Allgemeiner Deutscher Fahrrad-Club (ADFC)

• = German Cyclists´ Association
• > 150.000 members
• Mission: to make more people cycle more often
• To achieve this, we provide:
  • Advocacy for cycling
  • Partnership and network
  • Service for members and all cyclists
  • Consumer protection
  • Cycling tourism

“With MAMILs* only, you cannot build a cycling nation”

ADFC
Allgemeiner Deutscher Fahrrad-Club
German situation - overview

- Established, very successful market
- Market grows: ~ 220 long distance cycle routes
- Every long distance cycle route is a brand and a product
- Every long distance cycle route is developed and driven by an „operator“
- Operator is responsible for infrastructure, quality, maintenance, marketing … – and economic success
- “political will” means not economic success
- Real live: products/brands without success leave the market
German situation - product range
EuroVelo routes in Germany

• 9 long-distance cycle routes pass through Germany
• Selected connections between EuroVelo and German long-distance cycle routes (products):

  2 Capitals Route: __________ D-Route 3: „Europaradweg R1“
  3 Pilgrims’ Route: ________ Radfernweg Hamburg-Bremen
  4 Central Europe Route: _____ Rheinradweg, Main-Radweg
  6 Atlantic - Black Sea: _______ Hohenzollern-Radweg, Donauradweg
  7 Sun Route: ____________ Elberadweg, D-Route 3, Radweg Berlin-Kopenhagen
  10 Baltic Sea Cycle Route: ___ Ostseeküstenradweg
  12 North Sea Cycle Route: ___ Nordseeküstenradweg
  13 Iron Curtain Trail: _______ Ostseeküstenroute, Elberadweg
  15 Rhine Route: ____________ Rheinradweg

• Rhine Cycle Route (EV 15) and Danube Cycle Route (EV 6) recognised as international routes.
Market research: ADFC-cycle tourism analyses 2015

The most popular long-distance cycle route in Germany: (TOP TEN out of 147)

- Elberadweg: 13.7% (+ 0)
- MainRadweg: 6.5% (+ 0)
- Donauradweg: 6.4% (+ 1)
- Rheinradweg: 5.0% (+ 2)
- RuhrtalRadweg: 4.9% (+ 4)
- Weser-Radweg: 4.4% (- 1)
- Ostseeküsten Radweg: 3.7% (- 4)
- Bodensee-Königssee-Radweg: 3.3% (NEU)
- EmsRadweg: 3.1% (+ 1)
- Mosel-Radweg: 3.0% (NEU)

What's your favourite long-distance cycle route in Germany? (N = 1,914 ungewichtet)
Market research: ADFC-cycle tourism analyses 2015

The most used long-distance cycle routes in Germany in 2014 (out of 249)
(for multi-day cycling tours)

- Elberadweg: 10.7%
- Rheinradweg: 8.4%
- Donauradweg: 6.1%
- Bodensee-Radweg: 5.3%
- Weser-Radweg: 4.5%
- Ostseeküsten Radweg: 4.5%
- Mosel-Radweg: 4.4%
- RuhrtalRadweg: 3.5%
- MainRadweg: 3.2%
- EmsRadweg: 2.8%
- Isar-Radweg: New
- Berlin-Kopenhagen: New

Which long-distance cycle route have you traveled in 2014?
(N = 2,622 ungewichtet); Basis: mind. 1 mehrtägige Radreise in 2014
ADFC positions on EuroVelo routes

EuroVelo routes support the development of cycle tourism. They can serve as the “backbone” for the further development of cycle tourism.

Germany already has many well-functioning route products, driven by operators who take care of the marketing and safeguard the quality of the product.

The “Radnetz Deutschland” (D-Netz) cycle network has priority in the international marketing, after which attention can be turned to the European level.

Yes to EuroVelo as a European project. Marketing EuroVelo via ADFC channels. We do not require route operators to provide signposting, but rather recommend that information is provided on noticeboards and using other methods.

We increase awareness for EuroVelo routes among tourists and link these to existing long-distance cycle routes.

ADFC requirement: each functioning route product requires an operator and sustainable quality management.
Thank you!

Allgemeiner Deutscher Fahrrad-Club e.V.  
German National Cyclists’ Association

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German cycle network

12 routes link all federal states
Goal: national routes of a uniform standard:
- Consistent signposting
- Sufficient infrastructure
- Central information point

Incentive for other route operators

www.radnetz-deutschland.de