Cycling in UNESCO World Heritage Stevns Klint - Denmark

- How cycling tourism has been developed by private and public stakeholders
This geological site comprises a 15 km-long fossil-rich coastal cliff, offering exceptional evidence of the impact of the Chicxulub meteorite that crashed into the planet at the end of the Cretaceous, about 65 million years ago.

An exceptional fossil record is visible at the site, showing the complete succession of fauna and micro-fauna charting the recovery after the mass extinction.

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Attractions

• Stevnsfort Cold War Museum
• Chalk Quarry
• Lighthouse
• Nature Center
• Højerup gl. Kirke – Tumbled into the sea in 1928
Signposted cycling routes – Public stakeholders

- EuroVelo 10 – Baltic Sea Cycle Route
- Berlin – Copenhagen (No.9)
- Local Panoramaroute 426 “Clifftop Drama” – Launched in 2013 – Developed together with private stakeholders

The creation of “Clifftop Drama” was made within a big EU funded cycling project “Powered by Cycling: Panorama”. The project developed the EV10 and EV12, Route no. 9 and several local Panoramaroutes. Furthmore it produced movies, pictures and maps for handout.

The Panoramaroutes were special designed to bring guests closer to the major attractions and private stakeholders.
The key to success

1. Good idea to develop a good cycling route
   • Work together – include private stakeholders from the beginning
   • Infrastructure
   • Service
   • Marketing / Sales

2. Make it easy for private stakeholders to highlight the route. Photos, route descriptions, videos, maps

3. Keep an eye on infrastructure
Development by public stakeholders

• Website for the Berlin-Copenhagen route and Panoramaroutes
• Bike&Camp App
• Texts for websites
• Guidebooks
• Route descriptions and maps in A4 format. Easy to print
• 500,000 EUR marketing campaign
• Video production
• Photoshootings
Private stakeholders

• 1 small hotel “Rødvig Badehotel” started sales of package deals
• Huge increase in seniors coming for 2-3 nights
• Increase in use of e-bikes
• Guests used the Panorama Route “Clifftop Drama”
• The hotel also experienced an increase in cyclists following the Berlin-Copenhagen and the EV10 route
• Used the maps, photos and videos from marking campaigns
• Rødvig Badehotel succes → More private stakeholders began sales of package deals
New products