

# The North Sea Cycle Route - A journey towards sustainable tourism



**Greenways Product  
Workshop**

Olvera, 8 mayo 2013



Project co-financed by the Competitiveness  
Framework Programme of the European Union



# The North Sea Cycle Route

6200 km

through 68 regions  
in 8 countries

Budget: 2,7m E.  
Ineligible costs:  
A lot more!







Interreg North Sea Region

North Sea  
Cycle Route

# Western Europe





## Overall aim

To develop the North Sea Cycle Route into the backbone of regional and local cycle route development and thereby achieve additionality



# Why?

- Increasing demand for cycling as a holiday form
- A desire to market our own cycle route in a larger and more exciting perspective
- Sustainable transport in practice



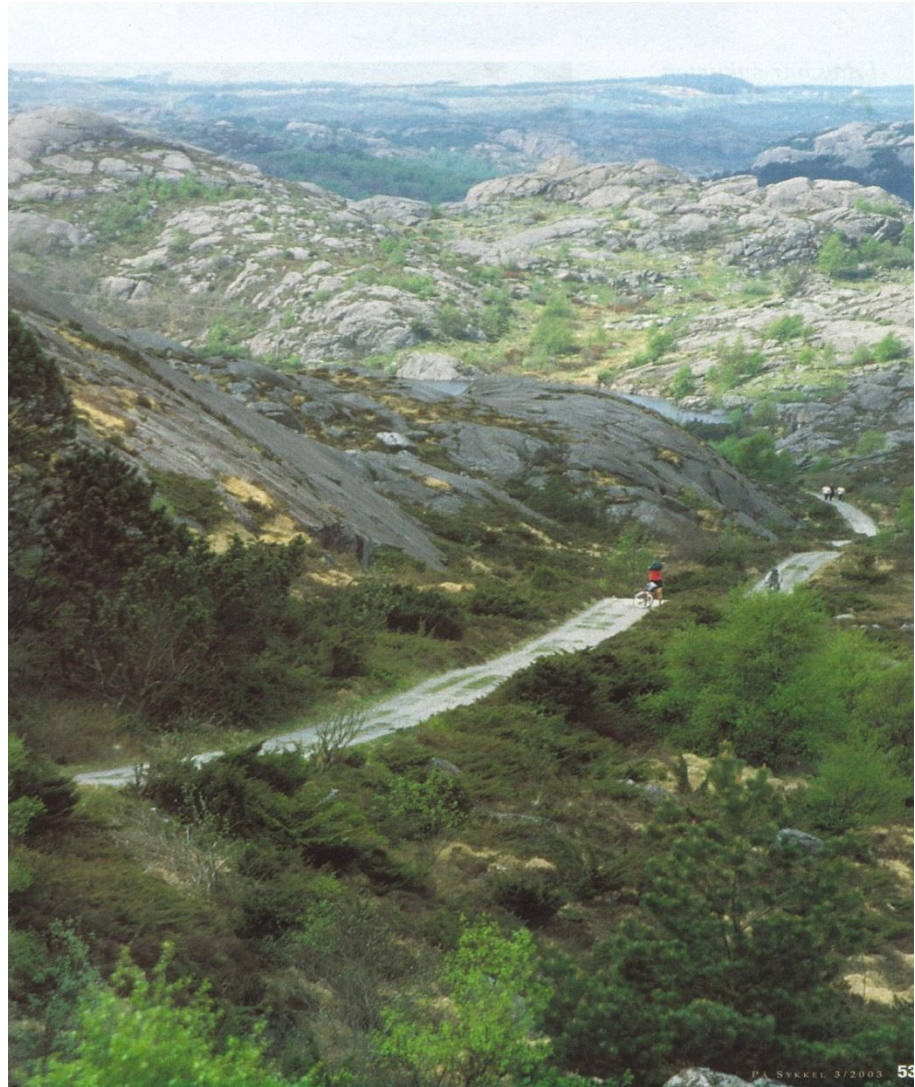
# Core Topics of the NSCR project

1. Trying to find a permanent adm. structure (report 2)
2. Monitoring of users and economic impact (report 3)
3. Web site: Total renovation.
4. Evaluation of route weaknesses + removing of “bottle necks”
5. Raising awareness of the route
6. Dissemination of information and sharing of knowledge
7. Physical improvement of the route
8. Development of products for the cycling tourist



# Examples of low cost improvements

- Surface improvement
- Improved signing, along the route and to/from ferries and cyclist friendly accommodation
- Removal of barriers
- Suitable picnic areas
- Cycle parking with containers for panniers



# Signing to and from attractions and services





New designs in **Cycle parking** in rural areas with safe chests for luggage





Encourage new accommodation and tailor accommodation to cyclists needs.





# Raising awareness of the route





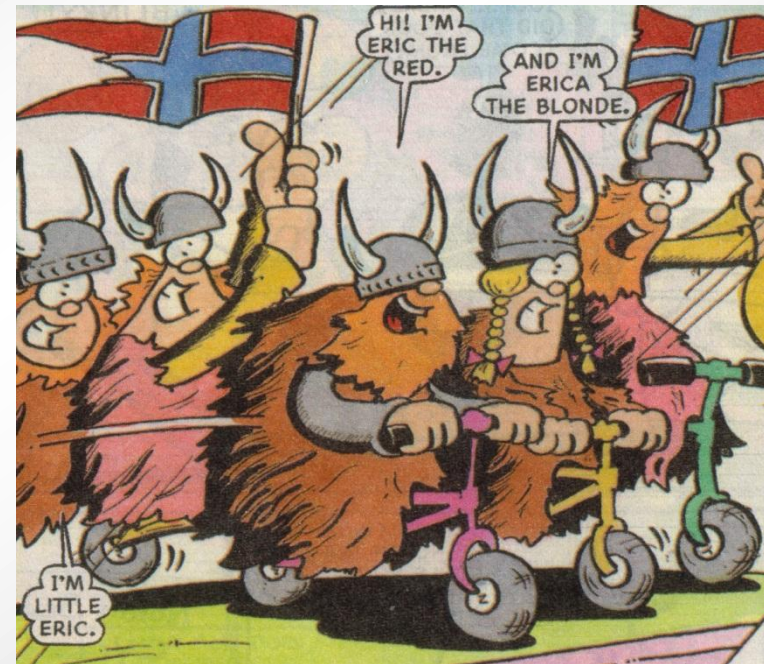


Interreg North Sea Region

# The North Sea Cycle Route "an impressive way to travel"

## Great Publicity:

- English comic book
- Guinness Book of Records
- 12 page article in STERN magazine
- National and regional TV and radio
- Etc., etc.



# Welcome to the NORTH SEA CYCLE ROUTE

Languages - English - Deutsch - Norsk

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### Cycling 6000 km in one day?

On Saturday 20 May, the North Sea Cycle Route partnership invited the general public to cycle any part of the North Sea Cycle Route they

liked. Lots of activity took place in the many different regions around the North Sea.

[Read more about Cycling 6000 km in one day?](#)



### Welcome to the North Sea Cycle Route

The North Sea Cycle Route is a 6.000 km chain of exciting experiences waiting for the cycling tourist.

[Read more about Welcome to the North Sea Cycle Route](#)



### The North Sea Cycle Route – cycling on

The North Sea Cycle Route is being developed by an international partnership with 50% funding from the

European Commission's Interreg IIIB North Sea Programme.

[Read more about The North Sea Cycle Route – cycling on](#)



### How far can YOU cycle?

We certainly wouldn't have believed it beforehand, but we keep getting reports from cyclists who have cycled all the way round the North Sea

[Read more about How far can YOU cycle?](#)



**My guide**  
Create your own guide in a PDF document




**Maps**  
What is where

## Number of users

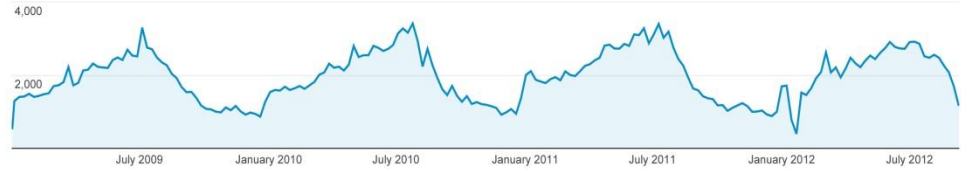
- Near 3000 visits per week (spring / summer)
- Many returning visitors
- Most visitors from Germany and UK

### Visitors Overview

 % of visits: 100.00%

#### Overview

 Visits



260,029 people visited this site

 Visits: 380,334

 Unique Visitors: 260,029

 Pageviews: 1,575,556


 Pages / Visit: 4.14

 Avg. Visit Duration: 00:04:09

 Bounce Rate: 34.35%

 % New Visits: 67.92%



 68.08% New Visitor

258,915 Visits

 31.92% Returning Visitor

121,419 Visits

Country/Territory	Visits	% Visits
1. Germany	107,925	28.38%
2. United Kingdom	81,248	21.36%
3. Netherlands	40,278	10.59%
4. Norway	22,872	6.01%
5. Denmark	16,571	4.36%
6. Belgium	15,525	4.08%
7. France	15,249	4.01%
8. United States	13,798	3.63%
9. Switzerland	8,928	2.35%
10. Sweden	7,871	2.07%

[view full report](#)



## Riders Comments

- Discussions of ferries, what to wear and where to go
- Active and eager contributors

### Riders Comments

What do YOU think about the North Sea Cycle Route? On this page you can share your cycling experience with other cyclists. If you wish, you can also attach a photo to your message (max size 200 Kb). Go ahead.

[Leave your comment](#) | [Read other riders' comments](#)

Display comments' pages: [1-10](#) | [11-20](#) | [21-30](#) | [31-40](#) | [41-50](#) | [51-60](#) | [61-70](#) | [71-80](#) | [81-90](#) | [91-100](#) | [101-110](#) | [111-120](#) | [121-130](#) | [131-140](#) | [141-150](#) | [151-160](#) | [161-170](#) | [171-180](#) | [181-190](#) | [191-200](#) | [201-210](#) | [211-220](#) | [221-230](#) | [231-240](#) | [241-250](#) | [251-260](#) | [261-270](#) | [271-280](#) | [281-290](#) | [291-300](#) | [301-310](#) | [311-320](#) | [321-330](#) | [331-340](#) | [341-350](#) | [351-360](#) | [361-370](#) | [371-380](#) | [381-390](#) | [391-400](#) | [401-410](#) | [411-420](#) | [421-430](#) | [431-440](#) | [441-450](#) | [451-460](#) | [461-470](#) | [471-480](#) | [481-490](#) | [491-500](#) | [501-510](#) | [511-520](#) | [521-530](#) | [531-540](#) | [541-550](#) | [551-560](#) | [561-570](#) | [571-580](#) | [581-586](#)

#### Finished the NSCR

Bill Broughton, 06.09.2012

Bill Broughton was riding with fellow Aussie Phil Grant & got seperated in the Shetlands & would like to contact. My email is [billbroughton39@yahoo.com.au](mailto:billbroughton39@yahoo.com.au)

#### Southwestern Denmark

Erich, 27.08.2012

After having a blast in Hamburg, my son thought he would rather head for Copenhagen and fly home to the UK than make for Esbjerg and get the boat. We continued on the NSCR to Gluckstadt, but then veered off cross country as explained in preceeding posts. Signage in Denmark is not as good as Holland or Germany and it is almost hilly in parts by comparison as well and the people are very friendly (we were offered a lift while fixing a puncture on the roadside, for instance). We didn't get any further north than Copenhagen, but met another cyclist who recommended the cycle path to Helsingor as a day trip from Copenhagen to check out the art museum at Louisiana and for the beaches. It would be a few pleasant days cycling along the beaches of southern Sweden to get to Varberg to connect up with the NSCR again. Maybe next summer??

Incidentally, Easyjet will fly a bike with you for DKK 220 (c.£25) if it's in a bag / box. We got a cardboard bike box from one of the very many cycle shops in Copenhagen for free and packed our bike ourselves.

The picture is taken on the bridge from Falster to Sjælland which was pretty windy and shared with pedestrians, road vehicles and the train!



#### Across Schleswig Holstein

Erich, 27.08.2012

See entry below with recommendation of possible variant for Hamburg - Varberg section. Picture of forested section of the Monschweg. The website for this new route is <http://www.moenchsweg.de/>



#### The ferry from Delfzijl to Emden

Erich, 27.08.2012

There is practically no signage for this infrequent but handy little service. It currently runs on Weds / Fri / Sat. The timetable can be accessed at [http://www.delfzijl-emden.nl/](#)



**I did it!**

Certificate to all who  
cycles the full 6000  
km

Approximately 100 till  
now

Welcome to the NORTH SEA  CYCLE ROUTE




0 | 500 | 1000 | 1500 | 2000 | 2500 | 3000 | 3500 | 4000 | 4500 | 5000 | 5500 | 6000 | KM

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**I did it**

Have you cycled the North Sea Cycle Route or parts of the route?

On this page we honour the cyclists covering the longest distances in the past thirty days and all cyclists that have cycled the complete circuit around the North Sea, i.e. 6000 km.

Please note that we ask you to register your trip/trips on the North Sea Cycle Route, only. If you have cycled elsewhere and want to tell about it, please use the "Riders comments".

**Certificate**

Every cyclist that has completed the whole of the North Sea Cycle Route, is invited to send their name and address to the following e-mail address: [Eli.Viten@rogfk.no](mailto:Eli.Viten@rogfk.no) and we will happily send you a certificate by post.

**Top 10 cyclists last 30 days**

Position	Name	Country	Distance
1.	Eric Holliday	England	917.7
2.	Martina Müller-Kerst	Germany	378
3.	Knut Andersen	Norway	355
4.	Jane Baston	Scotland	304.8
5.	Martin Pop	Czech Republic	173.6
6.	Torbjørn Lillebø	Norge	163.2
7.	Rune Jobsen	Norway	163.2



www.northseatrail.org




Europe an Community European Regional Development Fund    Interreg North Sea Region



# New map in april 2012

- 200000 hits per month

Welcome to the NORTH SEA  CYCLE ROUTE


  
Explore your coastal heritage  
[www.northseatrail.org](http://www.northseatrail.org)

**Theme** Legend

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**Zoom to scale**

Basemap

**Cycle route & walking trails (3)**

- North Sea Cycle Route - 2012
- Round trips and detours
- the North Sea Trails

**Information along the route (3)**

- Cyclist friendly accommodation
- Attractions and sights (NSCR)
- Services for cyclists (NSCR)

**General information (3)**

- Accommodation
- Regional information (NSCR)
- Tourist information

**Info from the North Sea Trail**

- Building and architecture
- Culture and traditions
- Discover the natural heritage
- Working life now and then
- Historical Routes

**Digitized objects**



Menu

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**Traffic log (per month)**

Month	Adaptive	VMS
2012.09	48652	0
2012.08	190934	0
2012.07	235114	0
2012.06	191518	0
2012.05	191646	0
2012.04	103495	0
2012.03	11895	0
2012.02	10547	0
2012.01	2141	0
2011.12	3276	0
2011.11	6194	0
2011.10	6438	0
2011.09	3049	0
2011.08	8982	0
2011.07	3226	0
2011.06	1142	0
2011.05	1275	0
2011.04	658	0
2011.03	3710	0
2011.02	1582	0
2011.01	638	0
2010.12	1432	0

**Traffic log (per theme)**

Month	Adaptive	VMS
North Sea Cycle Route - 2012	469746	0
the North Sea Trails	72497	0
Cyclist friendly accommodation	68673	0
NSCR, route change	33991	0
Accommodation	33444	0
Round trips and detours	32917	0
Attractions and sights (NSCR)	26844	0
Services for cyclists (NSCR)	22993	0
Tourist information	19528	0
Building and architecture	11554	0
Regional information (NSCR)	11405	0
Historical Routes	10653	0
Discover the natural heritage	9810	0
Culture and traditions	8135	0
Activities and events	7925	0
NSCR Regions	5115	0
Working life now and then	5024	0
Cycle	2204	0
Activities	2152	0
Walking	1262	0

EPSG 900913 X/Y  
0395122.11, 6709909.87  
EPSG 4326 Lat / Lon (DD):  
51.49827, 3.54944  
Scale 1:54168

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**And here are the people who did the job!**





## The «post project blues»

- Difficult to get fresh money from former partners to finance trans-national improvements
- Key personnel move, retire or simply get tired





## **The near future**

- Co-operation with the ECF and European Greenways association
- Partner in «Greenways product» project:

**Arena for future  
development and  
vital decisions**



# International projects make a difference!

- People do cycle more and more in every NSCR country
- The status of cycling and walking is rising continuously
- Cycling and Walking represent the true future







We are looking forward to working with you all  
in the "Greenways Product" project

**Thank you for your attention!**