Annex to the ECS

Transnationally relevant content on eurovelo.com

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Definition of “transnationally relevant”

- Why is this important?
- Definition
- Areas and examples
Limiting content on eurovelo.com to what is “transnationally relevant” is important for several reasons:

- **Subsidiarity**: eurovelo.com only provides overview information at the European / transnational level, linking to national/regional websites with more detailed information.
- EuroVelo.com aims to encourage people to visit national/regional websites and to generate more web traffic on these portals.
- In practical terms, it is difficult for the small EuroVelo team to keep things up to date for a network of 90,000 km.
- The website only offers a certain amount of space and should focus on what’s essential at the European level.
Definition:

Transnationally relevant content on the eurovelo.com website is likely to attract the interest and influence the decision-making of cycle tourists beyond national borders.

There are several areas on the website where the definition of what is transnationally relevant is important...
Major improvements of the route:

- **New cycling infrastructure**: new car-free cycling stretch of 15 km or more, new cycle path of 15 km or more, new bridge for cyclists
- **New signing** on a stretch of 30 km or more
- **Completed renovation of a public-transport hub**, including elevators for bikes, high bike racks and bike bag lockers or supervised bike parking
- Better **bike carriage on trains**, more regular train connections
- **New cycling-friendly services scheme** put in place
Points of Interest (POIs):

POIs of transnational significance are the **major attractions** along the route. They are the **highlights** from a pool of national and regional POIs. They are usually mentioned in international touristic publications and “**famous**” outside of the home country. Their attractiveness should be a sufficient reason in itself to cycle the route. They also have to be located within a 5-km corridor on both sides of the route.
The categories of POIs include:

• **UNESCO World Heritage Sites**

• **Natural Heritage**: the most beautiful natural places that the cyclists will visit during their journey

• **Cultural Heritage**: culturally important places along the route, such as castles and palaces, buildings exhibiting a certain architectural style, historic towns, museums displaying local crafts and other attractions.

• **Cities of Interest**: important, historical or original cities along the route, which are worth a visit.

• **Culinary Delights**: local specialties that cyclists can taste while cycling the route.
Maps and guidebooks:

These should cover **two or more countries** or a **large section** (>300km) of one country.
Cycle or touristic events:

Events included on the transnational website should be events of **strong international significance** and **take place every year** (except if a one-time cycling event is particularly famous internationally).
Disturbance of the route continuity:

- **Complete disruption** (ferry connection disrupted, unpassable bridge, road without alternative etc.)
- **Border crossing point changes** (i.e. a required detour leads to a different border crossing point)
- **Construction site** with alternative route: detour of 15 km or more