EuroVelo in Austria – a Project-update

annual meeting EuroVelo Coordinators
Vienna, 10.06.2013

Christian Weinberger (ecoplus) Austria
Nation. Coordinator: Christian Weinberger

Since 04/2000: ecoplus, Project Manager for Regional Development
(Wintertourism, Leisure parcs, Cycling tourism, special projects)

over 70 Projects on „Cycling Tourism”
(Planning, concepts, consultancy, subsidies, Expertise)

Since 07/2005: Initiator & Coordinator of
„Lower AUT cycling routes optimization programm“
(so far about € 28 Mio. investment)
(1.200 km length, 200 communities, 4 gov. departments involved)

Since 07/2005: „EuroVelo“: National Coordinator Austria

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Overview Signposting of „EuroVelo“

- EuroVelo-Logo till 06/2011
- NOT „EV“ - signposted: Upper AUT, Carinthia, East Tyrol

From 12/2013:
Overview Projects in Austria
(relevant for „EuroVelo“)

- Quality Check (+ partly awarding) of Cyclign Routes of RTO (ADFC)
- Project „Donauradweg Österreich“ (frequencies, surveys, austrian-wide Marketing)
- ETZ Project „Alpe-Adria-Radweg“, Salzburg, Carinthia, Italy
  (http://www.alpe-adria-radweg.com/ partly EV7)
- Sept’10: Start of all-Province working group for „Cycling tourism in AUT“
- Route finding of „EuroVelo13 / Iron Curtain Trail“
  (Weitschacherm/Schrefel) 2011f.
- Initiative „Bed & Bike“ (ADFC), first mover: Lower AUT 2012f
- New signposting „Wien – Breclav-Radweg (EV9) 2013 (-2014?)"
Status EuroVelo in Austria
Status EuroVelo in Österreich
Status EuroVelo in Austria

Success:

- High publicity + highly increased demand for „EuroVelo“
- New „EuroVelo- map“ highly accepted!
- [www.eurovelo.com](http://www.eurovelo.com) stimulates „quality competition“ among Regions-websites
- „private“ websites compete („challenge“) their „public“ counterparts!
- First EU-Projects with consideration of „EuroVelo“
- EuroVelos in Austria finished and up to 70% signposted!
Status EuroVelo in Austria

Challenges / Problems:

- At present no EuroVelo-Routen-overview for Austria
- linking to various regional or provincial-websites ⇒ not „user-friendly“
- "www.Radtouren.at" only in GERMAN ..
- Hardly any detail- Info on ANTO (Austrian National Tourism Org.)
  http://www.austria.info/de/tags/radfahren website
- partly „private“ websites better / more informative than „public“
- „user-friendly“ marketing of EuroVelos, which cross more destinations
  and provinces, not to be expected soon..
- Implementation of EV13 in upper+lower AUT starts autumn 2013..
Thank you for your attention....

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