

Annex to the ECS

Transnationally relevant content on eurovelo.com

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Brussels

Definition of “transnationally relevant”

- Why is this important?
- Definition
- Areas and examples

“Transnationally relevant”



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.



“Transnationally relevant”



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.

Transnationally relevant		
Nationally relevant	Nationally relevant	
Locally / Regionally relevant	Locally / Regionally relevant	Locally / Regionally relevant

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.

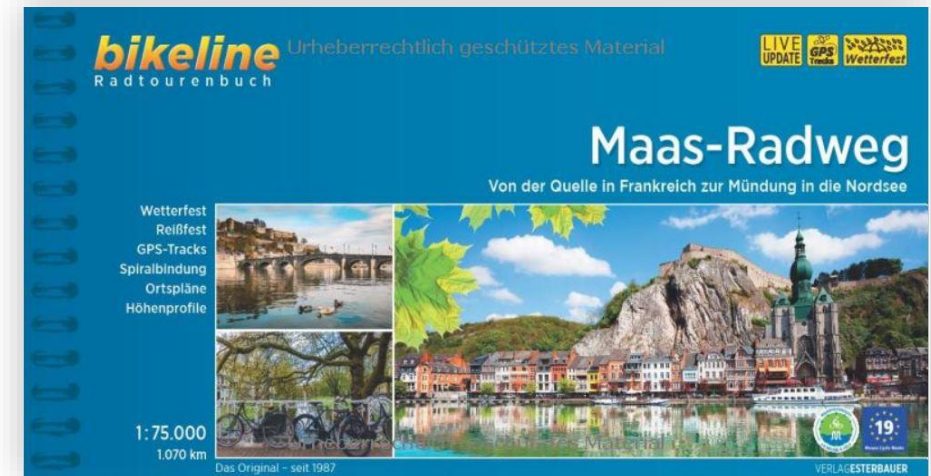
Transnationally relevant		
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“Transnationally relevant”



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**

