

# EuroVelo and Cycle Tourism Conference 2018: Programme of 27 September

Venue: Radisson Blu Hotel, Hasselt in the province of Limburg, Belgium

Address: Torenplein 8, 3500 Hasselt, Belgium



**07:30 – 09:00** Registration

**09:00 – 09:20** Conference Opening

*With Christophe Najdovski, President of the European Cyclists' Federation and Jeroen Luys, Director of Toerisme Limburg*

**09:20 – 10:45** Plenary Sessions:

- **Ward Segers** (Toerisme Limburg): *The cycle node network in Limburg, adding new experiences*
- **Dries & Yuri** (Wasbar – Chez Claire): *Experience an 'out of the box' session*
- **Josh Ibbett**: *Ever wonder what goes in an around-the-world bikepacking kit?*

**10:45 – 11:15** Coffee Break

**11:15 – 12:45** Parallel Sessions:

<b>Session A</b> <b>Blazing a Trail: Innovation in Cycle Tourism</b> <i>Moderator: Ed Lancaster</i>	<b>Session B</b> <b>Cycle Highways and Cycle Tourism - Is there a Synergy?</b> <i>Moderator: Aleksander Buczynski</i>	<b>Session C</b> <b>Communicating the Cycle Tourism Experience</b> <i>Moderator: Jesus Freire</i>
<b>Wolfram Hinnenthal</b> (ADFC): <i>Bett+Bike</i>	<b>Bert Celis:</b> <i>BikeValley: CHIPS</i>	<b>Dries Verclyte:</b> <i>Cycling Flanders Project (Cycling Culture of Flanders)</i>
<b>Bart Gregoor:</b> <i>"Café Coureur. Bikefriendly lodging is not about a print of Eddy Merckx above the bed"</i>	<b>Monica Silvestrini:</b> <i>High-Rate Bike Paths for Commuting Offer Opportunities for Touristic Cycle Networks</i>	<b>Jeroen Peeters</b> (Toerisme Limburg): <i>How to Use Social Media?</i>
<b>Camille Perretta:</b> <i>Innovating Governance for a Peaceful Achievement</i>	<b>Bart Jansen:</b> <i>The Cycle Highway Accelerator</i>	<b>Dany Heck</b> (Vennbahn): <i>Routeplanner Software Innovation</i>
<b>Johan Vanswijgenhoven</b> (Kingo): <i>E and Smart Bikes for Tourists</i>	<b>Tina Caers:</b> <i>Cycle Highway F1 Antwerpen – Mechelen: Evaluation, Users Experience, Lessons learned and Future Services</i>	<b>Fong Choo Leong:</b> <i>Cycling Holiday in Germany – Truly Inspiring: Marketing Strategies of Long Distance Cycle Routes</i>
<b>Paul Cheese:</b> <i>Rock and Roll: An Innovative Approach to Reach a New Cycle Tourist Audience</i>		<b>Hillel Sussman:</b> <i>Israel Bike Trail – Developing a National MTB Route</i>
<b>Eveline Sierens:</b> <i>The Cycle Platform: a Demand-Oriented Tool Based on Collaboration</i>		

12:45 – 14:15 Lunch Break

14:15 – 15:45 Parallel Sessions:

<b>Session D</b> <b>Developing Experiences: the Future of Cycle Tourism Products</b> <i>Moderator: Jesus Freire</i>	<b>Session E</b> <b>Effective Cycle Network Management</b> <i>Moderator: Ernst Fahrenkrug</i>	<b>Session F</b> <b>Perfect companions: Cycle Tourism and Public Transport</b> <i>Moderator: Ed Lancaster</i>
<b>Sjantal Sillius</b> (Tourism Antwerp): <i>Bike Holidays Flanders</i>	<b>Harald Kuhn:</b> <i>Improving cycling experience with safe, comfortable and fun infrastructure</i>	<b>Martin Bethge:</b> <i>Flixbus: A Smart and Green Cycle Experience for Everyone</i>
<b>Marie Secrétant:</b> <i>The Cycling Tourism Market: An Opportunity for Belgium?</i>	<b>Ana Santos:</b> <i>Ethnography of Cycling in Portugal</i>	<b>ÖBB</b> [Speaker tbc.]
<b>Eric Nijland:</b> <i>The Dutch cycling network 2.0 – example Maasfietsroute (EuroVelo 19)</i>	<b>Eveline Sierens:</b> <i>Smart Collaboration on the Management of Recreational Cycle Routes</i>	<b>Alexander De Bièvre:</b> <i>Mobit Tourism Platform</i>
<b>Miklos Berencsi:</b> <i>EuroVelo 14: Development Process in Hungary</i>	<b>Monica Silvestrini:</b> <i>Quality Monitoring of the Tourist Cycle Network in Limburg</i>	<b>Valeria Croce:</b> <i>Eurail</i>
<b>Will Haynes:</b> <i>Cycle Tourism: Developing the UK National Cycle Network</i>	<b>Mercedes Munoz Zamora:</b> <i>Greenways Heritage: Innovation in Accessible Walking and Cycling Routes</i>	<b>Joeri de Visser:</b> <i>Blue-bike: How tourism can help improve the service of shared-bike schemes</i>
<b>Carlos Martin Ruiz:</b> <i>Bikefriendly World: 5 Key Success Factors in in Developing Successful Cycle Tourism Products</i>	<b>Richard Weston:</b> <i>Who comes and who spends? Understanding the demand and impact of cycle tourism on EuroVelo, the European cycle route network</i>	

15:45 – 16:15 Coffee Break

16:15 – 17:15 Plenary Sessions:

- **Peter de Wilde** (VisitFlanders & European Travel Commission)
- **Adam Bodor** (ECF): *The Future of Cycle Tourism in Europe*

17:15 – 17:30 Closing and end of the formal programme

18:30 – 23:00 Conference Dinner

# Parallel Sessions Description

## **Session A – Blazing a Trail: Innovation in Cycle Tourism**

The theme for this year's EuroVelo and Cycling Tourism Conference is 'Experiencing the Unique' and this session brings together examples of innovation that are allowing visitors to enjoy unforgettable experiences on two wheels. These range from service providers coming up with tailored offers for cyclists, to the use of innovative marketing strategies to reach out to new audiences. Innovative approaches to governance can also be important to producing successful cycle tourism products while the use of the very latest technology in bicycle design can add significantly to the experience of tourists.

## **Session B – Cycle Highways and Cycle Tourism: Is There a Synergy?**

As a backbone of a regional cycle network, cycle highways connect different cities, towns or major workplaces. They are characterised by a new, higher standard of design, build and maintenance. They also require wider cooperation on regional or even national levels. In return they extend the range of daily cycling from city-wide to region-wide and create new opportunities for active mobility. Can there be a synergy between cycle highways and cycle tourism? The session will explore this question through different stages of cycle highway projects – from planning through design and construction to monitoring and evaluation.

## **Session C – Communicating the Cycle Tourism Experience**

Communication is now more visual and digital than ever before and this session focuses on the latest trends in communicating and promoting cycle tourism products. Ever wondered how to get the best out of social media? What is a successful marketing strategy for long distance cycle route? Or how to use visual communication to reach your target audience? This session will provide the answers to these questions and more, so do not miss this opportunity to learn from some of the world's leading cycle tourism destinations!

## **Session D – Developing Experiences: The Future of Cycle Tourism Products**

Tourism is all about experiences and cycle tourism provides them in abundance! Within this session you will be able to hear what are the key factors for developing cycle tourism products and learn from some of the very best destinations at providing unique experiences for cycle tourists: the cycling paradise of Flanders, the British National Cycle Network (the forerunner of the EuroVelo network) and not forgetting the Netherlands - the 'home of cycling'. We will also hear about some new cycling travelling products in Belgium and a new route development in Hungary – both increasingly popular destinations for cycle tourists.

## **Session E – Effective Cycle Network Management**

Maintaining and improving cycle networks is a crucial task in cycle tourism. Important ingredients for the popularity of cycle trails include infrastructure, efficient stakeholder communication and network monitoring, improving links to cultural attractions as well as a better understanding of how to adapt public policies to the needs of cyclists. At a concrete level, we will learn about innovative solutions for cycle paths from the company that built the famous Van Gogh Path. We will then look at the impact of public policies in Portugal before listening to two best-practice examples of cycle network management in Belgium. We will also learn how cultural highlights can be integrated into a route and how to estimate its economic impact.

## **Session F – Perfect Companions: Cycle Tourism and Public Transport**

Research has shown that cyclists are more likely to choose public transport for their day-trip and/or holiday destination compared to the average tourist. Unfortunately however, it is often far from easy to combine these different modes currently in Europe. This session will look at some good practice examples that prove it does not have to be that complicated, taking in trains, buses and public bike sharing systems. The session will also consider what more can be done.