

Cycling in Switzerland: Lessons to be learned & Recommendations

- Christian Weinberger (ecoplus) Austria -

 **EuroVelo**
the European cycle route network



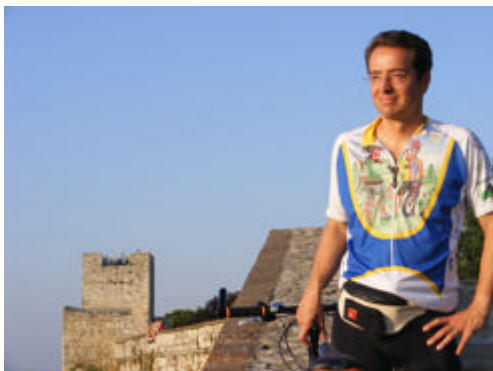
Christian Weinberger

1995-2000: *Tourism Consulting (former: Hotel, Gastronomy, tour operator..)*

since 04/2000: *ecoplus, Project manager in the field of touristic regional development (Ski resorts, Leisure parks, Cycling tourism, SP)*
over 60 projects with focus "cycling tourism"
(Planning, concepts, consulting, funding, expertise)

since 07/2005: *Initiator and coordinator of the Lower Austrian "Cycling Routes' Improvement Programmes" (€24 Mio. IVol)*
(1.200 km lengths of routes, 200 communities, 7 departments involved)

since 07/2005: *„EuroVelo“: National Coordinator for Austria*



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Content

1- key planning questions

2- success factors of (long) distance cycle trails
(example « Schweiz mobil »)

3- potentials of ICT

4- Recommended steps of project development of ICT as “EuroVelo (13?)”



1- key planning questions

Does the planned cycle track follow a river or border?

Can it be associated with nature and a nice, varying landscape?

Is the – potential – route mainly car/traffic-free?

Is it mainly flat, like the vast majority of cyclists prefer it?

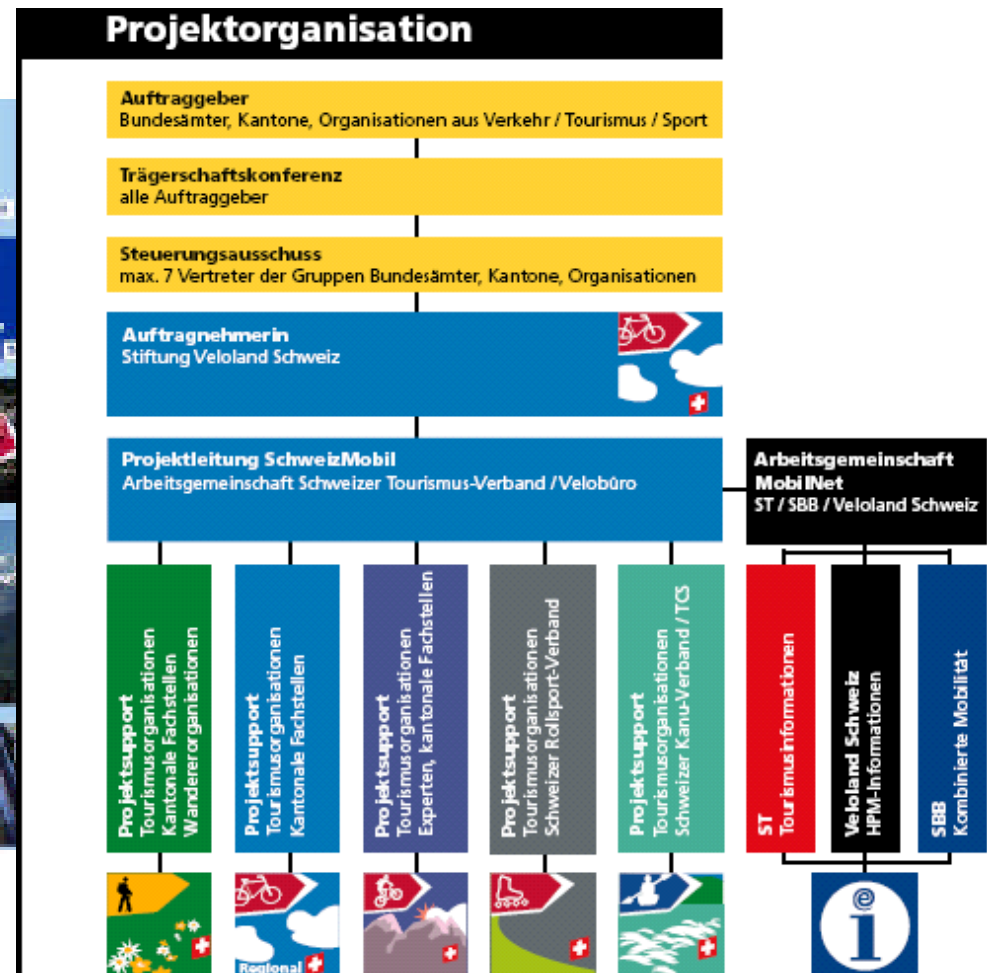
Does it offer a sufficient number of attractions that can be visited by cyclists?

Does the (planned) “product” have a promising, self explaining name that can be located by the future guests?

2- success factors of (long) distance cycle trails (example « Schweiz mobil »)

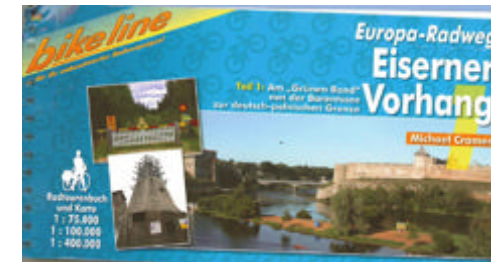
- + highly attractive landscape, mainly following the rivers*
- + hierarchic routes (international, national, regional and communal)*
- + a nationwide standardised signposting system*
- + professional & state of the art-maps as well as internet service (+downloads)*
- + a systematic link with public transport*
- + bike rental service on train stations*
- + one central telephone hotline*
- + cooperation with about 500 bed&bike partners*
- + individual booking option for accommodation and bike transfer*
- + mobile tagging*
- + accompanying analysis (market research etc.) to monitor the success and economic effects – nationwide!*

2- example « Schweiz mobil »



3. « Iron Curtain Trail als EuroVelo13? »

- *Attractive, car free, world wide well known*
- *Nr.13 = symbolic number*
- *Easy to realise*
- *East – west / border trail*
- *HISTORY!!!*
- *Organisation?! (body responsible for project?)*



4. Recommended steps of project development

„Step by step“ – development (like GTZ „Danube Cycle Track“):

Identification of ideal Routes (gps, engineer..) and options

Political and legal approval for use as cycle track

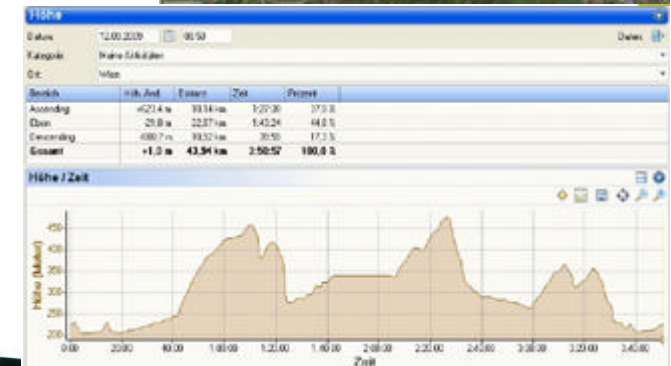
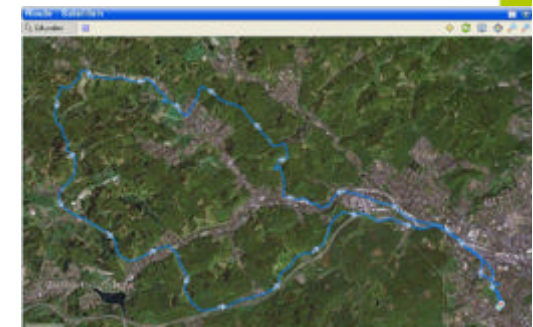
Signposting project with „PR“-openings

PR work (awareness raising) accompanying project

Improvement of Routes

„Product“ development

intensified promotion and cooperation with tour operators



4. Recommended planning principles

Make use of existing network Know-how (ECF, ADCE, EuroVelo-Experts, GTZ..)

Make use of existing (best practice) examples (bed&bike, signposting, quality criteria, tools&methods of surveys and frequency analysis...)

Cooperation instead of competition

Permanent communication on progress (political lobbying, international web-info, Newsletter to multipliers..)

Good practice..



Positivbeispiel Wallsee



Best-of-Beispiel Melk



Trinkwasserbrunnen
Krems



Radparker Bahnhof Krems



Lehnbalken Kokoschka
Haus Pöchlarn

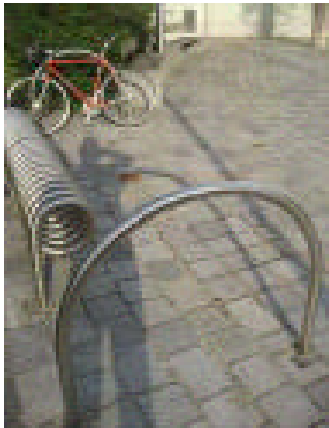


Tourismusbetrieb - Klein Pöchlarn



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„Do NOT's“



Rastplatz bei Zwentendorf





*Thank you for your
attention..*



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