



Project co-financed by the European  
Regional Development Fund



# EuroVelo

# Developing successful cycle tourism products



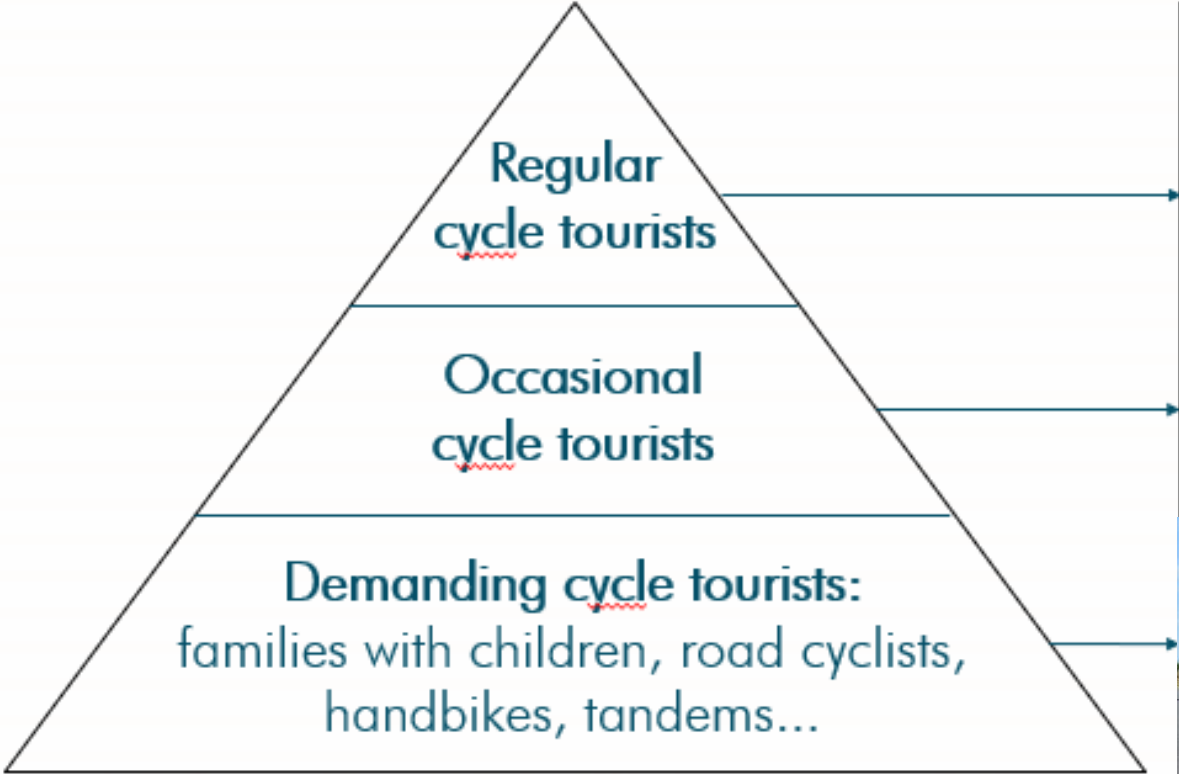
# Cycling (tourism) has changed...



# ...and moved to the mainstream



# Target groups



# Objectives of the European Certification Standard

- Improve the quality of EuroVelo, the European cycle route network, by identifying critical deficiencies in the network and motivating decision makers to invest in solutions to the identified problems.
- Provide quality control to motivate different target groups with varying levels of experience to use the certified trans-national routes



# EuroVelo

the European cycle route network

European Certification Standard



July 2013



## Uses of the ECS

- Certify existing EuroVelo routes
- Survey EuroVelo routes to develop action plans based on the results
- Apply the ECS to non-EuroVelo routes

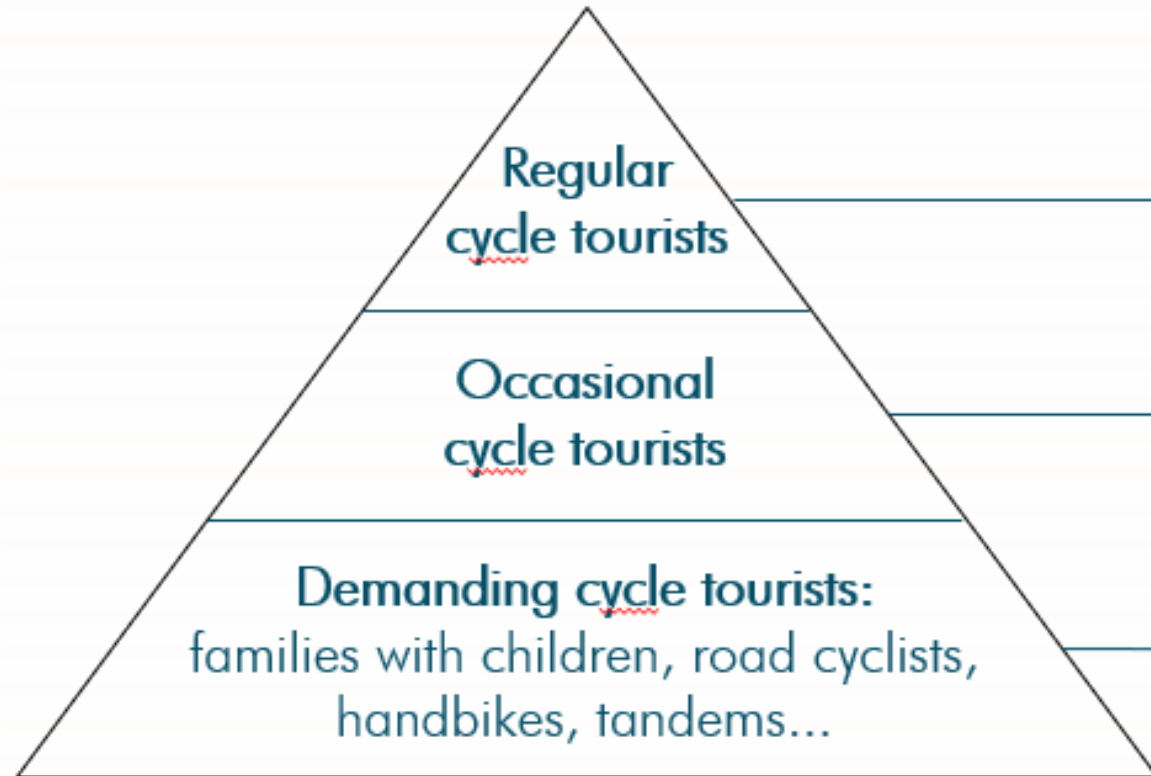


# ECS basics

- Survey plan – split the route into daily sections
- Preparation – signing guidelines, public transport, cycle-friendly schemes
- Field work – with app, GPS, measuring tape, camera
- Research in the office – services, public transport, verification of traffic volumes...
- Route evaluation report – summary of the findings from field work and office research

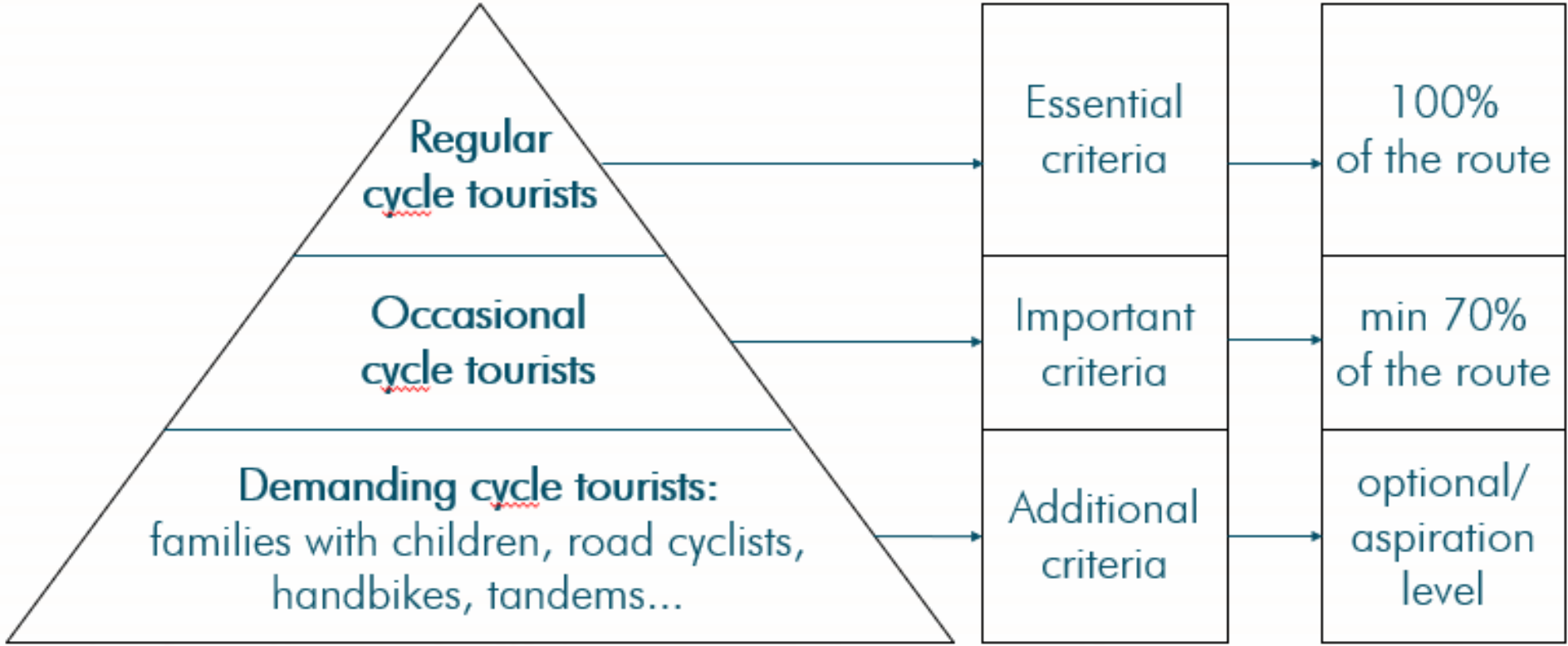


# Target groups





# Target groups and criteria



# Assessment and evaluation levels

- Route (continuous stretch of at least 300 km)
- Daily section (30-90 km)
- Minor sections (1 km)
- (200 m)
- (point)



# Criteria categories

ROUTE INFRASTRUCTURE

SERVICES

PROMOTION





# ECS Infrastructure criteria

- Continuity
- Route components (road safety)
- Surface and width
- Gradients
- Attractiveness
- Signing
- Public transport



# Continuity

Are there physical or legal disruptions to the route?

















24



CYKLISTO  
VEĎ KOLO!



# Route components

Are cyclists safe from motorised traffic?









FSD 68NS



ACCOTEMENT  
CONSEILLÉ



*fioul*  
**Inter**



**FIUOL A PRIX  
DISCOUNT**

Prise de commande  
**leDRIVE**  
*Intermarché*

tél. 04 75 40 62 45





Partageons  
la route !





# Public roads

	1-30Km/h	31 to 50Km/h	51 to 79Km/h	80+Km/h
1-500 units/day	very low traffic	very low traffic	very low traffic	low traffic
501-2.000 units/day	very low traffic	low traffic	low traffic	moderate traffic
2.001-4.000 units/day	low traffic	moderate traffic	moderate traffic	high traffic
4.001-10.000 units/day	moderate traffic	high traffic	high traffic	very high traffic
> 10.000 units/day	moderate traffic	very high traffic	very high traffic	very high traffic



# Painted cycle lanes

	1-30Km/h	31 to 50Km/h	51 to 79Km/h	80+Km/h
Minimum width	1.5 m	1.5 m	2.0 m	2.0 m
1-500 units/day	very low traffic	very low traffic	very low traffic	low traffic
501-2.000 units/day	very low traffic	very low traffic	very low traffic	low traffic
2.001-4.000 units/day	very low traffic	very low traffic	low traffic	moderate traffic
4.001-10.000 units/day	very low traffic	low traffic	moderate traffic	high traffic
>10.000 units/day	low traffic	moderate traffic	high traffic	very high traffic



# Crossings

Safe, dangerous, very dangerous?















# Surface

Material vs quality



















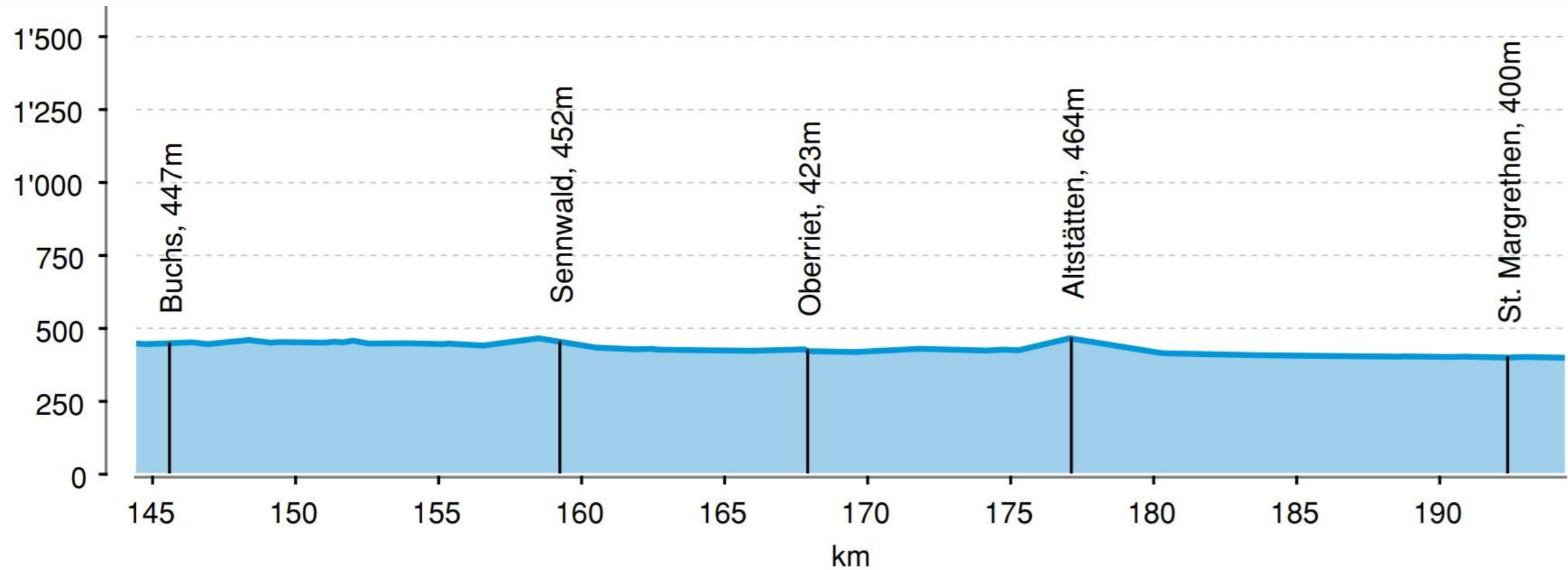
# Gradients

How steep it is?











# Attractiveness

Area/landscape, attractions, environmental and social challenges









Large graffiti on the left wall includes the words "SAPPHIRE" and "SAPHIRS" in black, with other smaller, colorful graffiti tags.

Large graffiti at the end of the hallway features the word "NER" in yellow and white, with pink and blue outlines and a stylized face.

Large graffiti on the right wall includes the word "DIP" in yellow and black, and other colorful, abstract designs.



# Signing

Conformity with standards, content of signs





**5**  
EuroVelo  
Via Romea Francigena

**3**  
Bicitalia



Regione Lombardia  
**5**  
Percorso



PARCO DEL LURA





Kołobrzeg  
Mielno

Bukowo Morskie

70

36

8





   **Caslino al P. 1.3**  
  **Cadorago 3.9**

**Comazzo 1.6**     
**Saronno 10.9**  



# Public transport

How to getting to/from the route with your bicycle?













AN 04E

RIDEFINNE



# SERVICES

- Accommodation
- Food, drink and rest areas
- Bike repair and bike shops
- Bookable offers



# Accommodation

What is the range of options on offer?



# Certified cycle friendly accommodation



# Food, drink and rest areas



# Food, drink and rest areas



# Bike repair and bike shops



# 3.3 Bike repair and bike shops



# Bookable offers





# 3.4 Bookable offers

**Bike tour - Ireland**



**From : 750 €**

**1**

**DURATION :** 7 Days  
**DIFFICULTIES :** Easy  
**ELEVATION :** Flat

**BIKE TYPE :**

- Road bikes
- Mountain bikes
- Rideable with children
- Suitable for trailers
- E-bikes

**TOUR TYPE :**

- self-guided

[See details >](#)

With over 2,000km of unspoilt scenic cycling to explore, Ireland is quickly becoming a mecca for cycling holiday enthusiasts. West Ireland Cycling is a cycling tour business located in Galway city on the west coast of Ireland that offers a full range of 5 day, 7 day and fully customised cycling holidays. We have top of the range hybrid touring bikes, road bikes, tandems, and cycling equipment for hire. We also organise accommodation booking, luggage transfers and provide maps and local history and information booklets. Our cycling tours takes you through quaint little Irish towns and villages with B&B and hotel options that are perfectly suited to cycling holidays and very welcoming to tourists. Some of the highlight of our cycling tours include: Connemara National Park, The Cliffs of Moher, The Burren National Park, The Aran Islands, The Wild Atlantic Way, Traditional Irish Music pubs, quiet country roads to explore.



# Promotion

1. Web communication
2. Print communication
3. Other communication and information tools



# Web communication



# 4.1 Web communication



# Print communication



# 4.2 Print communication



# Information along the route



# Information along the route





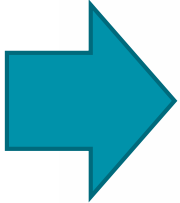
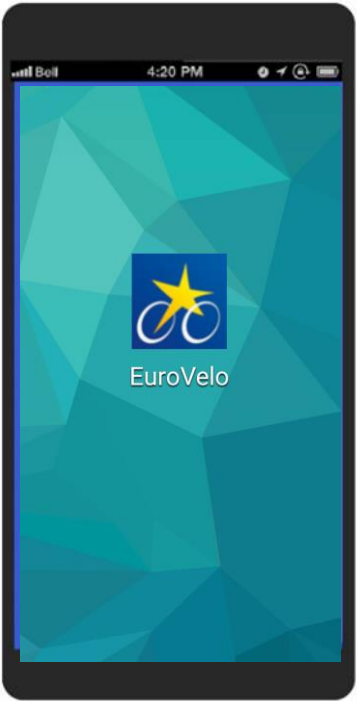
# What happens if one or more essential criteria is not fulfilled?

## Public transport contingency:

- If one or more of the essential criteria is not fulfilled but the affected section can be substituted by the use of a public-transport connection meeting at least the important criteria, the route can still be certified if the public-transport option is clearly communicated. This exceptional rule is limited to a total amount of 10% of all certified daily sections of the route.



# ECF's Solutions



# ECF's Solutions



# ECF's award





Project co-financed by the European  
Regional Development Fund



**There is more information available from:**  
**[www.EuroVelo.org](http://www.EuroVelo.org)**  
**Or contact us at [eurovelo@ecf.com](mailto:eurovelo@ecf.com)**

