Cycle Tourism “Made in Germany”: Developing scenic cycle routes through dramatization

Allgemeiner Deutscher Fahrrad-Club e. V. (ADFC)
ADFC: German Cyclists’ Association

- Cyclists’ association, founded in 1979, > 175,000 members
- **Mission:** To make more people bike more often!
- **Structure:** national level, 16 org. at state level, ~500 org. at local level
- **Work:** advocacy, actions, projects – for both:
  - Urban cycling / everyday cycling
  - Cycle tourism / leisure cycling
Cycle tourism in Germany: Status quo

> 250 long-distance cycle routes

Cycle tourists = travel-experienced
- No longer brand loyal
- Quality-oriented
- Spontaneous

Strong competition

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Requirements for long-distance cycle routes

Checklist: What are the key characteristics of a successful cycle route?

- Central coordination / route operator
- Central marketing
- Central contact / information office
- Quality and sustainable quality management
- Tourism infrastructure and amenities along the cycle route
- Thematic orientation of the cycle route
Requirements for the product development

Clear thematic orientation:
Uniform, plain product name and a corresponding logo

It must be possible to ‘experience’ the route’s theme:

- Experience the theme every 15-20 km
- Visibility and access to POIs
- Appropriate routing (no detours, unnecessary height difference and monotonous sections)
Cycle routes around themes or main topics
With given course

Example: Cycle route along the Emssee, EmsRadweg

Cycle routes along the riverside

Photo: ERW J. Everwand, Emssee Warendorf
Without given course

Route of Industry Culture by Bike

Spa Cycle Route – Spa hopping between Lake Constance and Allgäu

Allgäu Castle Park Cycle Loop - cultural diversity with monasteries, pilgrimage churches, fairytale castles, and idyllic small towns
Product development through “dramatization”
“Dramatization”

Possibilities to underline the theme / main topic:

1. Valorisation/enhancement of the landscape through additional infrastructure elements
2. Development or inclusion of additional POIs for specific target groups
Valorisation of landscape

Put landscape in the limelight

Listening experience via smartphone

Source: Ammerland Touristik
Source: www.park-der-gaerten.de
Cycle Tourism "Made in Germany"::
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Source: ADFC

POIs for specific target groups
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