

Cycling Holidays

Key Figures | 2021-2022

Cycling for vacation

3.0 million

Dutch people took a total of **7.2 million cycling holidays** in the Netherlands in 2021



Cycling holidays – from one vacationing spot or through several

5.4 million

bicycle holidays from one vacationing spot



1.9 million

cycle touring holidays, where one cycles from one place to another (and so on) and stays overnight



2022 plans

1.5 million Dutch people (16+ years old) are planning a **bicycle holiday from one vacationing spot** in 2022 (4.7 million more are considering it)



690.000 Dutch people (16+ years old) are planning a **cycle touring holiday** in 2022 (3.9 million more are considering it)

Cycling holiday satisfaction

On average, Dutch vacationers give their **cycling holiday** an

8.5/10

in terms of overall satisfaction



Holiday spending (approximate)

Figures based on: NBTC-NIPO, Continuous Holiday Survey 2019/2020 – Kien Research, Cycling holidays and cycling tours in the Netherlands, 2021. De Afdeling Onderzoek (The Research Department) commissioned by Fietsplatform, Cycling tours in the Netherlands 2018/2019. Further explanation in the report Key Figures Cycling Holidays 2021-2022 (in Dutch).



	Number of trips	Average number of days	Spending per person per day	Total spent
From one vacationing spot	5.39 million	3.3	38 euros	677 million euros
Cycle touring holiday	1.85 million	2.8	51 euros	265 million euros

942 million euros spent by Dutch vacationers during cycling holidays in the Netherlands in 2021

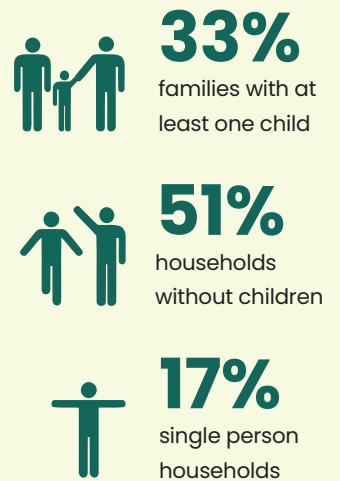
Bicycle vacationers profile (16+ years old)

Bicycle holidays from one spot



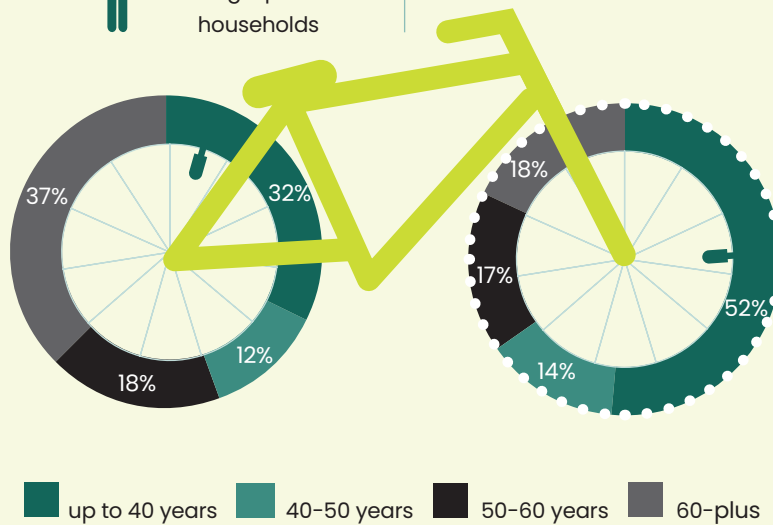
60+ year olds often choose to do cycling vacations from one location and often travel as part of a family without children younger than 18 years old.

Cycle touring holiday



More than half of cycle touring vacationers are under 40 years old and on average, they are younger than vacationers who do cycling holidays from one location.

The majority of cycle touring vacationing groups are undertaken by households without children, but a relatively large proportion are undertaken by households with child(ren) have at least one family with children.



Long-distance route use



53% of cycle touring vacationers used a long-distance route in 2021, accounting for **756.000** trips on long-distance routes.

Top 3 most used LF-routes (long-distance routes)



LF Maasroute
210.000 trips



LF Kustroute
178.000 trips



LF Zuiderzeeroute
155.000 trips

Reasons for using LF-routes (long-distance routes)

Main reasons for using long-distance routes during a cycling trip.



66% the convenience of a route that has signage over a long distance

56% good experiences with long-distance routes in the past)

40% long-distance routes are the most suitable for multi-day bike trips

© VERSION JUNE 2023 – FIETSPLATFORM (DUTCH CYCLE PLATFORM)

THIS FACTSHEET HAS BEEN CREATED WITH FINANCIAL CONTRIBUTIONS FROM THE MINISTRY OF I&W AND PROVINCES

SOURCE USED: KIEN ONDERZOEK (KIEN RESEARCH), RESEARCH CYCLING HOLIDAYS AND BICYCLE TRIPS 2021. UNLESS OTHERWISE SPECIFIED. THE COMPLETE RESEARCH REPORT KEY FIGURES CYCLING HOLIDAYS 2021-2022 (IN DUTCH) IS AVAILABLE AT WWW.FIETSPLATFORM.NL

DESIGN: BURO 28 LEONIE NENNIE – COMPOSITION OF FACT SHEET: DE AFDELING ONDERZOEK (THE RESEARCH DEPARTMENT) MONICA WAGENAAR

