

EuroVelo in Austria – a Project-update

annual meeting EuroVelo Coordinators
Vienna, 10.06.2013

Christian Weinberger (ecoplus) Austria

 **EuroVelo**
the European cycle route network

 **ECF**
EUROPEAN CYCLISTS' FEDERATION



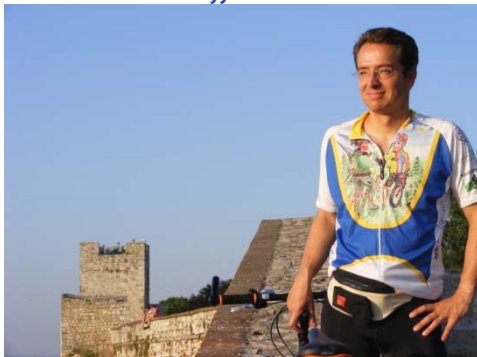
Nation. Coordinator: Christian Weinberger

Since 04/2000: ecoplus, Project Manager for Regional Development
(Wintertourism, Leisure parcs, Cycling tourism, special projects)

over 70 Projects on „Cycling Tourism“
(Planning, concepts, consultancy, subsidies, Expertise)

Since 07/2005: Initiator & Coordinator of
„Lower AUT cycling routes optimization programm“
(so far about €28 Mio. investment)
(1.200 km length, 200 communities, 4 gov. departments involved)

Since 07/2005: „EuroVelo“: National Coordinator Austria



Contact:

Mobile: +43 664 827 20 16

Email: c.weinberger@ecoplus.at

web: www.eurovelo.org

Overview Signposting of „EuroVelo“

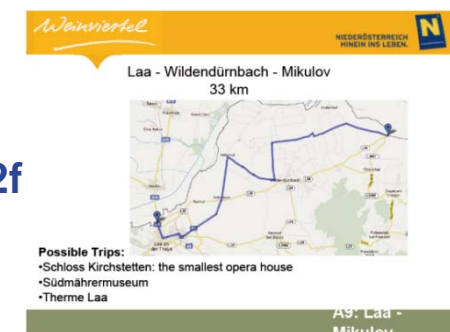
From 12/2013:

- EuroVelo-Logo till 06/2011
- NOT „EV“ - signposted:
Upper AUT, Carinthia, East Tyrol

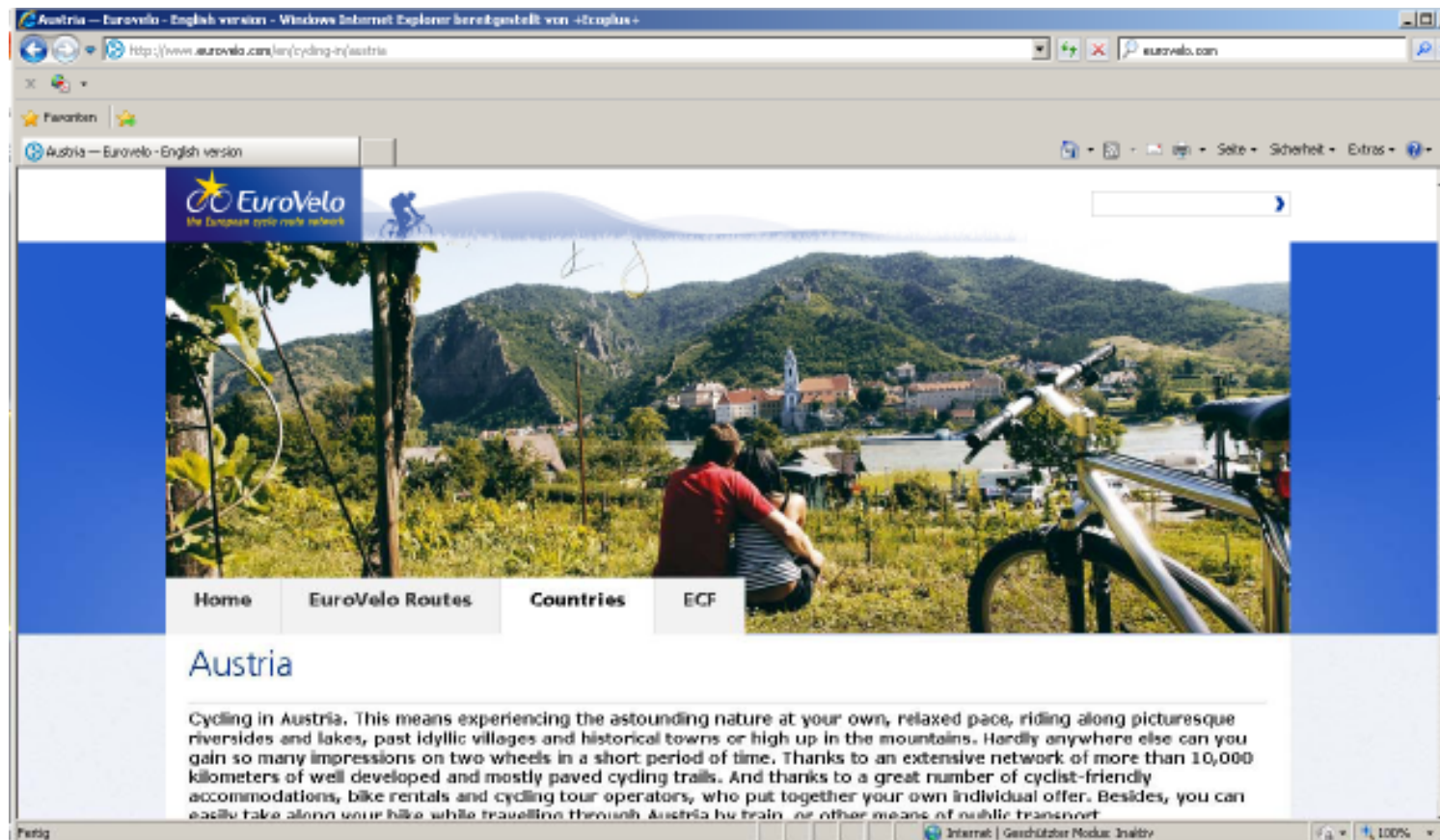


Overview Projects in Austria (relevant for „EuroVelo“)

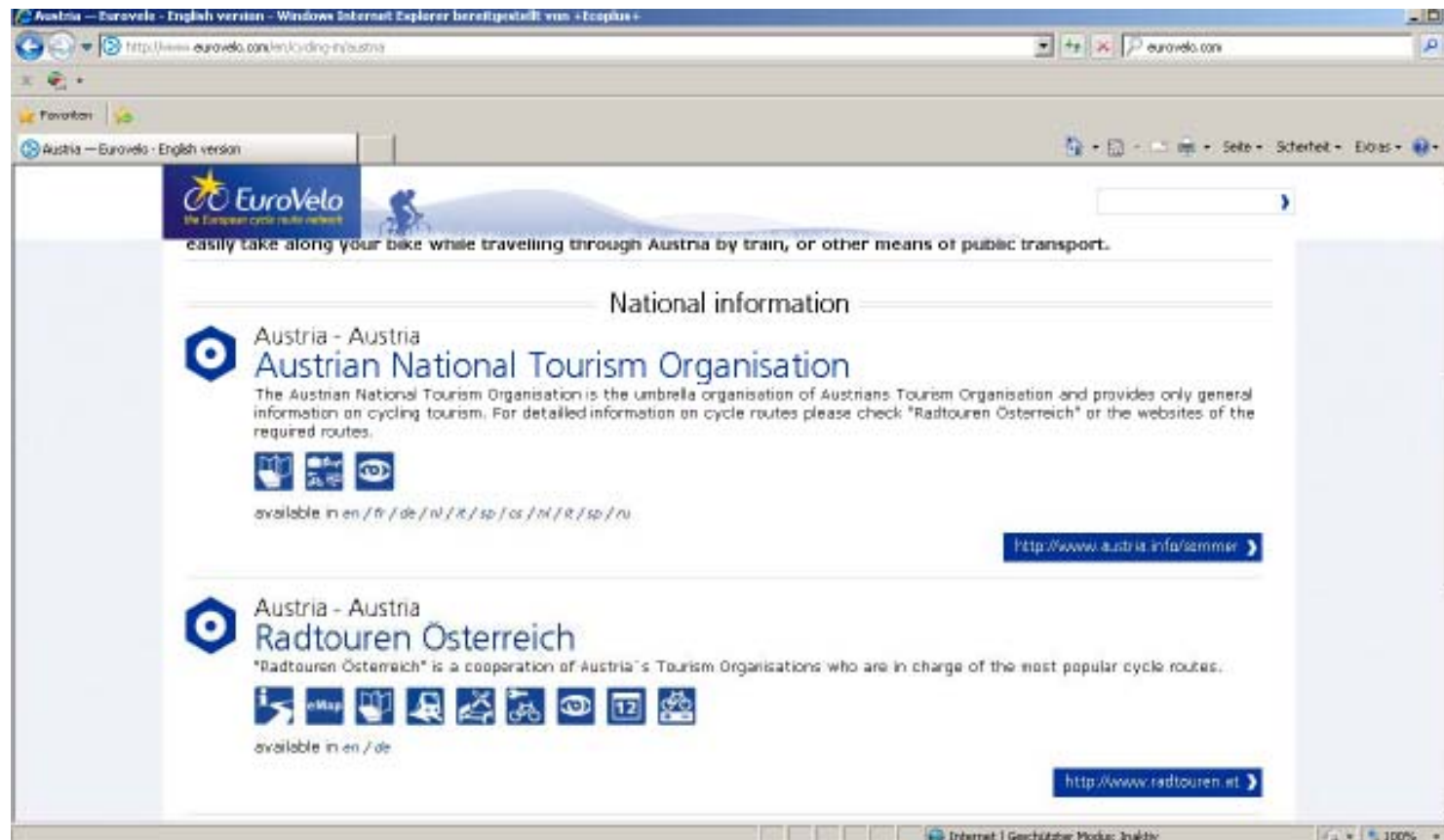
- Quality Check (+ partly awarding) of Cyclign Routes of RTO (ADFC)
- Project „Donauradweg Österreich“ (frequencies, surveys, austrian-wide Marketing)
- ETZ Project „Alpe-Adria-Radweg“, Salzburg, Carinthia, Italy (<http://www.alpe-adria-radweg.com/> partly EV7)
- Sept/10: Start of all-Provinces working group for „Cycling tourism in AUT“
- Route finding of „EuroVelo13 / Iron Curtain Trail“ (Weitschacher/Schrefel) 2011f.
- Initiative „Bed & Bike“ (ADFC), first mover: Lower AUT 2012f
- New signposting „Wien – Breclav-Radweg (EV9) 2013 (-2014?)



Status EuroVelo in Austria



Status EuroVelo in Österreich



Status EuroVelo in Austria


Success:

- High publicity + highly increased demand for „EuroVelo“
- New „EuroVelo- map“ highly accepted!
- www.eurovelo.com stimulates „quality competition“ among Regions-websites
- „private“ websites compete („challenge“) their „public“ counterparts!
- First EU-Projects with consideration of „EuroVelo“
- EuroVelos in Austria finished and up to 70% signposted!



Status EuroVelo in Austria

Challenges / Problems:

- At present no EuroVelo-Routen-overview for Austria
- linking to various regional or provincial-websites
⇒ not „user-friendly“
- www.Radtouren.at only in GERMAN .. 
- Hardly any detail- Info on ANTO (Austrian National Tourism Org.)
<http://www.austria.info/de/tags/radfahren> website
- partly „private“ websites better / more informative than „public“
- „user-friendly“ marketing of EuroVelos, which cross more destinations and provinces, not to be expected soon..
- Implementation of EV13 in uper+lower AUT starts autumn 2013..





**Thank you for your
attention....**

Christian WEINBERGER

Tel: +43-2742-9000-19754

Mobile. +43-664-827 20 16

Email: c.weinberger@ecoplus.at

