

ECF – ADFC CYCLE TOURISM DAY

09/03/2018
ITB BERLIN
ADVENTURE HALL
4.1B

ITB MAIN STAGE

The benefits of cycle tourism for tourism destinations (11:30-12:30)

Global perspective

- **Patrick Fritz**, Technical Coordinator – World Tourism Organisation (UNWTO)

Europe leading the way

- **Eduardo Santander**, Executive Director, European Travel Commission (ETC)
- **Ádám Bodor**, Advocacy and EuroVelo Director, European Cyclists' Federation (ECF)

The German recipe for success

- **Louise Böhler**, Head of Tourism, Allgemeiner Deutscher Fahrrad-Club e.V. (ADFC)
- **Kathleen Lumma**, Director, Kooperation "Deutschlands schönste Flussradwege"

Inaugural EuroVelo Cycle Tourism Awards

- Awards to be presented by **Michael Cramer**, MEP

Organised by:



Financially supported by:



#cycletourismITB

ECF – ADFC CYCLE TOURISM DAY

09/03/2018
ITB BERLIN
ADVENTURE HALL
4.1B

ADVENTURE STAGE

Networking reception (12:30 - 13:00)

Drinks and finger food served from the EuroVelo booth (No 245)

Successful cycle tourism products: Examples from Germany and beyond (13:00 – 14:30)

1. Establishing a cycle tourism product:

Panel discussion, chaired by **Ed Lancaster** (ECF)

- **Sebastian Kaiser**, Head of Product Management, Marketing and Sales Cooperations, Tourismus NRW e.V.
- **Łukasz Magrian**, Deputy Director, Pomorskie Tourist Board
- **Camille Thomé**, Director, Départements & Régions Cyclables (DRC)
- **Raitis Sijāts**, Chairman of the Board, Vidzeme Tourism Association (VTA)

2. Quality and coordination as keys to success: Drau Cycle Path

- **Paco Wrolich**, Project Manager Cycling / Kärnten Werbung Marketing & Innovations management GmbH

3. Where does the money go? Economic effects of cycle tourism explained using selected German regions

- **Mandy Schwalbe-Rosenow**, Director, Büro Radschlag
- **Louise Böhler**, Head of Tourism, Allgemeiner Deutscher Fahrrad-Club e.V. (ADFC)



#cycletourismITB