



Developing cultural cycling  
routes with the existing  
resources

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# Overview of the Romanian active tourism market



Romanian tourism market (domestic and incoming) is increasing year by year. Incoming tourism is the driver for the trend.



The growing potential is one of the highest in Europe in terms of number of travelers and expenditure per capita



Outdoor activities had the highest growth in the recent years, with a focus on hiking and cycling



Lack of infrastructure is stopping the development of the industry, but we are seeing high opportunities in using the existing old infrastructure (railroads, agricultural roads, forestry roads)



Suitable accommodation and signing of sites along the routes are the main issues of the moment

## **1. Transform an existing cultural route into a cycling route:**

- **The Medieval Fortified Churches Route (Transylvania)**
  - The Wine Route
  - The Danube Route
- **The Mineral Water Route**

## **2. Enhance a cycling route by adding cultural value**

- **Sightseeing tour of a city**
- **Road cycling accross mountains**
  - EuroVelo routes

**Our two approaches  
for creating a cultural  
cycling route:**







# Elements for a successfully cultural cycling route

## The (hi)story:

- Authentic theme
- Valuable for visitors
- Well presented by (local) guides

## A suitable cycling route:

- Low traffic
- Average level of difficulty
- Average distance
- Suitable for pedaling

## Landscape:

- Fitted in the story
- Biodiversity
- Authentic and valuable

## Accommodation:

- Fitted in the story
- Comfortable
- Traditional/authentic

## Experience:

- Authentic people
- Local arts&crafts
- Local gastronomy
- Good cycling equipment



# Our challenges in creating cycling cultural routes and how we are dealing with them

Issue	Lack of dedicated cycling paths	Only few accommodation options and restaurants	Lack of signs and indicators
Solutions	<ul style="list-style-type: none"><li>• Use of secondary roads, forestry routes, trekking paths and agricultural roads</li><li>• Agreements with vines owners for using their private roads</li><li>• Local transfers for avoiding high traffic roads</li></ul>	<ul style="list-style-type: none"><li>• Local transfers from the end of the route to the accommodation place</li><li>• Organize picnic on the way</li><li>• Assistance car with supplies and for luggage transfer</li><li>• Use locals for organizing food, where possible</li></ul>	<ul style="list-style-type: none"><li>• Use authorized local guides – highly recommendable</li><li>• Use electronic devices for guiding, where possible</li></ul>



# The wine route by bicycle in the north of Bucharest

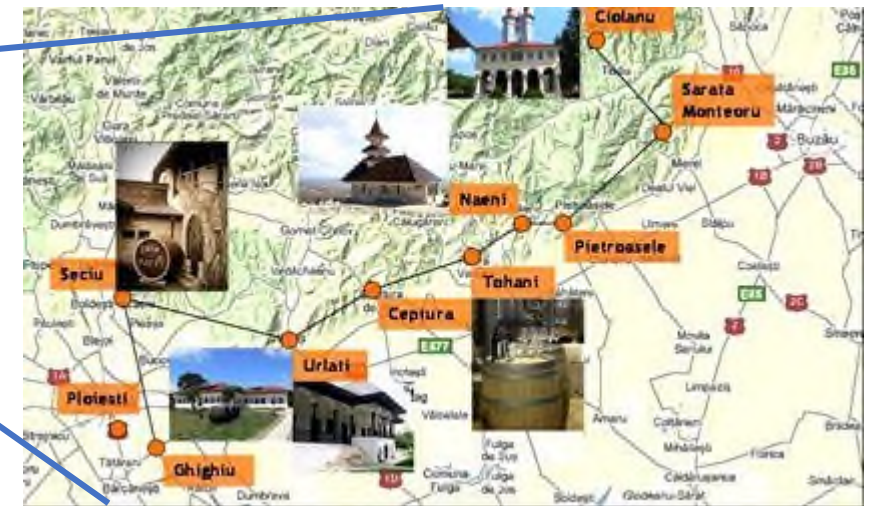
## CASE STUDY





# Background

One hour driving from Bucharest, crossed by 45° North Latitude, a winery region of 70x30 km surface is the place for 40 wineries and lot of history



In 2015 we organized our first winery visit tour by bicycle, using the existing „wine route” for cars



## What we found in the region



Landscape



Arts & crafts



Cultural sites



People

## What was missing



Safe bike roads



Accommodation





# Our solutions for the two issues

## Safer roads

- We moved the travelers on the private roads of the wines owners
- And choosed (almost) empty roads



## Accommodation and restaurants

- We are organizing our own picnics
- We are using an assistance car for transfers, if needed






# Recent initiatives for developing the routes

## Marking thematic routes



## Participating at wine events





About our project and  
our aim



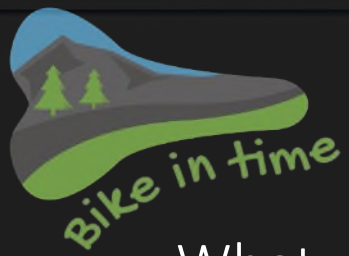


## Who we are

- The cycling holiday provider in Romania, sending travelers back in time... by bike!
  - 15 standard tours in the main regions of Romania
  - Exquisite tours, including cultural, historical, and culinary experiences in the wilderness of Romania
  - 4 level of activity, from „Leisure” to „Avid”
  - +12 years experience in mountain guiding
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- Membership:
  - Adventure Travel and Tourism Association
  - Danube Ccompetence Center

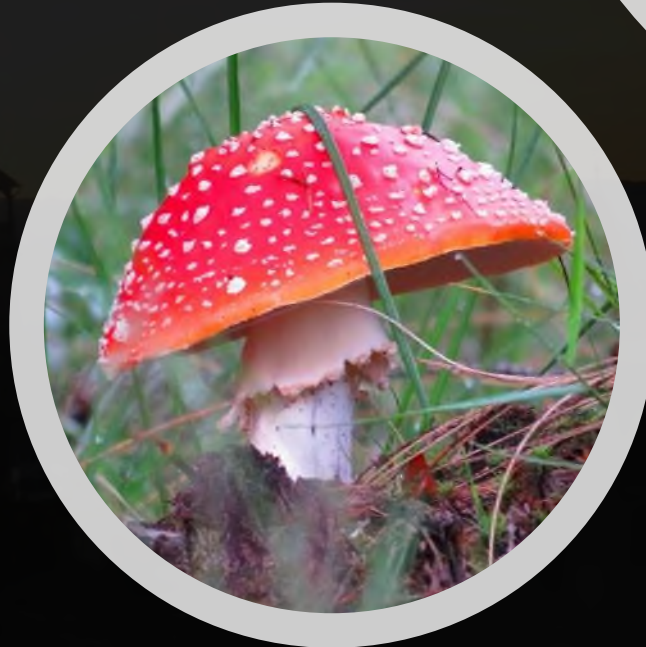
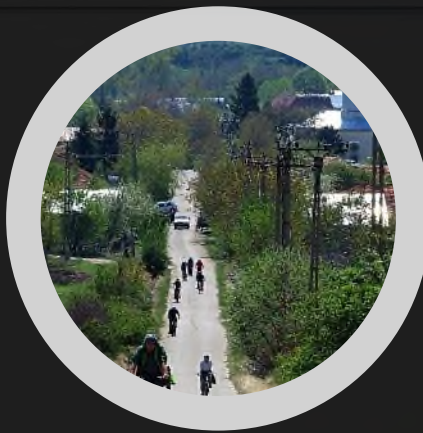






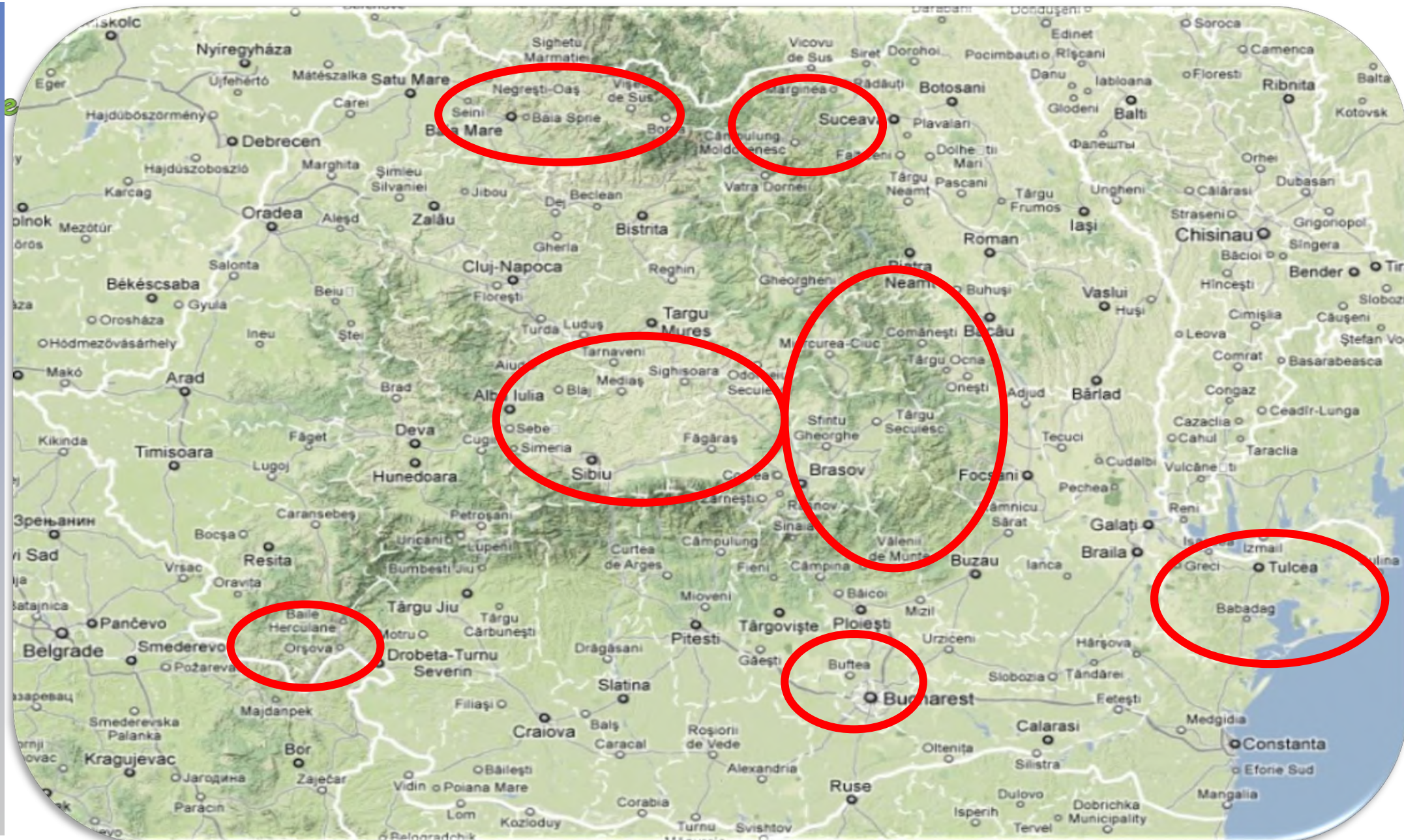
## What we are doing

- Cycling tourism
- Trekking and hiking
- Snowshoeing and trekking skiing
- SUP
- Corporate incentives





# OUR „PLAYGROUND”







About the speaker



## Bio:

Ionut (b. 1978) is a certified mountain guide and travel consultant since 2007. He is providing bespoke tours in various regions in Romania, with a focus on historical, cultural, and natural objectives. Based in Bucharest, he is covering the entire country as a professional guide. Starting 2012 he owns a heritage tourism certificate. From 2013 he also owns a tourism management certificate, and starting 2020 he is an authorized mountain guide.

Since 2010 he owns an outdoor train the trainers certificate issued by Outward Bound Romania.

Ionut is a passionate cyclist and hiker and participated at various trail running, cycling and orienteering contests. He started to develop a personal project for cycling tourism, founding the first Romanian project dedicated only for cycling tourism, established as a business. The main regions he will guide you in Romania: Bucharest, Transylvania, Maramures, The Danube Delta, and Bucovina.

"Bike in time" is the brand created for offering unforgettable experiences throughout Romanian wilderness for cyclists and hikers.

„Bike in time” is a certified tourism agency, member of Adventure Travel and Tourism Association and Danube Competence Center.

For more info about me, please visit the link bellow:

<https://www.linkedin.com/in/ionut-maftei-3431a750>



We are very much looking forward for your  
opinion!  
Thank you!

[www.bikeintime.com](http://www.bikeintime.com)





# Elements for a successfully cultural cycling route

## A suitable cycling route:

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- Average level of difficulty
- Average distance
- Suitable for cycling



## Accommodation:

- Fitted in the story
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