



EuroVelo routes in Germany

NECC/Cs Meeting

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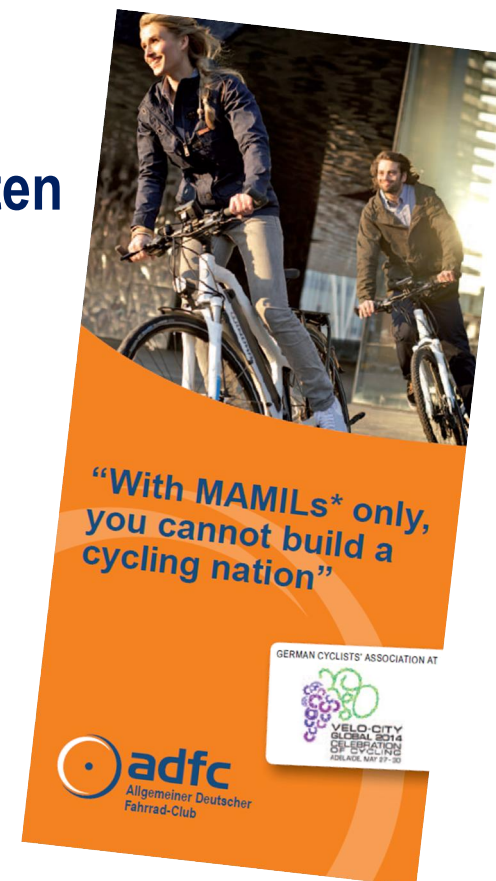


adfc

Allgemeiner Deutscher
Fahrrad-Club

Allgemeiner Deutscher Fahrrad-Club (ADFC)

- = German Cyclists' Association
- > 150.000 members
- Mission: to make more people cycle more often
- To achieve this, we provide:
 - Advocacy for cycling
 - Partnership and network
 - Service for members and all cyclists
 - Consumer protection
 - **Cycling tourism**

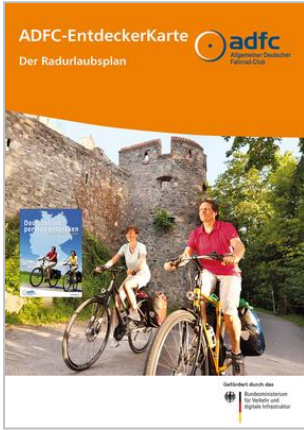


German situation - overview

- Established, very successful market
- Market grows: ~ 220 long distance cycle routes
- Every long distance cycle route is a brand and a product
- Every long distance cycle route is developed and driven by an „operator“
- Operator is responsible for infrastructure, quality, maintenance, marketing ... – and economic success
- “political will” means not economic success
- Real live: products/brands without success leave the market



German situation - product range



EuroVelo routes in Germany



- 9 long-distance cycle routes pass through Germany
- Selected connections between EuroVelo and German long-distance cycle routes (products):

2 Capitals Route: _____ D-Route 3: „Europaradweg R1“

3 Pilgrims' Route: _____ Radfernweg Hamburg-Bremen

4 Central Europe Route: _____ Rheinradweg, Main-Radweg

6 Atlantic - Black Sea: _____ Hohenzollern-Radweg, Donauradweg

7 Sun Route: _____ Elberadweg, D-Route 3, Radweg Berlin-Kopenhagen

10 Baltic Sea Cycle Route: _____ Ostseeküstenradweg

12 North Sea Cycle Route: _____ Nordseeküstenradweg

13 Iron Curtain Trail: _____ Ostseeküstenroute, Elberadweg

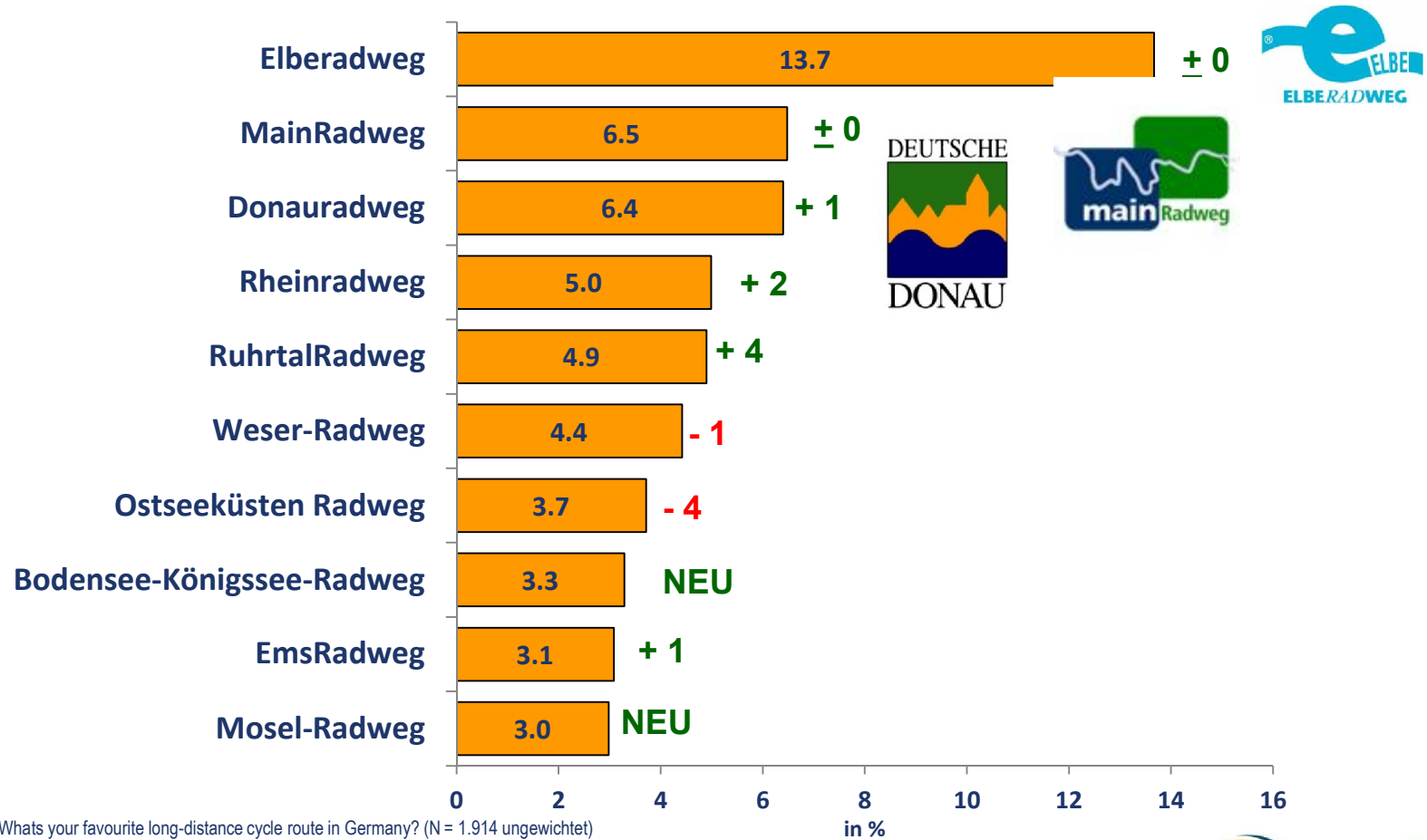
15 Rhine Route: _____ Rheinradweg



- Rhine Cycle Route (EV 15) and Danube Cycle Route (EV 6) recognised as international routes.

Market research: ADFC-cycle tourism analyses 2015

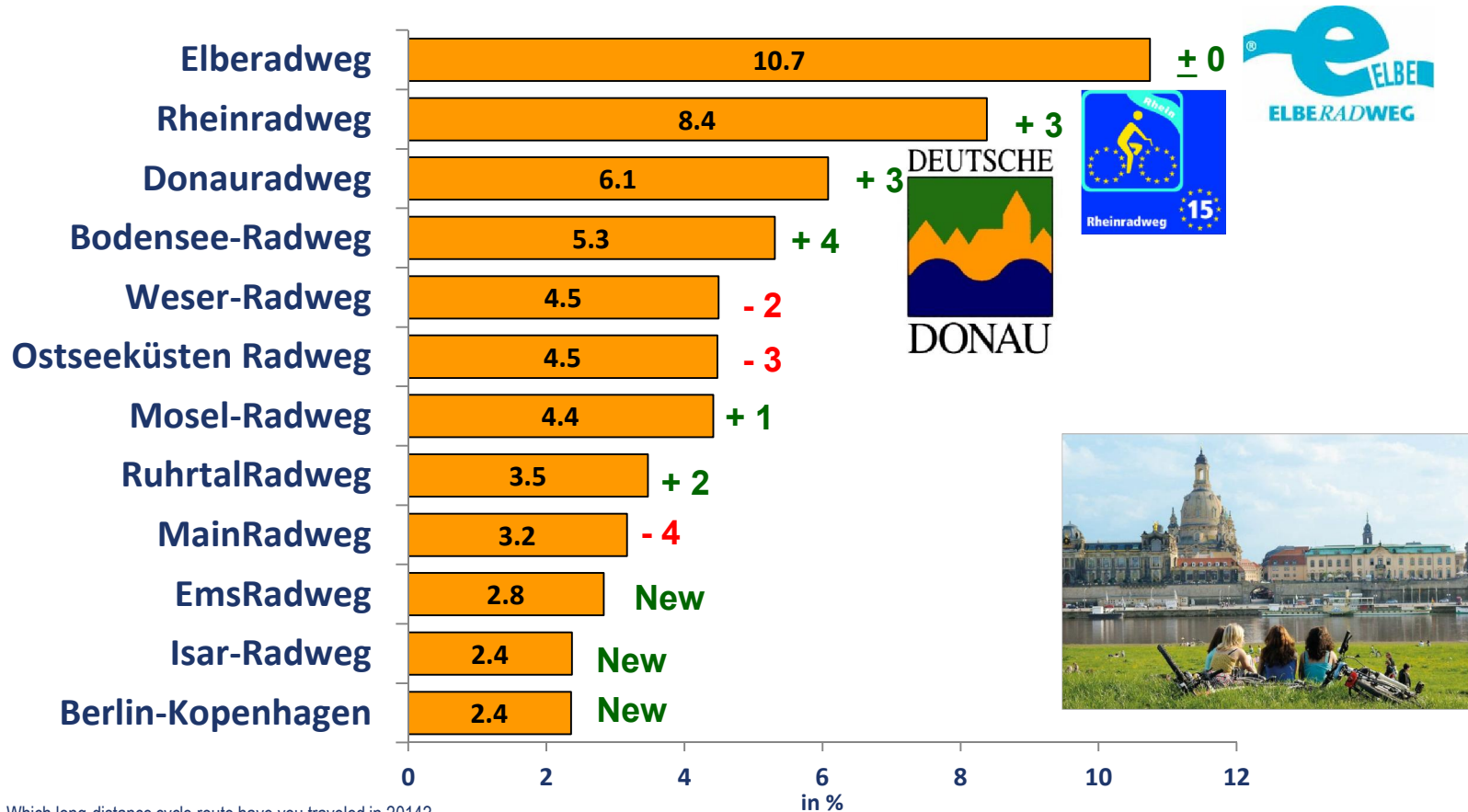
The most popular long-distance cycle route in Germany: (TOP TEN out of 147)



Market research: ADFC-cycle tourism analyses 2015

The most used long-distance cycle routes in Germany in 2014 (out of 249)

(for multi-day cycling tours)



Which long-distance cycle route have you traveled in 2014?
(N = 2.622 ungewichtet); Basis: mind. 1 mehrtägige Radreise in 2014

ADFC positions on EuroVelo routes

EuroVelo routes **support the development** of cycle tourism. They can serve as the “backbone” for the further development of cycle tourism.

Germany already has many **well-functioning route products**, driven by operators who take care of the marketing and safeguard the quality of the product.

The “**Radnetz Deutschland**” (**D-Netz**) cycle network **has priority** in the international marketing, after which attention can be turned to the European level.

Yes to EuroVelo as a European project. Marketing EuroVelo via ADFC channels.

We do **not require route operators to provide signposting**, but rather recommend that information is provided on noticeboards and using other methods.

We **increase awareness for EuroVelo** routes among tourists and link these to existing long-distance cycle routes.

ADFC requirement: each functioning route product requires an operator and sustainable quality management.

Thank you!

Allgemeiner Deutscher Fahrrad-Club e.V.
German National Cyclists' Association

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German cycle network

12 routes link all federal states

Goal: national routes of a uniform standard:

- Consistent signposting
- Sufficient infrastructure
- Central information point

Incentive for other route operators

www.radnetz-deutschland.de

