

# Cycling as a holiday activity – the case of Denmark

Carl H. Marcussen

Centre for Regional and Tourism Research,  
Bornholm, Denmark, [www.crt.dk](http://www.crt.dk)

Presented at: 26th Nordic Symposium of Tourism and Hospitality  
Research, Falun, Dalarna, Sweden, 4th to 6th October, 2017

# Research questions:

- How can cycle tourists be defined and classified?
- What are the characteristics of cycle tourists and in what ways are they different (or similar) to other tourists?

Data source: National survey (n=9446)  
commissioned by VisitDenmark (2014).

# Available questions in survey – which may be used to identify and classify cycle tourists

## Identification of cycle tourists:

- Cycling as one of multiple motives (yes/no)
- Cycling of long cycle trips, min. 10 km frequency (on a scale from min 1 to max 5)
- Cycling of short cycle trips, min. 10 km frequency (on a scale from min 1 to max 5)

## Classification and description of cycle tourists:

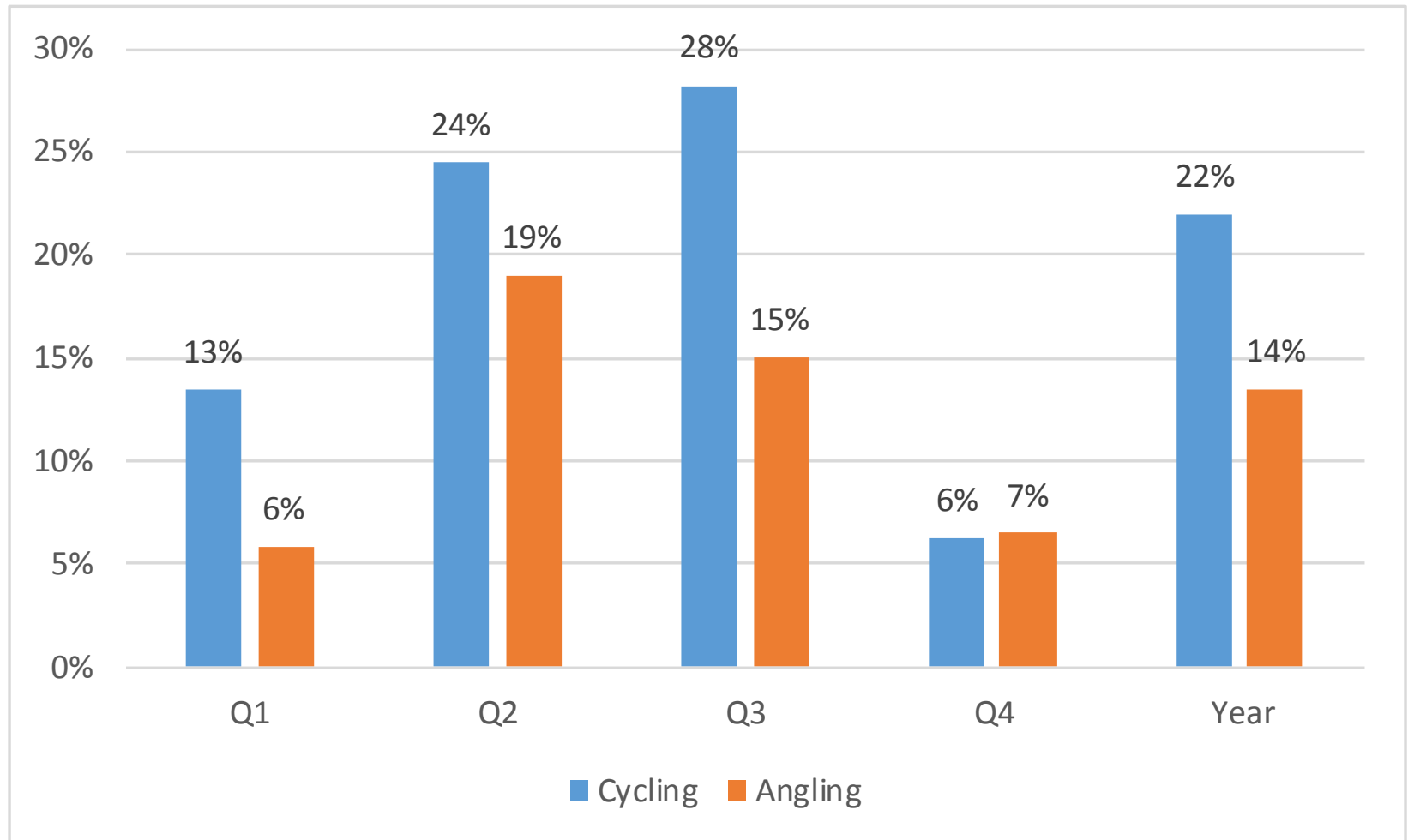
- Cycle tourists staying at the same accommodation all nights vs. at different places
- Trip characteristics (e.g. type accommodation used) – and demographic characteristics

## Not included:

- Cycling excursionists (residents) or cycling one-day tourists (not staying overnight)
- Cycle tourists staying at alternative or non-commercial accommodations

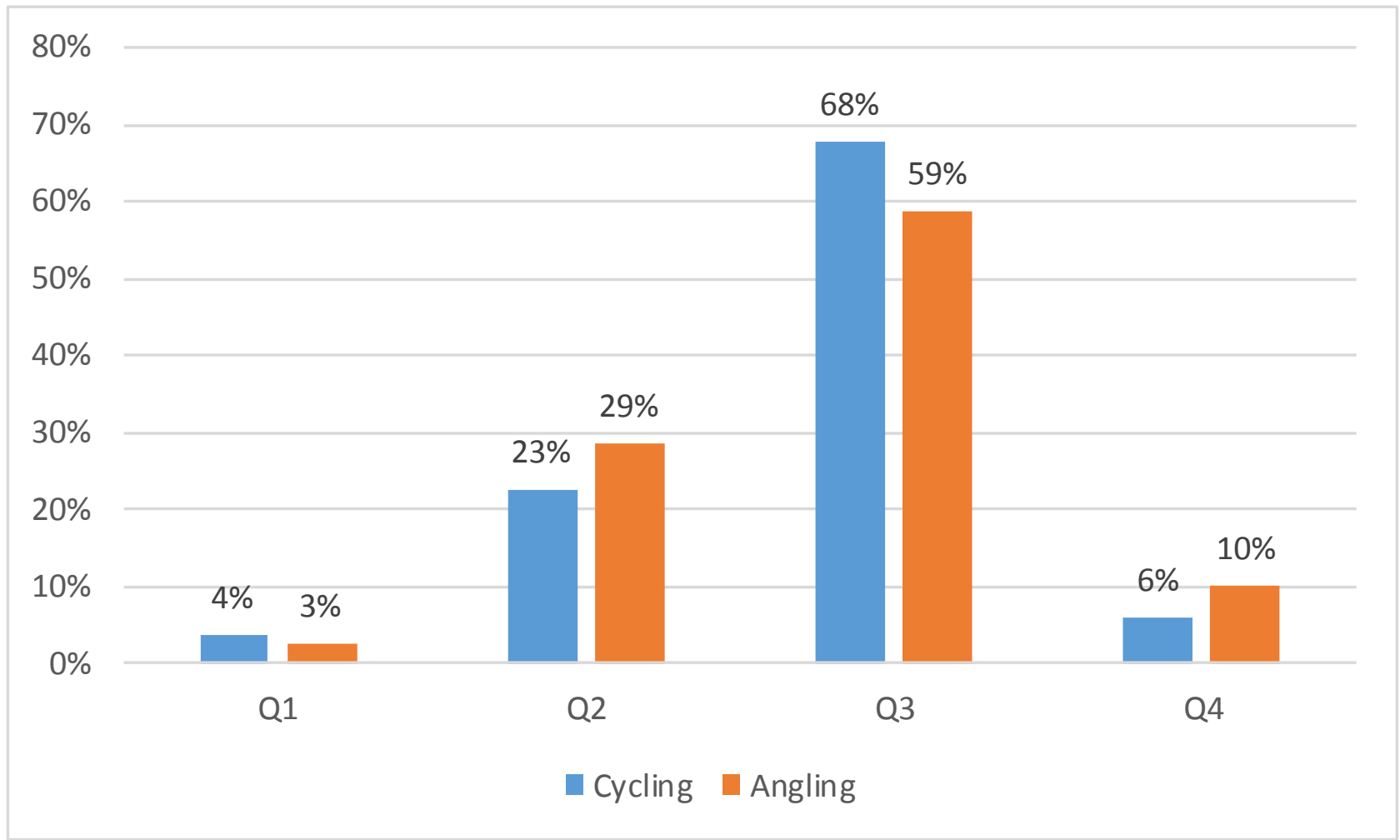
# Seasonal aspects of cycling – compared to angling (1)

In Q3, 28% of leisure tourists state "cycling" as one of ~12 different motives.

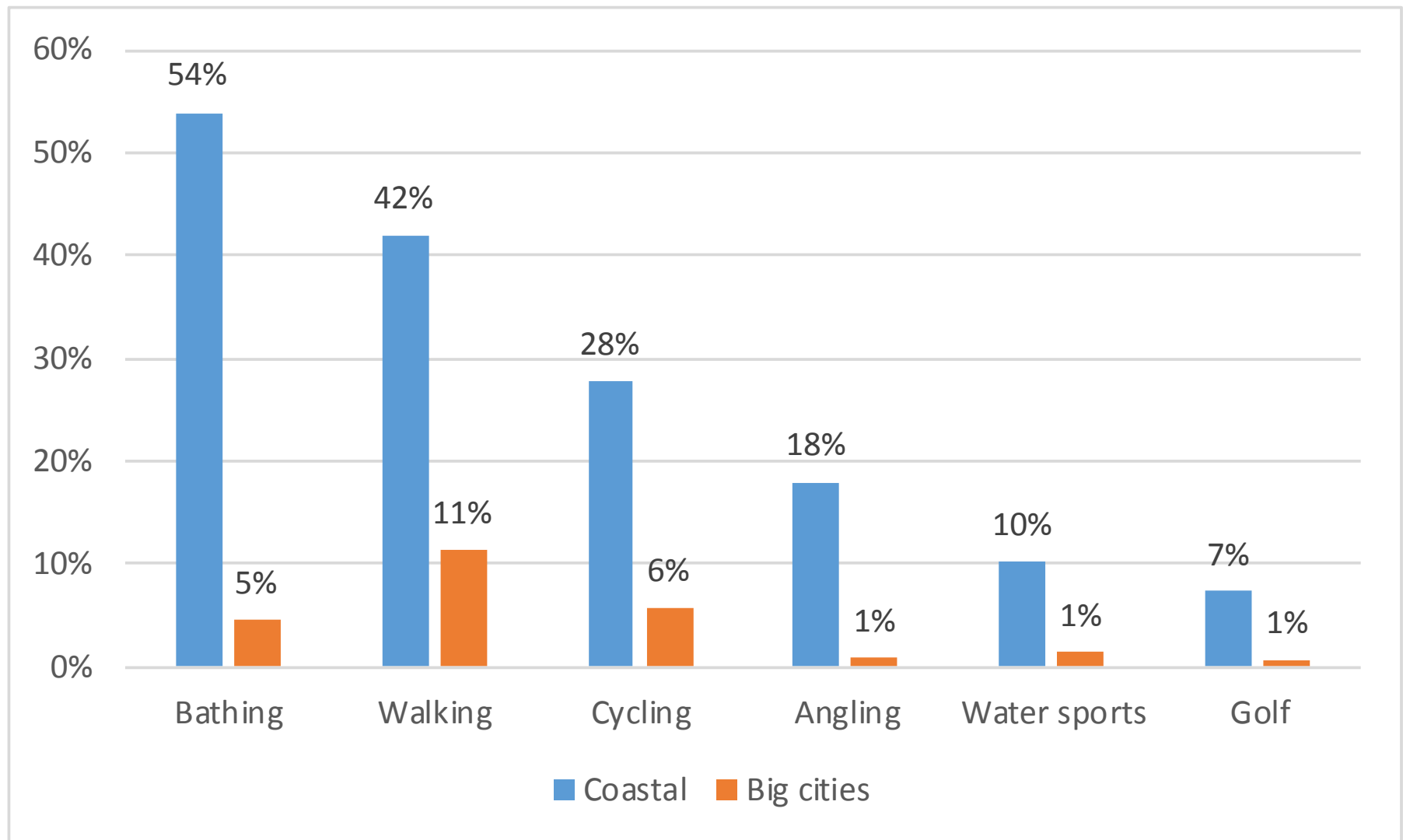


# Seasonal aspects of cycling – compared to angling (2)

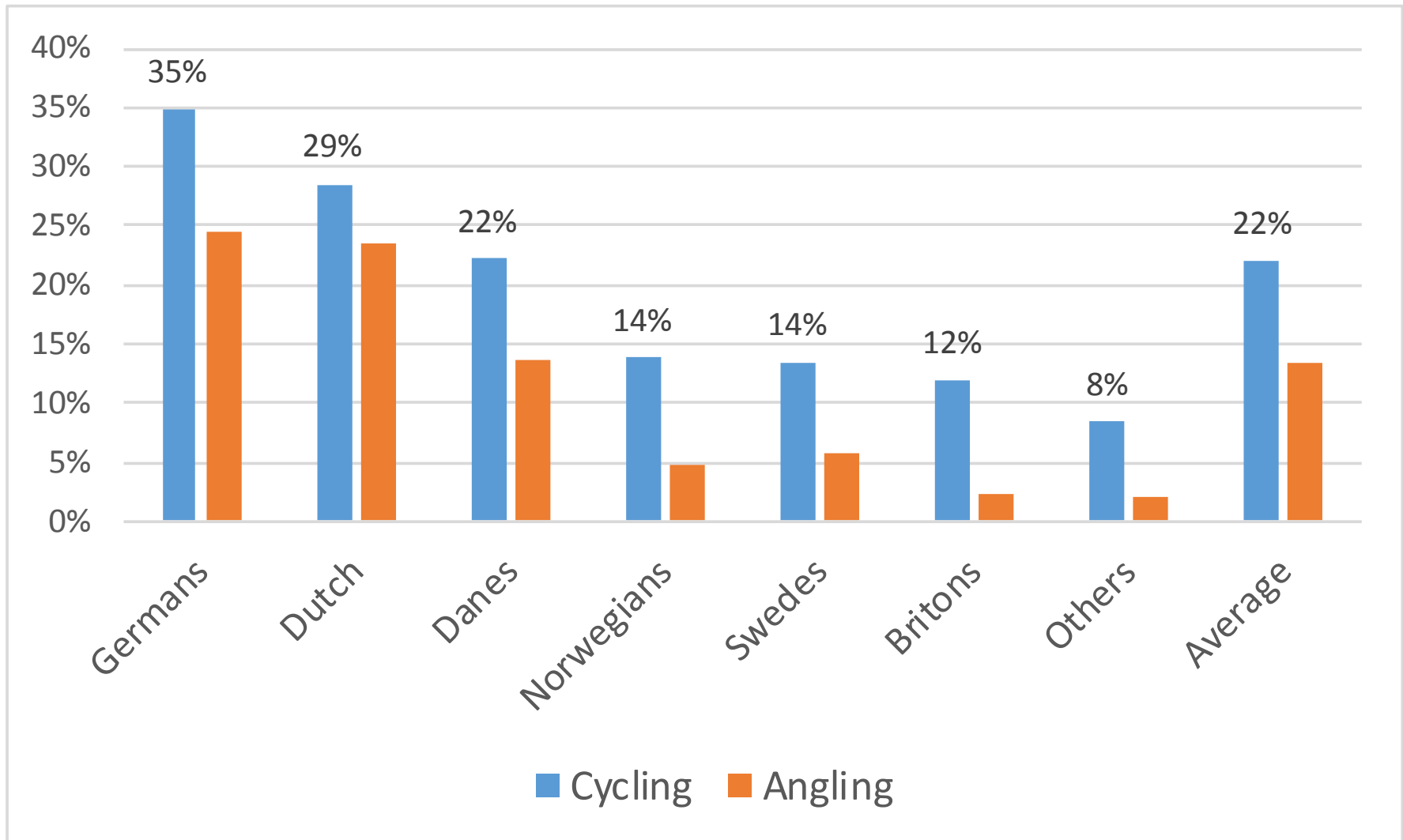
68% of those motivated by "cycling" come to Denmark in Q3.



# Selected outdoor activities as motives for taking a holiday in Denmark



# The Germans and the Dutch are those most motivated by cycling – in DK



# The motives, which are most highly (+) correlated with cycling

<u>Motives</u>	<u>r – corr.</u>
<b>M25. Walking</b>	<b>0,361</b>
M08. Beach, coast, sea	0,316
M26. Bathing	0,310
M28. Angling	0,293
M07. Nature experiences	0,287
M24. Bringing the dog OK	0,227
M31. Roundtrip in Denmark	0,216
M03. Clean and “green” country	0,201
M16. Historical experiences	0,176
M11. Local food	0,170
M23. Spa and wellness	0,166
M09. Good accommodations	0,160



In coastal areas only, the 12 most closely motives and activities which distinguishes those motivated by cycling from others are these:

<u>Motive or activity:</u>	<u>t-value:</u>
M25. Walking	28,3
A25. Excursions in nature	22,6
M28. Angling	22,1
M16. Historical experiences	21,2
M08. Beach, coast, sea	20,3
M26. Bathing	19,9
M15. Local life and culture	19,8
A29. Off the beaten track	18,6
M03. Clean and “green country	18,3
M18. Interesting sightseeing	18,0
M07. Nature experiences	18,0
M31. Round trip in Denmark	16,9

# Spending – coastal areas – "Cyclists" vs. others

Per travel group per holiday in coastal areas of Denmark – in Euros

Segment	Transport EUR per group	Accommo- dation EUR per group	Other spending EUR per group	Total EUR per group per holiday
Cycling	96	566	719	<b>1381</b>
Angling	80	479	662	1221
All	96	560	674	1331

Segment	Nights per holiday	Travel group	Person nights per group	EUR per person per night	EUR per person per holiday
Cycling	9,3	2,6	24,3	57	<b>527</b>
Angling	8,9	2,5	22,5	54	480
All	7,8	2,7	21,4	62	486

Cyclists (and  
anglers) spend less  
per person per night  
– but stay longer.

Selection: Coastal areas only; EUR\_ppp\_night>=10 and EUR\_ppp\_night<=500 and nights <=21 and travel group <= 8. - Only those staying in commercial accommodations are included. - Those cycle tourists – and others – staying at alternative or even free types of accommodations are not included.

# Regression model for spending 1 (motives)

Coastal areas only  
and  
EUR\_ppp\_night >=10  
and  
EUR\_ppp\_night <=500

n=5697 ~ 5700

R<sup>2</sup> = 0.36

Determinants	B	t	Sig.	VIF
(Constant)	31,03	11,07	0,00	
Persons_only_1	79,68	30,57	0,00	1,23
Hotel_0_1	51,00	19,14	0,00	1,39
Persons_only_2	23,65	15,39	0,00	1,39
Income_level_0_1	44,65	13,43	0,00	1,11
Nights_only_1	34,20	8,20	0,00	1,23
Nights_only_2	15,08	5,63	0,00	1,20
Fly_0_1	21,61	4,36	0,00	1,06
M10. Good dining places	21,12	11,66	0,00	1,91
M24. Can bring the dog	-9,90	-5,58	0,00	1,26
M12. Gastronomic experiences	14,31	5,29	0,00	1,12
M19. Leisure parks, zoos, aquariums	7,93	4,99	0,00	1,21
<b>M25. Walking</b>	-7,78	-4,70	0,00	1,58
M29. Water activities	-10,04	-4,49	0,00	1,08
M08. Beach, coast and sea	-8,24	-4,41	0,00	1,34
<b>M30. Golf</b>	10,75	4,11	0,00	1,08
<b>M28. Angling</b>	-6,85	-3,70	0,00	1,22
M21. Shopping possibilities	6,24	3,46	0,00	1,82
M03. Clean and green country	-5,20	-3,10	0,00	1,51
M15. Experience the local life and culture	-4,19	-2,62	0,01	1,51
<b>M27. Cycling</b>	-3,92	-2,44	0,01	1,22
M06. Good or cheap transport options	3,28	2,28	0,02	1,22
M05. Reasonable price level	-3,38	-2,16	0,03	1,44
a. Dependent Variable: EUR_ppp_night				

# Regression model for spending 2 (activities)

Coastal areas only  
and  
EUR\_ppp\_night >=10  
and  
EUR\_ppp\_night <=500

n=5697 ~ 5700

R<sup>2</sup> = 0.38

Determinants	B	t	Sig.	VIF
(Constant)	33,80	6,44	0,000	
Hotel_0_1	36,62	12,46	0,000	1,744
Fly_0_1	18,26	3,65	0,000	1,061
Nights_only_1	34,34	8,24	0,000	1,283
Nights_only_2	15,13	5,56	0,000	1,260
Persons_only_1	90,72	32,23	0,000	1,465
Persons_only_2	35,04	18,34	0,000	2,185
Income_level_0_1	41,34	12,48	0,000	1,106
A03. Cycling long trips (min 10km)	-2,80	-4,11	0,000	1,085
A06. Relax at the accommodation	-3,81	-4,68	0,000	1,429
A07. Cooking own food	-5,95	-7,77	0,000	2,524
A08. Be active with the children	4,94	8,75	0,000	2,246
A11. Play golf	3,93	3,81	0,000	1,078
A12. Spa or wellness	3,03	3,39	0,001	1,136
A13. Angling	-2,82	-3,89	0,000	1,073
A17. Surfing	-9,31	-9,01	0,000	1,086
A19. Amusement parks and experience cer	4,10	4,07	0,000	2,053
A20. Zoos and aquariums	-2,88	-2,54	0,011	1,990
A21. Visit museums and exhibitions	-2,08	-2,45	0,014	1,337
A25. Take excursions in nature	-1,53	-2,56	0,011	1,320
A26. Restaurants and cafes	8,38	10,35	0,000	1,587
A27. Shopping	4,72	5,91	0,000	1,343
A29. Off the beaten track experiences	-2,95	-4,49	0,000	1,275
a. Dependent Variable: EUR_ppp_night				

Thank you for your attention!

Questions?

# Abstract

Cycling is an important motive and activity for tourists visiting Denmark, notably in coastal and rural areas. This paper discusses how to define and categorize cycle tourists, describes their characteristics and compares them to non-cycling tourists. t-tests show which variables most significantly separates cycling tourist and other tourists. Regression analyses will show the same for cycling as an activity. – Those who are motivated by cycling tend to prefer holiday cottages or camping for their accommodation. T-tests show that cycling as a motive is linked to (1) Walking as a motive. (2) Excursions in nature as an activity. (3) Beach, coast & sea as motive (4) Bathing as a motive. (5) Angling as a motive. (6) Nature as a motive. (7) Cooking own food – as an activity. (8) Possibility of bringing dog – as a motive. (9) Roundtrip in Denmark. (10) Bathing in sea or lake – as an activity (t-value > 23). – Cycling is generally a motive for choosing coastal and rural destinations, not big city destinations (t-value > 23, with 1.96 being the threshold value for testing at the 95%-level). Those who are motivated by cycling tend to stay more nights than others ( $t > 20$ ), also when selecting only coastal (non big city) destinations ( $t > 13$ ). Those tourist motivated by cycling go significantly less often to restaurants ( $t=-9.4$ ), and go less out at night ( $t=-11.2$ ). However, the two latter differences are not significant when selecting only coastal destinations. – Other differences between cyclists/non-cyclists are explored and explained. Also: cyclists vs. anglers. Question: How are cycle tourists different from or similar to other tourists? Key words: Cycling tourism; tourism motives and activities; outdoor tourism; spending.