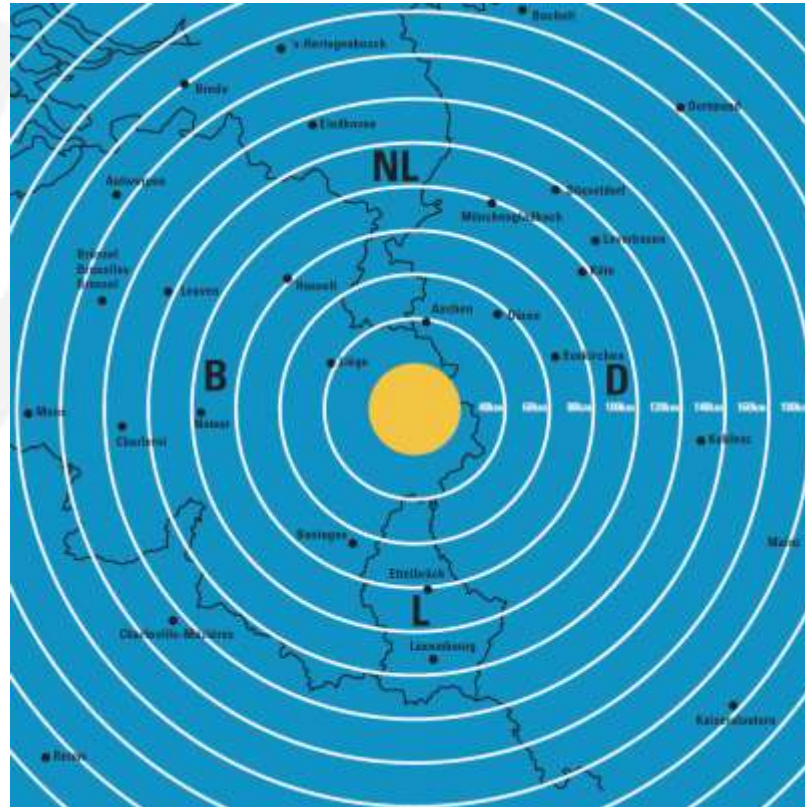
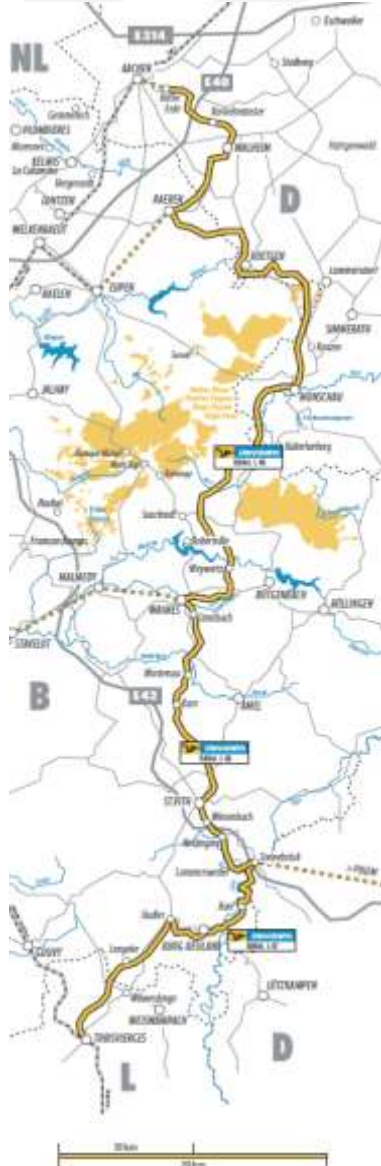


European Greenways 2013



- **Tourist potential**
- **Marketing**
- **Complementary products to the Vennbahn**
- **Estimation of costs and commercial added value**

Tourist potential of the Vennbahn



- ...its geographic situation
- ... its length
- ... its altitude profile



Tourist potential of the Vennbahn

Vennbahn - Greenway (RAVeL – 125 km)
one of the longest railway track cycling trails in Europe

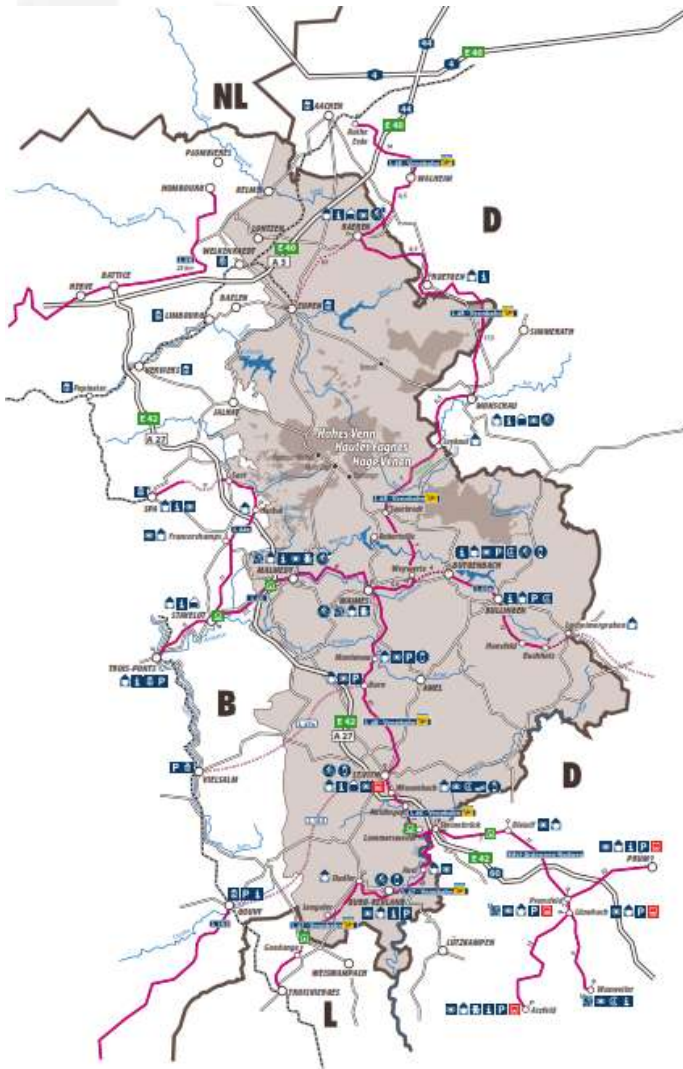


GREENWAYS ...

- **Improve** communications and non-motorised itineraries in Europe
- **Promote** healthier and more balanced ways of life and transport reducing the congestion and the pollution of cities.
- **Promote** rural development, active tourism and local employment.
- **Encourage** a more human and closer relationship among citizens.
- **Bring** Europeans closer to both their natural and cultural environment.

Source: European Greenways Award





Network RAVeL - Eastbelgium

- 2001: Pré-Ravel St.Vith-Montenau
(2004: extension Waimes)
- 2006: Pré-Ravel Auel-Oudler
- 2008: Ravel Neidingen-Lommersweiler
- 2010: Ravel TroisPonts-Waimes
- 2013: Ravel „Vennbahn“
North-South axis
- RAVeL L45 & 45a
East-West axis (2014)
- Ravel L163 & L47a
feasibility study



Tourist potential of the Vennbahn

European network of cycle routes (Eifel-Ardennes)



- Green Route, D-Route 4 (Germany)
- Ravel L38 (Belgium - Liege)
- RurUfer cycle path (Germany)
- Ravel L45/L45a (Eastbelgium - east-west axis)
- Eifel-Ardennes cycle path
- ...

Tourist potential of the Vennbahn

The Vennbahn was planned as an overall concept including

- Analysis of its potential;
- Creation of a brand;
- Development of a special marketing concept
- place of complementary touristic products within the overall concept

design objective: to maintain the Vennbahn's geographic and historical roots in the region



VANISHING RAILWAY SLEEPERS

TRANSNATIONAL (cross-border character)

EXTENDED WAY (slight gradient)

PEOPLE ON THE MOVE (cycling)

GENERAL ASPECT OF THE ILLUSTRATION „V“

Marketing - branding



Marketing - storytelling



Old railway

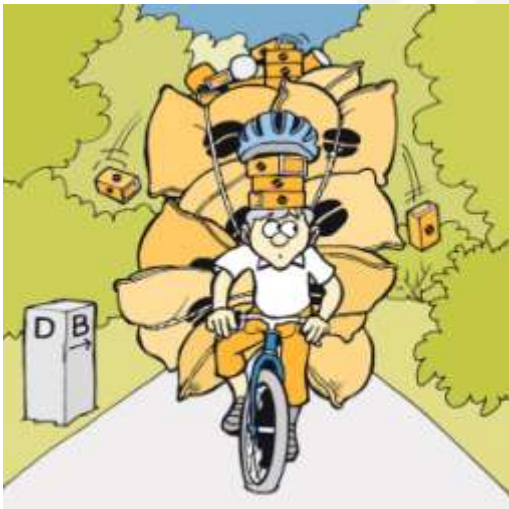
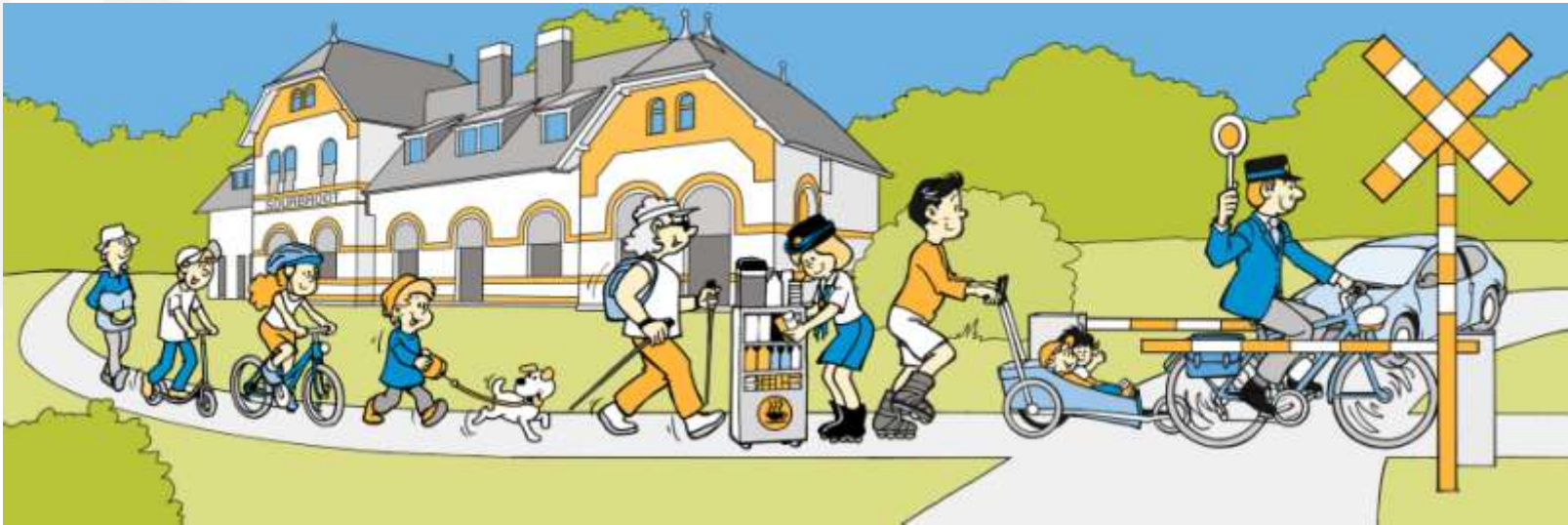


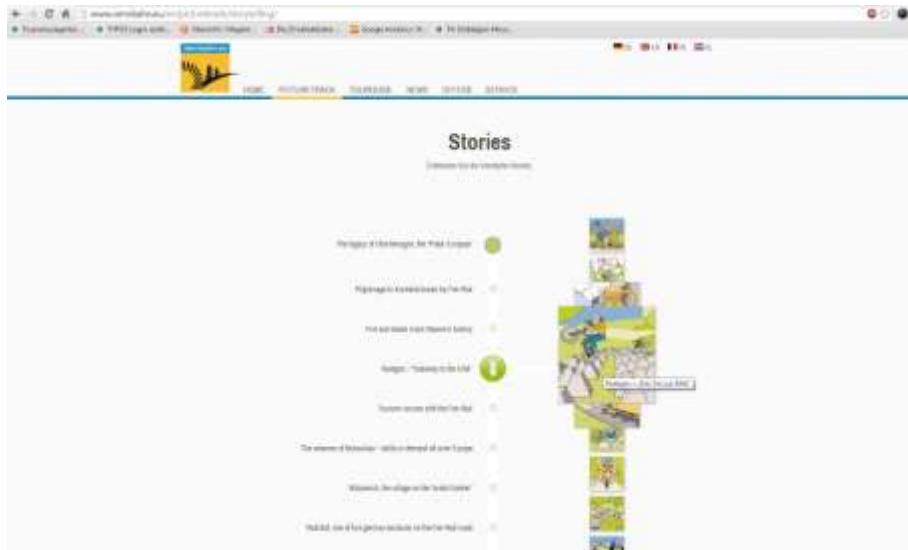
Nature

Border atmosphere



Comic illustrationsspecially drawn for the Vennbahn





Storytrack on web



Tourist signage along the route

Complementary infrastructure



480 km – mountain bike paths; 3 bikeparks (cross-country, down hill, ...)



850 km – network of cycle path offers - innumerable possibilities for discovering the region by bike, with the Vennbahn as starting point.

Complementary products



A cross-border network of e-bike hire stations (150 e-bikes available)



Innovative audio tours (to discover history and nature)

OFFERS



Aachen by bike

55€



Starburst bike tours,
support point: Weismes –
3 days

269€



Grenzgänger in Venn und
Eifel – 3 Tage

189€

Facts & figures (period march-august 2013) Eastbelgium Tourist Agency

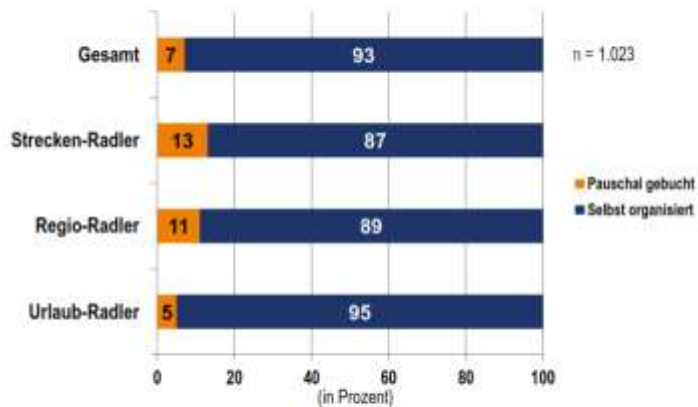
Sales revenue : 35.000 EUR

•28 trips

•146 persons

Origin of tourists : Belgium (80 %)

Pauschale Pedale: Die meisten organisieren selbst



Quelle: Trendscope, Radreisen der Deutschen 2012

ADFC-Radreiseanalyse 2013

| 23 | 07.03.2013



Estimation (based on overnight stays – same period)*:

Sales revenue : **500.000** EUR

ca. **800** persons

* Without considering other specialized travel agencies.

Further steps in 2014



- Optimise the mobility along the way
- Connections (Interravel North)
- Introducing the Bed&Bike label
- Developing all-in offers
- Cycling tours starting on Vennbahn
- Cycle routes guide (Esterbauer, Grenz-Echo Verlag)



2 Interreg projects: Meuse-Rhine Euroregion and Greater Region

Investment: 14.500.000 €

- Walloon region/German speaking community/municipalities (Belgium) 5.867.825,00 €
- European Union 3.972.250,00€
- Germany (NRW/district Aachen/municipalities) 3.214.125,00 €
- Luxembourg (ministry responsible for road building/municipalities) 1.465.000,00 €
- Eifel-Ardennen-Marketing 186.750,00 €

The Vennbahn is a positive example of successful cooperation across borders and regions



- At medium term per year:
 - 25.000 - 30.000 cycle guests (for 2 nights)
 - 50.000 - 70.000 one-day guests with cycle
 - (figures of comparable routes)

- According to the BMWI-study the commercial added value of cycling tourism is estimated as follows :
 - Day-trippers: $60.000 \times 16,- \text{ €} = 960.000,-\text{€}$
 - Residential tourism: $25.000 \times 64,-\text{€} = 1.600.000,- \text{ €}$

 - **Total: 2.560.000,- €**
 - **Direct and indirect value: 1.228.000,- €**

See you soon on...



European Greenways 2013