

Spending patterns among bicycle tourists in the South Baltic area

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Introduction - research question

- Based on a survey from international project, Biking South Baltic
- Five regions in three countries, Denmark, NE Germany, N Poland
- 2130 responses (excluding outliers, 2239 total)
- Furthermore, 17 bicycle counters were installed

- Research question: What were the profiles of the leisure and holiday cyclists, and what were the determinants of their spending?



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Nights spent - by recreational cyclists in 5 regions of 3 countries

Nights	Pomerania	West Pomerania	Mecklenburg-Vorpommern	Bornholm	DK South	Total
Zero	60%	32%	24%	4%	36%	33%
1-3	31%	5%	13%	17%	18%	18%
4-7	8%	33%	37%	53%	13%	27%
8-14	1%	30%	22%	20%	33%	21%
15-..	0%	1%	4%	5%	0%	2%
Total	100%	100%	100%	100%	100%	100%
Average	1,24	5,28	6,43	6,70	3,69	4,40
Responses	505	400	322	434	578	2239

Type of accommodation – average

Camping, normal 23%, primitive 8% =	31%
Hotel 17% + B&B 13% =	30%
Private home, paid 12%, free 3%	15%
Holiday cottages 10% + FeWo 3%	13%
Other	11%
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Total	100%

Commercial accommodations	80%
Mixed or non-commercial accom.	20%

Spending – per bicycle excursion day

Overall, 13.05 EUR per person per day:

- 48% on food
- 12% activities
- 11% local products
- 12% bicycle rental
- 10% transport
- 7% other items or services

Spending - per night by overnight cyclists

Overall, 68.61 EUR per person per night:

- 42% accommodation
- 31% food
- 9% activities
- 6% local products
- 6% transport
- 2% bicycle rental
- 5% other items or services

Simple regression:
13.05 € for all (constant)
+55.56 € per overnight
=68.61 € ppp night

$r^2 = 0.341$

Determinants of spending per person per night among recreational cyclists (categorical predictors only)

Predictors	B (EUR)	t	Sig.	VIF
(Constant)	12,08	4,80	0,000	
Q2_any_nights_0_1	46,42	26,64	0,000	1,34
Q5_hotel_0_1	36,15	15,39	0,000	1,02
Q28_dest_Poland	-22,48	-14,22	0,000	1,20
Q19_rented_0_1	11,45	5,77	0,000	1,11
Q11_bike_only_0_1	-8,55	-4,63	0,000	1,25
Q22_imp_route_rec_0_1	10,14	4,45	0,000	1,05
Q26_family_friends_0_1	-17,86	-2,77	0,006	1,05
Q28_international_0_1	4,34	2,61	0,009	1,19
a. Dependent Variable: Q8_8_EUR_total. R2 adjust.: 0.467				

Determinants of spending per person per night among recreational cyclists

Model	Predictors	B	t	Sig.	VIF
1	(Constant)	8,75	3,204	0,001	
	Q2_any_nights_0_1	44,67	24,136	0,000	1,399
	Q5_hotel_0_1	31,40	12,844	0,000	1,098
	Q19_rented_0_1	5,97	2,975	0,003	1,052
	Q20_electric_0_1	11,94	4,538	0,000	1,045
	Q26_3_brochure_0_1	6,00	2,651	0,008	1,043
	Q26_7_family_friends	-6,46	-3,864	0,000	1,046
	Q11_bike_only_0_1	-7,44	-3,813	0,000	1,293
	Q28_international_0_1	8,81	5,067	0,000	1,210
→	Q27_organize_0_1	11,98	2,393	0,017	1,023
→	Q32_income_0_1	7,91	2,860	0,004	1,052

Determinants of spending per person per night among recreational cyclists

Model	Predictors	B	t	Sig.	VIF
2	(Constant)	-13,02	-2,444	0,015	
	Q2_any_nights_0_1	44,00	23,471	0,000	1,484
	Q5_hotel_0_1	30,12	12,398	0,000	1,120
	Q19_rented_0_1	7,20	3,554	0,000	1,109
	Q20_electric_0_1	10,96	4,221	0,000	1,053
	Q26_3_brochure_0_1	4,33	1,936	0,053	1,054
	Q26_7_family_friends	-5,02	-3,026	0,003	1,066
	Q11_bike_only_0_1	-9,30	-4,784	0,000	1,324
	Q28_international_0_1	8,29	4,801	0,000	1,234
	Q27_organize_0_1	17,44	3,315	0,001	1,167
	Q32_income_0_1	9,82	3,563	0,000	1,079
	Q16_group	-1,01	-3,472	0,001	1,267
	Q22_10_imp_route_rec	1,58	2,529	0,011	1,199
	Q23_2_satisfac_signs	1,85	2,134	0,033	1,324
	Q23_4_satisfac_accom	1,14	1,325	0,185	1,447
	Q23_8_satisfac_transp	-4,29	-5,209	0,000	1,296
	Q23_10_satis_route_rec	1,13	1,323	0,186	1,390
	Q24_recommend_1_5	4,52	4,530	0,000	1,256

a. Dependent Variable: Q8_8_EUR_total

Which income indicator has highest correlation with spending?

- 1) ~Price level at the destination (...)
- 2) Income level at the origin country, PPS €
- 3) Net income in €
- 4) Income on a 1-5 or 0-0.25-0.5-0.75-1 scale

- Correlations: 1) .327 2) .267 3) .223 4) .118
- n=2130

Conclusion

- Widely different spending for same day and overnight cyclists (any nights?, yes/no alone explains 38%)
- Many different variables impact spending pp, notably type of accommodation (hotel or not)
- Price level at the destination important for spending, more important than income @ origin

(but additional research into this aspect is required)

Thank you for your attention!