



Project co-financed by the European Regional Development Fund.



ECF – ADFC Cycle Tourism Day

Friday 9th March 2018



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Agenda

11:30-12:30 The benefits of cycle tourism for tourism destinations (Main Stage)

12:30-13:00 Networking reception (ECF booth No. 245).

13:00-14:30 Successful cycle tourism products: examples from Germany and beyond (Adventure Stage).



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The benefits of cycle tourism for tourism destinations

Global perspective

Patrick Fritz, UNWTO

Europe leading the way

Eduardo Santander, ETC & Ádám Bodor, ECF

The German recipe for success

Louise Böhler, ADFC & Kathleen Lumma, Kooperation "Deutschlands schönste Flussradwege"

Inaugural EuroVelo Cycle Tourism Awards



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Patrick Fritz

Technical Coordinator,
United Nations World Tourism Organization (UNWTO)



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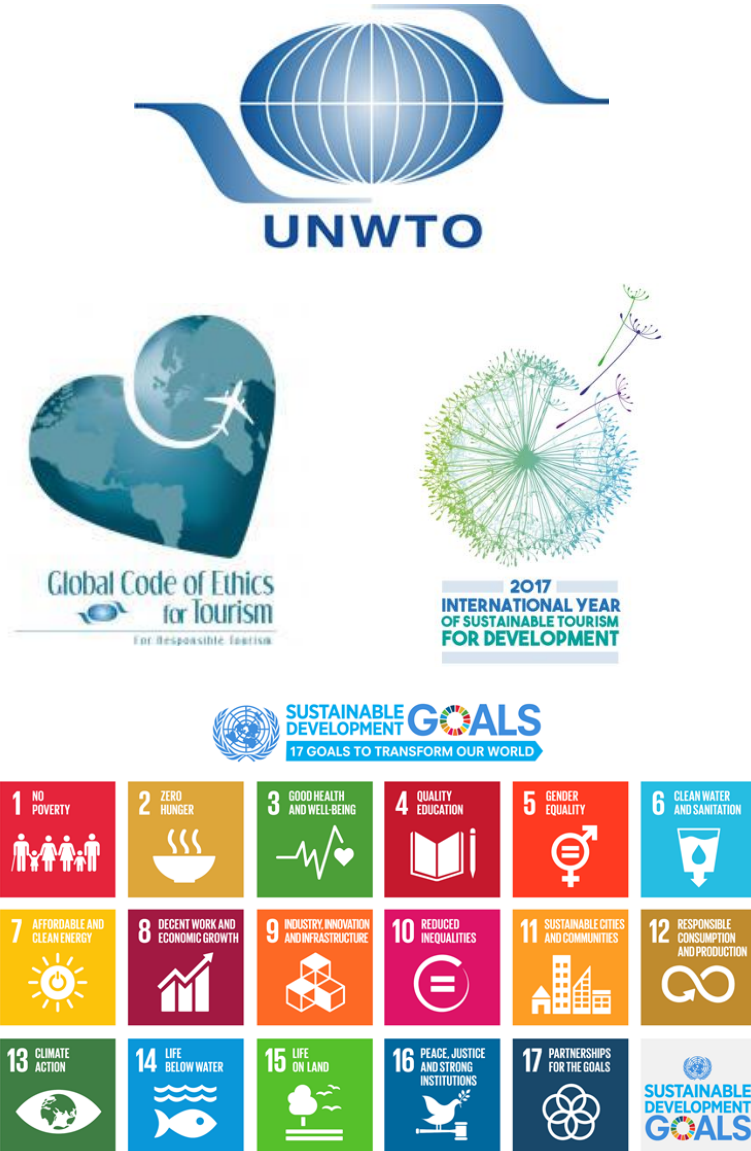
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Global Tourism Perspective: the role of international organizations in developing tourism routes

**Patrick Fritz
Silk Road Programme
World Tourism Organization (UNWTO)
9 March 2018
ITB Berlin**

World Tourism Organization (UNWTO)



- 163 countries and territories
- 480 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities
- United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism
- Areas of work: tourism barometer, Global Code of Ethics, tourism route development, etc.

Why Tourism?



INTERNATIONAL TOURISM 2017

International tourist arrivals (ITA): 1,322 million
International tourism receipts (ITR): US\$ 1,220 billion



The role of International Organizations



- **International Organizations, through the development of shared structures, foster an environment of collaboration**
 - From “competition” to “collaboration”
- **International Organizations favour the development of networks that are essential in tackling issues of transnational and complex nature**
- **International Organizations provide specialised know-how, guarantee a sustainable macro-framework and a forum to discuss issues of transnational relevance**
 - Sustainable Development Goals
 - Global Code of Ethics for Tourism

Case Study: The Silk Road



Cooperative platform of 34 Member States

Joint activities in the areas of:

- Marketing and promotion
- Capacity building and destination management
- Trainings and research
- Travel facilitation

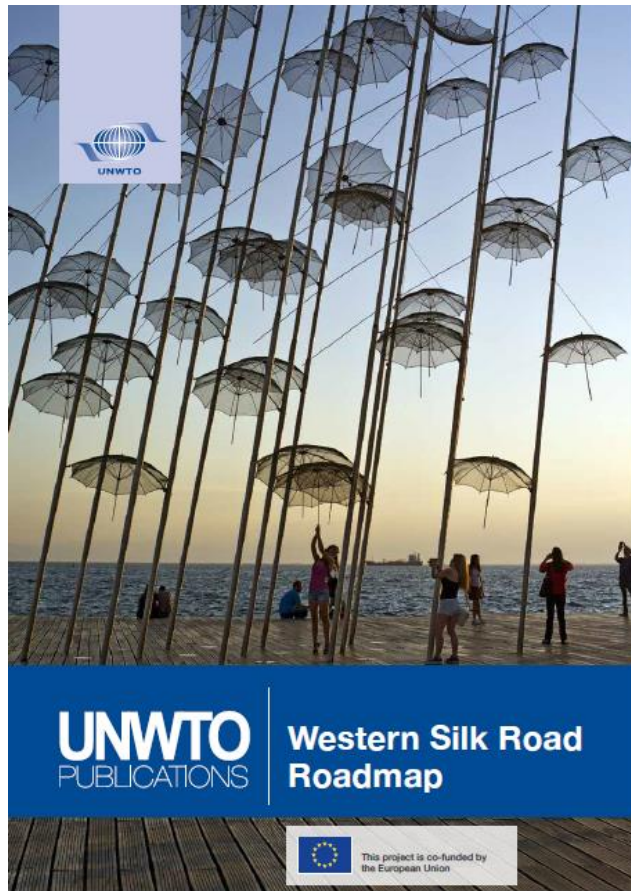


“Competitive Advantage”

- Clearly defined management structure
- Clearly defined action plan with short-, medium- and long-term Silk Road tourism objectives

Transnational route development

The Western Silk Road Tourism Development initiative



With shared Silk Road heritage as its main theme, the transnational tourism project develops and diversifies the Western link of the Silk Road:

Capacity building pillar:

- Western Silk Road Working Group
- Western Silk Road workshops

Research pillar:

- Western Silk Road Tourism Academic Network
- European Interdisciplinary Silk Road Tourism Centre
- Western Silk Road University Challenge

Thank you!



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Eduardo Santander

**Executive Director,
European Travel Commission (ETC)**

Ádám Bodor

**Advocacy and EuroVelo Director,
European Cyclists' Federation (ECF)**



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€44 billion



Vs

€39.4 billion





EUROPEAN
TRAVEL
COMMISSION

Handbook on Marketing Transnational Tourism Themes and Routes



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EUROPEAN
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Louise Böhler

Head of Tourism,
Allgemeiner Deutscher Fahrrad-Club e. V. (ADFC)



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Cycle tourism “Made in Germany”: Germany’s recipe for success

Louise Böhler – Head of Tourism

Cycle Tourism Day ITB 2018



adfc

Allgemeiner Deutscher
Fahrrad-Club

Agenda

The **recipe** for **successful** cycling tourism



1. Market research/ Target group
2. Marketable products
3. Route operator
4. “Dramatization“
5. Corresponding services
6. Reliable quality
7. Communication
8. Trends



ADFC: German National Cyclist Association

- cyclist association, founded 1979, 165.000 members
- mission: To make more people bike more often!
- national level, 16 org. at state level, ~500 org. at local level
- work: advocacy, actions, projects - for both:

urban cycling/
everyday cycling



cycling tourism/
leisure cycling



The recipe for success



1. Market research/ Target group

Market research: ADFC bicycle travel analysis

The world's largest long-standing survey on cycle tourism:

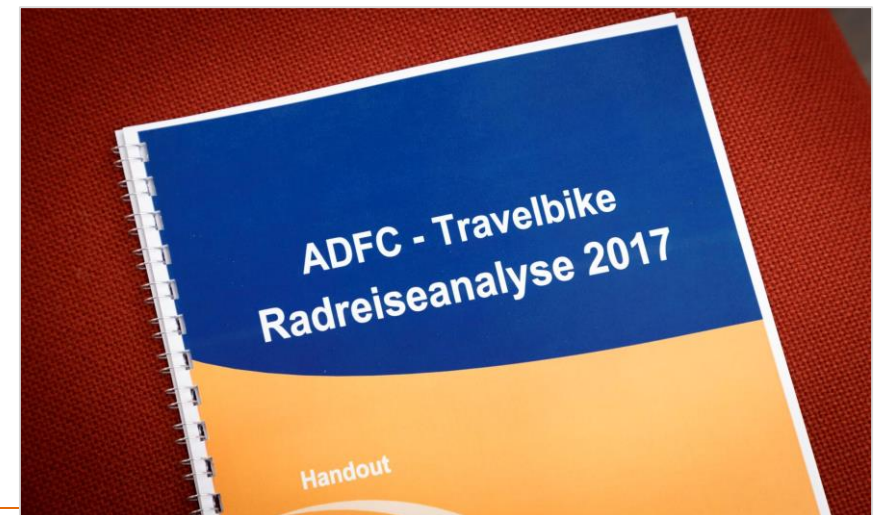
- examines the travel behaviour of German cycle tourists
- identifies trends in cycle tourism

Questions on

- ✓ the **duration and type** of the last cycling tour
- ✓ the **most popular cycle routes** and regions in Germany and abroad

The bicycle travel analysis is a **representative survey**.

supported by  **Travelbike**
Vermietung



Target group

Know your target group.

- **4,3 million cycle tourists** completed one cycling trip with at least 3 overnight stays in 2017
- Cycling trips with **4–7 overnight stays** were most popular.
- **Partner** the most popular travel companion
- **84% of cycling trips organised entirely independently**
- **Internet** as the **#1 source of information** before the cycling trip
- **Signposting** most important during cycling trip
- **Cycle tourist's motives: experience nature**, do sport, health, relaxation etc.

Source: 2018 ADFC-Travelbike Bicycle Travel Analysis





Cycling tourists want ...

- Ø 64 km per day
- tour comprising 4 to 6 stages
- Ø 9 holiday days of which 7 cycling days
- point to point tours with changing accommodation (75 %)
- calm riding, nice breaks, good wine, cultural highlights
- good hotels, family owned, rural style
- interesting nature, cultural-heritage
- **QUALITY !**













Day trips by bike

Cycling: a popular leisure activity

- **167 million** day trips by bike in 2017 during leisure time
- **99 million** day trips by bike during holidays
- Top sources of information: recommendations by friends/family and online
- Activities besides cycling in holidays: hiking, swimming and jogging



Cycling: enormous potential for day tourism

The recipe for success



2. Marketable products

Long-distance cycle routes



Source: RTG



Source: vennbahn.eu



Source: TVOLA/Vaude/kme-studios.com

- Beside scenic rivers
- Along former railway lines
- Through varied countryside
- Combined with interesting sights (museums, castles, churches)

Cycle regions



- network of themed cycle routes for day trips
- scenic landscapes
- various POIs
- options for other activities:
hiking (33 %),
swimming (32 %)

Recipe of success

- Every long-distance cycle route/cycle region is a marketable product and a brand.
- Every long-distance cycle route has a dense network of hotels, restaurants and sights (POIs at least every 30 km).
- Every long-distance cycle route is developed and managed by an **“operator”**.

The recipe for success



3. Route operator

A successful cycle route needs someone who takes care of all important processes.



The (route) operator ...

is responsible for:

- developing the route
- building and maintaining infrastructure
- mediating between main POs
- safeguarding quality
- marketing
- ... and economic success



A route operator is not the same as a tour operator selling packages!

The recipe for success



4. „Dramatization“ – product development



Source: Ammerland Touristik



- listening experience via smartphone
- put landscape in the limelight

Source: ADFC

Source: www.park-der-gaerten.de



Routes around themes or main topics





“Dramatization”

- To underline the theme or main topic of a long-distance cycle route additional POIs were developed.
- Many routes are developed around a theme or main topic without “given course”
- **Many routes have additional POIs for target groups: playgrounds, cultural hints ...**

The recipe for success



5. Corresponding services

Criteria for bett+bike businesses

- ✓ cyclists welcome
- ✓ stay for one night
- ✓ secure bicycle storage
- ✓ drying facilities for clothes and equipment
- ✓ tools for minor repairs
- ✓ information on local destinations
- ✓ A hearty cyclists' breakfast



Source: ADFC



Bett+Bike hosts

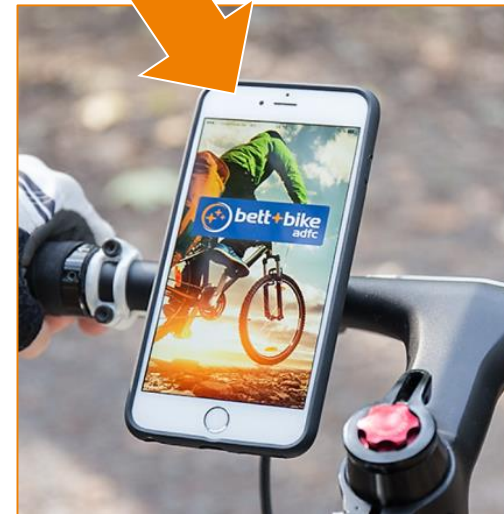
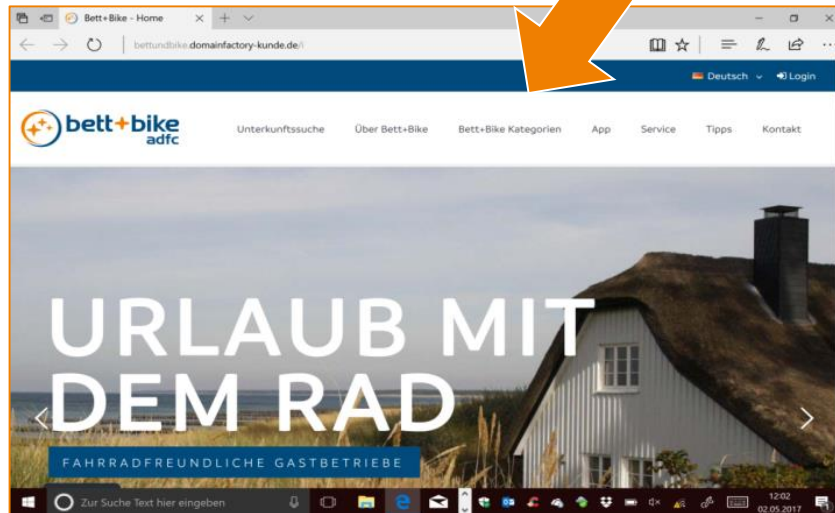
1995–2018: increase from 216 to 6,000 cyclist-friendly hosts in Germany

Also in Belgium , Denmark, Luxembourg, Austria

9 regional managers, 120 inspectors

Website relaunch

App





Source: ADFC

The recipe for success



6. Reliable quality

ADFC assessment system

The cycle route is divided into 50 km units

Criteria:

- ✓ comfortable, navigable surface
- ✓ signposting
- ✓ routing
- ✓ traffic safety
- ✓ tourist infrastructure
- ✓ public transport links
- ✓ marketing

Stars	Points
5	91-100
4	76-90
3	61-75
2	46-60
1	31-45
0	30



The recipe for success



7. Communication

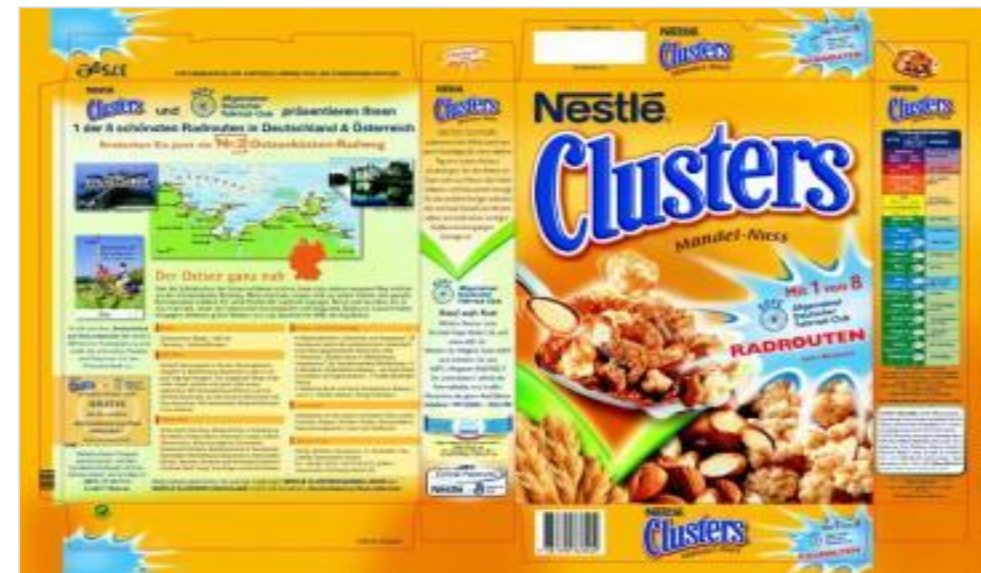
Professional service for the media



Crossmarketing: cycle routes for breakfast



Nestlé Cereals with different routes and route-information



The recipe for success



8. Trends

E-Bike assistance (EPAC)

- E-Bike: pedal assistance up to 25kph
- 15% of sold bikes in Germany are E-Bikes
- 3 mio E-bikes sold (607.500 in 2016)
- 18 % of the cycle tourists use E-bikes during their cycle holidays (13 %)
- keeps (elder) couples on bikes !
- but also interesting for families, travel groups...



Source: ADFC

Recipe for success

- ✓ addressing middle class
- ✓ marketable products
- ✓ route operator
- ✓ „Dramatization“
- ✓ dense network of services
- ✓ reliable quality
- ✓ communication
- ✓ be aware of trends



Thank you for your attention!



Source: ADFC

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Director,

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Deutschlands schönste Flussradwege

Germany's most beautiful riverside cycle paths

ITB Berlin 2018 / Cycle Tourism Day / 09.03.2018

Kathleen Lumma, Neckar Valley Cycle Path



Why river-side cycle paths?



*The secrets of
success*

_ River-side cycle paths are not very hilly



Why river-side cycle paths?



*The secrets of
success*

_ River-side landscapes are scenic
and have a cultural and historical charm



Why river-side cycle paths?



*The secrets of
success*

_ An intense
water experience is guaranteed



Why river-side cycle paths?



*The secrets of
success*

_ Start (source) and end (river mouth)
are clearly defined



Why river-side cycle paths?



*The secrets of
success*

_The tourist infrastructure along
rivers is (very) well developed



Why cooperate?

Starting situation

1. Diverse source markets and diverse target groups

vs.

small marketing budgets

2. No direct competition among river-side cycle paths



Why cooperate?

Conclusion and objectives

- _ Use synergies
- _ Joint marketing activities (especially international)
- _ Network establishment
- _ Exchanging experiences
- _ Lobbying



Germany's most beautiful river-side cycle paths



- _ Elbe cycle path
- _ Ems cycle path
- _ Moselle cycle path
- _ Neckar Valley cycle path
- _ Rhine cycle path
- _ Ruhr Valley cycle path
- _ Weser cycle path

new:
Danube cycle path

in perspective:
Kocher-Jagst cycle path



Germany's most beautiful river-side cycle paths

Catalogue of criteria

- _ River as a key marketing theme
- _ At least 200 km total length
- _ Independent logo
- _ Unmistakable name
- _ Unique contact person (central contact point)
- _ National tourism relevance
- _ Specific information for travel preparation

*Financial investment
and active participation*



Germany's most beautiful river-side cycle paths

Activities



Give-aways



Landing page



Ads



Germany's most beautiful river-side cycle paths

...what else?

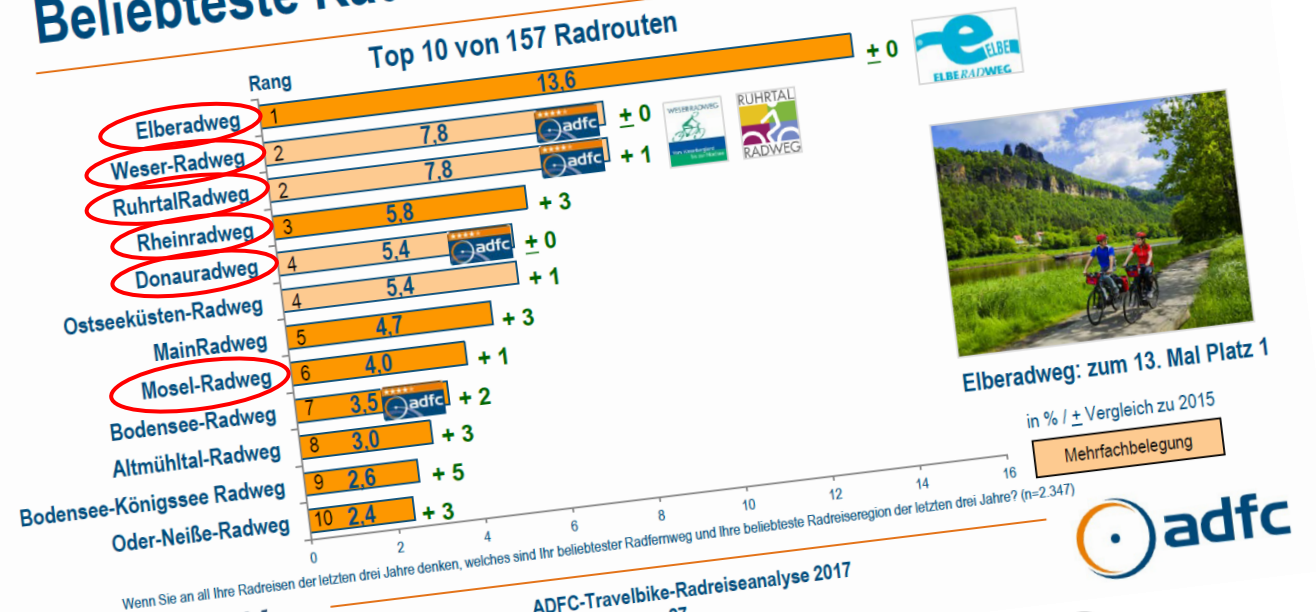
...we learn from one another

...what we say has relevance

...we are successful

...we have fun

Beliebteste Radfernwege Deutschlands





Thank you very much for your attention

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EuroVelo Cycle Tourism Awards 2017

Presented by
Michael Cramer MEP





Most Popular EuroVelo Route 2017





Most Popular EuroVelo Route 2017

3. EuroVelo 1 – Atlantic Coast Route





Most Popular EuroVelo Route 2017

2. EuroVelo 6 – Atlantic-Black Sea





Most Popular EuroVelo Route 2017

1. EuroVelo 15 – Rhine Cycle Route





EuroVelo 15 – Rhine Cycle Route





Most Popular Cycle Tourism Country 2017





Most Popular Cycle Tourism Country 2017

3. Spain





Most Popular Cycle Tourism Country 2017

2. Germany





Most Popular Cycle Tourism Country 2017

1. France



France





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ECF – ADFC Cycle Tourism Day

Please come and join us for our Networking Reception!



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