

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

- 60 member organizations

- based in Brussels

What is EuroVelo Network?

- it 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)



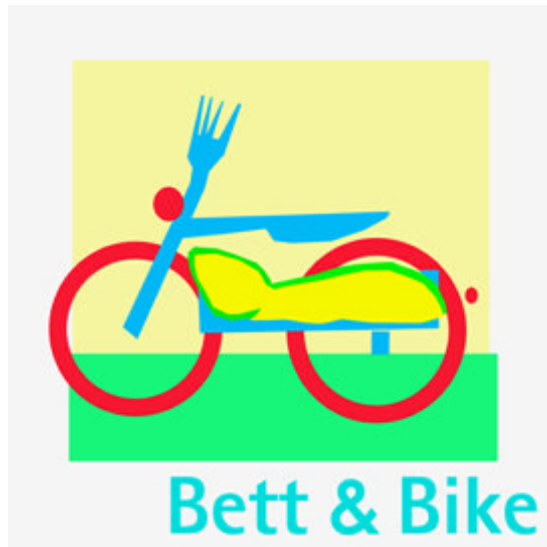
Schweiz



Deutschland



Service – accomodation – ICT has it?



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

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***

We are cooperating with partners on national and regional level



Thank you for your attention!

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