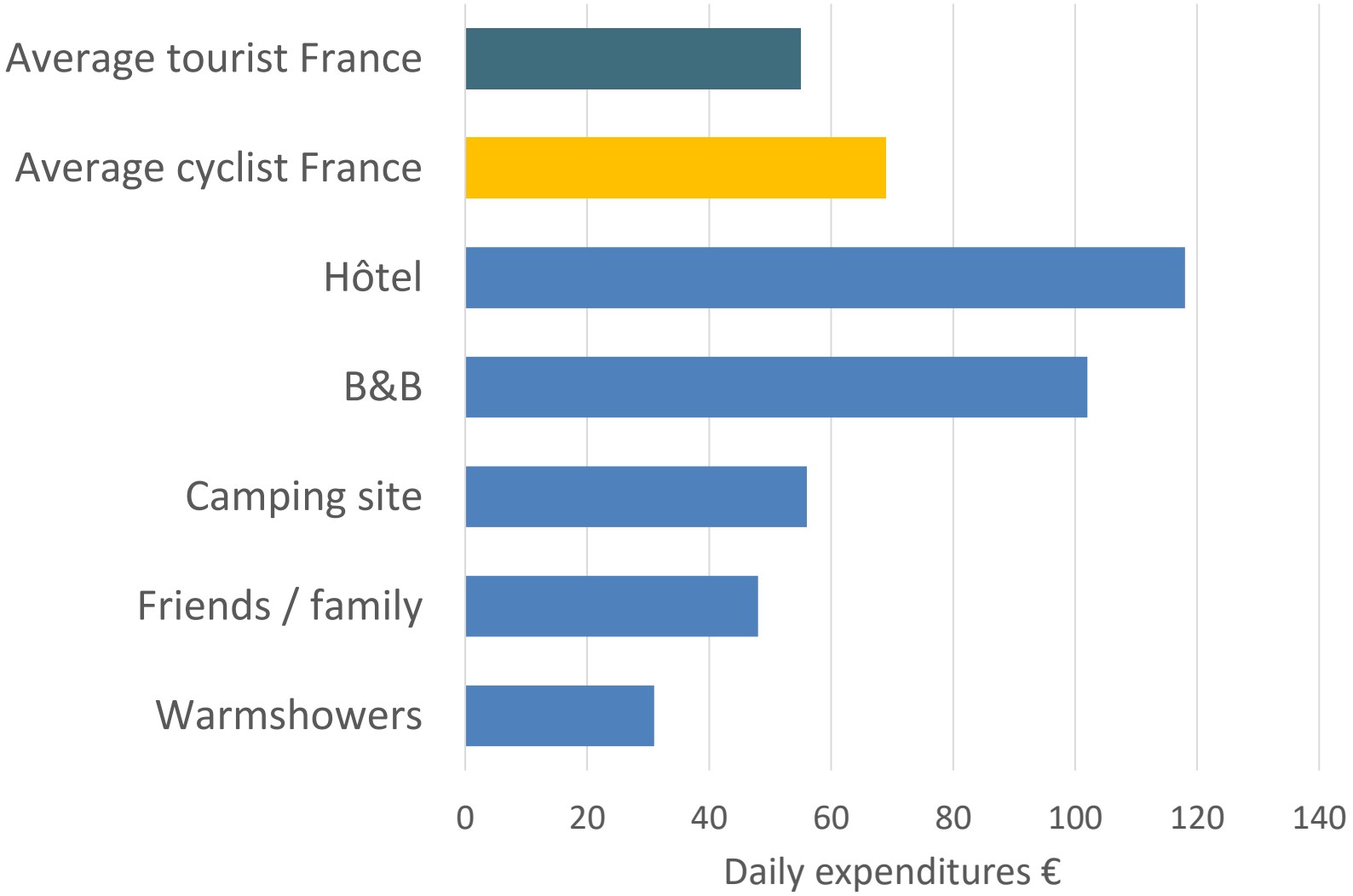
A large touristic season



A higher level of expenditures

Daily expenditure

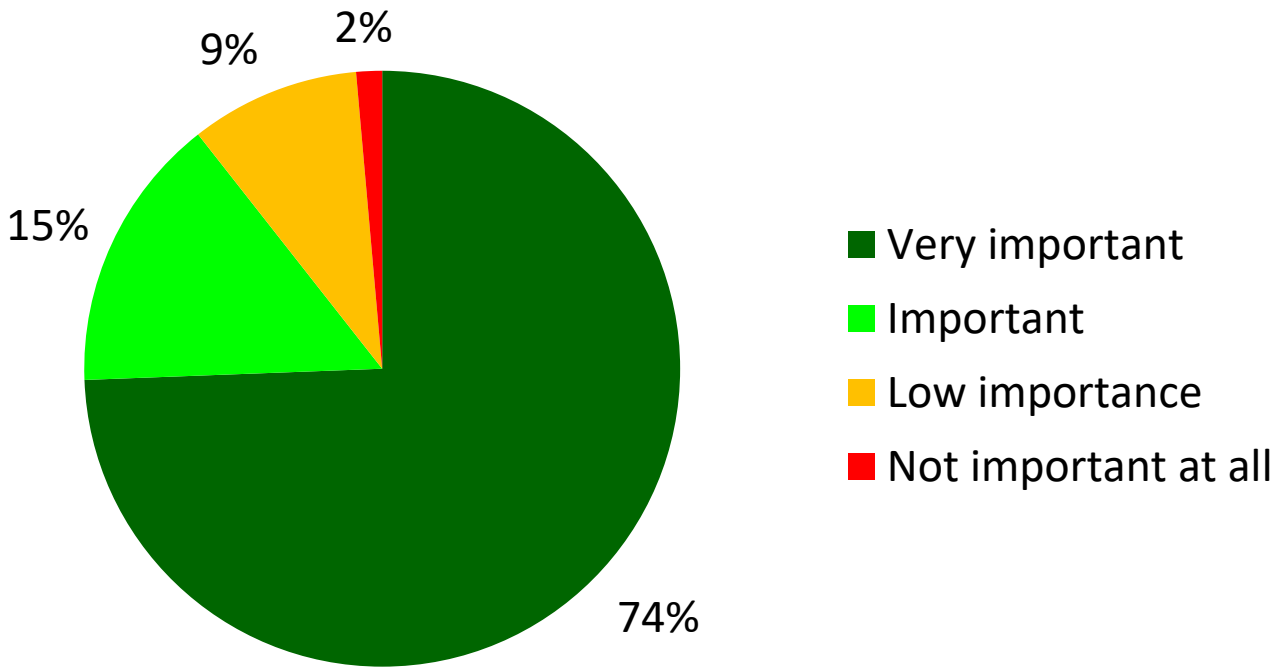
- **+25%** higher than a « normal » tourist
- High range of expenditures for a large range of tourists
- 85% of local expenditures : accomadation +

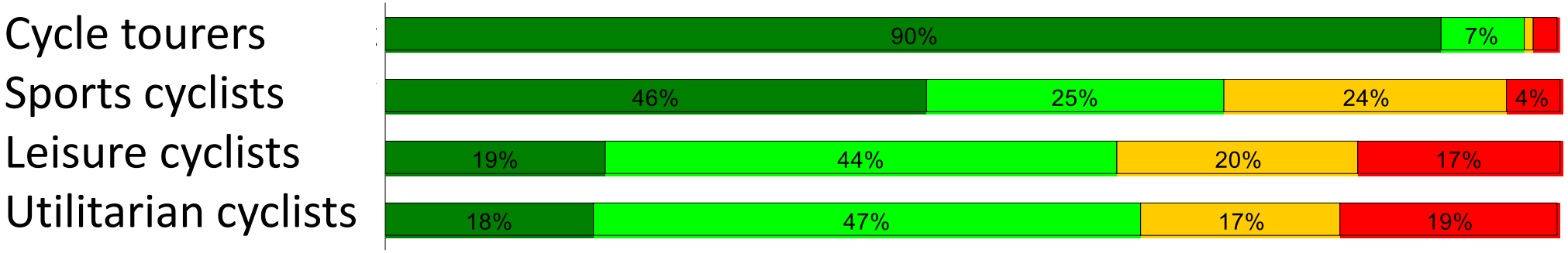


A strong importance on tourism spot choice

Importance of cycle tourism conditions to choose the destination

- **+74%** of cycle tourists consider conditions of cycling practise are very important to choose





Trends

Targets

Cycle tourers	Electric assist bikes	Sports cycling
30 % of cycle tourists interviewed are new new comers in cycle tourism	*Key data 2023 :* *ViaRhôna : 20%* *La Loire à Vélo : 25%* *Grand Est : 28%*	*More destinations are offering a cyclosportive package*

Developping services

Location de vélo en aller simple (ou « one way »)

Prenez votre vélo dans la ville de départ souhaitée et rendez-le à votre arrivée !

Transport de bagages d'étapes en étapes

Voyagez léger et retrouvez vos affaires à votre hébergement le soir.

Tailored offers

Chore ingredients

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COORDINATEUR DU RÉSEAU NATIONAL CYCLABLE

Cycle tourists demands

1. Infrastructure

2. Trains and buses

3. Services

4. Promotion

Infrastructure

The « must have »

Quality | Continuity | Safety | Maintenance | Signposting

Services

©Accueil Velo, Equipment and facilities

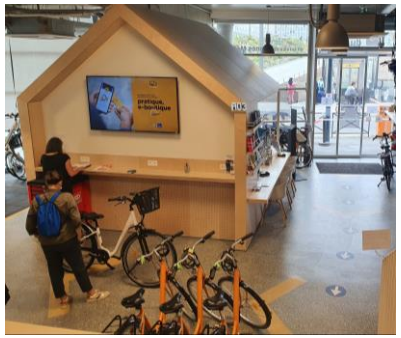
© Accueil Vélo

- Accommodation
- Sites open to visitors
- Tourist offices
- Rentals bikes
- Repairs-shops
- Restaurants

Be less than 5 km from a cycle route included in a scheme

Equipment

Halts



Promotion France à Vélo

France Vélo Tourisme

France vélo TOURISME

+ 25 000 km cycle routes

1 site national	**14** websites
7M visits (3,6 M FVT, 3,4 M MB)	**26M** pages views

Traffic: A 2-fold increase since 2019

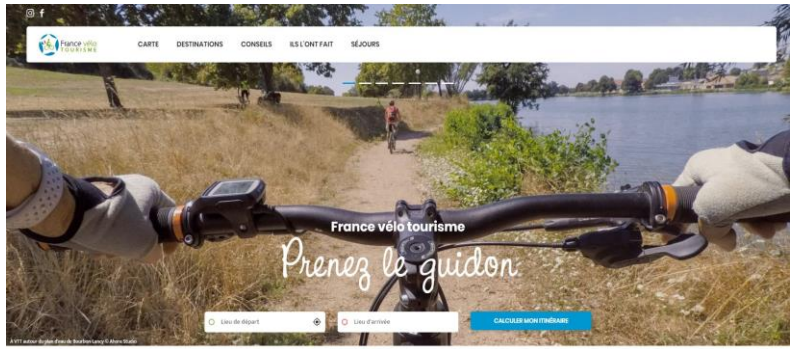
Marketing

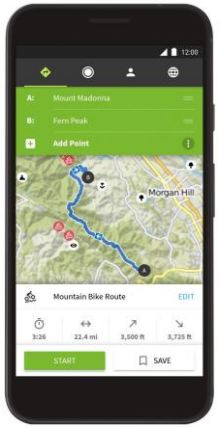
ETUDE ET CONCEPTION D'UNE OFFRE TOURISTIQUE CIBLÉE POUR LA SCANDIBÉRIQUE
LIVRABLE ÉTAPE #1
citeasen
STRATÉGIES & CONTENUS

LES CONTEURS
Vélo Maritime
Stratégie et animation des contenus

Stratégie Ads 2023
1. Générer plus d'engagement grâce aux contenus organiques
2. Favoriser la fidélisation de la communauté grâce aux visuels organiques
Instagram
Instagram
3. Recruter de nouveaux abonnés
Facebook

Promotion


CARTE
DESTINATIONS
CONSEILS
ILS L'ONT FAIT
SÉJOURS
France vélo tourisme
Prenez le guidon
CALCULER MON ITINÉRAIRE

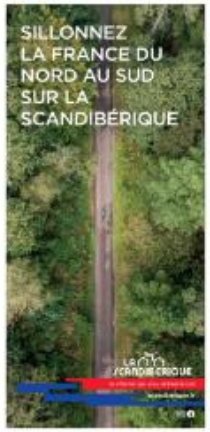

Mount Madonna
Fern Peak
Add Point
Morgan Hill
Mountain Bike Route
EDIT
START
SAVE

You Tube

Le vélo, nouvelle star de la microaventure et du slow tourisme
Échappées Belles
La Loire À VÉLO

MAI à vélo
ÉDITION 2022
SlowUp
Alsace
slowUp-alsace.fr

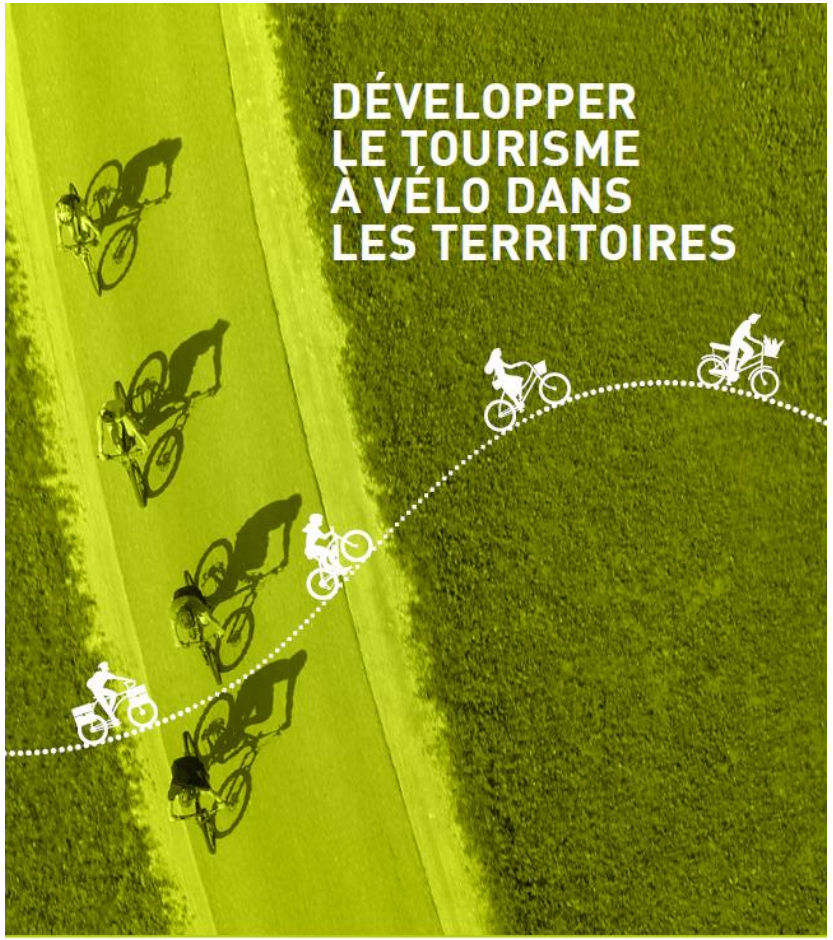
Le Tour de Bourgogne à vélo
VÉLO GUIDE
par les voies vertes
Grands itinéraires À VÉLO
EuroVelo 6
de Bâle à Nevers
LA VÉLO FRANCETTE
DE LA MANCHE À L'ATLANTIQUE
Le Routard


SILLONNEZ LA FRANCE DU NORD AU SUD SUR LA SCANDIBÉRIQUE

LE CHEMIN QUI VOUS EMMÈNE LOIN

PORTRAIT
DES TERRITOIRES

Un document de référence



A guide to be published in October 2021

6 steps to becoming a cycling destination

11 case studies from a wide variety of areas (urban, rural, coastal, river, mountain).

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COORDINATEUR DU RÉSEAU NATIONAL CYCLABLE

National cycle tourism strategy

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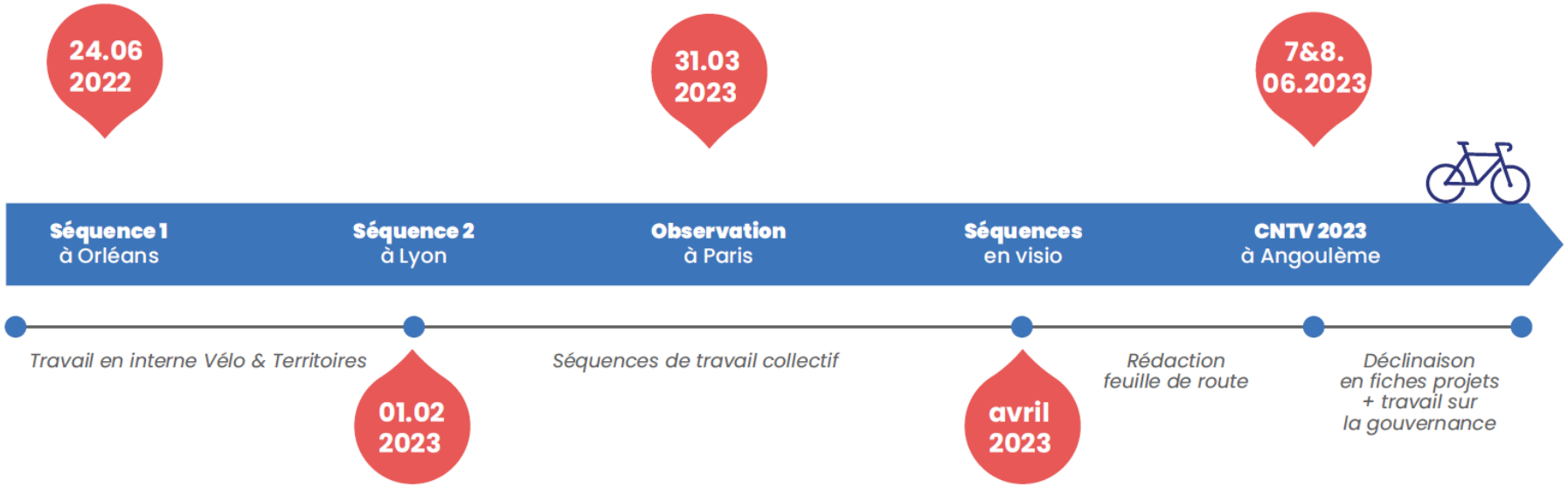
COORDINATEUR DU RÉSEAU NATIONAL CYCLABLE

National cycle tourism strategy

Collective intelligence approach



National cycle tourism strategy

Collective intelligence approach

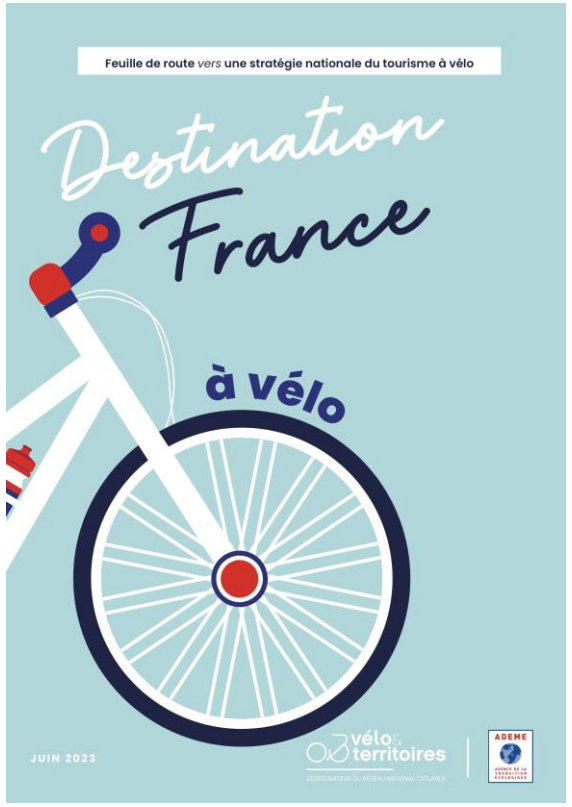
56 personnes

issues de 40 organismes publics et privés

ALKHOS – Etude Conseil Ingénierie – Donnons du sens à vos projets
République Française – Liberté Égalité Fraternité
ADEME – Agence de la Transition Écologique
ADN Tourisme
AF3V – Pour les véloroutes et voies vertes
AGATE – Agence Alpine des Territoires
APIC
A.S.O. – Amaury Sport Organisation
L'Atlas Vélo – Strava
inddigo
France Vélo Tourisme
Loire Valley Travel – Bike tours and holidays in France
Fédération Française de Cyclotourisme
Fédération Française de Cyclisme
FF Vélo – À vélo, tout est plus beau !
Région Bretagne
Région Centre-Val de Loire
Tourisme Centre-Val de Loire
Decathlon Pro
DGE – Direction Générale des Entreprises
En Immersion
Terres d'Aventure
ECF – European Cyclists' Federation
Gironde Tourisme
Cyclo
Union Sport & Cycle
La Vélo Scénie – Paris / Le Mont-Saint-Michel
La Voie Bleue – Moselle-Saône à vélo
le Facilitateur de mobilité – par Julien de Labaca
Traces TPi
Atout France – Agence de développement touristique de la France
le Vélo voyageur
MCF – Moniteur Cycliste Français
ouibike
Cheverny voyages
Tourisme Bretagne
vélo & territoires – Coordinateur du réseau national cyclable
Vélo Loisir Provence
vnf – Voies navigables de France
BicyBags

National cycle tourism strategy

Issues et measures



1. Développer un **MAILLAGE** de réseaux continu et attractif, avec une ambition touristique, pour une diversité des pratiques

2. Fluidifier l'**ACCESSIBILITÉ** du parcours et de l'offre touristique à vélo

3. Offrir des **ÉQUIPEMENTS & SERVICES** structurés, qualifiés et adaptés aux attentes spécifiques des touristes à vélo dans leur diversité

4. **ACCULTURER** au tourisme à vélo pour favoriser les apprentissages

5. Offrir aux clientèles françaises et internationales une **INFORMATION** complète, uniforme, accessible et attractive sur la destination France à vélo

Affiner la connaissance des profils clientèles et suivre dans le temps les retombées du tourisme à vélo **(OBSERVATION)**

Structurer et piloter la stratégie nationale du tourisme à vélo **(GOUVERNANCE)**

LE BOURGET
DU LAC

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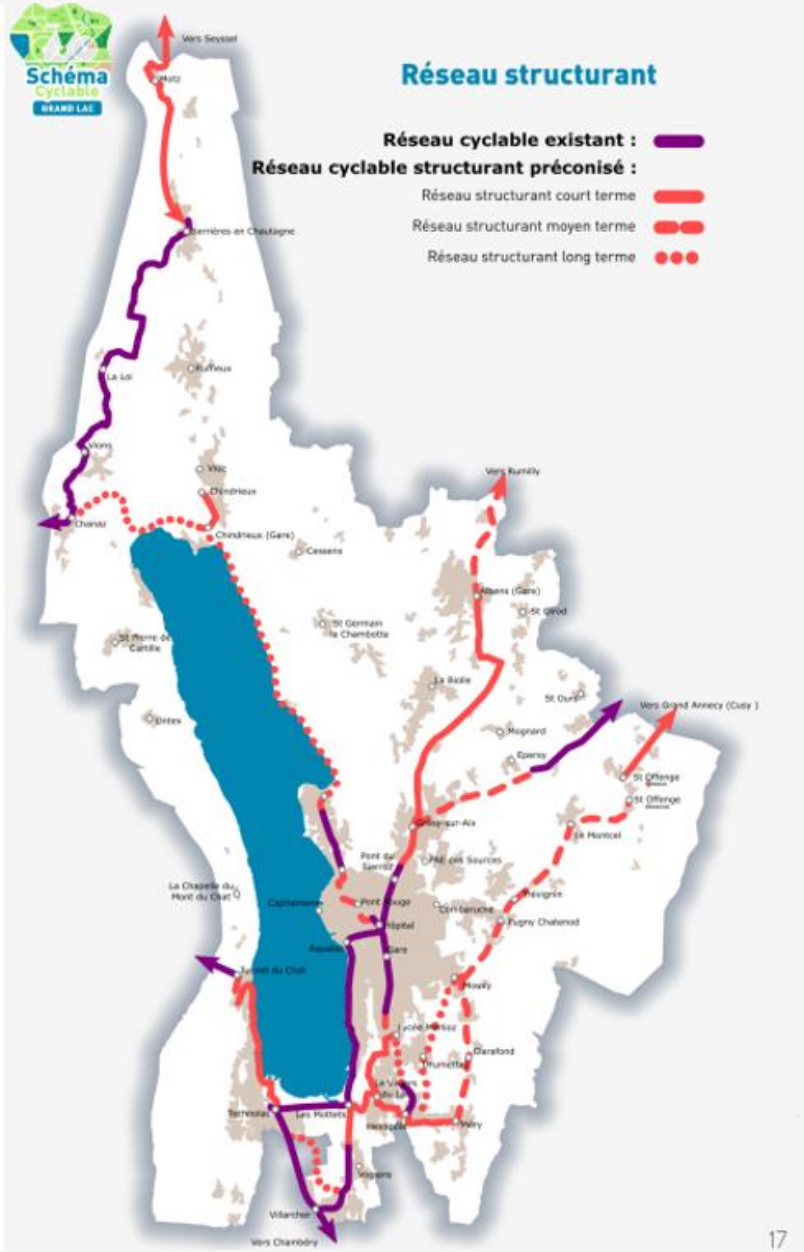
Implementing a local cycle network

A strong local policy

- **50 km** existing **> 80** planned **> 139** future
- **35 €** /year /inhabitant
- **2,5 M€** /year



LE BOURGET DU LAC

Implementing a local cycle network

LE BOURGET DU LAC

LE BOURGET DU LAC

Implementing a local cycle network

350.000 cyclists

500.000 pedestians per year

Implementing a local cycle network

LE BOURGET DU LAC

Implementing a local cycle network

Electric bike renting facilities
+ subsidies

Bike parking facilities

LE BOURGET DU LAC

Implementing a local cycle network

Cycle touring promotion for women

Collecting unused bicycle for students

Cycle training for school children

LE BOURGET DU LAC