

## Cycling tourism offers in Europe: Experiences from Bernburg (rural district Salzlandkreis)

Speaker	
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### Topic

Cycling tourism in Germany is an important economic factor. 4 million bicycles will be sold every year. 153 million day trip cyclists and 22 million cycling tourists raise about 3.9 billion Euro worth of business. If other costs are included like investments (construction of cycle trails), travelling expenses or bicycle accessories than the turnover increase up to 9.2 billion Euro per year. This is an employment equivalent of 186.000 people.

Three supraregional bicycle routes are crossing the rural district Salzlandkreis (Region Bernburg): Elbe bicycle route, Saale bicycle route and the Europe bicycle route R 1. These three routes are part of the bicycle route network Germany (Radnetz Deutschland) with 12 routes: the Europe bicycle route R 1 is part of the D-Route 3, the Elbe bicycle route is part of the D-Route 10 and the Saale bicycle route is part of the D-Route 11. The Europe bicycle route R 1 is also part of the European network (EuroVelo Route 2 – Capitals Route). Bernburg is lying in the intersection of the Europe bicycle route R 1 and the Saale bicycle route.

The D-Route 3 has a length of 960 km in Germany and this route extended from 2008 till 2012 as a pilot project. In this way a higher standard in road quality and marketing was managed for the bicycle route network Germany (Radnetz Deutschland). In 2012 this bicycle route was honoured from the general german bicycle club (Allgemeiner Deutscher Fahrrad-Club e.V. - ADFC) as a 3-star quality cycleway.

The substantial working emphasises of this pilot project was: signposting, infrastructure, investments, marketing, coordination and evaluation.

The experiences of the pilot project should support the extension and the marketing of the other 11 D-Routes of the bicycle route network Germany, which is a component of the National bicycle traffic plan 2020 of the federal government. The objective is the development of the bicycle route network Germany to a strong touristic trademark, especially for foreign guests.