DEMARRAGE

The Rhine Cycle Route


Basel, September 19th

European Union
European Regional Development Fund
www.eurovelo.com

(www.rheinradweg.eu)
EuroVelo 15
Rhine Cycle Route

EuroVelo 15: From the source of the Rhine to its mouth in the North Sea

"The Rhine combines every quality a river can exhibit. The rapidity of the Rhone, the breadth of the Loire, the rocks of the Meuse, the sinuosity of the Seine, the translucency of the Somme, the historical reminiscences of the Rhine, the royal dignity of the Donau, the mysterious influence of the Nile, the golden sands of the glistering streams of the New World, the phantoms of some Asiatic stream" – Victor Hugo.

Open to cyclists of all abilities, the Rhine cycle route runs along one of the longest rivers in Europe. From the Swiss Alps to the North Sea, the Rhine has featured cultural and economic dialogue between the Western and Northern Europe for over 2000 years. Enjoy the beauty of the river landscape and the picturesque towns and villages along its banks. A number of rivers are listed as UNESCO World Heritage Sites. Take a break or stop along the cycling roads running along the Rhine. Welcome to the EuroVelo 15 route – the Rhine Cycle Route.
Switzerland

Switzerland, the starting point of the EuroVelo 15, or the arrival point for those riding up the river Rhine, provides the most mountainous part of the route.

The 1320 kilometres of the EuroVelo 15 begin in the small village of Andermatt, perched at an altitude of 1436 metres. The climb of the Oberalp pass is the sportiest part for the cyclists: a series of hair-pin bends leads the cyclists along the EuroVelo 15 up to an altitude of 2044 metres, before rapidly sweeping down into the sumptuous Surselva alpine valley.

Wild Ruinaulta gorges, breathtaking bridges, flat-bottomed glaciated valleys, conifer forests, without forgetting the charming medieval villages and the inescapable Lake Constance, the heart and soul of Europe, a natural gem surrounded by a countryside made up of gentle valleys, orchards and castles.

From Constance, the EuroVelo 15 heads off towards the West along the Swiss / German border, going past the rhine falls in the region of Schaffhausen, the German-Swiss bridge-towns, and the Roman remains of the Augusta Raurica site.

From the quiet of the forests to the roaring waters of the Rhine Falls, at Schaffhausen; this powerful river is tamed by eleven power plants.

In Switzerland the following signposting can be found from Andermatt to Basel:

---}

SwitzerlandMobility Foundation

SwitzerlandMobility is the National Coordination Centre and communicates the most attractive, officially signposted routes for walking, cycling, mountainbiking, skating and canoeing in Switzerland. On the SwitzerlandMobility Foundation website, you will be able to access detailed descriptions of EuroVelo 15 in Switzerland, including online maps, all kinds of cycling friendly services and links to public transport connections.
From the source of the River Rhine to Lake Constance.

The River Rhine has its source at an altitude of 2345 metres, in a small shimmering lake surrounded by high peaks. From Lake Toma, the small torrent cascades down the hills, joins other streams and becomes increasingly larger as it continues its journey over 1233 kilometres through Switzerland, Germany, France, to its mouth in the Netherlands.

From Andermatt to Lake Constance, EuroVelo 15 covers a large loop along the powerful Alpine river. Along the whole of this route located in mountain settings, cyclists can appreciate several different landscapes. First of all, it passes through the Sursee, the largest arm of the lake of the Grisons (Graubünden) and its impressive [...]

230
2044 M
Lenght
ALTITUDE OF THE DEPARTURE
POINT OF THE EV15
HIGHEST POINT OF THE EV15 AT THE GEBALP PASS

2
KM
1436 M

Located a few kilometers to the south of the Rhine, the Saint Gallen convent, founded in 613, was one of the largest Benedictine monasteries in Europe. The cathedral and library are the main components of this remarkable architectural structure, which reflects twelve centuries of continuity. The Saint Gallen library, with 121,063 books, including 3,200 handwritten works and 300 that are more than 1,000 years old, houses one of the most complete collections of books of the high Middle Ages of the German-speaking part of Europe.

The countries

Switzerland

Switzerland, the starting point of the Eurovelo 15, is on the river Rhine, downstream of the River Rhine. The country provides the most mountainous part of the route.

http://www.emuermobil.ch
Hier finden Sie Reiseführer, fahrradfreundliche Veranstaltungen sowie grenzüberschreitende buchbare Angebote.

Raderlebnistage

**100 Jahre Rhein-Herne Kanal**
(von 30.06.2014 00:00 bis 30.08.2014 00:00)
30/08/2014 | Duisburg
http://www.kulturkanal.net

**Weinfest Kaiserstuhl + Tuniberg**
(von 30.06.2014 00:00 bis 02.09.2014 00:00)
30/08/2014 - 2/09/2014 | Kaiserstuhl + Tuniberg
http://www.weinfest-breisach.de

**Riswicker Familientag**
(von 31.08.2014 00:00 bis 31.08.2014 00:00)
31/08/2014 | Kleve
http://www.riswick.de
Design of transnational marketing programme

Common marketing activities
As result of 12 internal marketing meetings

• Presentation at fairs
• Publishing flyers and brochures
• TV coverages – foto shooting
• Video
• Development „Rhine Cycle Summer“
Design of transnational marketing programme

Public relations
- Press articles
- Press releases
- Newsletter
- Advertising
- Presstrip

Social media
- Kick off – Fanpage
- Rhine Cycle Route
Transnational Engagement of the service sector

• Goal: Initiating cooperation between small and medium-sized enterprises

1. What kind of cyclist-friendly offers exist along the Rhine Cycle Route?
2. Which topics are relevant?
3. Development and conceptualization of these topics in workshops
4. Result: 11 detailed business concepts
5. November 2012: Presentation of the developed concepts to tourism actors along the Rhine
6. Example: Rhine Cycle Summer
European Certification Standard

- For EuroVelo routes or their major sections only
- Based on target group-oriented sets of criteria (essential, important, additional)
- Evaluating the state of route infrastructure, services, promotion & marketing
- Developed and applied for the first time on the Rhine Route

![Pie chart showing distribution of percentages: 65% for Route Infrastructure, 20% for Services, and 15% for Promotion.](image-url)
Long-term management

- Provides trans-national added value – more and more satisfied customers along the whole Rhine route
- Sustains the project results & investments
- Financially and organisationally sustainable – after the project
- Transferable – applicable to other EuroVelo routes
Long-term management

- Only deals with trans-nationally relevant activities (does not take over national or regional competences)
- Focusing on the most important – ‘must do’ tasks (route, services, marketing & promotion, organisation)
- Minimal financial contribution from each partner after the project ends – 2000 Euro + 8 Euro/km per year
- Creating a consortium – instead of a new organisation
- Transnational job will be undertaken by ECF and a ‘regional’ marketing expert
Questions?

Kontakt:

Euregio Rhein-Waal
Emmericher Straße 24
D-47533 Kleve

Tel.: 0049 (0)2821 793036
E-Mail: demarrage@euregio.org