

Cycle Tourism “Made in Germany”:

Developing scenic cycle routes through dramatization

Allgemeiner Deutscher Fahrrad-Club e. V. (ADFC)



ADFC: German Cyclists' Association

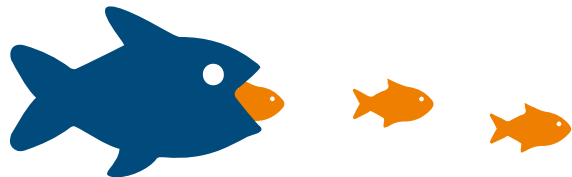
- Cyclists' association, founded in 1979, > 175,000 members
- Mission: To make more people bike more often!
- Structure: national level, 16 org. at state level, ~500 org. at local level
- Work: advocacy, actions, projects – for both:



Cycle tourism in Germany: Status quo



> 250 long-distance cycle routes



Strong competition



Cycle tourists = travel-experienced

No longer brand loyal


Quality-oriented

Spontaneous

Requirements for long-distance cycle routes

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

- ✓ Central coordination / route operator
- ✓ Central marketing
- ✓ Central contact / information office
- ✓ Quality and sustainable quality management
- ✓ Tourism infrastructure and amenities along the cycle route
- ✓ Thematic orientation of the cycle route

National Cyclists' Association 
adfc
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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.

Page 1 of 4

Requirements for the product development

Clear thematic orientation:

Uniform, plain product name and a corresponding logo

It must be possible to ‘experience’ the route’s theme:

- Experience the theme every 15-20 km
- Visibility and access to POIs
- Appropriate routing (no detours, unnecessary height difference and monotonous sections)

Cycle routes around themes or
main topics

With given course



Cycle routes along the riverside



Example: Cycle route along the Emssee,
EmsRadweg

Photo: ERW J. Everwand, Emssee Warendorf

Without given course



Route of Industry Culture by Bike



Spa Cycle Route – Spa hopping between Lake Constance and Allgäu



Allgäu Castle Park Cycle Loop - cultural diversity with monasteries, pilgrimage churches, fairytale castles, and idyllic small towns

Product development through
“dramatization”

“Dramatization”

Possibilities to underline the theme / main topic:

1. Valorisation/enhancement of the landscape through additional infrastructure elements
2. Development or inclusion of additional POIs for specific target groups

Valorisation of landscape



Source: Ammerland Touristik

Put landscape in
the limelight



Listening experience
via smartphone



Source: www.park-der-gaerten.de



POIs for specific target groups



Ritterspielplatz



pfronten
spielt
Allgäu

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