PANORAMA

A Local Approach to a Long Distance Route

Cycling without borders,
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This is Denmark

3 +1 EV routes
This is Denmark

11 National routes
This is our typical cycle tourist (EV7, EV12)

- Lycra 10%
- Practical purposes 14%
- Point of interest 16%
- It’s healthy 23%
- Fun together 19%
- Itinerary 17%
This is Denmark’s largest hotel

16 m
nights/year
A mismatch?

Itinerary 17%
A challenge!

98 municipalities responsible for cycle route development and maintenance
The solution for the tourists

PANORAMA ROUTES
- 26 circular routes connected to EV routes = scenic detours for the long haul cyclists
- 20-50 km = perfect day tours
- Lots of POIs, pit-stop opportunities
- Close to tourist destinations (accommodation)
- Sign-posted, route descriptions

Side effect: Knowledge of long haul routes increased from 50 % to 62 %
The solution for the local authorities

Support
- New content added to destination
- Route descriptions
- Development of local service providers
- Improvement of EVroute (signposting, safety, etc.)

Marketing
- Monitoring
- Market research
- International campaign
- National PR
A match!
More information?

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