

EuroVelo9 in Austria – project-update

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Christian Weinberger (ecoplus) Austria

 **EuroVelo**
the European cycle route network

 **ECF**
EUROPEAN CYCLISTS' FEDERATION

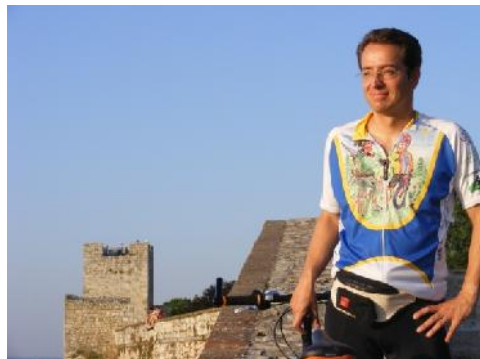


Nation. Coordinator: Christian Weinberger

Since 04/2000: ecoplus, Project Manager for Regional Development over 70 Projects on „Cycling Tourism”

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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EuroVelo 9 in Austria: Infrastructure

- 2006 – 2012 Route development: € 12 Mio.
- Until 2010: signposting in Lower Austria
- 2013: signposting in Vienna + Styria
- 2012: measuring frequencies



EuroVelo 9 in Austria: marketing (+ CZ, Slo)

- Length Brno – Maribor 566 km
- Budget only €13.500,- (!!)
- Marketing activities:
 - Internet www.eurovelo9.com in german, in czech from 2015
 - Flyer in D und CZ, edition 14.000 each language
 - Member of the platform Cycling in Austria (Marketing action in A, D, NL, CZ, CH und IT)



EuroVelo 9 in Austria: future action (+ CZ, Slo)

Either 1 „national project“ (financed by regions+Ministry) or
.... 2 ETC-projects (Lower AUT-CZ, Styria-SLO) focusing on:

- Product development
- Linking with public transport (train services! Taxis)
- Story telling
- Improvement of infrastructure (sections and signposting)
- ADFC top cycle route qualification (incl. regular route inspection)
- Bed & Bike along the route
- Setting up of long term management



Options for „long term management“

Status:

- 6 independant tourism organisations
- Cycling *tourism* in + near Vienna relative low priority
- Tour.Org. only have budget for „marketing“ + product development..



Our likely solution:

- Infrastructure & Maintainance-Control:
 - Becoming of a „ADFC – Quality Route“ requires 1 central „Quality Controller“ (who can be supported by regional partners)
 - Yearly route inspection through „roads department“ for ecoplus
- Services:
 - joint project „bed&Bike“ (RTO / Radlobby)
- Marketing:
 - Setting up of national EV-website incl advertising options for partners (tour operators, hotels etc), funded by Ministry
- „central coordination/management“:
 - funding by provincial tourism organisations = unlikely..



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

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