

Netherlands Cycle Tourism Market Size, Share & Trends Analysis Report By Group (Groups/Friends, Couples, Family, Solo), By Booking Mode (Direct, Travel Agent, Marketplace Booking), By Age Group (18 To 30 Years), And Segment Forecasts, 2025 - 2033

<https://marketpublishers.com/r/NEE3B5A9752BEN.html>

Date: August 2025

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: NEE3B5A9752BEN

Abstracts

Netherlands Cycle Tourism Market Trends

The Netherlands cycle tourism market size was estimated at USD 8.05 billion in 2024 and is projected to reach USD 19.13 billion by 2033, growing at a CAGR of 10.5% from 2025 to 2033. The Netherlands' world-class cycling infrastructure is a key driver of growth for the cycle tourism market. The Netherlands leads the way in cycling, with 27% of all trips being made by bike. The country boasts over 36,493 km of well-maintained junction-route network with 10,534 numbered junctions and 3,765 km of signposted long-distance LF routes, making it safe and convenient for tourists.

Moreover, EuroVelo routes add international pull and continuity across borders. More than half of cycling tourists in the Netherlands take long-distance cycle routes, and the most popular are LF Maasroute (part of EuroVelo 19 - Meuse Cycle Route) and LF Kustroute (part of EuroVelo 12 - North Sea Cycle Route). For instance, the EuroVelo 12 North Sea Cycle Route uses the Netherlands' LF Kustroute (Coastal Route), threading protected dune landscapes where motor traffic is not allowed, a unique selling point for overseas visitors seeking quiet, scenic riding.

The Netherlands currently spends approximately 7 percent of its transport budget on cycling (about USD 35 per capita per year). Cities like Rotterdam and The Hague have introduced smart traffic systems prioritizing cyclists, enhancing accessibility. For instance, the Hovenring, a suspended bicycle roundabout in Eindhoven, has become a

tourist attraction, showcasing innovative design. Such investments ensure the Netherlands remains one of the top cycling destinations, appealing to both leisure and adventure tourists. These factors are further driving the growth of the Netherlands' cycle tourism industry.

The Netherlands' cycle tourism industry is experiencing strong growth because travelers are increasingly prioritizing sustainability in their leisure choices. In the Netherlands, about 28% of daily trips are by bike, with 4.8 billion bike trips and 18.2 billion kilometers traveled in 2022. Cities like Amsterdam and Utrecht promote bike rentals and dedicated lanes, encouraging green tourism. For example, the "Fietsvakantie" (bike holiday) trend has surged, with companies like Greenpeace endorsing cycling tours to cut emissions. Tourists are becoming more conscious of their environmental impact, and cycling fits perfectly into this trend as a low-carbon, eco-friendly way to explore destinations.

According to the Netherlands Institute for Transport Policy Analysis (2023), a large proportion of the Netherlands cycling network (28%) is located in built-up areas with little or no greenery. A further 20% is located in built-up areas with lots of greenery. Almost half of the cycling network (47%) is therefore located in areas with little to no urban development (such as fields, pastures, and rural areas). In many regions of the Netherlands, the length of paths and roads where cyclists are welcome is greater than the length of roads where cars are welcome. This applies to large parts of the Randstad conurbation, the Wadden Islands, Flevoland, the Veluwe, and the regions of Arnhem-Nijmegen and Eindhoven.

Health-conscious travel trends are fueling the cycle tourism market growth in the Netherlands. A rising number of tourists are preferring active holidays for physical and mental well-being. Cycling combines exercise with exploration, appealing to wellness seekers. Companies like Tulip Cycling offer guided tours through scenic tulip fields, capitalizing on this trend. Moreover, the Netherlands has unveiled a 600-meter solar-powered cycle path between Eindhoven and Nuenen that glows at night in swirling patterns inspired by Van Gogh's Starry Night, creating a dreamlike, illuminated riding experience.

Netherlands Cycle Tourism Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Netherlands cycle tourism market

report based on group, booking mode, and age group:

Group Outlook (Revenue, USD Billion, 2021 - 2033)

Groups/Friends

Couples

Family

Solo

Booking Mode Outlook (Revenue, USD Billion, 2021 - 2033)

Direct

Travel Agent

Marketplace Booking

Age Group Outlook (Revenue, USD Billion, 2021 - 2033)

18 to 30 Years

31 to 50 Years

Above 50 Years

This report can be delivered to the clients within 3 Business Days

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