

Project  
and Community

Eubike.bike

Cyclists  
and Tourism  
Providers

# Presenting EUBike

Project and Community  
for Cyclists and Tourism Providers

January 2014 – June 2016



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Project  
and Community

Eubike.bike

Cyclists  
and Tourism  
Providers

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# Partners



Superficie8, IT



Bournemouth  
University, UK



University of Applied  
Sciences Krems, AT



Ecological Tourism in  
Europe, DE



SEED Association, CH



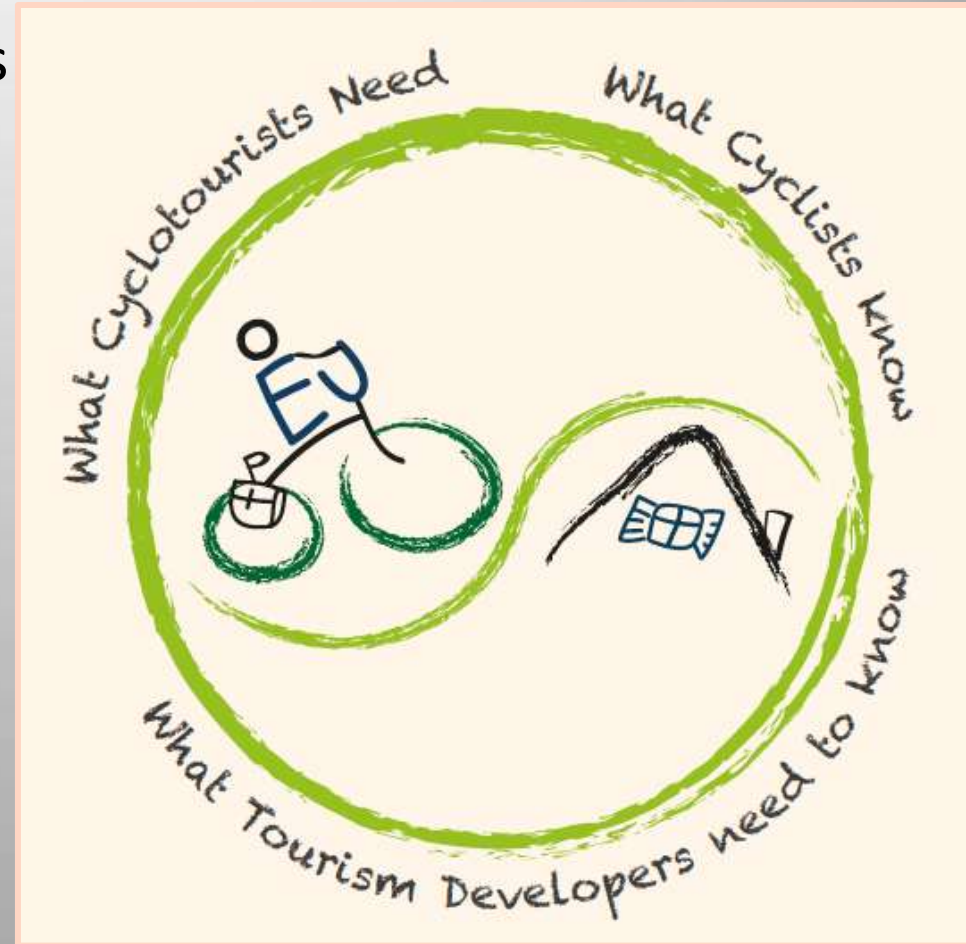
Zoi Environment Network, CH





# The main questions:

- What are the needs of cyclists while travelling?
- How to recognize the competences of cyclists?
- How to make our territories more attractive to cyclotourists?
- How to adapt and adopt innovative practices in cycle tourism?





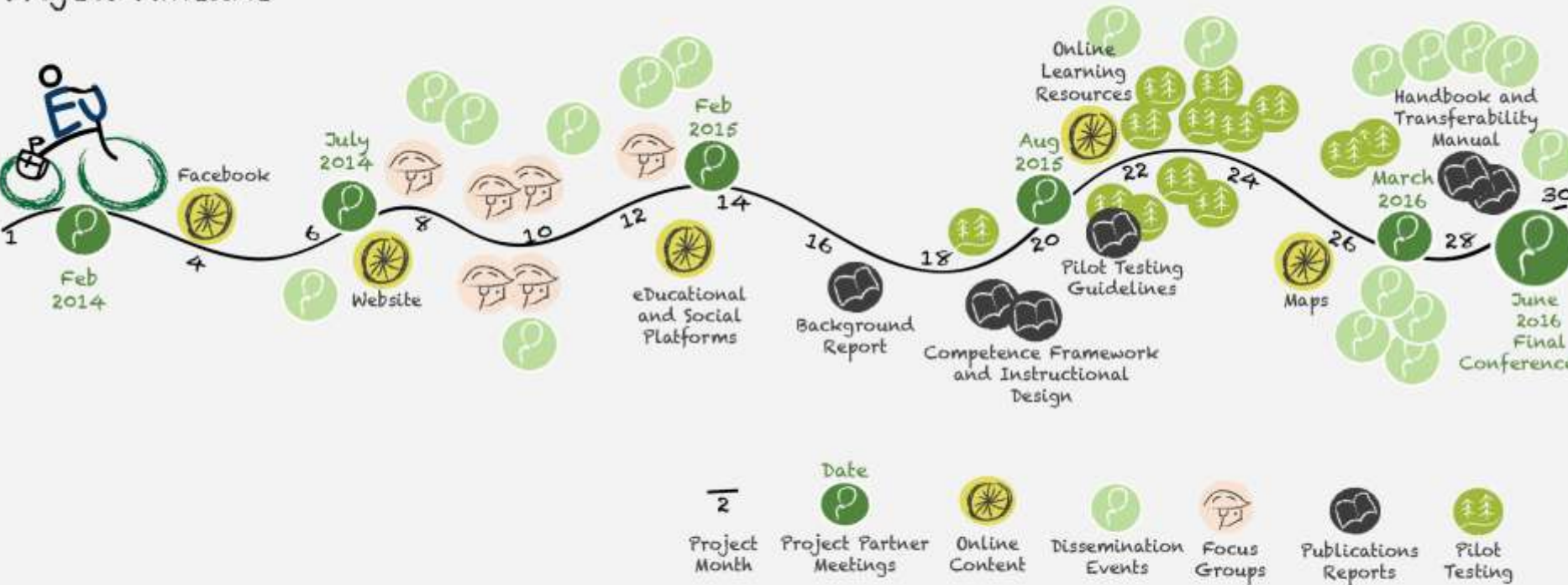
## Means

- Background analysis, consultations, questionnaires, focus groups
- Cooperation with cyclists and tourism providers
- Producing and testing electronic learning, sharing and promotional resources





# Project Timeline



## Work Packages

- Duration
- WP1 Knowing the context, knowing the actors
  - WP2 Digital tool kits for cyclotourism development
  - WP3 EuBike Learning contents development
  - WP4 Piloting and Validation
  - WP5 Network-based sustainability and exploitation
  - WP6 Dissemination and knowledge sharing
  - WP7 Managing the project and the partnership
  - WP8 Developing a high quality project

## The EuBike Background Analysis Report

European cyclotourism analysis (D1.1)  
Focus group scripts & quantitative analysis (D1.2)

# Project Documents

**EUBike**

www.eubike.bike - facebook.com/EuBikeProject



## D3.1.Competence Framework WP3 – Bournemouth University



EuBike n. 543285-LLP-5-2013-1-IT-KA3-KA3MP

With support of the Transversal  
programme of the European Union



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## D3.2. Instructional Design

### WP3 Bournemouth University



EuBike n. 543285-LLP-5-2013-1-IT-KA3-KA3MP

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## D 4.1 Guidelines for Pilot Testing

### Work Package 4 Pilot Testing & Validation



EuBike n. 543285-LLP-5-2013-1-IT-KA3-KA3MP

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# Regions

Austria - Thayatal, Waldviertel,  
Lower Austria



Germany - Teutoburger Wald



Italy – Umbria



Switzerland – Canton of Geneva & its  
surroundings







# Participants

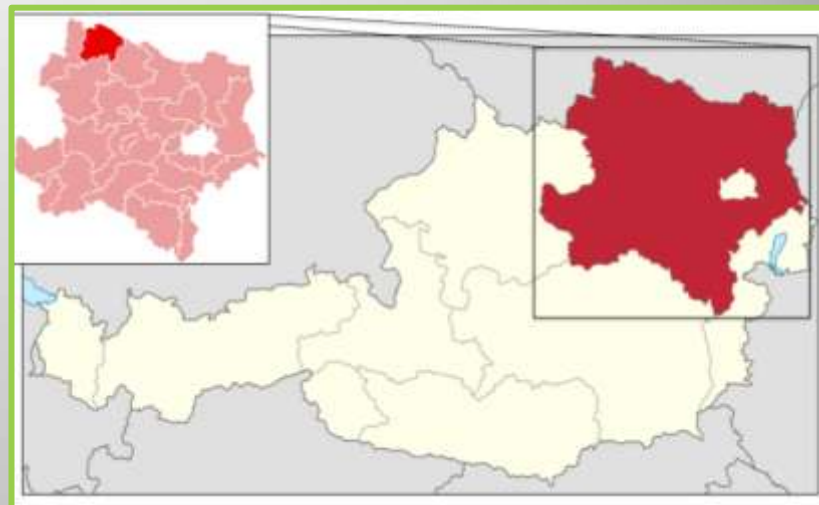
- Local/regional Administration
- Tourism Associations
- DMOs
- Tourism providers - Hoteliers
- Cycling associations
- Cyclists





# Thayatal, Waldviertel, Lower Austria

- The rather remote region is characterized by woods, hills, moor landscapes and scattered, traditional villages.
- Construction of the cycling trails Thaya Runde started in 2014 - abandoned trail lines are converted to  $\approx 90$  km of bike paths. Austrian bike paths will be connected to the Czech cycling route network.





# Local Participants

- Zukunftsraum Thayaland (local partner)
- Thayarunde
- JUFA Hotel Waldviertel (Raabs)
- Wallenberger & Linhard Regionalberatung GmbH
- Waldviertelreisen (Tour Agency)
- WKO Waidhofen an der Thaya



# Map of the Route







# Teutoburger Wald, Germany

- The scenery and landscapes of this holiday region are varied, from rolling hills and ridges to river landscapes and the unique “Senne” heathland.
- A bike trail network with themed tours through the nature areas between Porta Westfalica and the Paderborn plateau, the Münsterland park scenery, and the Weser Hills.





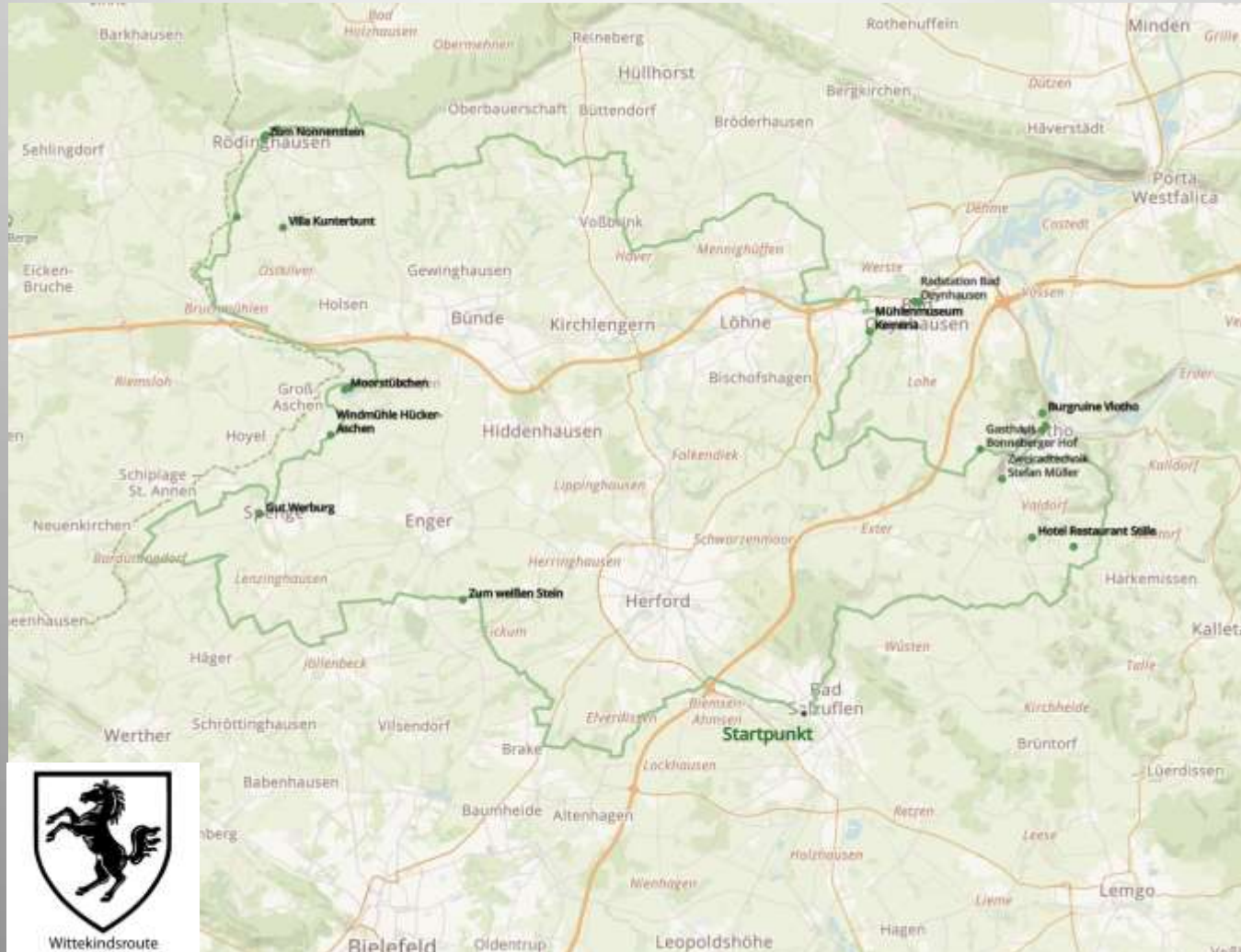


# Local Participants

- Teutoburger Wald Tourismus / OWL GmbH
- AUbE Tourismusberatung
- Kreis Herford
- Nahverkehrsbetrieb moBiel GmbH
- Gütersloh Marketing / Pro Wirtschaft Gütersloh
- Allgemeiner Deutscher Fahrradclub Kreis Lippe e.V.
- HAVERGOH | Wander & Fahrradhotel  
Bad Meinberg



# Map of the Route

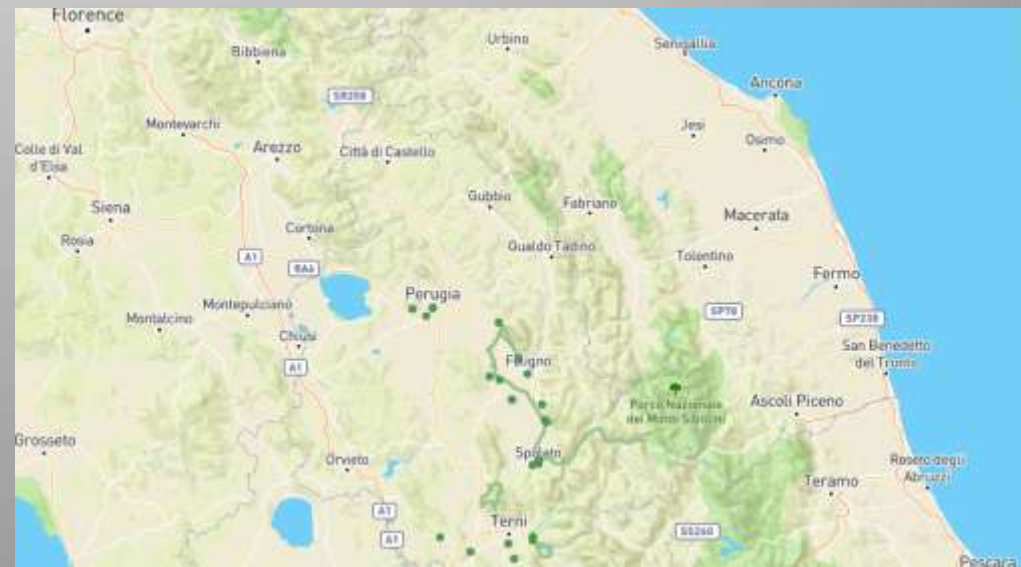


Wittekind'sroute



# Umbria, Italy

- The “Green Heart of Italy”, known for its landscapes, traditions, history
- The region offers a variety of nearly 30 cycling routes covering most of the region, for beginners and most experienced ones
- The easy routes (mostly plains) are 20-30 km long, while the medium difficulty are 30-60 km long. The difficult ones are 65 - 100 km long





# Local Participants

Local authorities and tourism actors:

- Regione Umbria
- Consorzio Umbria&Bike
- Sviluppo Umbria Bike in Umbria
- DIT Ternano
- Visit Alta Umbria

• Association of cycle tourists:

ASD LA BASE (Terni area)

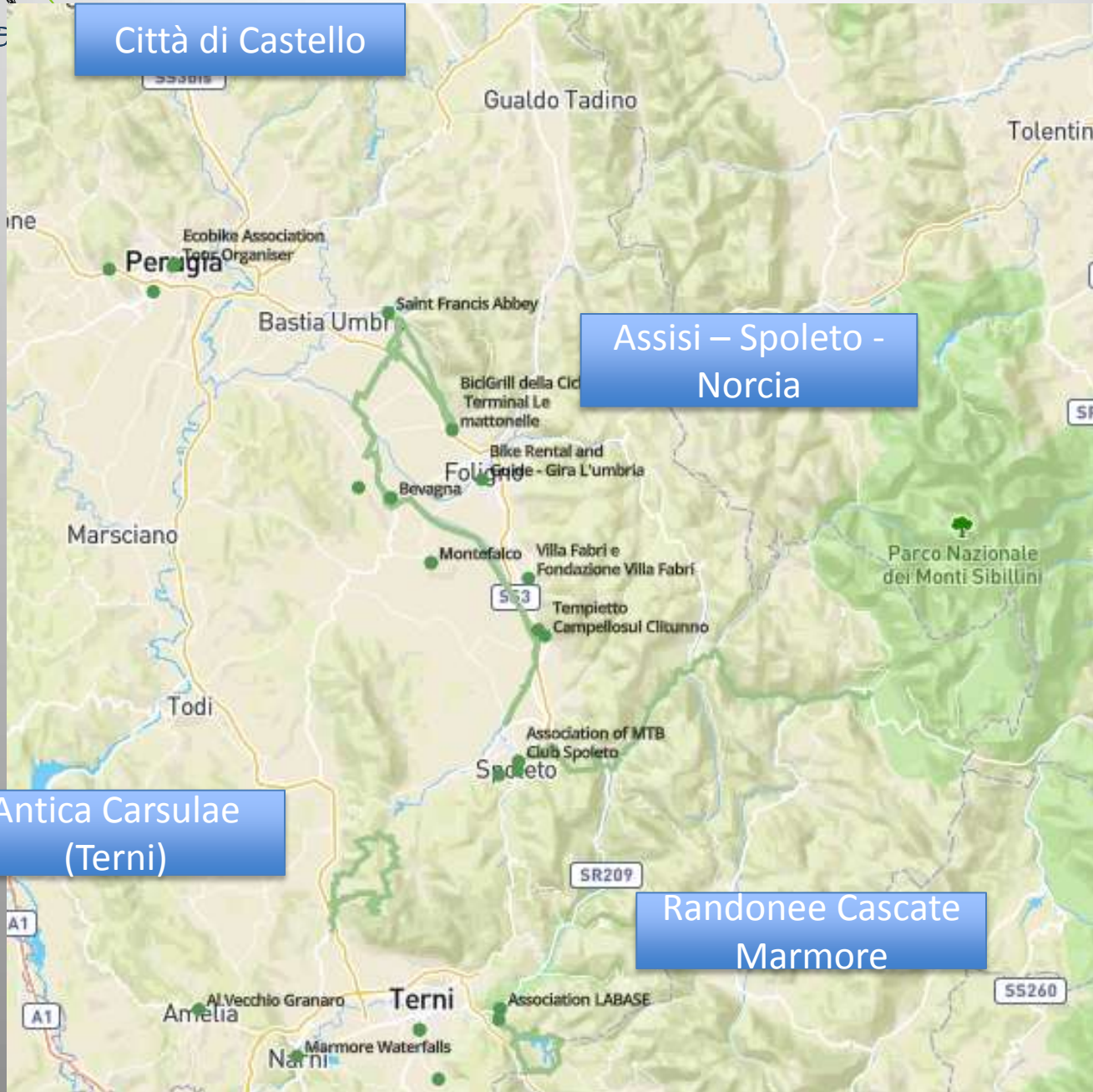
ASD Spoleto Norcia (Spoleto)

Ciclofficina (Perugia)





# The Regione Umbria – Map

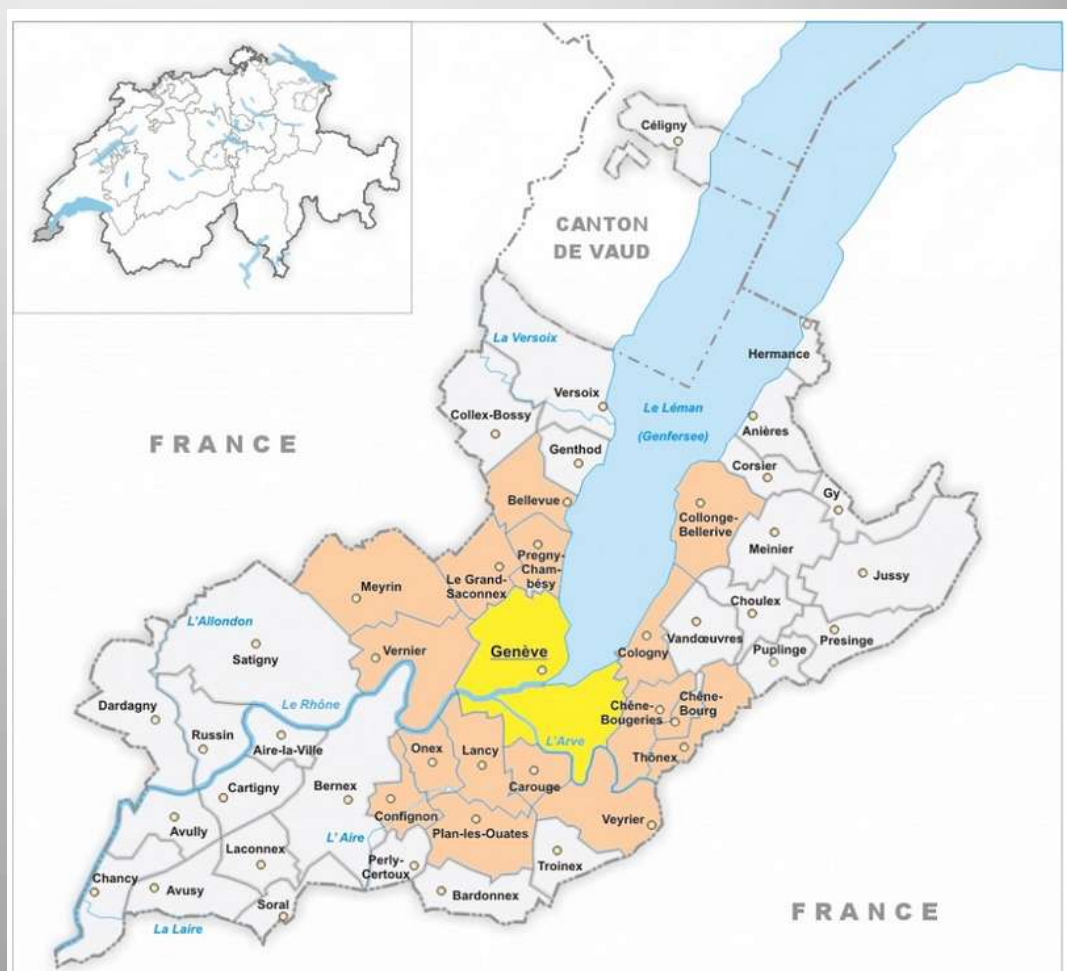






# Canton of Geneva and its surroundings, Switzerland

- The Lemman region is a well-frequented tourist destination, with beautiful scenery and cultural diversity at the crossroads between France and Switzerland.
- The area is covered by the Swiss national and regional cycling routes, which stop at the border with France.





# Local Participants

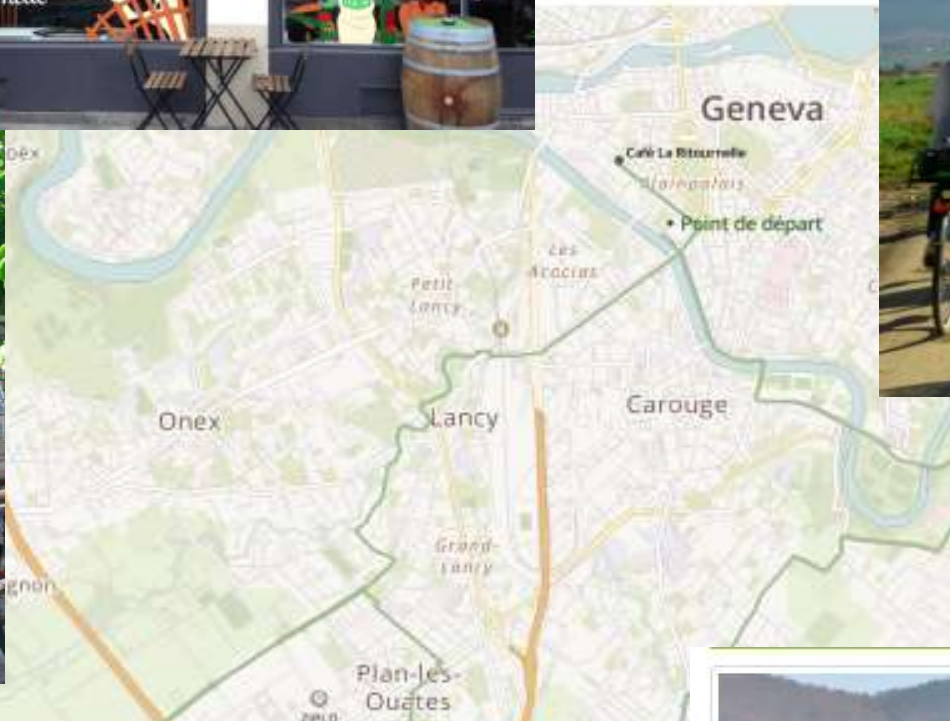


- Pro Velo Geneve
  - Louis-Philippe Tessier
- Canton de Geneve
- Café La Ritournelle
- Velovoyage
- Amazonya
- Distillerie Saconnex D'Arve
- Marché des Mattines





# Map of the Route

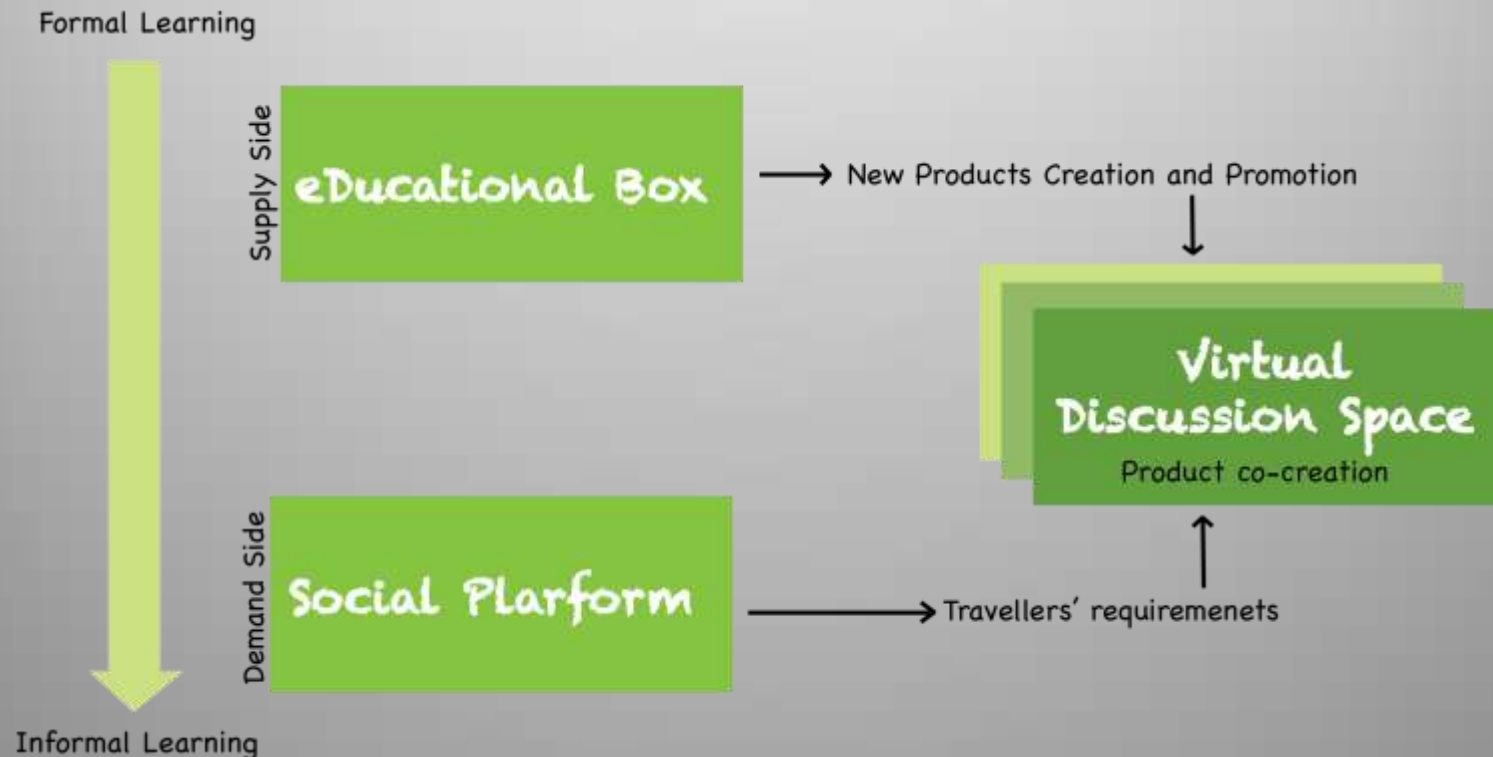


Julien-en-Genévois



# Results

- eEducational Box
- eMarketing Social Platform and App
- New cyclotourism products







Please choose your language:



Home

About

Feedback welcome

Product Management & Development

Networking

Promotion & Marketing

Information & Communication Technologies

Are you a tourism provider?

Do you run or own a B&B, a cafe, a bicycle shop, restaurant or are you responsible for the BIKE TRAILS of your region? Are you a cycling association eager to discover more about the cyclotourism in your region? Or are you just interested in promoting cyclotourism in your region?

This educational platform offers a set of cases studies and resources to give you ideas, in order to improve your knowledge and competences, and help you to better understand cyclotourists needs and how to attract them with a set of training tools. The project aims at developing a set of learning tools for tourism providers, facilitating the development of cyclotourism and enhancement of local communities. The educational box provides a formal learning environment where learners will gain knowledge within the defined competences areas (Information and Communication Technologies, Networking, Product Management and Development, Promotion and Marketing) and will be able to internalize and synthesize this knowledge highlighting, analyzing and enhancing their business needs.

Here you can find four modules with two case studies each. The aim of the case studies is to illustrate an example of a small or micro company that is developing new business and facing key challenges to promote, manage and expand contacts. None of the case studies makes references to real companies, destinations and/or situations. What follows in each case studies have been crafted for the purposed of this platform.

We hope you find it useful and we welcome your feedback!

Aim

Learning Objectives

Structure



Information & Communication Technologies



Networking



Product Management & Development



Promotion & Marketing



# eMarketing Social Platform and APP



Please choose your language:



## EN – Promenade en campagne genevoise

La campagne genevoise regorge de lieux scéniques et de fournisseurs locaux de toutes sortes. Peu de citoyens dans le monde ont la chance d'avoir la possibilité d'accéder rapidement à des espaces naturels de qualité, tel que c'est le cas à Genève. Cette balade vous proposera un parcours relativement court et facile, vous permettant de partir à la découverte des différentes facettes de Genève. Vous débuterez dans le parc situé à l'arrière d'un des bâtiments phares de l'Université de Genève ; Uni-Mail. Vous longerez par la suite l'Arve grâce à une magnifique piste cyclable bidirectionnelle pour ensuite rejoindre un route vous menant vers Vessy. Le trajet jusqu'à Troinex se fera à travers une très belle zone résidentielle et calme. L'itinéraire vous mènera par la suite à travers l'Etang de la Bistoquette et rejoindra ensuite les champs de Bardonnex, où vous pourrez admirer de proche le Salève. Finalement, l'itinéraire vous ramènera vers Plan-les-Ouates où vous finirez votre journée aux abords de l'Aire ; l'itinéraire débouchera au niveau du Pont-Rouge où vous pourrez emprunter la piste cyclable de la Route des Acacias afin de revenir au centre-ville. EN

### Test your abilities and learn more about:

- Experience Planning
- Networking
- Orientation
- Thinking Alternative Experiences

Point of Interest   Stories   Add your story   Useful info   Comments for improvements



Château d'eau de Landeoy

[Read all](#)



Café La Ritournelle

[Read all](#)



Café Babel

[Read all](#)



Distillerie Saconnex D'Arve

[Read all](#)



EUBike ha condiviso l'evento di I Sentieri del Sole e del Saporì".  
1 h

Gran Fondo Antica Carsulae, domenica 10 Aprile, a San Gemini. Passate parola!

Visualizza traduzione



10 APR  
GF Antica...  
San Gemini, ...  
Interessa a 2...

★ Mi interessa



# Final Publications

## **EuBike Transferability Manual**



Co-funded by the European Union





# Thank you!

[www.eubike.bike](http://www.eubike.bike)

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- EuBikeProject
- EuBike - Cyclotourism in Europe

[eubike@zoinet.org](mailto:eubike@zoinet.org)

