



ostbelgien  
cantons de l'est · oostkantons

*Vennbahn – Workshop Greenways Outdoor  
15.10.2015 Namur, Belgium*



Co-funded by the COSME programme  
of the European Union



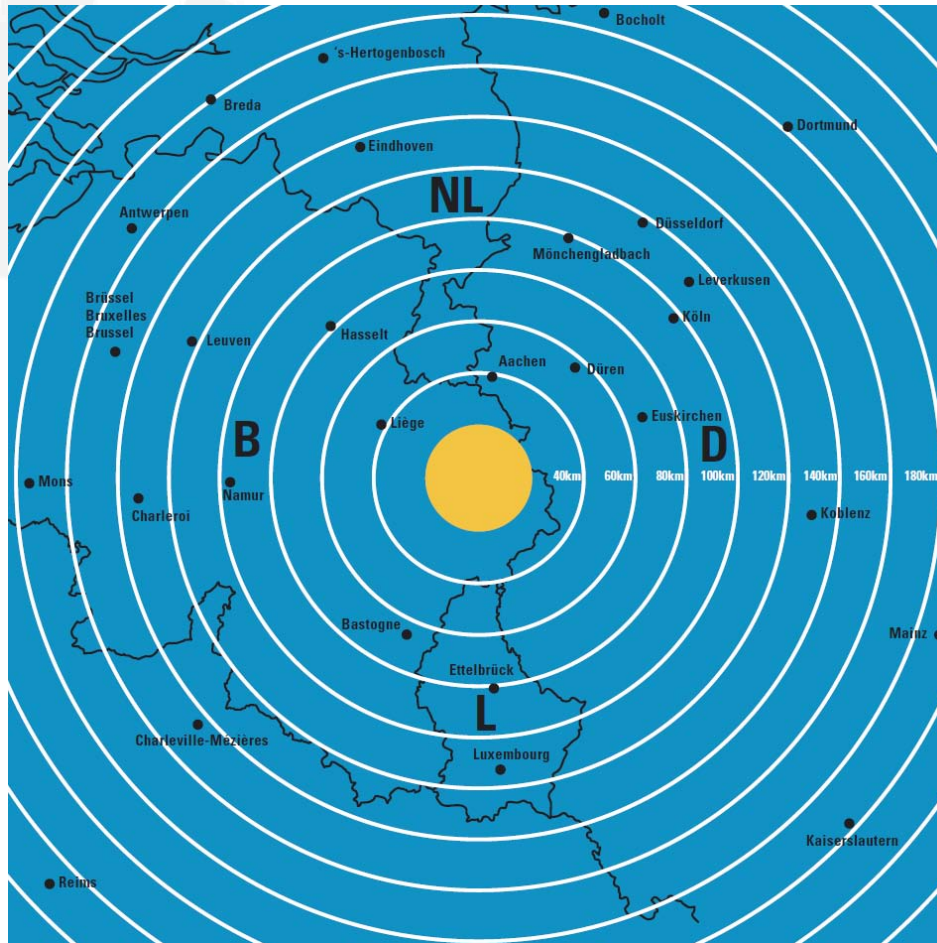
*A successful tourism product  
A coincidence?*



Co-funded by the COSME programme  
of the European Union



# Vennbahn – geographical situation



# Vennbahn – a tourism product: WHY?



1

Natural  
assets

## DISCOVERING NATURE...

- Aachen region (D)
- Land of Herve (B)
- Nature reserve High Fens (B+D)
- Our Valley (B+L)



1

Natural  
assets

## DISCOVERING NATURE...

- Rur Lake (D)
- Eupen Lake (B)
- Bütgenbach Lake (B)
- Robertville Lake (B)
- Weiswampach Lake (L)

1

Natural  
assets

## CULTURE AND HISTORY

- World Heritage City Aachen
- Raeren Castle
- Reinhardstein Castle
- Burg-Reuland Castle
- etc.



2  
Infra-  
structure



# Railway turning into a greenway (Ravel)





2  
Infra-  
structure



## INFRASTRUCTURE MEASURES

- New bridges, tunnels, ...
- Information boards
- Signposting
- Picnic areas
- Shelters
- Safe road crossings

**3**  
Services



## QUALITY SERVICES

- transport connectivity
- accommodation bed+bike
- catering
- bike rental
- bike shuttle service
- tourist information



4  
Marketing



## MARKETING MEASURES

- creation of a brand (corporate identity)
- online marketing
- publications
- specialized trade fairs
- press
- advertisement
- travel packages

## SUMMARY of the Vennbahn success story

- Money to make it all possible...
- Quality of experience
  - Nature
  - Infrastructure
  - Services
  - Marketing
  - all questions that a (cycle)guest could have should be answered
- Teamwork
- Multiplicators (TO, ...)
- Sustainability



## GREENWAYS OUTDOOR PARTICIPATION IN SPECIALIZED FAIRS 2016

- 16.-17.01.2016, CMT (Stuttgart)
- 20.-21.02.2016, FWB NL (Utrecht)
  - Press conference
- 27-28.02.2016, FWB B (Antwerp)
  - Press conference
- 09.-13.03.2016, ITB (Berlin)
  - Workshop, Networkevening or Presentation,
- 02-04.09.2016, TourNatur (Düsseldorf)

## WORKSHOP GREENWAYS OUTDOOR

- 19.-20.05.2015 -Belgium
- Best practices guide
- Top 10 tips for marketing and communication of the greenways tourism product





# MANY THANKS FOR YOUR ATTENTION!

Dany Heck  
Tourism Agency East Belgium



Co-funded by the COSME programme  
of the European Union