

The Iron Curtain Trail as a EuroVelo route

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 **EuroVelo**
the European cycle route network

 **ECF**
EUROPEAN CYCLISTS' FEDERATION



CONTENT

Definitions

Benefits

Project components

***Route - EV and the ICT
Signposting***

Service

Promotion, information

Organisation



Definitions

What is ECF?

- is the European federation of national and regional cycling organizations

- founded in 1983

- 51 member organizations

- based in Brussels

What is EuroVelo Network?

- is a network of European long-distance cycle routes



BENEFITS FOR THE ICT

Why cycling tourism? Why EuroVelo?

- Many people in Europe love cycling ...***
- Cycle tourism pays ...***
- Cycle tourism is a sustainable form of tourism ...***
- Cycle tourism can improve and increase everyday cycling ...***



PROJECT COMPONENTS

Successful long distance route provides, tourism product contains:

- Attractive, safe, comfortable route***
- Clear, unitary signposting***
- Service – accomodation***
- Effective promotion, update information***



Attractive, safe and comfortable routes – ICT is attractive!



Unitary, clear signposting – It's needed for ICT!



BEISPIELE:

Frankreich (Region Centre)



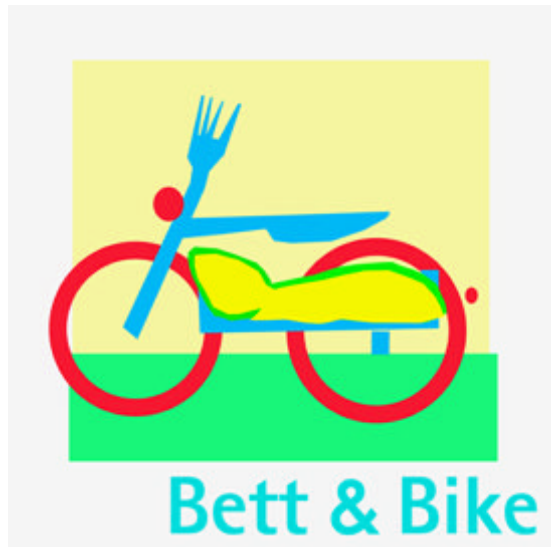
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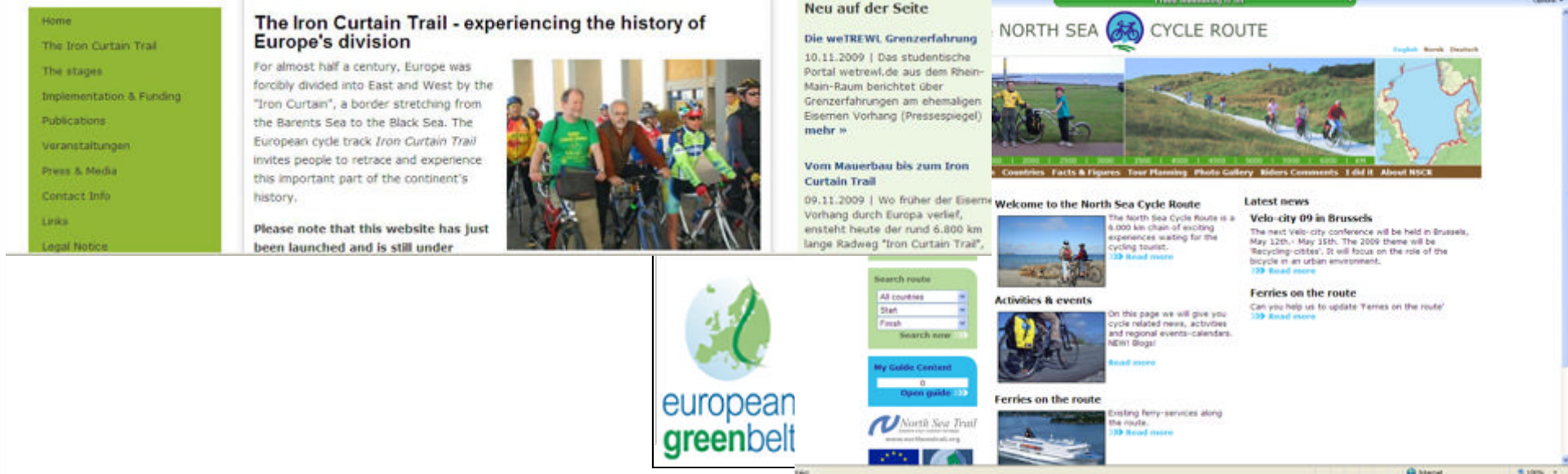
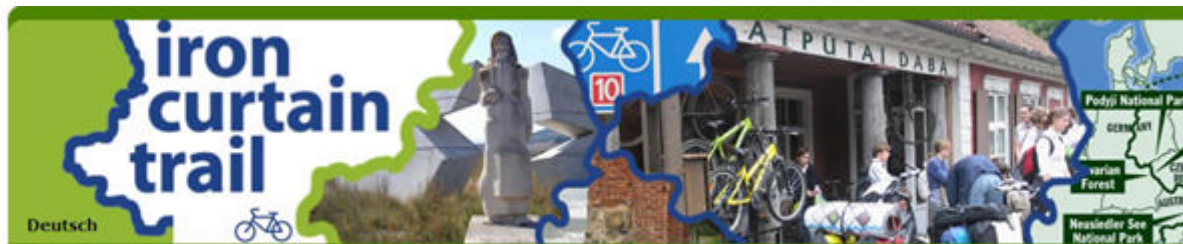


Service – accomodation – ICT has it?



Most succesful target group oriented marketing- cooperation of hotels in Germany! www.bettundbike.de

Effective promotion, update information – ICT has a website and guide books already!



A vision is becoming reality ...good examples
- North Sea Cycle Route (EuroVelo 12)
- From Atlantic to Black Sea (EuroVelo 6)

RESPONSIBLE ORGANISATIONS

What is the future role of ECF?

- *coordinates the implementation,*
- *quality assurance at the European level*
- *advises to the national level*
- *exchange of skills and experience*

And what about with the others?

- *Who are they?*
- *What is their responsibility?*



Thank you for your attention!

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