

Cycle tourism “Made in Germany”

Necessary services & infrastructure

Experiences from developing cycletourism since ‘90 in Germany

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National Chairman for Tourism



EUSAIR - Cycle tourism workshop
02.10.2020



adfc

Allgemeiner Deutscher
Fahrrad-Club

The ADFC and cycle tourism

Cycling policy and interest representation since 1979



DTV
Deutscher
Tourismusverband e.V.

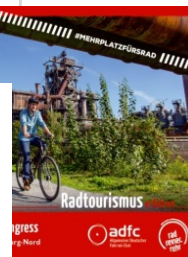
ECF
EUROPEAN CYCLISTS' FEDERATION

Germany
Simply inspiring

Focus areas

Research &
Facts

meetings



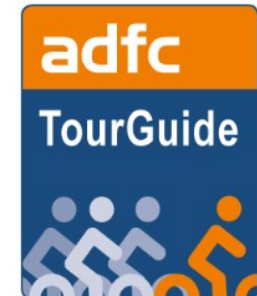
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Travelbike
Vermietung

Services: Certified quality



Certified quality
routes



Certified
tour guides

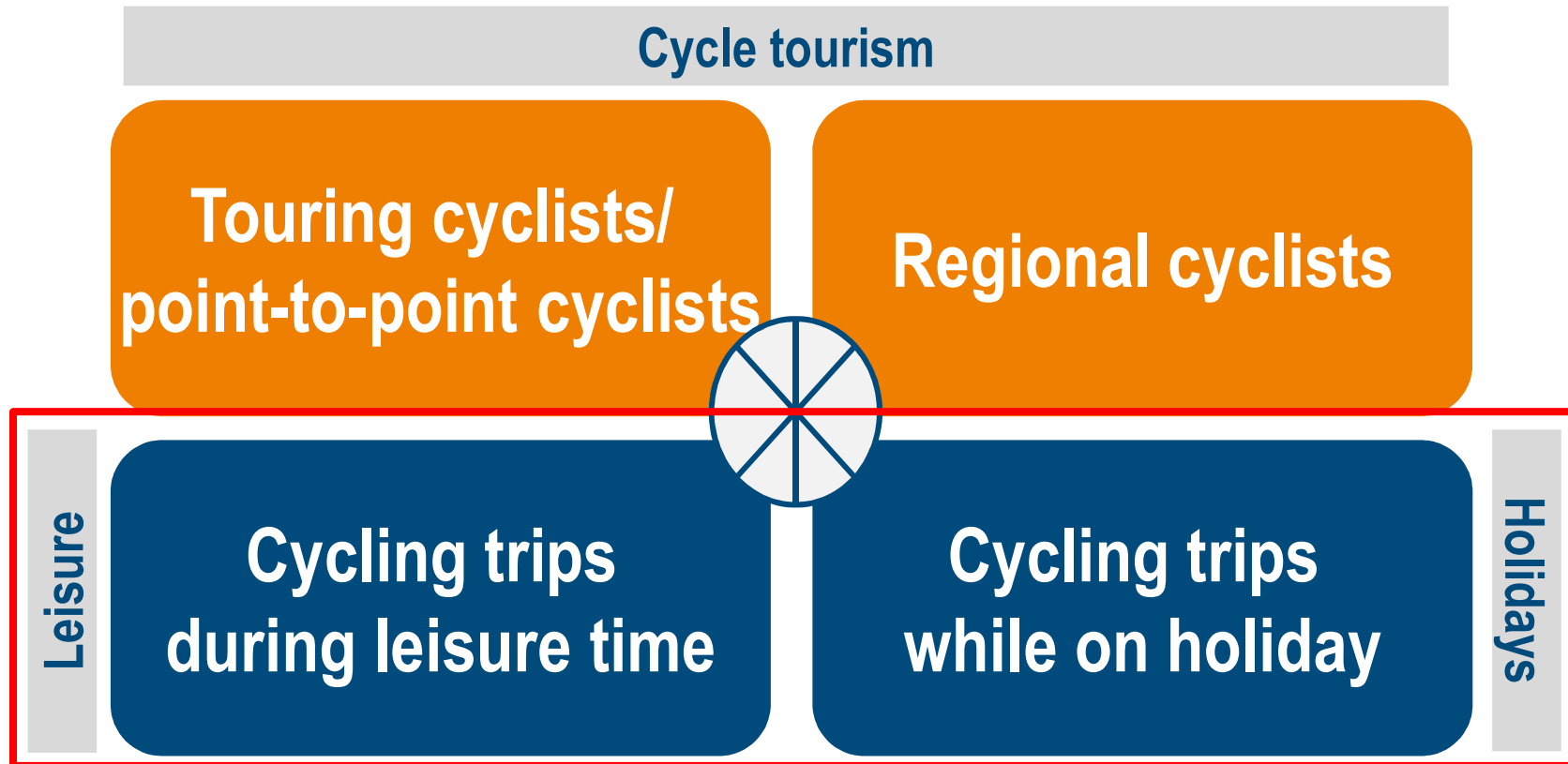


Certified cycle friendly
accommodation

Cycle tourism demand in Germany



Cycle tourism target groups



Cycling tourists want ...

- Ø 35 – 40 miles / 50-60 km per day
- tour comprising 4 to 6 stages
- Ø 9 holiday days of which 7 cycling days
- point to point tours with changing accommodation (74%)
- calm riding, nice breaks, good wine, cultural highlights
- good hotels, family owned, rural style
- interesting nature, cultural-heritage
- **QUALITY !**



ADFC quality cycle routes and ADFC bicycle travel regions



The ADFC's aims:

- Uniform standards
- Objective and transparent criteria enabling comparison
- Increase the quality of cycling routes

Criteria:

- ✓ comfortable, navigable surface
- ✓ signposting
- ✓ routing
- ✓ traffic safety
- ✓ tourist infrastructure
- ✓ public transport links
- ✓ marketing

Stars	Points
5	91-100
4	76-90
3	61-75
2	46-60
1	31-45
0	30

Signposting along the route



Requirements

- Place cyclists oriented information boards at strategic points (good visible)
- Consider a clear and appealing design
- Provide necessary information for the cyclist

Signposting along the route

Requirements

- Use a consistent signage system with distance information
- Destination directions with distance information should be installed on nodes and direction decisive places
- Intermediate signposts guide the cyclists in between the destination direction signs

For 72%, signature is the most important source for orientation during cycling trips.*

*According ADFC bicycle travel analysis 2020



Source: Büro Radschlag GbR

Service stations for maintenance



Source: Andrea Tiffe

Inviting rest areas



Bike parking and left-luggage lockers



Source: Grischa Begaß and Andrea Tiffe

Supply sites for cyclists



Put landscape in the limelight



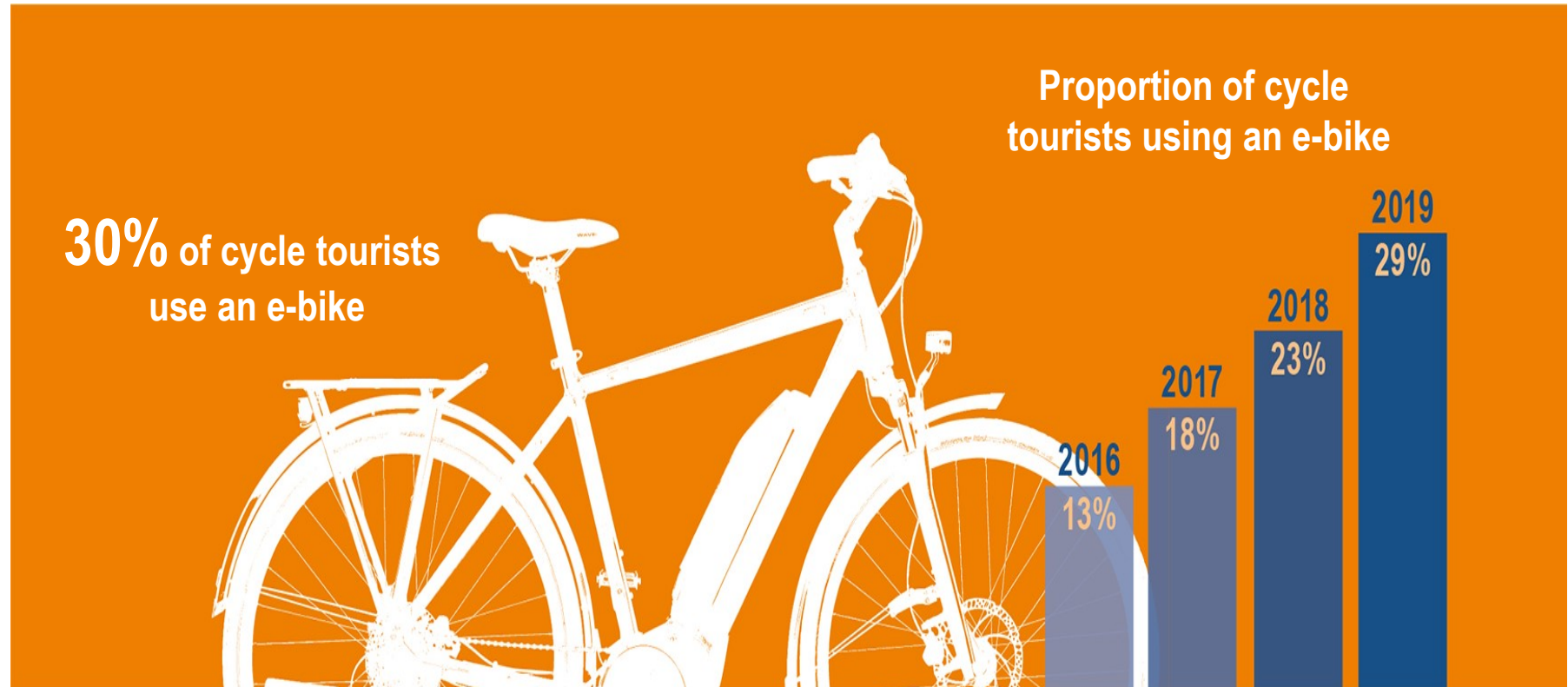
Source: www.park-der-gaerten.de

Put nature and culture on stage!



Source: Ammerland Touristik

E-bike trend



E-bike infrastructure

Requirements

- Signpost available charging stations
- Provide multiple charging stations for groups
- Charging stations along the way should be sheltered and installed close to POIs (e.g. restaurants)
- Charging stations at the accommodation should be sheltered and easy accessible



Cycle holiday – Bike friendly hosts



ALL CERTIFIED BETT+BIKE HOSTS



ALL CERTIFIED BETT+BIKE CAMPSITES



ALL CERTIFIED BETT+BIKE SPORTS HOSTS



FIND BETT+BIKE HOLIDAY APARTMENTS



FIND BETT+BIKE CITY HOSTS



FIND BETT+BIKE E-BIKE HOSTS



Criteria for bett+bike businesses



- ✓ Guests also accepted for one night only/ stay for one night
- ✓ Lockable room to store bicycles overnight
- ✓ Extra room for drying clothes and equipment
- ✓ A healthy breakfast
- ✓ Information about regional tourist offers for cyclists
- ✓ Provision of a basic repair kit



Bett+Bike – Management

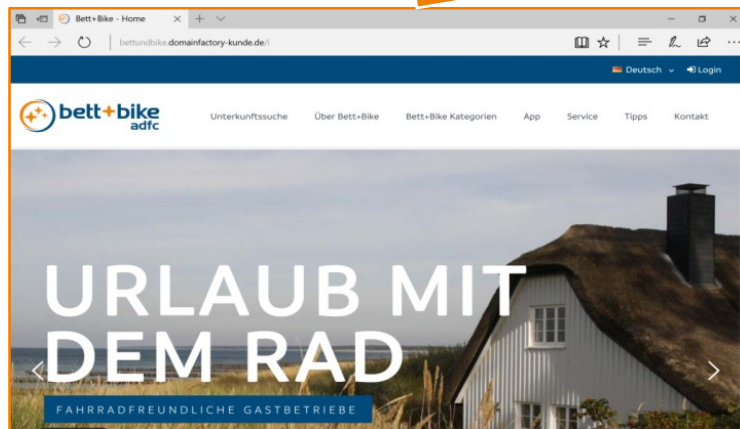


1995–2020: increase from 216 to more than **5.800** cyclist-friendly hosts in Germany

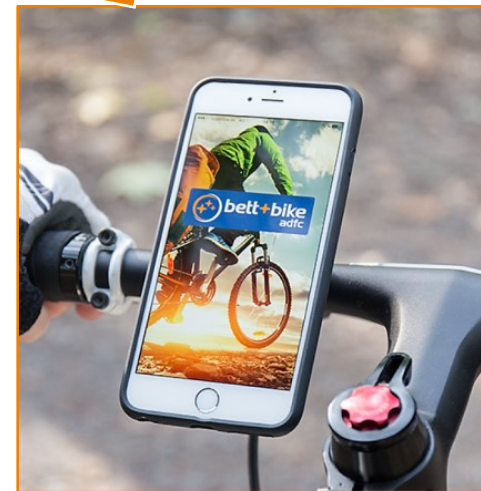
Also on stage in Belgium , Denmark, Luxembourg, Switzerland & Austria

ceo in Berlin, 9 regional managers, 120 inspectors

Website relaunch



App



Requirements and success factors

Checklist: What are the key characteristics of a successful cycle route?

- ✓ Central coordination/ route operator, professional product management and intensive communication internal and external
- ✓ Central marketing with appropriate budget
- ✓ Central contact/ information office
- ✓ Reliable Quality and sustainable quality management
- ✓ Tourism infrastructure and dense service network along the cycle route
- ✓ Experienced thematic orientation of the cycle route: Putting the theme on stage!

Checklist: conditions for the development and marketing of tourist cycle routes

Preliminary note and aim:

Spurred by the development of new cycle tourism products, cycle tourism has experienced positive growth in Germany in recent years. With the aim of attracting visitors, countless tourist destinations are using regional, geographic, cultural or historic features of their local area to develop long-distance, regional and day trip cycle routes. [In the following, the term "tourist cycle route" will be used to refer to these different types of cycle tourism products collectively.] Public funding is often used for the conception and development of tourist cycle routes. The fact that this funding originates from different sources (federal state, German government, EU) has led to the creation of almost 250 cycle routes and a diversity of regional and local cycle routes meanwhile being offered in Germany. For many of these, sufficient financial and personnel resources are not available, nor can they be made available for their repair, upkeep and marketing.

With the help of the following checklist, the ADFC's expert committee for cycle tourism responds to the question of the conditions under which new tourist cycle routes might have a chance on the market.¹ The checklist aims to outline to destinations, funding providers, local and district ADFC groups, and all others what the key requirements of a tourist cycle route are to successfully establish it on the market. The checklist can moreover help to review the feasibility and sustainability of project ideas at an early stage. This should help prevent resources from being invested in a cycle tourism product idea for which no marketing will be available later on and that will be unable to establish itself on the market as a consequence. The early involvement of all stakeholders on the different levels in the region in which the cycle route is being developed is essential.



¹ The focus of this question is on cycle tourism products, whereby the development of general elements of cycling infrastructure does not form part of the checklist. In this context, cycle tourism products are understood to be cycle routes and their associated infrastructure. Offers are not meant here in the sense of the bookable packages that can generally complement a cycle tourism product.

Possible Recipe for success

- ✓ addressing middle class
- ✓ marketable products
- ✓ route operator
- ✓ „Dramatization“
- ✓ dense network of services
- ✓ reliable quality
- ✓ Communication!
- ✓ be aware of trends



Thank you for your attention!

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