



ECF - ADFC CYCLING TOURISM DAY 08/03/2019



ITB
BERLIN
The World's
Leading
Travel Trade
Show*

#CyclingTourismITB

Hall 4.1

ORGANISED BY



11:30 - 12:30

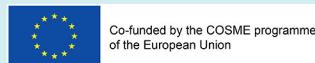
12:30 - 14:00

14:00 - 16:30

Main stage
ECF Booth 256
Adventure stage

Day programme

SUPPORTED BY



Main stage

STAGE MODERATOR

Frank Hofmann (ADFC Deputy National Chairman)

11:30 - 11:35

Introduction

11:35 - 11:50

Cycle Tourism "Made in Germany": developing scenic cycle routes through dramatisation

SPEAKER

- o Louise Böhler (ADFC)

11:50 - 12:15

Panel discussion on developing "Scenic cycle routes and trails through natural and cultural landscapes"

MODERATOR

- o Ádám Bodor (ECF)

SPEAKERS

- o Leon Hoogsteen (Fietsplatform)
- o Peter DeBrine (UNESCO)
- o Pia Zimmermann (Ruhr Tourismus)
- o Marta Chełkowska (Pomorskie Region)
- o Lucijana Natalija Jerković (Croatian National Tourist Board)

12:15 - 12:20

Launch of new EuroVelo route

12:20 - 12:30

EuroVelo Awards 2018

ECF Booth

BOOTH NO. 256

12:30 - 14:00

Lunch and networking

DAY
PROGRAMME
HALL 4.1

JOIN THE CONVERSATION

#CyclingTourismITB



Adventure stage

14:00 - 14:30

Connecting Europe across the Alps

SPEAKER

- o Christoph Tschalkner (Via Claudia Augusta)

14:30 - 15:00

30 years since the fall of the Iron Curtain - the story of EuroVelo 13

SPEAKERS

- o Michael Cramer MEP
- o Daniel Mourek (Nadace Partnerstvi)
- o Hannes Weitschacher (Weinviertel Tourismus GmbH)

15:00 - 15:30

Cycling tourism through natural and cultural landscape

SPEAKERS

- o Javier Navarrete Mazariegos (Junta de Andalucía)
- o Henrik Lythe Jorgensen (Dansk Cykelturisme)
- o Carmen Pita (Turismo de Galicia)

15:30 - 16:00

Cycle Tourism between Maps and Apps

SPEAKER

- o Thomas Froitzheim (ADFC)

16:00 - 16:30

Developing successful cycling tourism products

SPEAKERS

- o Sebastian Hugo Witzel (Mecklenburg-Vorpommern Tourismus)
- o Leon Hoogsteen (Fietsplatform)

ECF - ADFC
CYCLING
TOURISM
DAY 08/03/2019

