

# COSME

# M<sub>AY</sub> 20 2016

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Development of CYCLING TOURS

by

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# Welcome and Introduction

## Jan-Pieter Weijers - Career in tourism:

- 1967 – 1970 Study International Tourism Management in Breda  
Hertogenbosch (NL) Summer 1967, (Summer 1968 / Summer 1969) traineeships in 's-Cologne (D)
- 1970 – 2007 Active for Tourist Office (VVV) Organizations in the Netherlands
- 2007 - Volunteer at:  
Fietsvakantiewinkel / Dutch Bike Tours



### Landelijk Fietsplatform

(the official Dutch organization for

recreational cycling)



# A 'red thread' through my tourism career:

## PROMOTION – MARKETING – PRODUCT DEVELOPMENT

- covered wagon tours
- walking tours
- culinary tours
- cycling tours



# The development of CYCLING TOURS

## 3 Examples:

- FOUR COUNTRIES 'VENNBahn' CYCLE TOUR



- INTERNATIONAL MEUSE ROUTE - THREE COUNTRIES TOUR



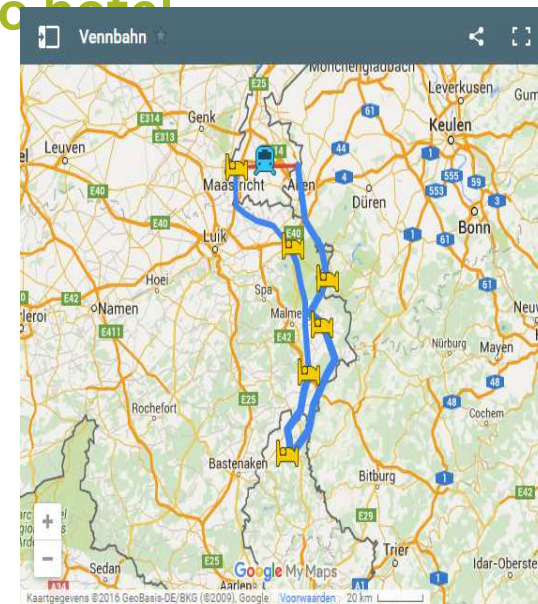
- FIVE COUNTRIES 'VENNBahn'-MEUSE COMBINATION TOUR +



# FOUR COUNTRIES 'VENNBahn' CYCLE TOUR

The Netherlands / Belgium / Germany /  
Luxembourg

- self – guided cycling tour from hotel to hotel
- 8 days / 7 overnights
- 315 kilometers
- from € 585,00 p.p.



# FOUR COUNTRIES 'VENNBAHN' CYCLE TOUR





# FOUR COUNTRIES 'VENNBAHN' CYCLE TOUR



# 10 Steps setting up this Cycling Tour

- *1st step*: how to get the right idea? by brainstorming, literature (e.g. magazines), to meet (and discuss) with colleagues, experience, development cycle tracks (Vennbahn!)
- *2nd step*: ground principle –be sure of booking facilities!
- *3rd step*: do you know the region? study of detailed maps! (1:50.000), make use of [strava.com](https://www.strava.com)
- *4th step*: the basis of all: FIELD OBSERVATIONS by bike (what you see, is it what you expect?)
- *5th step*: find suitable hotel accommodation near the route





# 10 Steps setting up this Cycling Tour

- *6th step: cont(r)act hotels and discuss prices, food (b&b/half board), luggage transport, garage for the bicycles, charging facilities for E-bikes, contingent rooms, cancellations, dates*
- *7th step: cont(r)act bicycle hire company and discuss which bikes (how many gears, E-bike), bicycle bag, reparation set, prices + SERVICE (!)*
- *8th step: when 'all above' is OK make the description of the route incl. text for touristical highlights along the route + GPS track, 'shoot' nice photos, copy write (!)*



# 10 Steps setting up this Cycling Tour

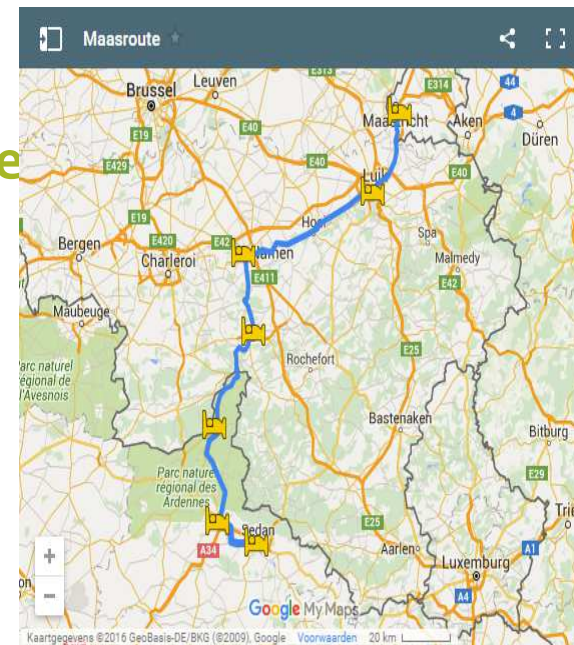
- **9th step: start the promotion** /internet site (e.g. [www.dutchbiketours.com](http://www.dutchbiketours.com)) / full colour brochure / active networking e.g. Cycle Summit – [www.cyclesummit.de](http://www.cyclesummit.de) / press releases / visit fairs for contacts with touroperators e.g. International Tourism Fair in Berlin, 'Fiets en Wandelbeurs' – Cycling & Walking Fair in Utrecht / use of Twitter and Facebook
- **10th step: put together documentation set: MANUAL** with general information about the tour / list of hotels / list of bicycle repairshops / list of websites tourist attractions en route / **ROUTE DESCRIPTION, MAPS, GPS UPON REQUEST**



# INT. MEUSE ROUTE - THREE COUNTRIES TOUR

## The Netherlands / Belgium / France

- self – guided cycling tour from hotel to hotel
- 8 days / 7 overnights
- 265 kilometres along the river Meuse from Maastricht (NL) to Sedan (F)
- from € 595,00 p.p.



# INT. MEUSE ROUTE - THREE COUNTRIES TOUR



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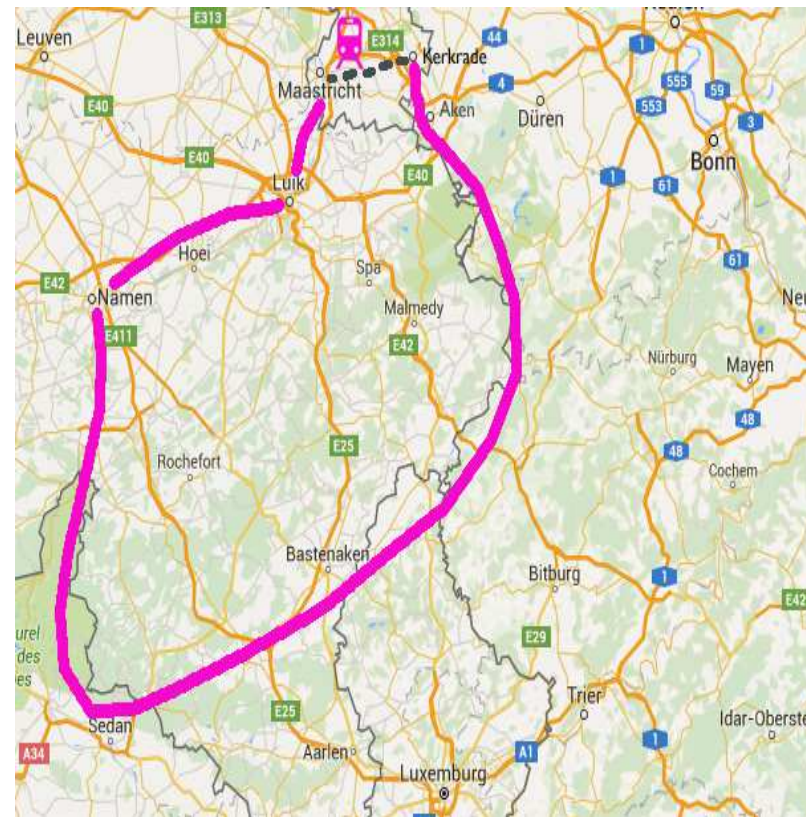


# FIVE COUNTRIES 'VENNBAHN'- MEUSE COMBINATION TOUR

**New for 2017!**

- The Netherlands
- Germany
- Belgium
- Luxembourg
- France

**All in one trip!**



To finish some points to remark

- for the basis of a contract in travel industry contact your national travel organization
- if the hired bicycle needs a serious reparation the hire company is responsible to change the bike
- luggage transport from hotel to hotel: a) can also be done by a courier  
b) luggage transport between 10.00 hrs. – 16.00 hrs.
- 7 days a week a service hotline
- offer cancellation assurance to your clients
- signalization en route can help to keep the route description simple, but clear; e.g. a) *ever cycled from junction to junction? Cycle junctions are a well-known concept in Belgium and the Netherlands because virtually the whole country is covered in them. Junctions form the basis for short cycle routes. Map out your own route or choose an existing one.* b) LF, c) RAVeL (B), d) 'Voie Verte' (F) and e) Veloland Schweiz

THANK YOU FOR YOUR ATTENTION

WISH YOU A LOT OF SUCCESS

ALL THE BEST!

