

ELBE greenway – transnational promotion

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nadace
partnerství



Czech Republic
Land of Stories

Karte der Radfernwege in Tschechien





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Elbe greenway

Total length: 1230 km, 1/3 in CZ

CZECH Republic

- **370 km** from Giant Mountains (Elbe spring at 1.380 m)
- 4 regions
- coordinator **Nadace Partnerství**
- **GERMANY**
- **860 km** to the North Sea – Cuxhaven
- 7 regions (Länder)
- **3 coordinators: north, center, south**



Common Marketing

- Creating **common BRAND** with partners
- Annual publishing **official guidebook Elbe greenway** – Elberadweg Handbuch, **240.000 copies in DE, 20.000 pcs CZ**
- **Common web** www.elberadweg.de, www.labská-stezka.cz
- **Mobile App** www.elberadweg-mobil.de
- **fb profiles in DE/CZ**
- **Merchandising E-shop** and presentation in **all German, Czech tourism fairs + NL, BE, AT, CH special cycle fairs**
- **Aquisitions of certified cycle-friendly services Cyklisté vítáni**



nadace
partnerství



CYKLISTEVITANI.CZ
WWW.NADACEPARTNERSTVI.CZ

Sign posting Elbe greenway



- common logo + logo EuroVelo 4, 7
- common visual www.labska-stezka.cz
- horizontal / vertical signs, info panels



www.labska-stezka.cz





MEHR ALS < 1.200 km >

Serviceinformationen
und »Radfreundliche
Unterkünfte«

Offizielles
ELBERADWEG
Handbuch 2016

KOSTENFREIE BROSCHÜRE


ELBERADWEG

www.elberadweg.de

Broschürenreservat Mittel-Elbe

Cyklisté vítáni – 170 business along the Elbe in CZ



- accommodation - 85



- gastronomy - 45



- camp sites - 10



- tourist attractions - 30

- **Only certified services**
- **35% cofunding in CZ, 100 % in DE**
- **Aquisitions of services**, tour operators and travel agencies – common marketing, **catalogue**



Elbe greenway partners – Marketing pools

Czech Republic

- **coordinator – Nadace Partnerství**
- **Financial partners (agreement with)**
– regions, towns on the Elbe
- **Tourism bodies** (branding, sharing database, pictures, links, events)
- **Certified cycle-friendly businesses**
Cyklisté vítáni and **TO/CK** –
collaboration on tourist product
- **CzechTourism** (marketing abroad)
- **Other partners – ministry** (grants),
IHK Magdeburk, publishing houses

Přispívající partneři Labské stezky v ČR

› Ústecký kraj www.branadocech.cz



› Destinační agentura
České středohoří
www.mittelgebirge.cz



› Středočeský kraj
www.kr-stredocesky.cz



› Pardubický kraj
www.vychodni-cechy.info



› Královéhradecký kraj
www.hkregion.cz



› Děčín | www.idecin.cz



› Ústí nad Labem | www.usti-nad-labem.cz



› Litoměřice | www.litomerice-info.cz



› Mělník | www.melnik.info



› Hradec Králové
www.hradeckralove.org



› Pražská informační
služba-Prague City Tourism
www.prague.eu



Tourist product

infrastruktura + signing +
services + packages



- **Common Logo** (signs, maps, web, info panels) + **Info on trail**
- **Daily stages** 40-60 km
- **Topics:** historic towns, metropole Hamburg, Dresden, Prague, culture heritage and nature, gastronomy
- **Services:** certified **Cyklisté vítáni**, cycle shops, - services (e-bikes)
- **Baggage + personal transfers, boat trips** – cruise ships, ferries
- **Bookable offers** – TO from CZ, DE



- **Annual Czech-German conferences: BUGA, 4. - 5. 5. Havelberg**
- **Week on Bike – intl cycle tour on Elbe greenway- EuroVelo 7, 17. - 24. 5. (Dresden - Prague – Linz)**
- **Opening and closing of the seasons**
- **Press trips**

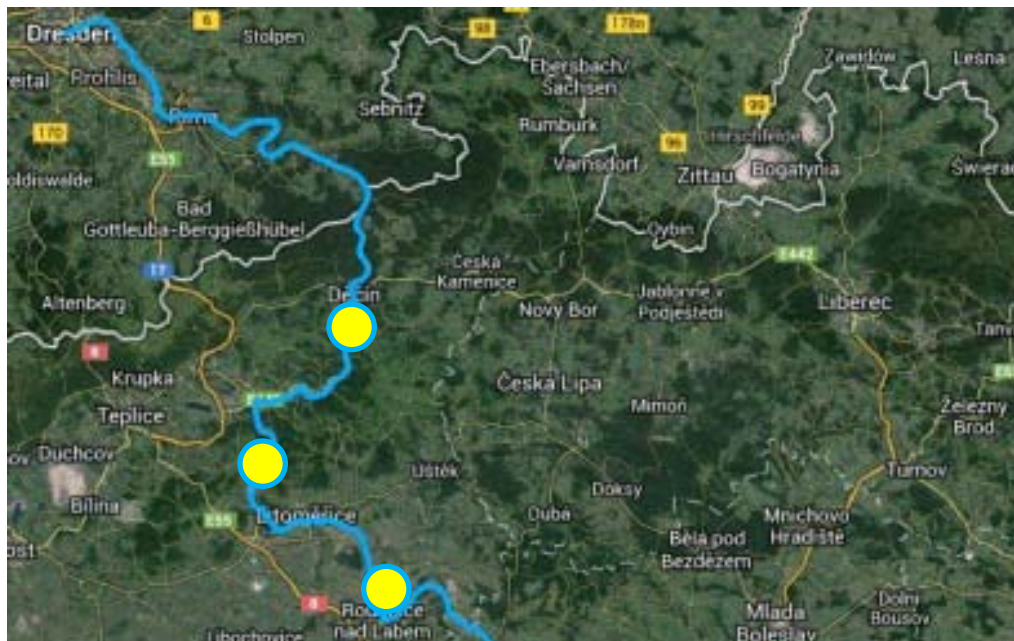


Economic benefits – Saxony-Anhalt 2014

- On average **8 days on Elbe Greenway**,
 - **May – September** - 95% cycle tourists,
 - **2/3 of cycle tourists: age 50-69**, 11,5% above 69 years!
 - Average **spending 75 €/ p.P./day**, accommodation 39,78 €,
 - **Form of accommodation**: pensions (42,5%), hotels (26,1%),
 - **booking**: 59,2% during the trip,
 - **Origin**: ½ of cycle tourists from Lower/ Saxony, Vestphalia, 7% foreign cycle tourists (Swiss, Austrian, Dutch),
 - **Average spending per trip: 600 €/ p.P. (8 days)**
 - On average annually 155.000 cycle tourists (not included daily cyclists) – **economic benefits of Elbe greenway in Saxony-Anhalt 92,99 mil. €**
- + nature, river, cultural offer, quality of infrastructure, hospitality
- Not always along the Elbe, quality of signposting
 - 82% respondents would return, 93% would recommend a visit to others

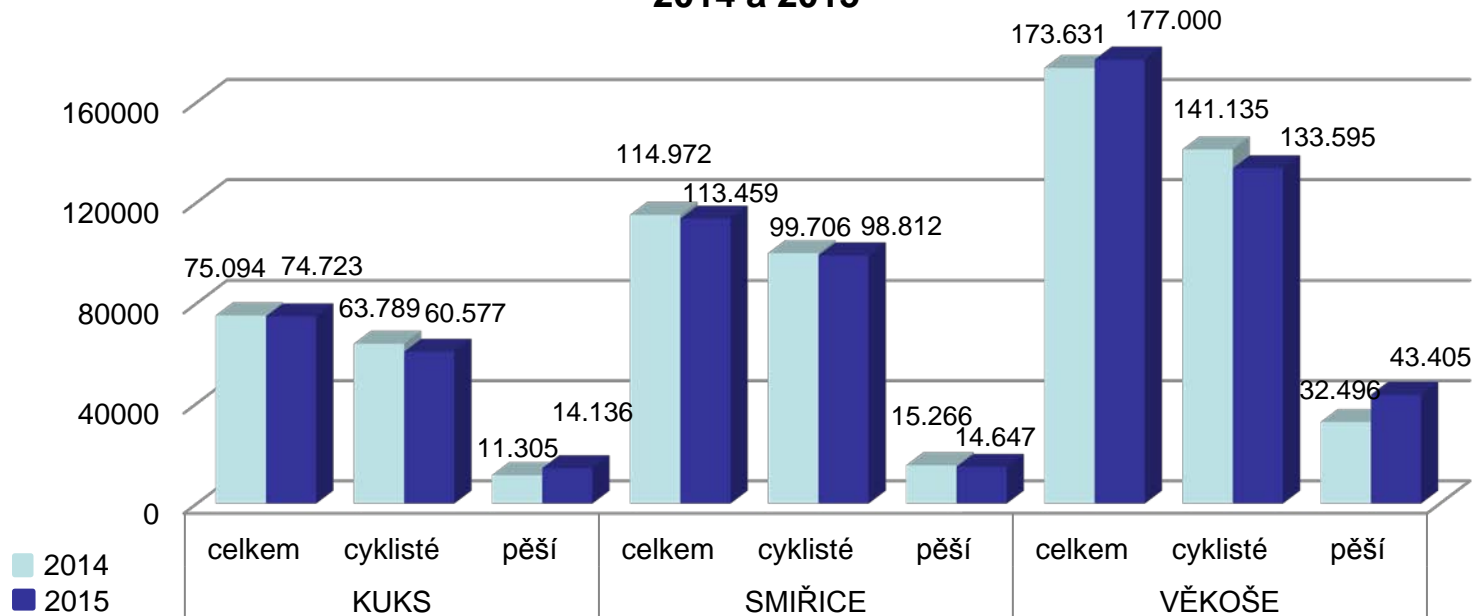
1.227 Questionnaires

CZ Monitoring of cyclests/peds



Results 2014/15 in Hradec Králové region

Srovnání počtu návštěvníků Labské stezky v období leden - srpen 2014 a 2015



ROK	KUKS			SMIŘICE			VĚKOŠE		
	celkem	cyklisté	pěší	celkem	cyklisté	pěší	Celkem	cyklisté	Pěší
2014	75 094	63 789	11 305	114 972	99 706	15 266	173 631	141 135	32 496
2015	74 723	60 577	14 136	113 459	98 812	14 647	177 000	133 595	43 405