EuroVelo9 in Austria – project-update

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Nation. Coordinator: Christian Weinberger

Since 04/2000: ecoplus, Project Manager for Regional Development over 70 Projects on „Cycling Tourism“

Since 07/2005: Initiator & Coordinator of „Lower AUT cycling routes optimization programm“ (so far about € 28 Mio. investment)
(1.200 km length, 200 communities, 4 gov. departments involved)

Since 07/2005: „EuroVelo“: National Coordinator Austria

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EuroVelo 9 in Austria: Infrastructure

- Until 2010: signposting in Lower Austria
- 2013: signposting in Vienna + Styria
- 2012: measuring frequencies
EuroVelo 9 in Austria: marketing (+ CZ, Slo)

- Length Brno – Maribor 566 km
- Budget only € 13,500,- (!!!)
- Marketing activities:
  - Internet www.eurovelo9.com in german, in czech from 2015
  - Flyer in D und CZ, edition 14,000 each language
  - Member of the platform Cycling in Austria (Marketing action in A, D, NL, CZ, CH und IT)
EuroVelo 9 in Austria: future action (+ CZ, Slo)

Either 1 „national project“ (financed by regions+Ministry) or
…. 2 ETC-projects (Lower AUT-CZ, Styria-SLO) focusing on:
• Product development
• Linking with public transport (train services! Taxis)
• Story telling
• Improvement of infrastructure (sections and signposting)
• ADFC top cycle route qualification (incl. regular route inspection)
• Bed & Bike along the route
• Setting up of long term management
Options for „long term management“

Status:
• 6 independant tourism organisations
• Cycling tourism in + near Vienna relative low priority
• Tour.Org. only have budget for „marketing“ + product development..

Our likely solution:
• Infrastructure & Maintainance-Control:
  - Becoming of a „ADFC – Quality Route“ requires 1 central „Quality Controller“ (who can be supported by regional partners)
  - Yearly route inspection through „roads department“ for ecoplus
• Services:
  - joint project „bed&Bike“ (RTO / Radlobby)
• Marketing:
  - Setting up of national EV-website incl advertising options for partners (tour operators, hotels etc), funded by Ministry

• „central coordination/management“:
  funding by provincial tourism organisations = unlikely.
Thank you for your attention …

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