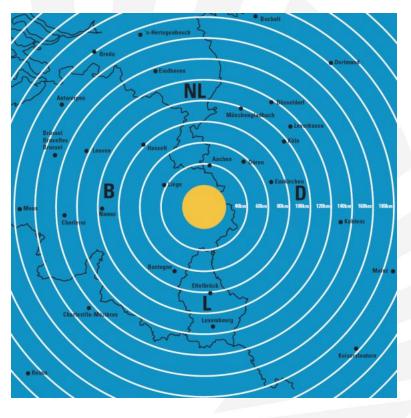
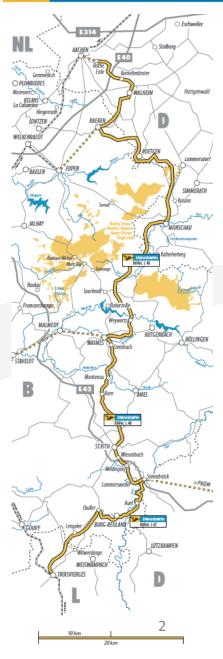


Overview



- Europe's longest, continuous cross-border cycle path on disused railways
- > 125 km
- 3 countries: Germany, Belgium, Luxembourg
- > 2 INTERREG-programmes:
 - Meuse-Rhine Euregion
 - Saar-Lor-Lux Greater Region

















zoeken... Q

Fietsvakanties voor iedereen

OME BESTEMMINGEN

INDIVIDUELE FIETSREIZEN

OVER ONS





>> Zoekresultaten > Hotelfietsvakanties > 'Vieto'ea en Greenway Tourism Product

'Vierlanden Vennbahn' tour



From the basic infrastructure to a Tourism Product











Discovering Nature, Culture and History...

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









Infrastructure Measures

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











Quality Services

- > Transport connectivity
- Accommodation "bed+bike"
- Catering
- Bike rental
- Bike shuttle service
- > Tourist information













Marketing Measures

- Creation of a brand (corporate identity)
- Online marketing
- Publications
- Storytelling
- Specialized trade fairs
- Press
- Advertisement
- Travel packages





International Awards

> 2013: European Greenways Award



> 2014: Fietsroute van het jaar



> 2015: ADFC-Qualitätsradroute



2015: Excellence Award "Goldenes Stadttor"





Measurement of Success

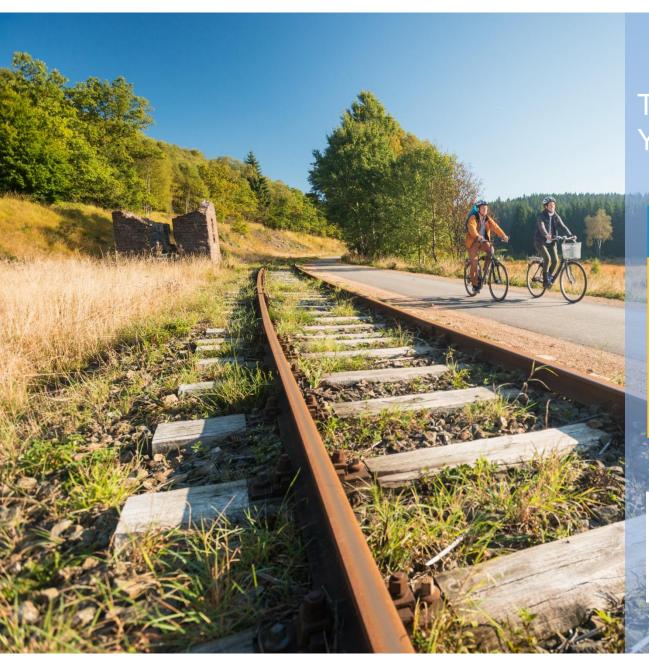
- Awareness as cycling destination increased (despite upland region characteristics)
- From 23 (in 2014) to 42 (in 2017) bed+ bike establishments
- Occupancy rate of hotels and similar establishments in the region increased up to 20%
- Tour operators from the Netherlands, Belgium, Germany and Austria





Vennbahn – Image film





THANK YOU FOR YOUR ATTENTION!

Vennbahn



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