

Cycling in Switzerland: Lessons to be learned & Recommendations

- Christian Weinberger (ecoplus) Austria -

 **EuroVelo**
the European cycle route network



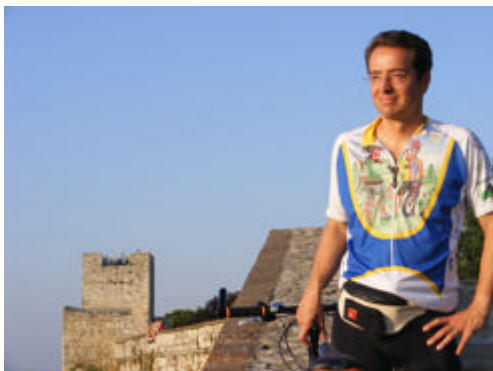
Christian Weinberger

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?

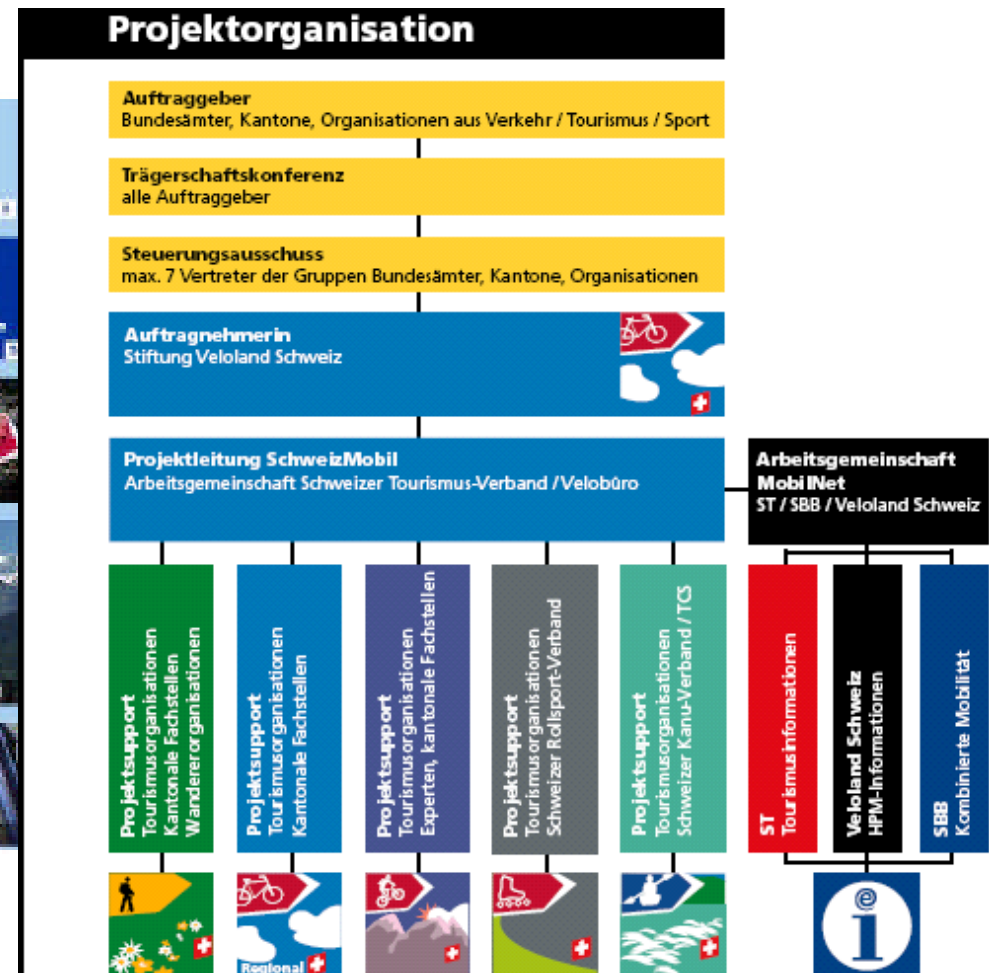
Does it offer a sufficient number of attractions that can be visited by cyclists?

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 »)

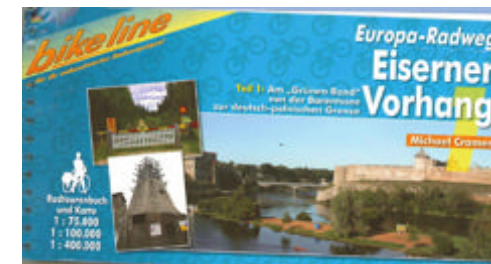
- + highly attractive landscape, mainly following the rivers*
- + hierarchic routes (international, national, regional and communal)*
- + a nationwide standardised signposting system*
- + professional & state of the art-maps as well as internet service (+downloads)*
- + a systematic link with public 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

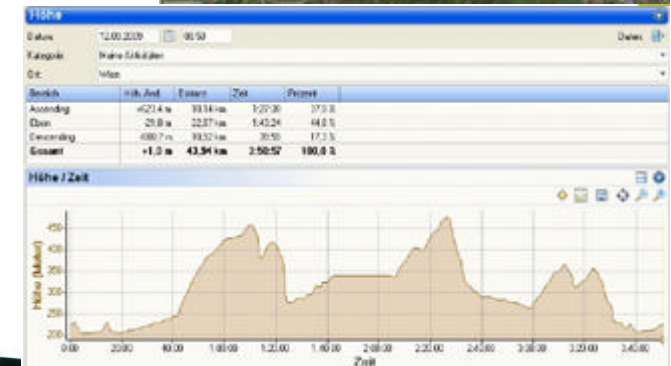
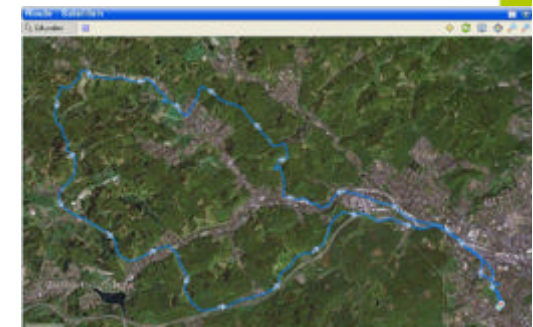
Signposting project with „PR“-openings

PR work (awareness raising) accompanying project

Improvement of Routes

„Product“ development

intensified promotion and cooperation with tour operators



4. Recommended planning principles

ONE central coordination office for whole ICT that secures contents, standards and progress of the regional projects (+avoid „reinvention of the wheel“)

Regional projects (Interreg?/ETC):

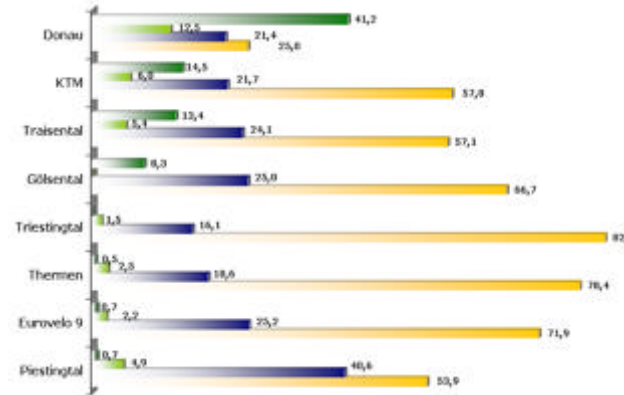
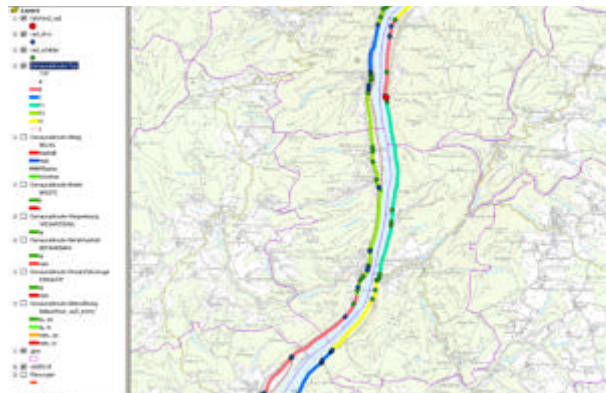
Make use of existing network Know-how (ECF, ADCF, EuroVelo-Experts, GTZ..)

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

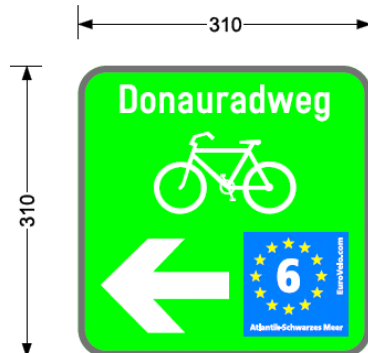
Cooperation instead of competition

Permanent communication on progress (political lobbying, international web-info, Newsletter to multipliers..) – main topics by „central coordination office“

4 „Product development“



Neuer Radweg nach Wallsee



Good practice..



Positivbeispiel Wallsee



Best-of-Beispiel Melk



Trinkwasserbrunnen
Krems



Radparker Bahnhof Krems



Leihbalken Kokoschka
Haus, Pöchlarn

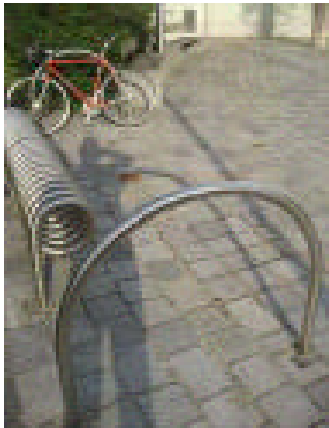


Tourismusbetrieb - Klein Pöchlarn



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„Do NOT's“



Rastplatz bei Zwentendorf





*Thank you for your
attention..*



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