



ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES



RADTOURISMUS
ÖSTERREICH

2016 CYCLING FOR ALL

Developing successful cycle tourism products for everyone

III EuroVelo, Greenways and cycle tourism Conference

Vienna, 14th October 2016

Hosted by:



ecoplus. The Business Agency of Lower Austria



Co-funded by the COSME programme
of the European Union



9:00 – 9:30

Registration

Conference moderator: Ádám Bodor

Section 1: Welcome and Introduction

When?	What?	Who?
9:30 – 9:35	Welcome from the host	Christian Weinberger (ecoplus GmbH)
9:35 – 9:40	Welcome from Mobilitätsagentur	Martin Blum Radverkehrsbeauftragter Stadt Wien
9:40 – 9:45	Welcome from Radlobby Österreich	Andrzej Felcak , Radlobby Österreich
9:45 – 10:00	Challenges Relating to European Project Management	Alan Vella , Executive Agency for Small and Medium-sized Enterprises (EASME)
10:00 – 10:15	Smart and Sustainable Tourism: Filling the low and medium season gap	Manfred Neun , President of the European Cyclists' Federation (ECF)
10:15 – 10:30	Greenways Outdoor: promoting greenways to create and market appealing tourism products	Giulio Senes , President of the European Greenways Association (EGWA) and Mercedes Muñoz EGWA Director and Coordinator of Greenways Outdoor Project

10:30 – 10:50

Coffee break



Section 2: Cycle Tourism Products

When?	What?	Who?
10:50 – 11:05	EuroVelo 15 - Rhine Cycle Route: a product for all kind of cyclists 'Silver Cyclists'	Jens Niemeyer and Katharina Schattner , Romantischer Rhein Tourismus GMBH
11:05 – 11:20	Silver Cyclists: Evaluation on product development for seniors	Richard Weston , University of Central Lancashire
11:20 – 11:35	Outdoor tourism products in The Great Western Greenway	Travis Zeray Director , Clew Bay Bike Hire and Outdoor Adventures Ltd.
11:35 – 11:50	Creating tourism product in the Olive greenway	Carmen Aycart , Andalusian Greenways Association and Antonio Camacho, Dxocio – Centro Cicloturista Subbética Bike's Friends.
11:50 – 12:10	Podium discussion	moderated by Jesus Freire



12:10 – 13:10

Lunch (and networking!)



Section 3: Marketing and Promoting Cycle Tourism

When?	What?	Who?
13:10 – 13:25	Europe as a travel destination: the role of active tourism	Gunes Vural , Online Marketing Manager, European Travel Commission.
13:25 – 13:45	The Adventure Cycle Route Network and promoting cycle tourism in the US	Ginny Sullivan , Adventure Cycling
13:45 – 13:55	EuroVelo: Promoting cycle tourism in Europe	Ed Lancaster , European Cyclist's Federation
13:55 – 14:10	Innovations in Marketing Cycling Tourism Destinations	Richard Spilsbury , Global Cycle Network
14:10 – 14:25	How to tell European Stories? On Bike-Trails	Ernst Miglbauer , Invent
14:25 – 14:45	Panel discussion	Moderated by Ádám Bodor



Section 4: Costumers and Products

When?	What?	Who?
15:00 – 15:15	Austria Tourism Cycle Trip Analysis	Christian Schrefel , Radlobby/Radtourismus
15:15 – 15:30	Spas and cycling: a perfect combination	Dr. Janka Zálesáková , Vice-president of ESPA and President of the Association of Slovak Spas
15:30 – 15:45	Greenways: top ten tips to reach the end users	Christoph Hendrich , Tourismusagentur Ostbelgien and Arantxa Hernández , Spanish Railways Foundation.
15:45 – 16:00	Monitoring experience in France (impact of cycle tourism): Plateforme Nationale des Fréquentations	Camille Thome , Départements & Régions cyclables
16:00 – 16:15	Cycle Tourism Austria: Cooperation on EuroVelo 9 – Baltic-Adriatic	Sylvia Gleitsmann , NÖ Werbung (Lower Austrian Tourism Board)
16:15 – 16:30	Enough asphalt! How backroads can be improved and activated for cycle tourists	Jesper Pørksen , Danish Cycle Tourism
16:30 – 16:50	Podium discussion	Moderated by Mercedes Muñoz
16:50 – 17:10	Launch of the Charter of Silver Cyclists. Remarks and closing	Ádám Bodor , Advocacy and EuroVelo Director, ECF

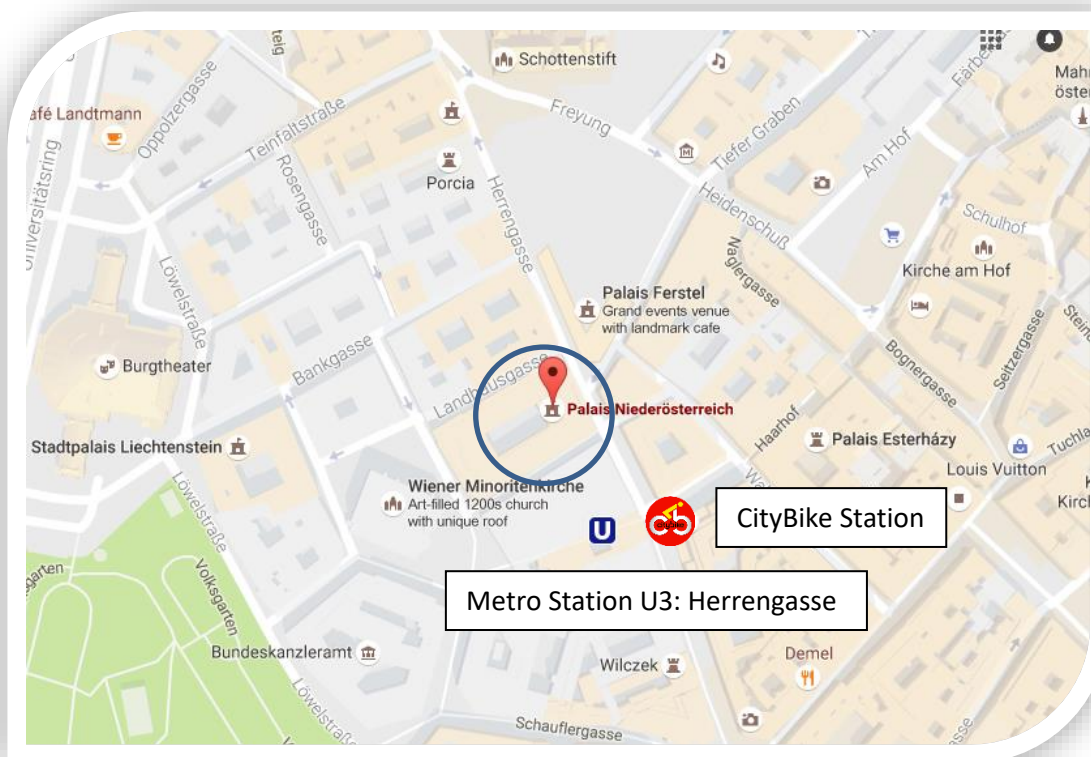


Practical Information

Venue

Palais Niederösterreich

Herrengasse 13, 1010 Wien



Conference contact number:

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Bike excursions sponsored by:



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