

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



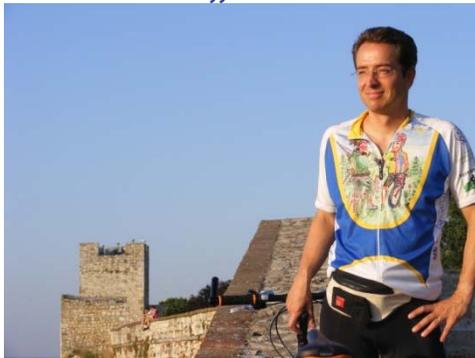
Nation. Coordinator: Christian Weinberger

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



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Overview Signposting of „EuroVelo“

From 12/2013:

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

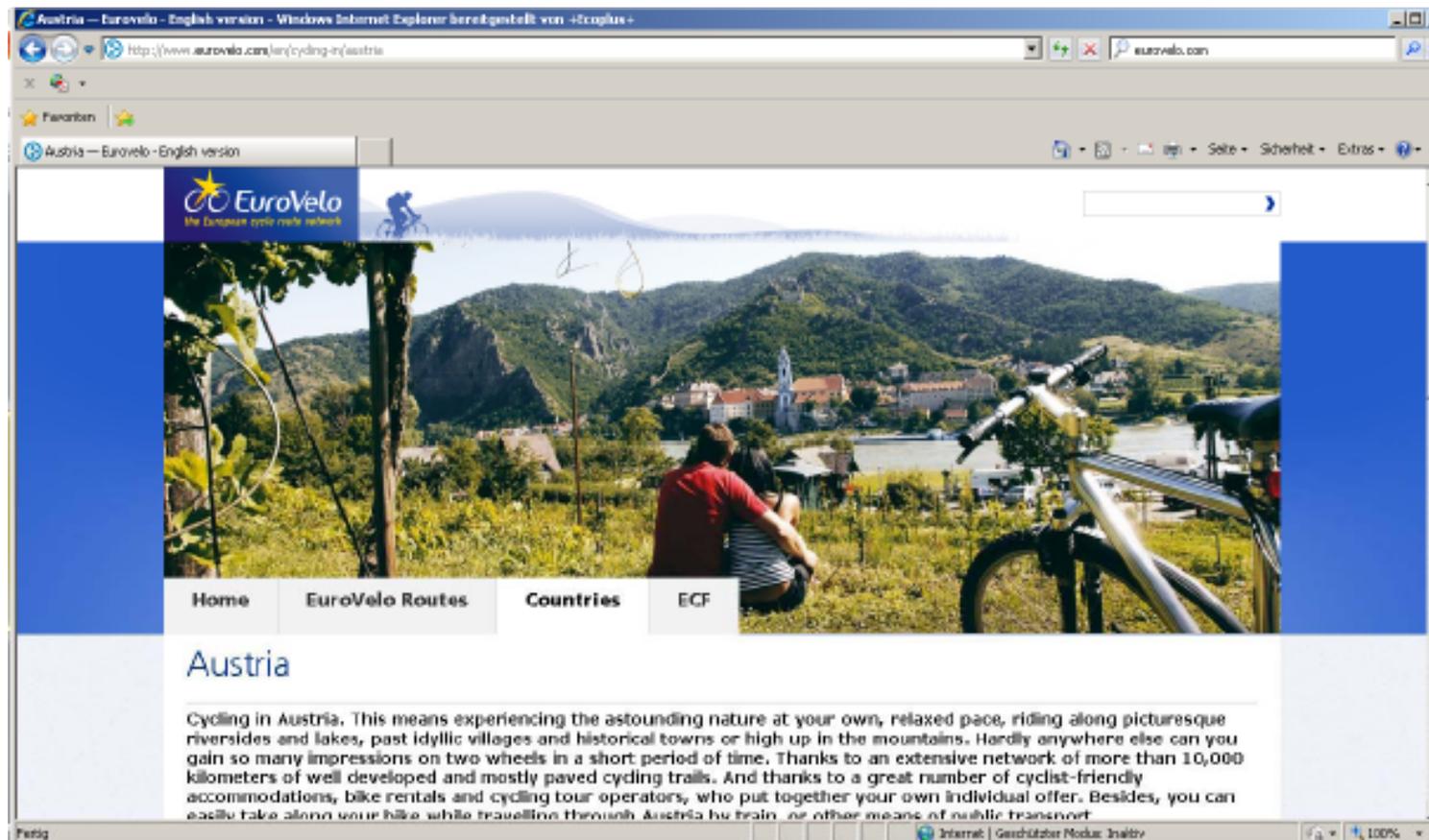


Overview Projects in Austria (relevant for „EuroVelo“)

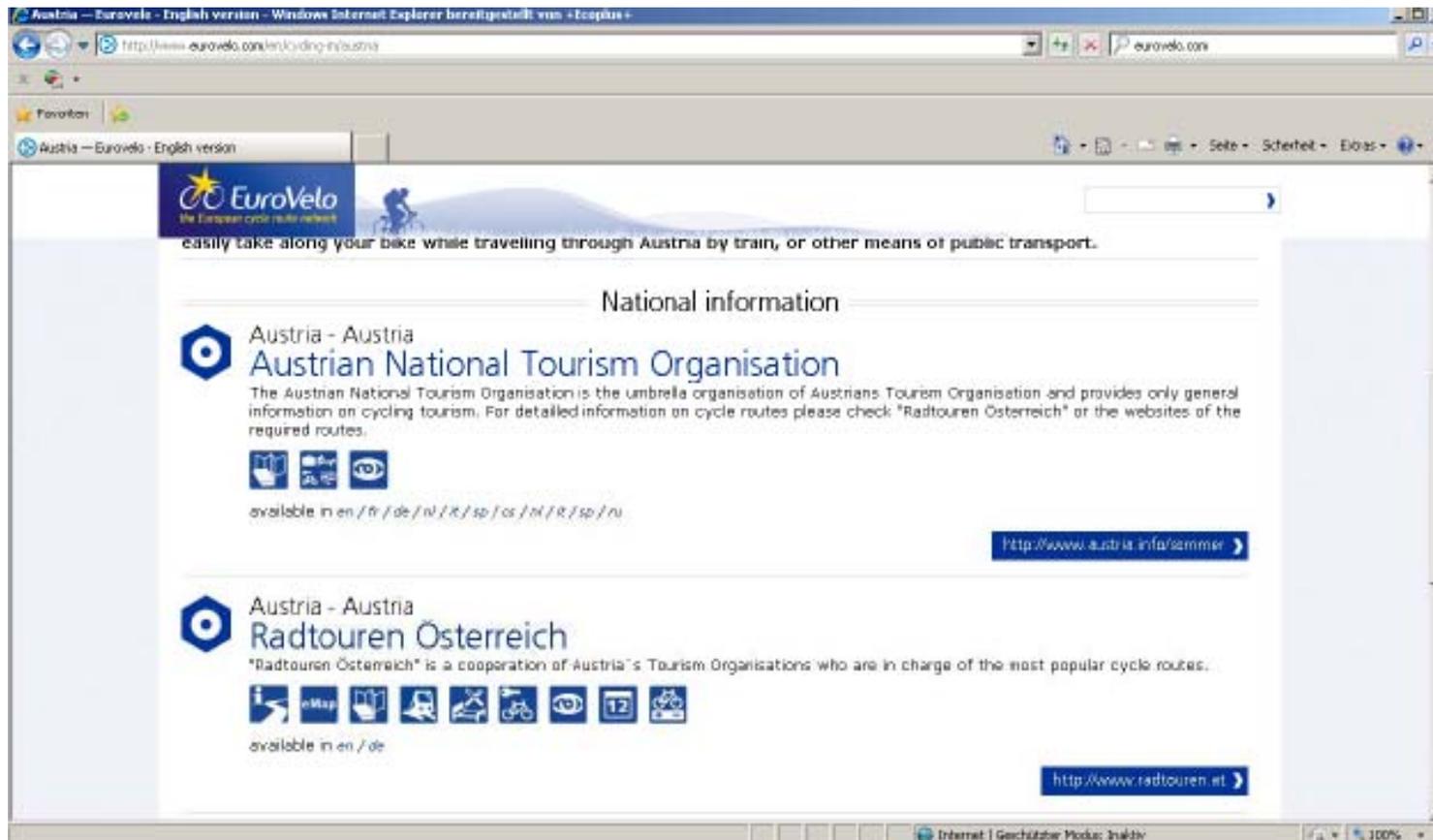
- Quality Check (+ partly awarding) of Cyclign Routes of RTO (ADFC)
- Project „Donauradweg Österreich“ (frequencies, surveys, austrian-wide Marketing)
- ETZ Project „Alpe-Adria-Radweg“, Salzburg, Carinthia, Italy (<http://www.alpe-adria-radweg.com/> partly EV7)
- Sept/10: Start of all-Provinces working 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



The screenshot shows a web browser window displaying the EuroVelo website for Austria. The browser's address bar shows the URL <http://www.eurovelo.com/en/riding-in/austria>. The page features the EuroVelo logo and a navigation menu. The main content area is titled "National information" and contains two sections:

- Austria - Austria Austrian National Tourism Organisation**
The Austrian National Tourism Organisation is the umbrella organisation of Austrians Tourism Organisation and provides only general information on cycling tourism. For detailed information on cycle routes please check "Radtouren Österreich" or the websites of the required routes.
available in en / fr / de / N / R / SP / CS / M / R / SP / N
<http://www.austria.info/semmer>
- Austria - Austria Radtouren Österreich**
"Radtouren Österreich" is a cooperation of Austria's Tourism Organisations who are in charge of the most popular cycle routes.
available in en / de
<http://www.radtouren.at>

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 upper+lower AUT starts autumn 2013..





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

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