



PANORAMA

A Local Approach to a
Long Distance Route

Cycling without borders,
19/9/2014

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Panorama at VisitEastdenmark and EuroVelo-

This is Denmark



3 +1 EV routes



This is Denmark



11 National routes



This is our typical cycle tourist (EV7, EV12)



Lycra 10%



Practical purposes 14%



Point of interest 16%



It's healthy 23%



Fun together 10%



Itinerary 17%

This is Denmark's largest hotel



16 m
nights/ye
ar

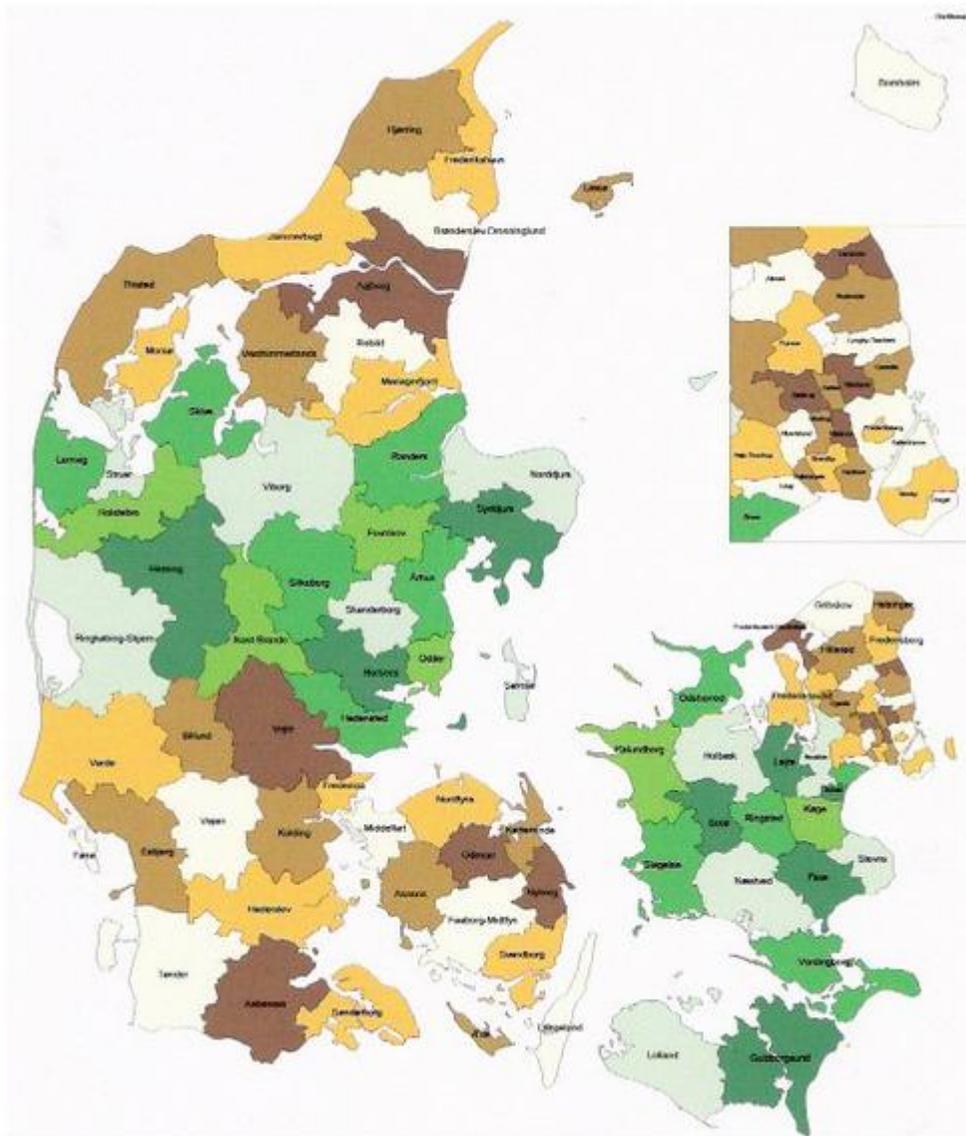
A mismatch?



Itinerary 17%

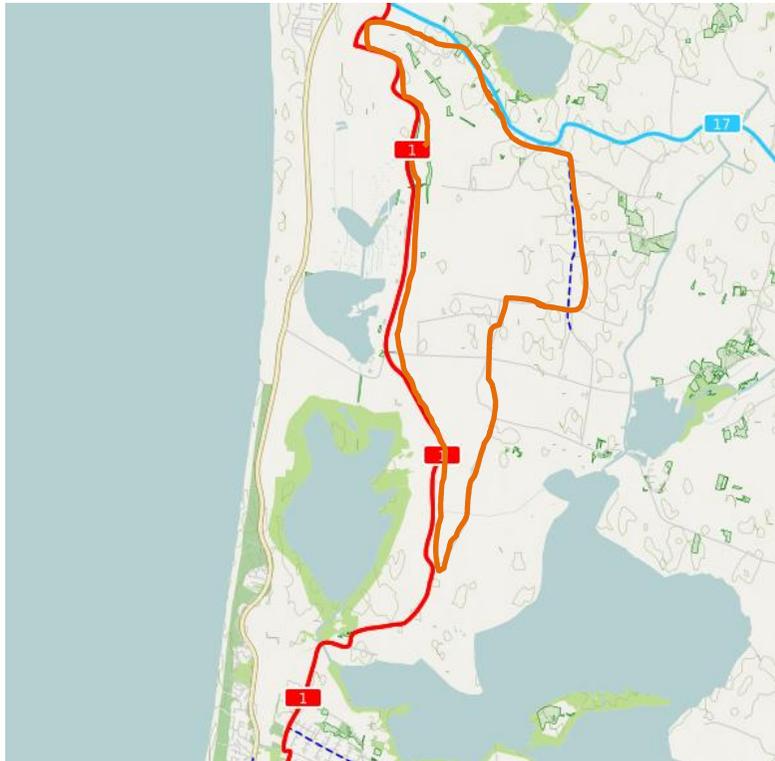


A challenge!



98 municipalities
responsible for cycle
route development
and maintenance

The solution for the tourists

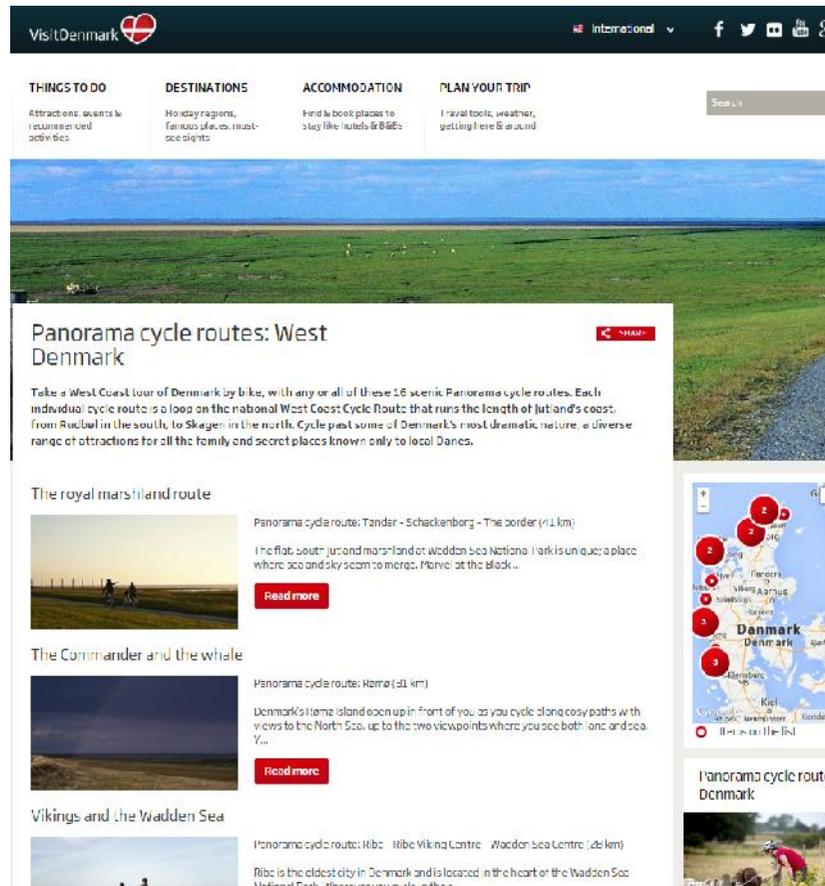


Side effect: Knowledge of long haul routes increased from 50 % to 62 %

PANORAMA ROUTES

- 26 circular routes connected to EV routes = scenic detours for the long haul cyclists
- 20-50 km = perfect day tours
- Lots of POIs, pit-stop opportunities
- Close to tourist destinations (accommodation)
- Sign-posted, route descriptions

The solution for the local authorities



Support

- New content added to destination
- Route descriptions
- Development of local service providers
- Improvement of EVroute (signposting, safety, etc.)

Marketing

- Monitoring
- Market research
- International campaign
- National PR

A match!



More information?

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