Cycle Tourism Governance
New target groups –
new potential – new challenges:
How to become a successful cycle tourism region?

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More than 220 long-distance cycle routes

- Saar Cycle Route
- Allgäu Cycle Loop
- Rhine Cycle Route
- Euroroute R1
- Mosel Cycle Route
- Weser Cycle Route
- Elbe Cycle Route
- Sankt Wendel Mountain Bike Area
- Industrial Culture Route
- Werra Valley Route
- Danube Cycle Route

Source: ADFC/ DpR 2017/18
“Classic” route cyclists

- Point-to-point tours with changing accommodation
- Ø 50–65 km per day
- Tours comprising 4 to 6 stages
- Ø 9 holiday days of which are 7 cycling days

Source all pictures: ADFC
“Regio” cyclists

- Select one cycling region for their holiday
- Explore different routes every day from a fixed base / accommodation
Themed cycle routes

8-Seen-Runde

Burgen- & Schlösserrunde

Dampflok-Runde

Emmentaler Radweg

Forogenweg-Runde

For every rural stretch with a bike tour, five tourist information points have been planned. In the castle park section, cycle paths have been marked with blue circles and black triangles. This ensures that cyclists do not get lost. The blue circles indicate places to stop for refreshments, and the black triangles mark the start of new sections of the tour.

Example:
Routes through the Castle Park in the Allgäu Cycle Region

Cycle Tourism Governance
Services

• **Accommodation** (e.g. Bett+Bike hosts)

• **Gastronomy**
  - Restaurants, cafés, etc.
  - Refreshment opportunities (petrol stations, snack bars, bakeries, kiosks)

• **Tourist information and bicycle services**
  - Pick-up and delivery call services
  - Repair services / inner tube dispensers
Services

• Complementary infrastructure
  • Information boards
  • Playgrounds/shelters/rest areas
  • Bicycle parking/bicycle boxes/bicycle stations

• Sights
  • Storage facilities

Source all pictures: ADFC
Marketing

Uniform brand presence: logo, branding on all levels, wording

Internet
• Dynamic map presentation, up-to-date route information
• Tracking, web 2.0, bicycle app, guided tour offers, etc.

Print media
• Sales, topicality, scale, characteristics and content
• Diverse map products

Packages: number; target groups, theme diversity, bookability, services

Events: regional and national marketing

Source pictures: BVA; RTG
Accessibility

Access to the region
- Hourly/several times a day

Mobility within the region
- Comprehensive, via main lines, limited services
- Limited service times
ADFC Bicycle Travel Regions

Evaluation of Bicycle Travel Regions

• **Evaluation system** based on measurable criteria
• **Kilometre-by-kilometre inventory** of the infrastructure
• **Suggestions for improvements** (e.g.: Are there any signposts missing?, Are there any unmarked bollards or dangerous crossings?)
• Evaluation of cycle tourists’ experiences
• **Tool** for lasting quality management
5 ADFC Bicycle Travel Regions
37 ADFC Quality Routes*:

4 ★★★★★ routes
25 ★★★★★ routes
8 ★★★★ routes
Practical implementation
A successful cycle region needs someone to take care of all important processes.
The operator ...

is responsible for:
- developing the region
- building and maintaining infrastructure
- mediating between the main POIs
- safeguarding quality
- marketing
- ... and economic success

An operator is **not** the same as a tour operator selling packages!
Networking between stakeholders

Quality manager

- Permanent contact with precise knowledge of the infrastructure and its shortcomings (participation in ADFC training)
- Mediator between tourism and infrastructure contacts
- Contact in the region
- Building up a network:
  - Hoteliers
  - Leisure facility operators
  - Tourism organisations
  - Bike hire companies
  - Restaurants
  - Retailers
  - Tour operators
  - Town/city/municipality

Source: fotolia
Selection of regional routes
Selection of accommodation
Summary

• New target group of “regio” cyclists presents new challenges for tourism regions
• Higher demands are made of the tourist infrastructure
• Different stakeholders must network to provide the necessary services
• Someone must take charge of coordinating processes
• With its Bicycle Travel Region certification, the ADFC offers a suitable tool
Thank you for your attention!

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