

# *The Iron Curtain Trail as a EuroVelo route*

Ádám Bodor, ECF, EuroVelo Consultant

 **EuroVelo**  
the European cycle route network

 **ECF**  
EUROPEAN CYCLISTS' FEDERATION



# ***CONTENT***

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***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***

***Take care on the target groups!***



## *Attractive, safe and comfortable routes – ICT is attractive!*



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



BEISPIELE:

Frankreich (Region Centre)



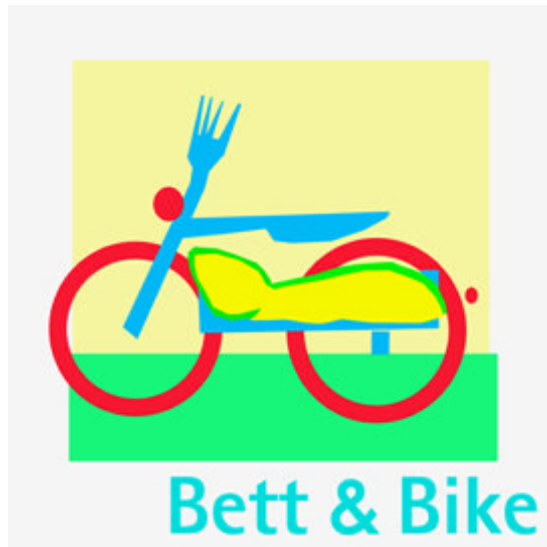
Schweiz



Deutschland



## *Service – accomodation – ICT has it?*



*Most succesful target group oriented marketing- cooperation of hotels in Germany! [www.bettundbike.de](http://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!*

*Ádám Bodor  
ECF, EuroVelo consultant  
[www.ecf.com](http://www.ecf.com)  
[a.bodor@ecf.com](mailto:a.bodor@ecf.com)*

