

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 – 09:30 Conference Opening

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

09:30 – 10:45 Plenary Sessions:

- **Ward Segers** (Toerisme Limburg): *Limburg is the Cycling Paradise of Flanders*
- **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:

Session A Experiences: Innovation <i>Moderator: Ed Lancaster</i>	Session B Cycling hardware: Cycle Highways <i>Moderator: Aleksander Buczynski</i>	Session C Marketing & Promotion <i>Moderator: Jesus Freire</i>
Wolfram Hinnenthal (ADFC): <i>Bett+Bike</i>	Bert Celis : <i>BikeValley</i>	Dany Heck (Vennbahn): <i>Routeplanner Software Innovation</i>
Bart Gregoor : <i>Café coureur. Bikefriendly Accommodation and Café, the "Veloromantic" Approach</i>	Monica Silvestrini : <i>High-Rate Bike Paths for Commuting Offer Opportunities for Touristic Cycle Networks</i>	Dries Verclyte : <i>Cycling Flanders Project (Cycling Culture of Flanders)</i>
Johan Vanswijgenhoven (Kingo): <i>E and Smart Bikes for Tourists</i>	Bart Jansen : <i>The Cycle Highway Accelerator</i>	Jeroen Peeters (Toerisme Limburg): <i>How to Use Social Media?</i>
Paul Cheese : <i>Rock and Roll: An Innovative Approach to Reach a New Cycle Tourist Audience</i>	Tina Caers : <i>Cycle Highway F1 Antwerpen – Mechelen: Evaluation, Users Experience, Lessons learned and Future Services</i>	Fong Choo Leong : <i>Cycling Holiday in Germany – Truly Inspiring: Marketing Strategies of Long Distance Cycle Routes</i>
Camille Perretta : <i>Innovating Governance for a Peaceful Achievement</i>		Carlos Martin Ruiz : <i>Bikefriendly World: 5 Key Success Factors in Promoting Cycle Tourism</i>
Eveline Sierens : <i>The Cycle Platform: a Demand-Oriented Tool Based on Collaboration</i>		Hillel Sussman : <i>Israel Bike Trail – Developing a National MTB Route</i>

12:45 – 14:15 Lunch Break

14:15 – 15:45 Parallel Sessions:

Session D Experiences: Developing Successful Cycle Tourism Products <i>Moderator: Jesus Freire</i>	Session E Cycling hardware: Innovation <i>Moderator: Ernst Fahrenkrug</i>	Session F Sustainable Tourism: Combining Bicycles with Public Transport <i>Moderator: Ed Lancaster</i>
Sjantal Sillius (Tourism Antwerp): <i>Bike Holidays Flanders</i>	Mercedes Munoz Zamora: <i>Greenways Heritage: Innovation in Accessible Walking and Cycling Routes</i>	Martin Bethge: <i>Flixbus</i>
Marie Secrétant: <i>How to Put Together a Tourist Program?</i>	Monica Silvestrini: <i>Quality Monitoring of the Tourist Cycle Network in Limburg</i>	Joeri De Visser: <i>Blue Bike</i>
Miklos Berencsi: <i>EuroVelo 14: Development Process in Hungary</i>	Harald Kuhn: <i>Heijmans Infra: Bike Innovations (Van Gogh Bicycle Path)</i>	ÖBB [Speaker tbc.]
Will Haynes: <i>Cycle Tourism: Developing the UK National Cycle Network</i>	Ana Santos: <i>Ethnography of Cycling in Portugal</i>	
Ozlem Taskin Erten & Duygu Aral: <i>Local Cycling Routes: EuroVelo in Izmir + Olivelo</i>	Eveline Sierens: <i>Smart Collaboration on the Management of Recreational Cycle Routes</i>	
Fidelma Ray: <i>Creating a Successful Tourism Experience Along the Wild Atlantic Way in Ireland</i>	Richard Weston: <i>Who Comes and Who Spends? Understanding the Demand and Impact of Cycle Tourism</i>	
Eric Nijland: <i>The Dutch Cycling Platform – Maasfietsroute</i>		

15:45 – 16:15 Coffee Break

16:15 – 17:15 Plenary Sessions:

- [Speaker tbc.]
- **Adam Bodor** (ECF)

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

18:30 – 22:00 Conference Dinner