

Cycling as an economic factor in Germany

Prognos AG, Berlin

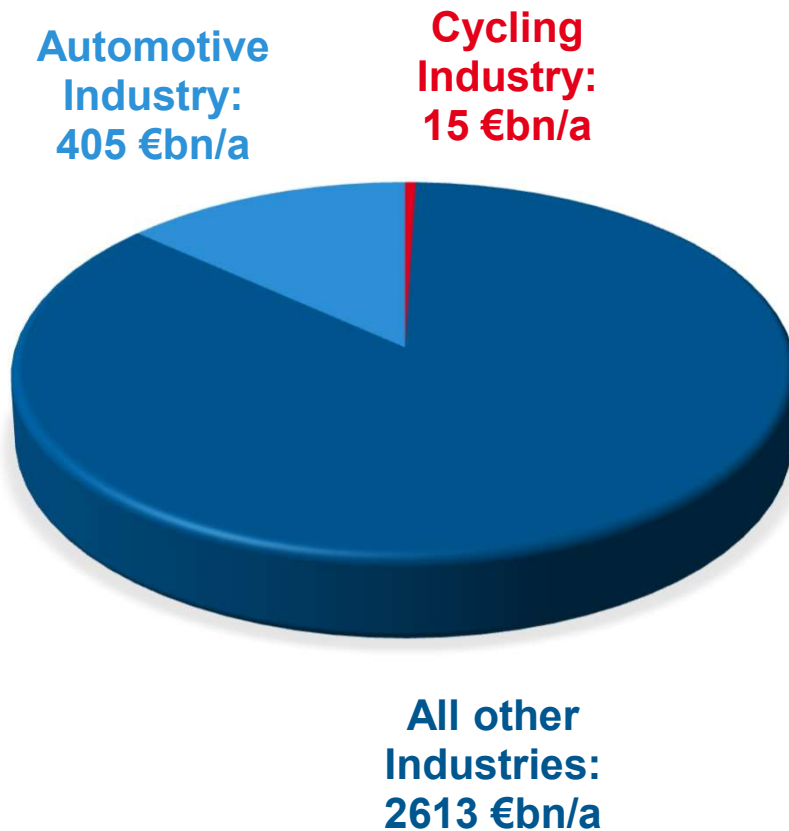
Dipl.-Geograph Stephan Kritzinger

International Cycling Conference 2017
Mannheim, 19 – 21 September



Cycling contributes to a small, but important extent to Germany's Economy

Annual turnover*

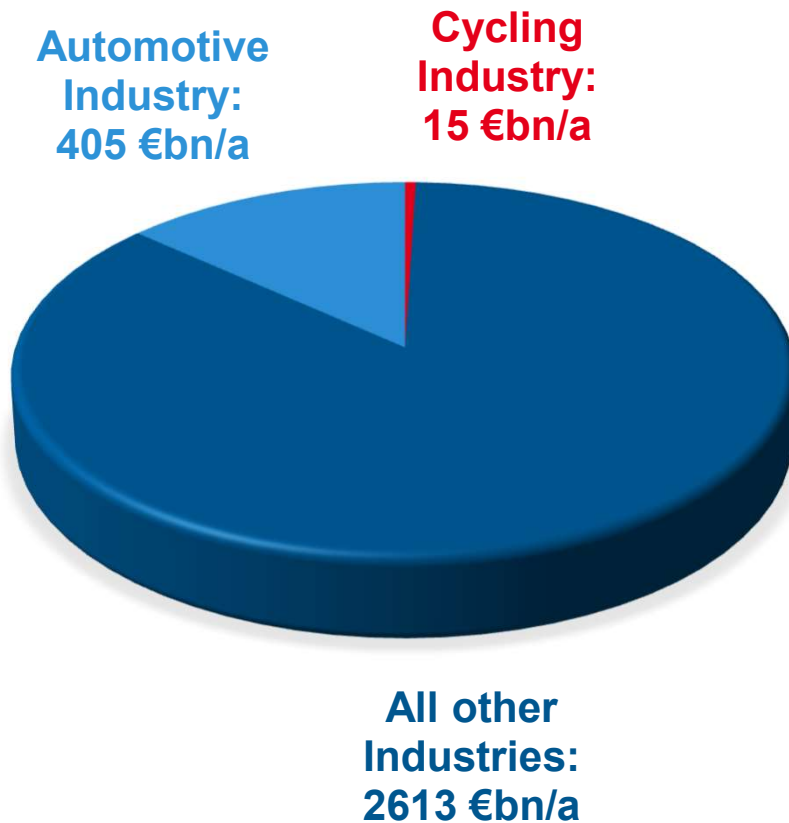


*No external benefits & costs, no turnovers generated when shopping by bike

Source: Own calculations;
Statistisches Bundesamt, Destatis-WZ-Klasse WZ08-29
(Herstellung von Kraftwagen und Kraftwagenteilen)

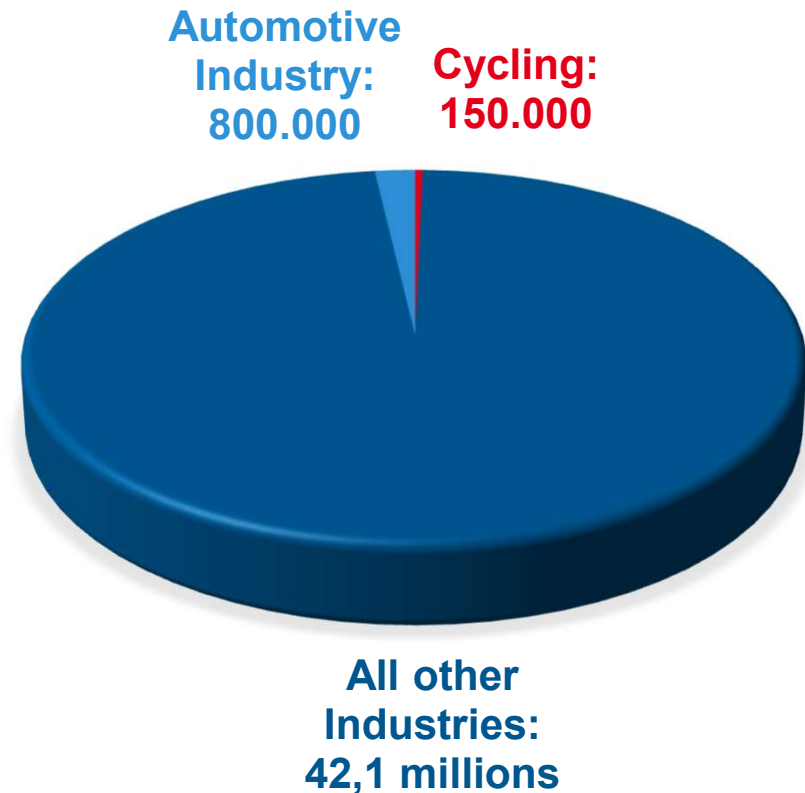
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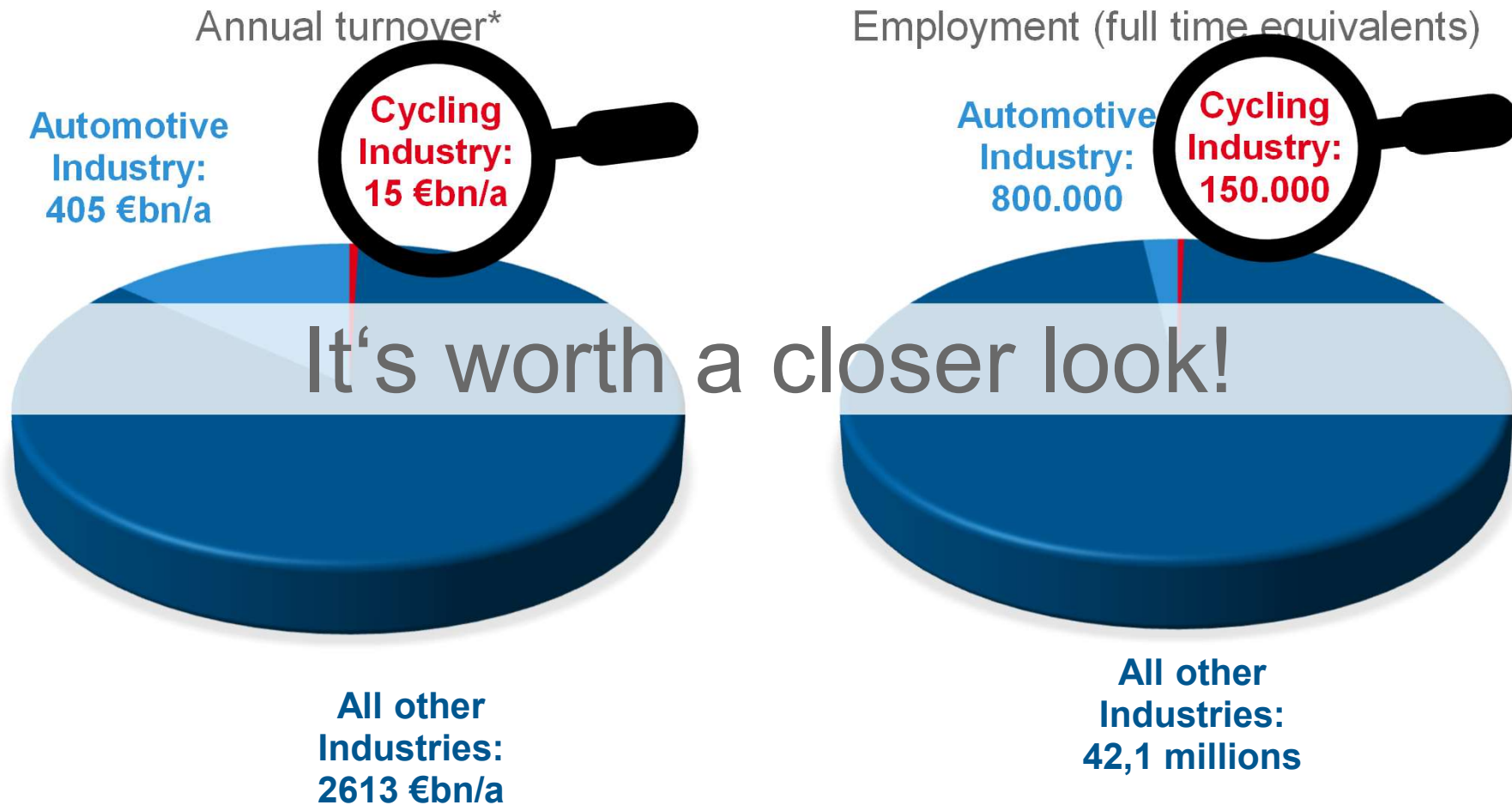
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Employment (full time equivalents)



Source: Own calculations;
Statistisches Bundesamt, Destatis-WZ-Klasse WZ08-29
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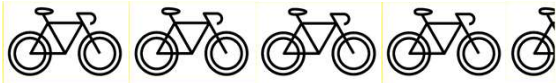
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More bike than car sales in Germany!

Domestic sales per year (2016)



3.4 millions



4.3 millions



Domestic annual production (2016)



5.7 millions

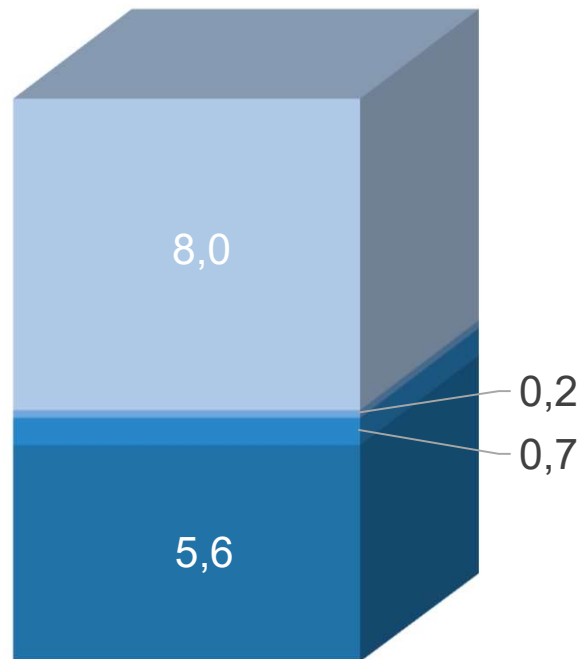


2.2 millions

Source:

- Sales: KBA, ZIV;
- Production: VDA

Annual Turnover €15bn



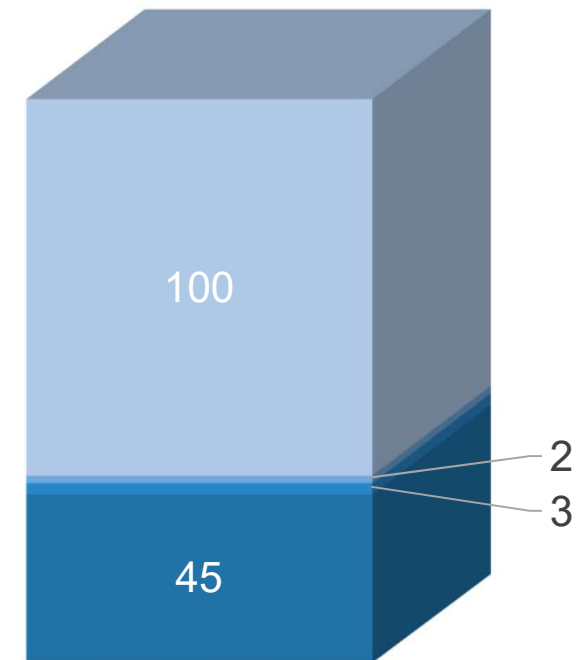
Indirect impacts

Cycling Services

Cycling Infrastructure

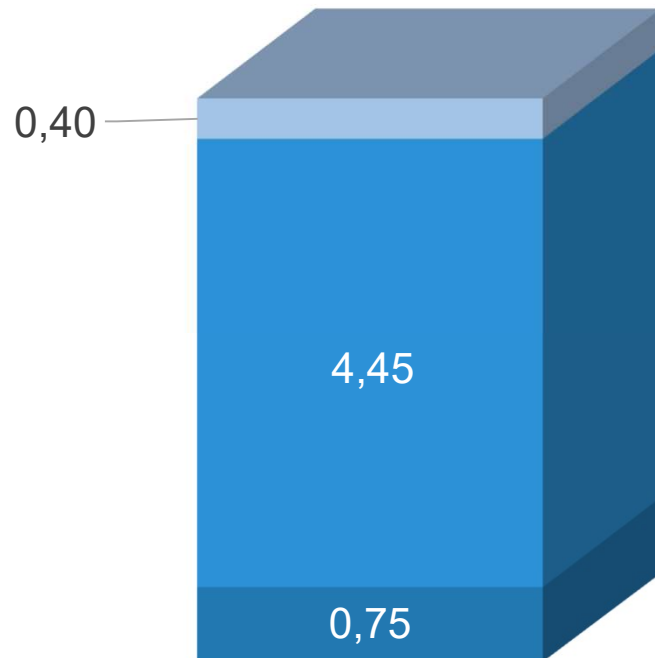
Production & trade

Employments 150,000 (full time equivalents, FTE)

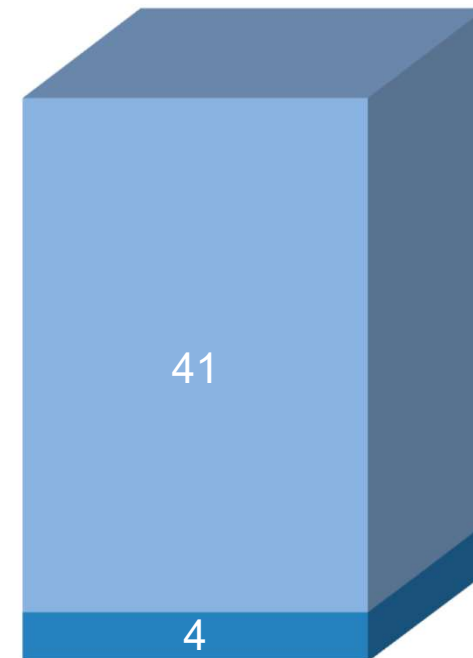


Annual Turnover €5,6m

45,000 FTE



- Production of bikes
- Selling
- Repair & maintenance



- Production of bikes
- Selling, repair & maintenance

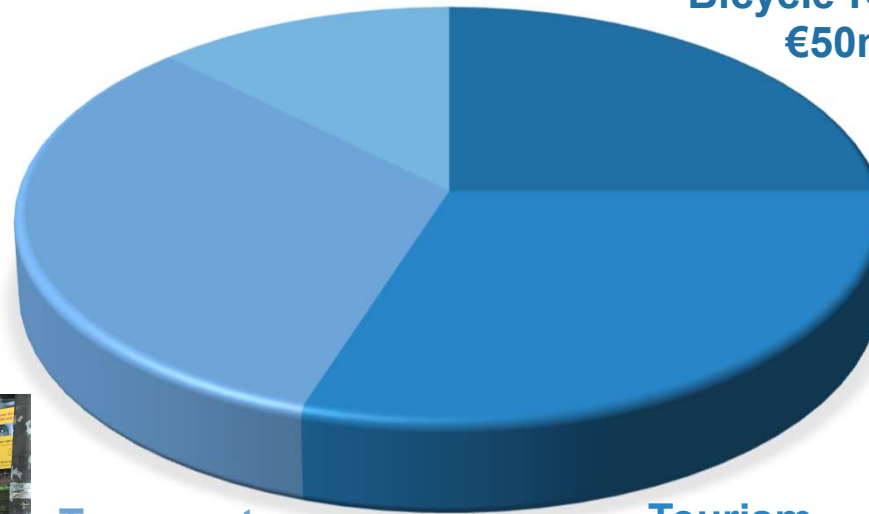
Annual Turnover €200m

2,000 FTE



Associations & lobbying: €25m

Bicycle Rental: €50m



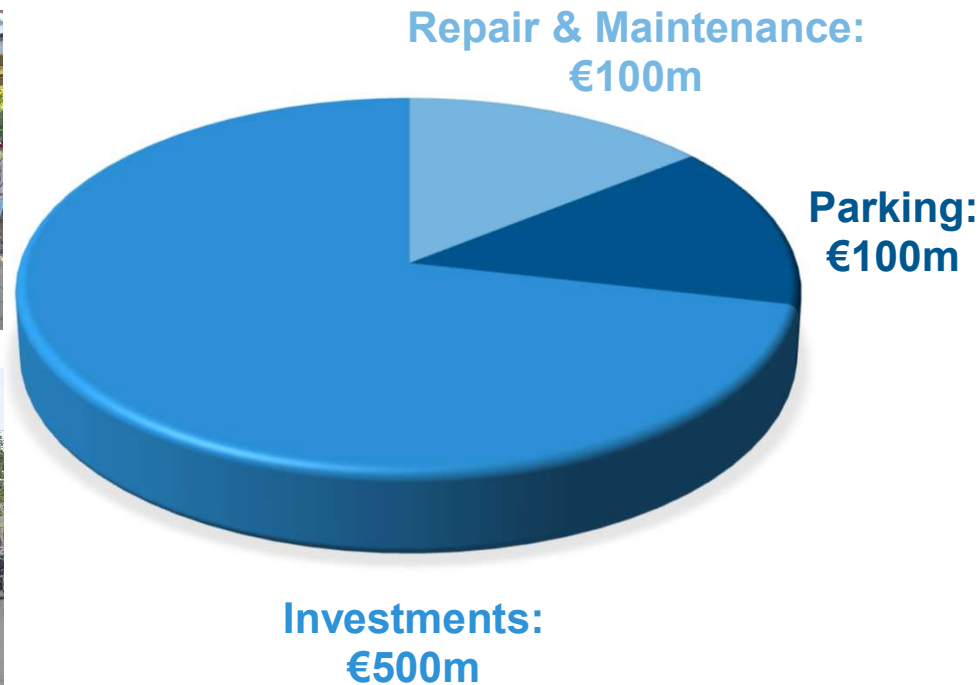
Transport services by bike: €65m

Tourism, excursions, fairs: €60m



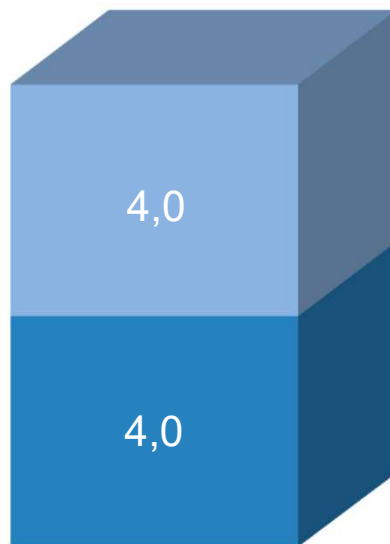
Annual Turnover ca. €700m

3,000 FTE



Type of service	Average costs
Construction of cycling lanes	150 – 200 €/m
Cycling parking spaces	50 – 4,500 €/bike
Repair & maintenance	1.5 €/m/a

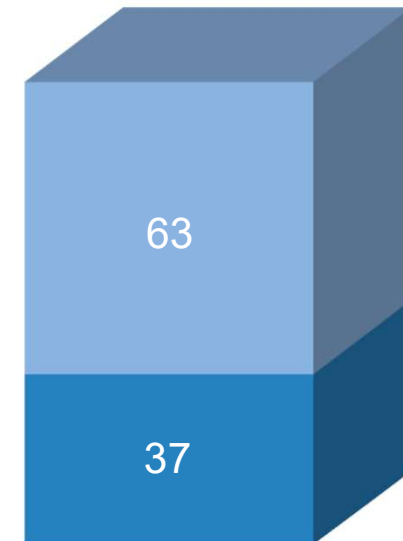
Annual Turnover ca. €8bn



- Travel to and from cycling holiday
- Cyclists expenditures (tourism)



100,000 FTE



- Travel to and from cycling holiday
- Cyclists expenditures (tourism)

- Small share in economic terms but high presence on roads and in towns
- Many small entities all over the country
- High resilience against economic downs & ups
- Sustainable products & services
- Cycling is an enabler for tourism – and enhances significant expenditures



Source:

Raumkom / Prognos:

Grundlagenuntersuchung zur Situation des Radverkehrs in Deutschland

Im Auftrag des Bundesministeriums für Verkehr und digitale Infrastruktur,
Referat G23;

Unveröffentlichter Schlussbericht vom 23. Februar 2017;
hier: Kapitel 3: Der Radverkehr als Zukunftsbranche (S. 368 – 399)



Wir geben Orientierung.

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