



ASSOCIATION EUROPÉENNE DES VOIES VERTES  
EUROPEAN GREENWAYS ASSOCIATION  
ASOCIACIÓN EUROPEA DE VÍAS VERDES



RADTOURISMUS  
ÖSTERREICH

# 2016 CYCLING FOR ALL

Developing successful cycle tourism products for everyone

III EuroVelo, Greenways and cycle tourism Conference

Vienna, 14<sup>th</sup> October 2016

Hosted by:



ecoplus. The Business Agency of Lower Austria



Co-funded by the COSME programme  
of the European Union



9:00 – 9:30

Registration

Conference moderator: **Ádám Bodor**

## Section 1: Welcome and Introduction

When?	What?	Who?
9:30 – 9:35	Welcome from the host	<b>Christian Weinberger</b> (ecoplus GmbH)
9:35 – 9:40	Welcome from Mobilitätsagentur	<b>Martin Blum</b> Radverkehrsbeauftragter Stadt Wien
9:40 – 9:45	Welcome from Radlobby Österreich	<b>Andrzej Felcak</b> , Radlobby Österreich
9:45 – 10:00	Challenges Relating to European Project Management	<b>Alan Vella</b> , Executive Agency for Small and Medium-sized Enterprises (EASME)
10:00 – 10:15	Smart and Sustainable Tourism: Filling the low and medium season gap	<b>Manfred Neun</b> , President of the European Cyclists' Federation (ECF)
10:15 – 10:30	Greenways Outdoor: promoting greenways to create and market appealing tourism products	<b>Giulio Senes</b> , President of the European Greenways Association (EGWA) and <b>Mercedes Muñoz</b> EGWA Director and Coordinator of Greenways Outdoor Project

10:30 – 10:50  
Coffee break



## Section 2: Cycle Tourism Products

When?	What?	Who?
10:50 – 11:05	EuroVelo 15 - Rhine Cycle Route: a product for all kind of cyclists 'Silver Cyclists'	<b>Jens Niemeyer and Katharina Schattner</b> , Romantischer Rhein Tourismus GMBH
11:05 – 11:20	Silver Cyclists: Evaluation on product development for seniors	<b>Richard Weston</b> , University of Central Lancashire
11:20 – 11:35	Outdoor tourism products in The Great Western Greenway	<b>Travis Zeray Director</b> , Clew Bay Bike Hire and Outdoor Adventures Ltd.
11:35 – 11:50	Creating tourism product in the Olive greenway	<b>Carmen Aycart</b> , Andalusian Greenways Association and Antonio Camacho, Dxocio – Centro Cicloturista Subbética Bike's Friends.
11:50 – 12:10	Podium discussion	moderated by <b>Jesus Freire</b>



12:10 – 13:10

Lunch (and networking!)



## Section 3: Marketing and Promoting Cycle Tourism

When?	What?	Who?
13:10 – 13:25	Europe as a travel destination: the role of active tourism	<b>Gunes Vural</b> , Online Marketing Manager, European Travel Commission.
13:25 – 13:45	The Adventure Cycle Route Network and promoting cycle tourism in the US	<b>Ginny Sullivan</b> , Adventure Cycling
13:45 – 13:55	EuroVelo: Promoting cycle tourism in Europe	<b>Ed Lancaster</b> , European Cyclist's Federation
13:55 – 14:10	Innovations in Marketing Cycling Tourism Destinations	<b>Richard Spilsbury</b> , Global Cycle Network
14:10 – 14:25	How to tell European Stories? On Bike-Trails	<b>Ernst Miglbauer</b> , Invent
14:25 – 14:45	Panel discussion	Moderated by <b>Ádám Bodor</b>



14:45 – 15:00  
Coffee break



## Section 4: Costumers and Products

When?	What?	Who?
15:00 – 15:15	Austria Tourism Cycle Trip Analysis	<b>Christian Schrefel</b> , Radlobby/Radtourismus
15:15 – 15:30	Spas and cycling: a perfect combination	<b>Dr. Janka Zálesáková</b> , Vice-president of ESPA and President of the Association of Slovak Spas
15:30 – 15:45	Greenways: top ten tips to reach the end users	<b>Christoph Hendrich</b> , Tourismusagentur Ostbelgien and <b>Arantxa Hernández</b> , Spanish Railways Foundation.
15:45 – 16:00	Monitoring experience in France (impact of cycle tourism): Plateforme Nationale des Fréquentations	<b>Camille Thome</b> , Départements & Régions cyclables
16:00 – 16:15	Cycle Tourism Austria: Cooperation on EuroVelo 9 – Baltic-Adriatic	<b>Sylvia Gleitsmann</b> , NÖ Werbung (Lower Austrian Tourism Board)
16:15 – 16:30	Enough asphalt! How backroads can be improved and activated for cycle tourists	<b>Jesper Pørksen</b> , Danish Cycle Tourism
16:30 – 16:50	Podium discussion	Moderated by <b>Mercedes Muñoz</b>
16:50 – 17:10	Launch of the Charter of Silver Cyclists. Remarks and closing	<b>Ádám Bodor</b> , Advocacy and EuroVelo Director, ECF

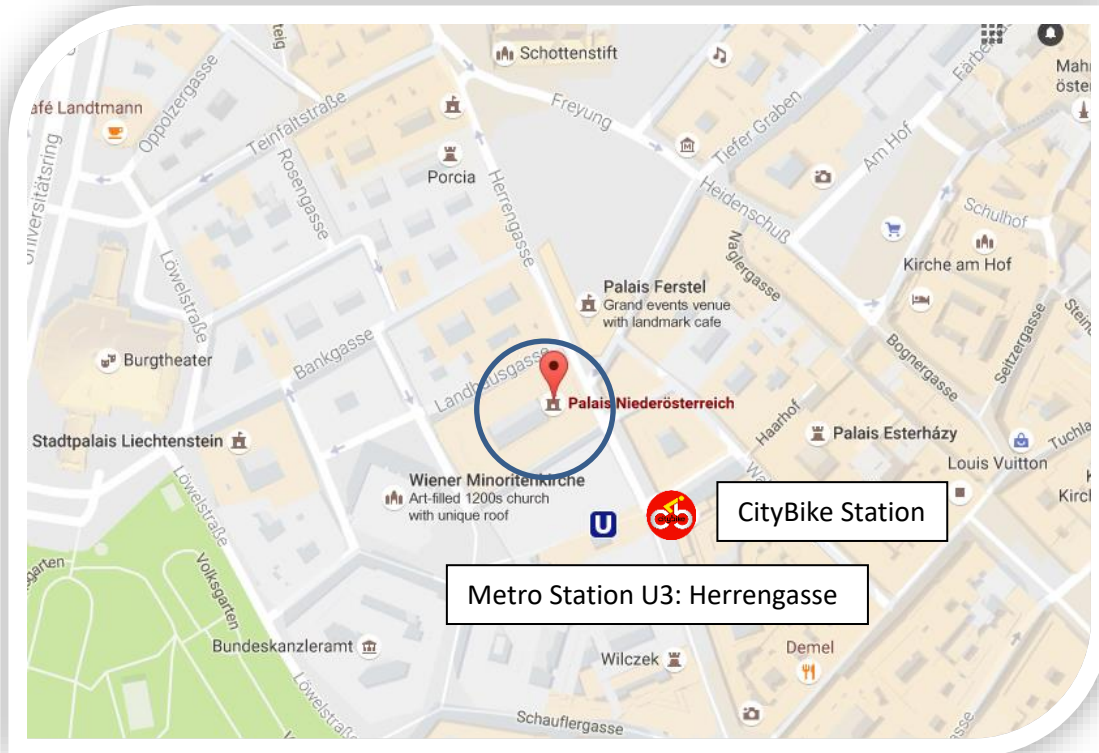


## Practical Information

### Venue

Palais Niederösterreich

Herrengasse 13, 1010 Wien



**Conference contact number:**

Jesus Freire / Alex Scholz: 0032 488583502

**Bike excursions sponsored by:**



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