

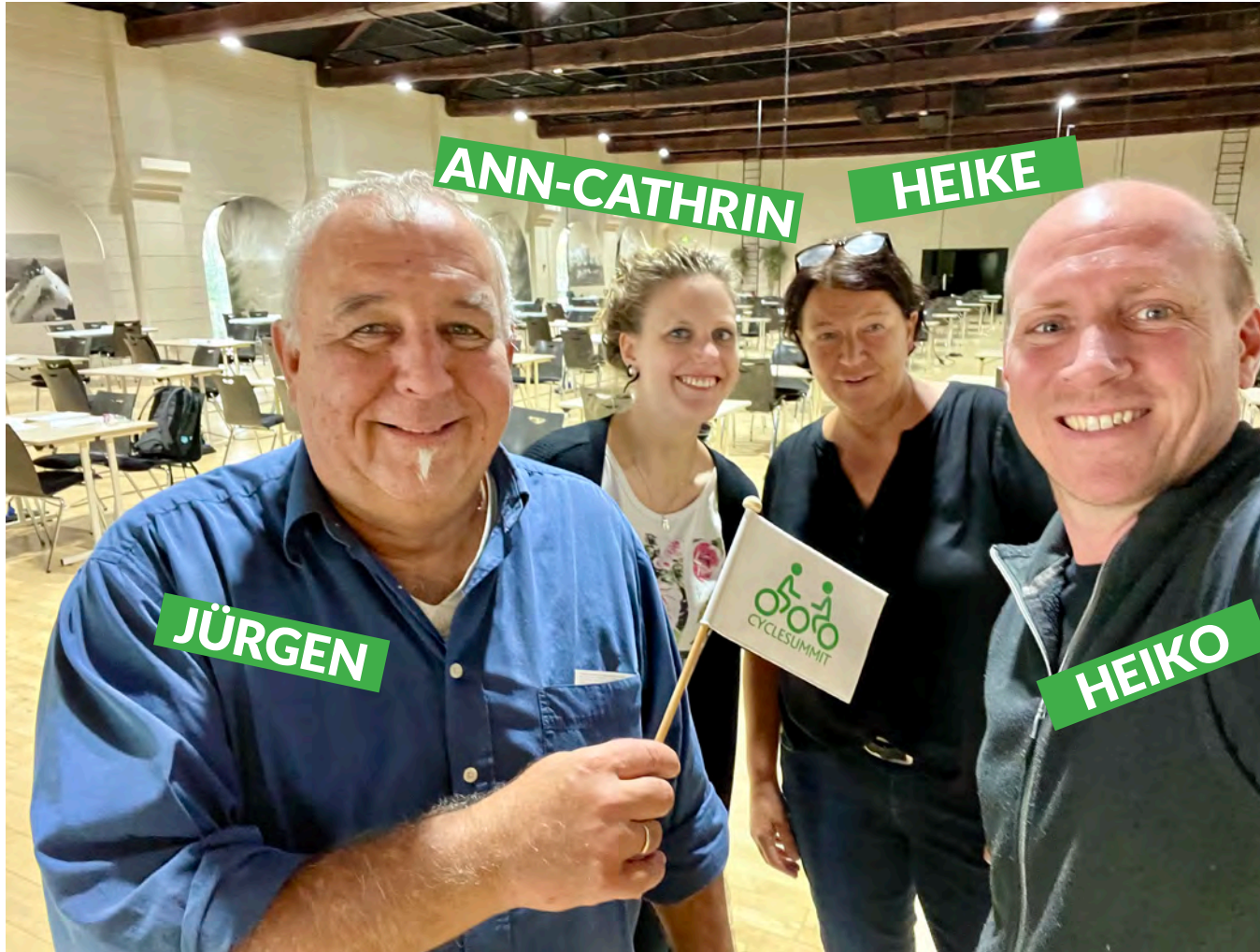


WELCOME TO CHAMBÉRY

WELCOME TO THE CYCLESUMMIT 2022



WELCOME TO CHAMBÉRY WELCOME TO THE CYCLESUMMIT 2022





WELCOME TO CHAMBÉRY WELCOME TO THE CYCLESUMMIT 2022



LAURENT CORMIER
DIRECTEUR DÉLÉGUÉ OF AUVERGNE-RHÔNE-ALPES TOURISME



WELCOME TO CHAMBÉRY WELCOME TO THE CYCLESUMMIT 2022



CHRISTIAN DOUCHEMENT



DELPHINE CHABERT

MANAGERS OF AUVERGNE-RHÔNE-ALPES TOURISME



CYCLE SUMMIT 2022

Chambéry in Auvergne-Rhône-Alpes



Auvergne
Rhône-Alpes
Tourisme



AWAKEN YOUR SENSES,
REDISCOVER MEANING,
FEEL REBORN HERE.





What's the height of the
Mont-Blanc ?

A 3809 m

B 3910 m

C 4657 m

D 4807 m



What's the height of the Mont-Blanc ?

(A) 3809 m

(B) 3910 m

(C) 4657 m

4807 m

4807m is the altitude of the highest European peak, Mont Blanc, located in the French Alps

French Alps is also the first global region for outdoor and winter sports.

The French Alps owns more than 100 passes for amateurs, including the famous « Col de l'Iseran », culminating at 2770m & « Col du Galibier » with an altitude of more than 2600m, and, of course, the iconic « Montée de l'Alpe d'Huez », an ascent with 21 turns.

The French Alps already welcomed more than 300 « Tour de France » stages, and organize every year « L'étape du Tour » gathering more than 10 000 cyclists.





How many volcanoes are located in Auvergne ?

(A) 21

(B) 25

(C) 32

(D) 85



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(A) 21

(B) 25

(C) 32

85



There are 85 volcanoes in Auvergne.

Some are protected by the Unesco World Heritage and can be found in a regional nature park, nearby the city of Clermont-Ferrand.

Auvergne owns numerous cycling itineraries, including the famous GTMC (Grande traversée du massif central), where mountain bikers can enjoy unique views during more than 400 km.

Notice that the GTMC has special path for gravel bikes.

Crossing Auvergne, the green way ViaAllier is following one of Europe's last wild river : l'Allier.



When does lavender bloom in Provence ?

A In May

B In June

C In August

D In September



When does lavender bloom en
Provence ?

A In May

In June

C In August

D In September



The south of our region, Drôme Provençale is enhanced by lavender fields in June.

Easily accessible by the Via Rhona or crossed by the mountain biking route « Les Chemins du Soleil ».

In the south of our region, you can enjoy new biking experiences through Ardèche, by discovering Gorges or rivers in every single turn, as well as the « Chauvet caves », classified under Unesco Heritage.



What's the new trendy
gastronomic destination in
Europe ?

- A Estonie
- B Vallée de la Gastronomie
- C Costa del Sol
- D Scotland



What's the new trendy gastronomic destination in Europe ?

- A Estonie
- Vallée de la Gastronomie
- C Costa del Sol
- D Scotland

Vallée de la Gastronomie starts in Dijon, ends in Marseille, crossing Burgundy, Beaujolais, the city of Lyon - the world capital of gastronomy - Rhône Valley and Provence.

Vallée de la Gastronomie selects and propose more than 400 special and amazing wine and food experiences, for their uniqueness and reflection of the local terroir.

The cycling road Via Rhona allows tourists to access and enjoy most of these experiences.



VALLÉE DE LA
GASTRONOMIE
= FRANCE =



What label is given to the most beautiful villages of France?

(A) 10

(B) 12

(C) 16

(D) 25



What label is given to the most beautiful villages of France?

(A) 10

(B) 12

(C) 16

✓ 25



Our region owns 25 « Plus beaux villages de France » and 36 « Petites cités de caractère ».

These two labels are rewarding unique, local and incredible heritage cities.

A lot of these little villages are crossed by cycling greenways , as for example :

Yvoire in Savoie by « ViaRhôna »

Péruges in Ain by la « Voie Bleue »

Charroux in Allier by « Via Allier »

Grignan in Drôme Provençale by « Via Rhôna »



- How many tourist structures are part of the « Accueil Vélo » label in our region ?

(A) 750

(B) 770

(C) 780

(D) 1000



How many tourist structures are part of the « Accueil Vélo » label in our region ?

A 750

B 770

C 780

1000



More than a 1000 touristic structures are labelled under Accueil Vélo. What's Accueil Vélo ? A label rewarding hotels, campsites or tourist offices for the quality of their services offered to cyclists.



The cycling industry is key in our region, with more than 50 bike manufacturers but also almost 500 bike rentals. More of a thousand of biking guides are working in AURA, making it the first in France.



What's the length of the euro-
vélo cycling road, Via Rhôna ?

A 550 kms

B 700 kms

C 815 kms

D 900 kms



- What's the length of the euro-vélo cycling road, Via Rhôna ?

A 550 kms

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From Genève to the Mediterranean sea, the Via Rhôna is offering a variety of landscapes on 815km.

Appreciated for its authenticity, easiness, and its little detours allowing full touristic discoveries along the way, Via Rhona is following the Rhône river.

Biking on ViaRhôna is going back to the origins of civilization. Did you know that the Rhône river was named the River of Civilization ? For example, the Roman theater in Vienne and Orange, Lyon the capital of the Gauls and start of St James justify this name.



How many bells have the
Chateau des Ducs of Savoy in
Chambéry ?

(A) 9

(B) 10

(C) 12

(D) 27



How many bells have the
Chateau des Ducs of Savoy in
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(A) 9

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Chambéry is a city of art and history, counting numerous paved alleys, ancient colorful façades, must-see monuments as the Château des Ducs de Savoie (hiding the greatest chiming clock of Europe, with 70 bells), as a testimony of more than a 1000 years of history, linking Savoie and Italy.

The destination Savoie stands under the label « Accueil Vélo » with more than 500km cycling routes (véloroutes, green lane, passes and uphill).

The vineyard of Savoie owns 23 grape varieties, the highest number in France on a defined territory, and 7 of them are unique in the world. (jacquère..)

Grand Chambéry is crossed by Véloroutes pathways between the alpine lakes (Bourget, Annecy and Léman lake), the great passes of the Alps, and picturesque vineyards. The location is perfect for a stage, and convenient for family trips.



Who's the best organization for cycling travelers business ?

A World Ski Cup 2023

B World Rugby Cup

C Tour de France

D Cycling Summit



Thanks a lot to the Cycle Summit for choosing our region, and a warm thank you to each one of you for being present during these 3 days !

The whole team is staying at your disposal to answer any of your questions.



**Auvergne
Rhône-Alpes**
Tourisme

AWAKEN YOUR SENSES,
REDISCOVER MEANING,
FEEL REBORN HERE.

ENJOY YOUR CYCLE SUMMIT IN CHAMBERY !

Have a nice evening and good business

Pictures credits © : Auvergne-Rhône-Alpes-Tourisme, Artprism, GCAT, G Garofolin Chambéry Tourisme & Congres, Cie Bateaux Aix les Bains, Compagnie des Bateaux du Lac du Bourget et du Haut Rhône, CBLB, J.Chavaribeyre GCAT, A.Ludecke GCAT, Jérôme HUGOT Cœur de Savoie, Association Free-Mouse, Christian Martelet, OneDayOneTravel, B. Muller, J. Damase, Patrick Kunkel, D. Frobert, D. Grudet, T. Prudhomme.

WELCOME TO CHAMBÉRY

WELCOME TO THE CYCLESUMMIT 2022



SUNDAY



MONDAY



TUESDAY



WELCOME TO CHAMBÉRY

WELCOME TO THE CYCLESUMMIT 2022



STRENGTH IN NUMBERS:

tracking the development and use of the **European cycle route network**



IVAN RATKOVIC
EUROVELO AND PROJECTS OFFICE

In order to better understand the current status of the EuroVelo network and to help determine which factors contribute to increasing the number of users, ECF has been establishing some key statistics on the European level.

Specifically - the current level of development across the 90,000 km that make up the network; usage based on the results of a network of counters installed across the continent by the company Eco Counter; and the web statistics of EuroVelo.com.

Cycle Summit

Strength in numbers: tracking the development and use of the European cycle route network

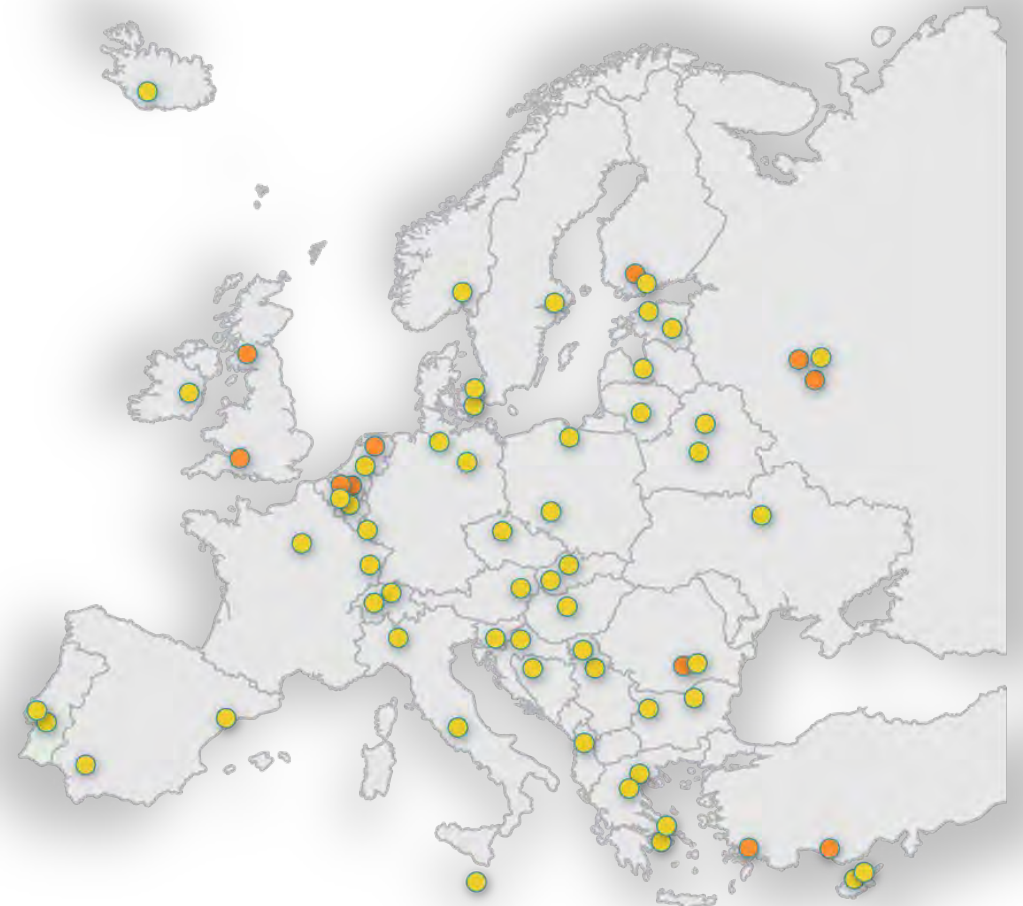
Ivan Ratkovic
EuroVelo and Projects Officer

Sunday 9 October 2022
Chambery

www.eurovelo.com
www.ecf.com

European Cyclists' Federation (ECF)

- Established in 1983
- Federation of civil society organisations with 60+ members in over 40 countries
- We promote cycling as a sustainable and healthy means of transportation and leisure
- We harness the power of the European cycling movements



European Cyclists' Federation (ECF): Our Vision 2030

- **More cycling:** Increase cycling levels in Europe by at least 50%
- **Safer cycling:** Reduce the rate of cyclists killed or seriously injured in road collisions by at least 50%
- **Stronger political support:** Cycling to be prioritised by policymakers as a sustainable and healthy part of the mobility mix
- **Higher investment:** EU funding for cycling to increase to at least €6 billion in the 2021-27 Multi-annual Financial Framework

EuroVelo, the European cycle route network

In numbers:

- First launched in **1997**
- **17** routes
- **42** countries
- **93,021** km
- **64%** of the network ready to use!
- Features in **8** national cycling strategies
- **Hundreds of millions** of € invested to date




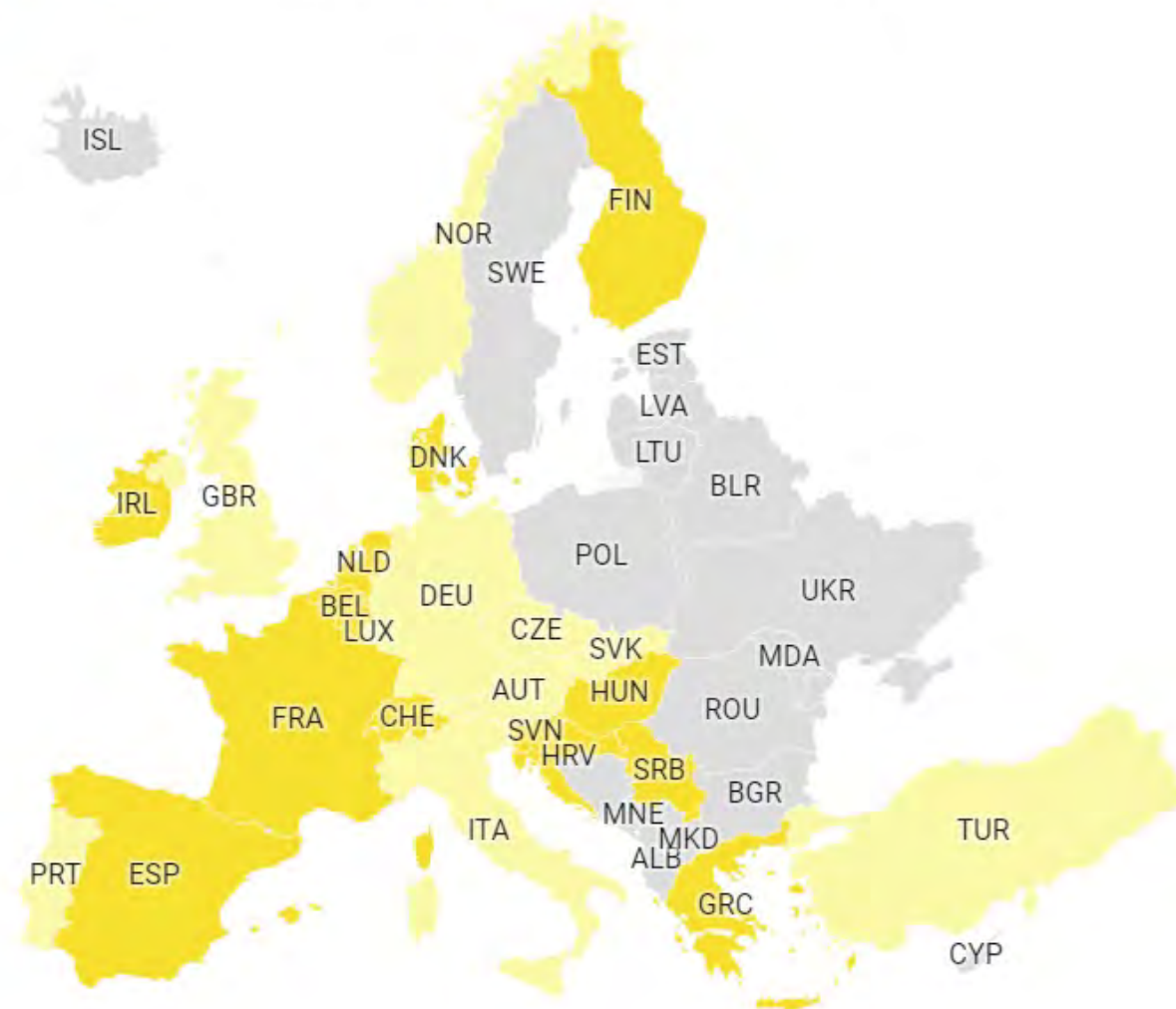
Mission

Our mission is to promote the further development of a sustainable, strong and well-connected European cycle route network, which

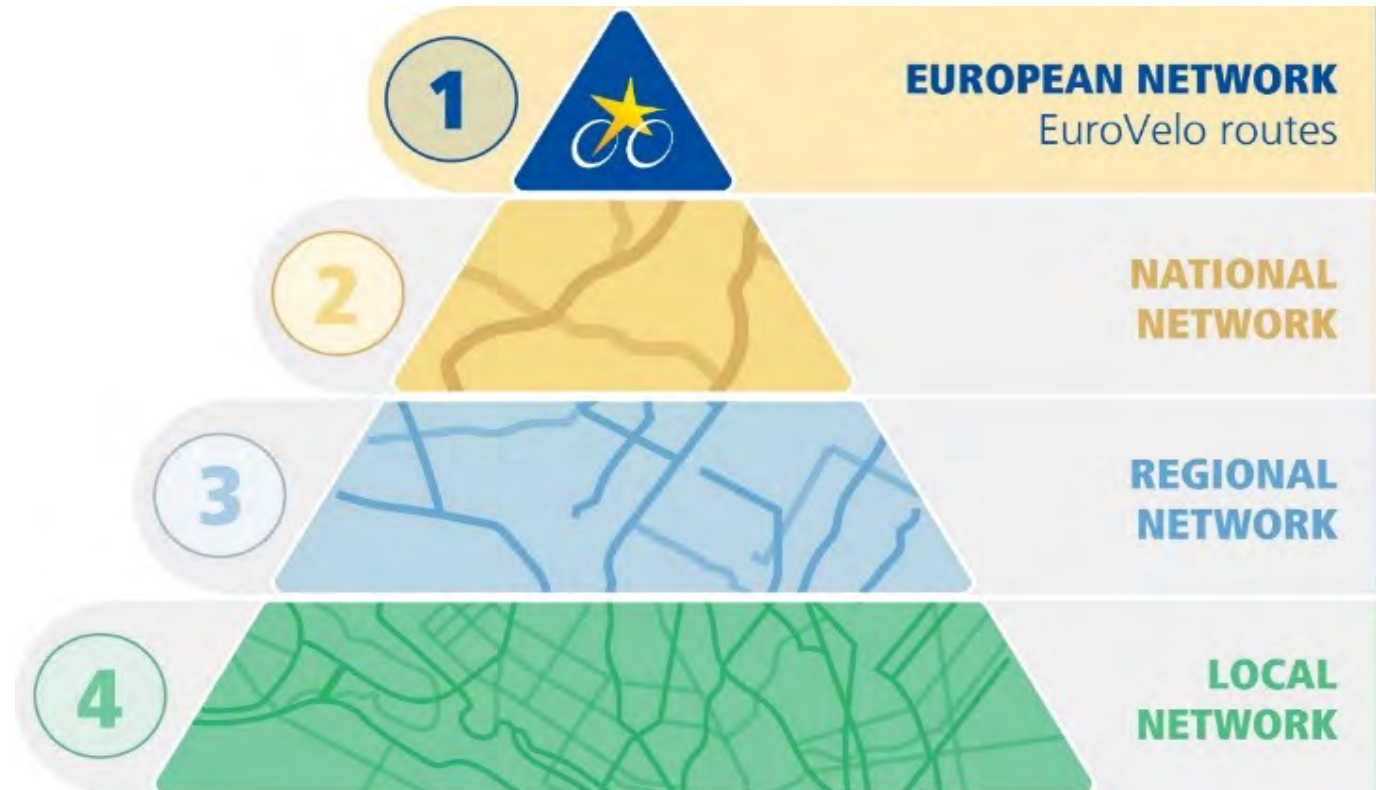
- Acts as an accelerator to increase cycling;
- Drives change in European and national policies and practice;
- Benefits all categories of cyclists, including everyday cyclists, cycling tourists and leisure cyclists;
- Fosters sustainable tourism.

Coordination

 National EuroVelo Coordination Centre  National EuroVelo Coordinator



A backbone to cycle route networks



EuroVelo Data Hub

1. Usage data
2. Website statistics
3. Route development status



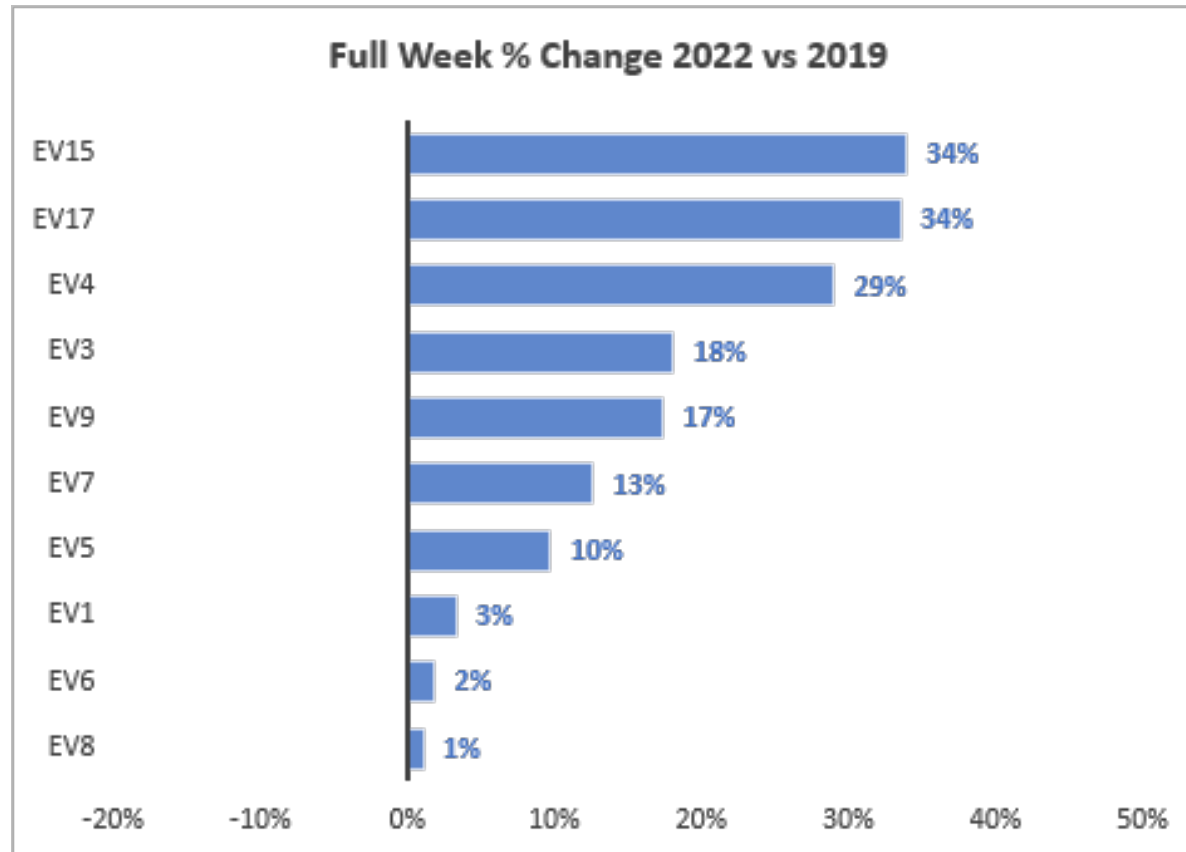
EuroVelo Data Hub

1. Usage data

+16% Weekday

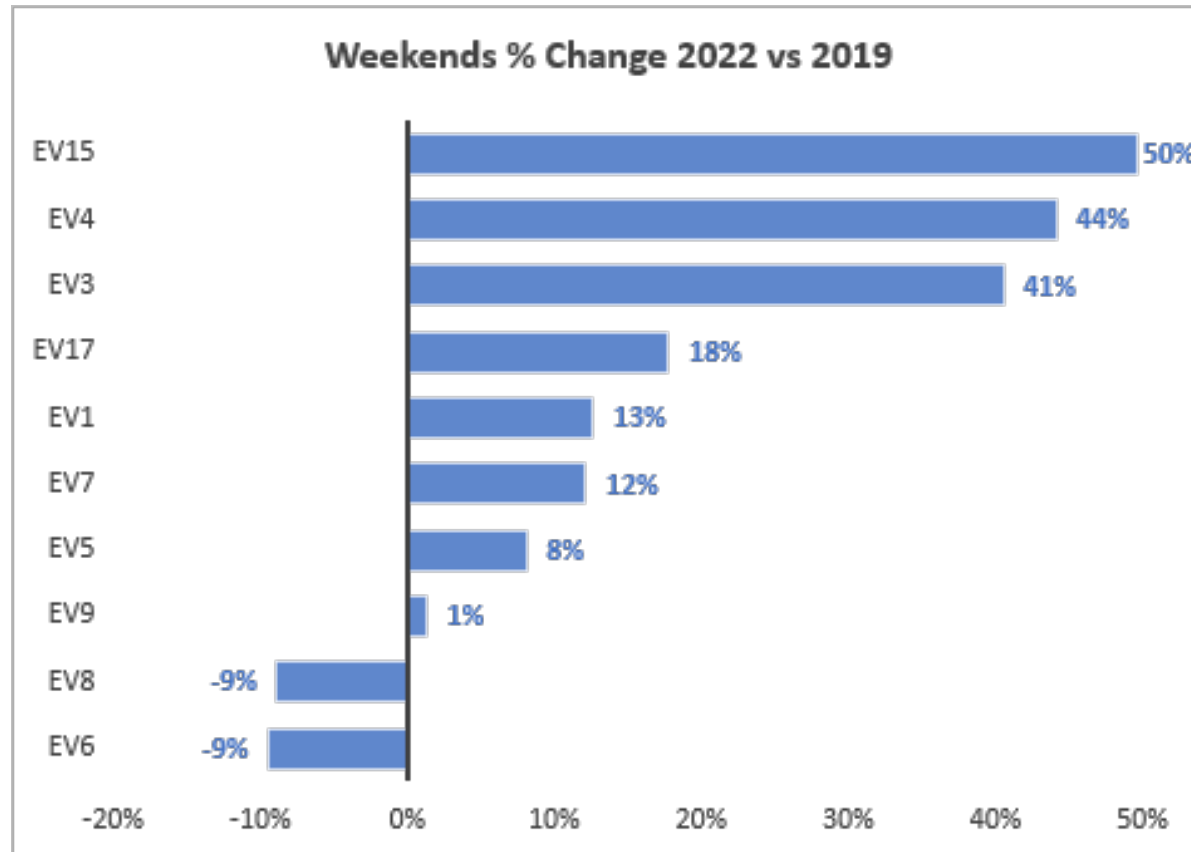
+23% Weekend

+18% Average



EuroVelo Data Hub

- 1. Usage data
 - +16%** Weekday
 - +23%** Weekend
 - +18%** Average



EuroVelo Data Hub

2. Website statistics

EuroVelo.com – our main promotional tool and one of the leading cycling tourism portals



FULL ROUTE AND COUNTRY STATISTICS CAN BE FOUND ON PAGES 2-4 →

EuroVelo Data Hub

3. Route development status

- **64%** of the network ready to use!
- Number of countries with EuroVelo signs: **24**
- EuroVelo signs: **35,609 km** (compared to 33,232 km in 2021)
- Number of routes developed at 75% or more: **8**



EuroVelo Data Hub

3. Route development status

- **Top 5 Routes in terms of development:**

- EuroVelo 15, 17, 19, 14, 12

- **Top 5 countries in terms of levels of development:**

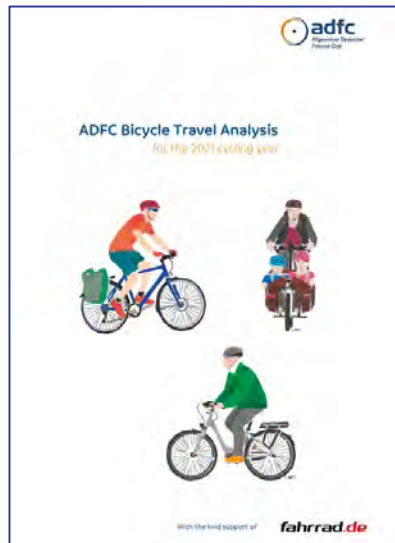
- Switzerland
- France
- UK
- Belgium
- Austria



National data sets

Germany

ADFC Bicycle Travel Analysis 2022



The Netherlands

Key figures Cycling Holidays 2021-2022



France

Economic impact and development potential of bicycle use in France 2020



Italy

National Survey on Cycling 2020



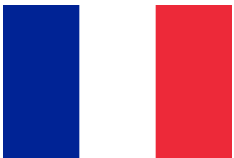
National data sets



- Around **41.6 million** Germans went on at least one cycling day trip in 2021 (+11 million)!



- An average Dutch cycling holiday lasted **3.8** nights, which means that approximately **6.8 million** overnight stays took place during 2021.



- The economic spin-offs of bicycle tourism in France have increased by 46% in 10 years to reach **€5.1 billion** per year

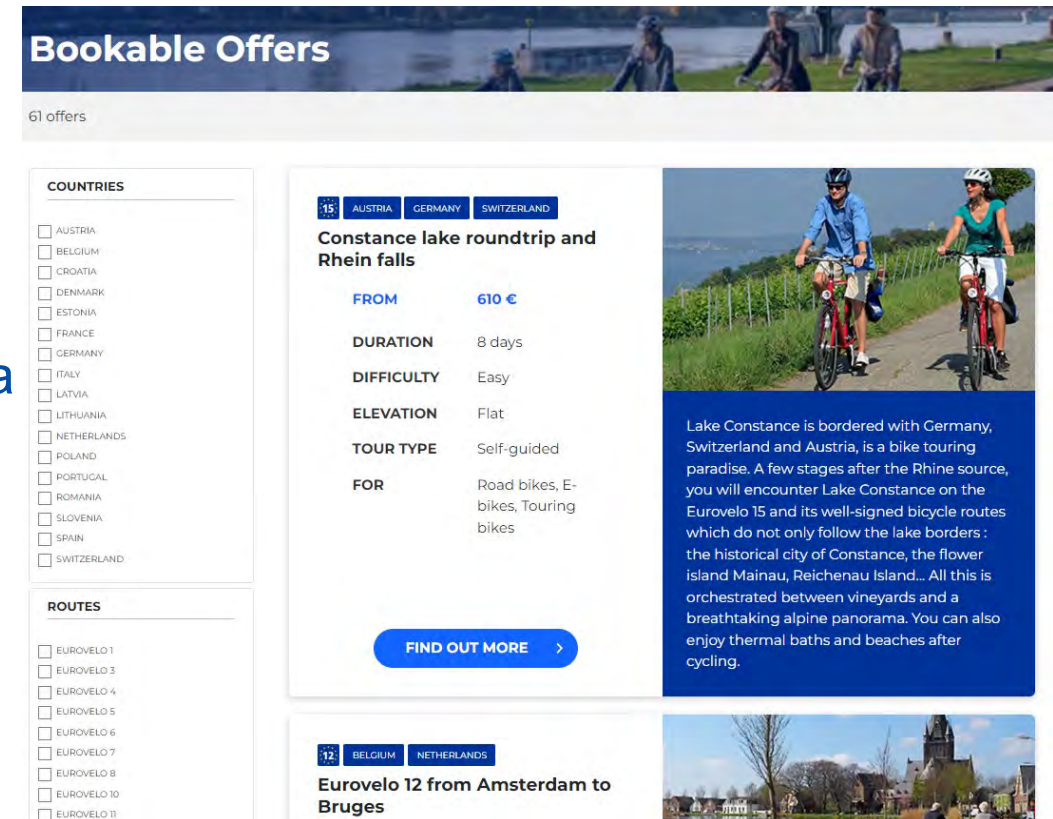


- The daily stages, for **70%** of Italian respondents, are between **50 and 70** kilometres.



Search engine for bookable offers

- Easy-to-use tool for tour operators to promote their cycling packages
- Each bookable offer is displayed with a detailed description, price, duration, country, difficulty, elevation
- Tours are promoted on our FB page + option for a sponsored content article
- <https://en.eurovelo.com/bookable-offers>



Bookable Offers

61 offers

COUNTRIES

- AUSTRIA
- BELGIUM
- CROATIA
- DENMARK
- ESTONIA
- FRANCE
- GERMANY
- ITALY
- LATVIA
- LITHUANIA
- NETHERLANDS
- POLAND
- PORTUGAL
- ROMANIA
- SLOVENIA
- SPAIN
- SWITZERLAND

ROUTES

- EUROVELO 1
- EUROVELO 3
- EUROVELO 4
- EUROVELO 5
- EUROVELO 6
- EUROVELO 7
- EUROVELO 8
- EUROVELO 10
- EUROVELO 11

15 AUSTRIA GERMANY SWITZERLAND

Constance lake roundtrip and Rhein falls

FROM 610 €

DURATION 8 days


DIFFICULTY Easy

ELEVATION Flat

TOUR TYPE Self-guided

FOR Road bikes, E-bikes, Touring bikes


FIND OUT MORE >



Lake Constance is bordered with Germany, Switzerland and Austria, is a bike touring paradise. A few stages after the Rhine source, you will encounter Lake Constance on the Eurovelo 15 and its well-signed bicycle routes which do not only follow the lake borders : the historical city of Constance, the flower island Mainau, Reichenau Island... All this is orchestrated between vineyards and a breathtaking alpine panorama. You can also enjoy thermal baths and beaches after cycling.

12 BELGIUM NETHERLANDS

Eurovelo 12 from Amsterdam to Bruges



Cycle tourism is growing in popularity





EuroVelo 15 – Rhine cycle route



EuroVelo 15 - Rhine Cycle Route in The Netherlands - Millingen
 ©European Cyclists' Federation, Demarrage LTMA, P. Gawandtka



EuroVelo 15 – Rhine Cycle Route



Historical Kinderdijk Windmills



EuroVelo 15 - Rhine Cycle Route in North Rhine-Westphalia, Germany ©Naturregion Sieg

EuroVelo 19 – Meuse Cycle Route



EuroVelo 19



EuroVelo 19 – Meuse Cycle Route



© WBT - Anibal Trejo

Citadel of Dinant



EuroVelo 19

EuroVelo 6 – Atlantic Black Sea Route



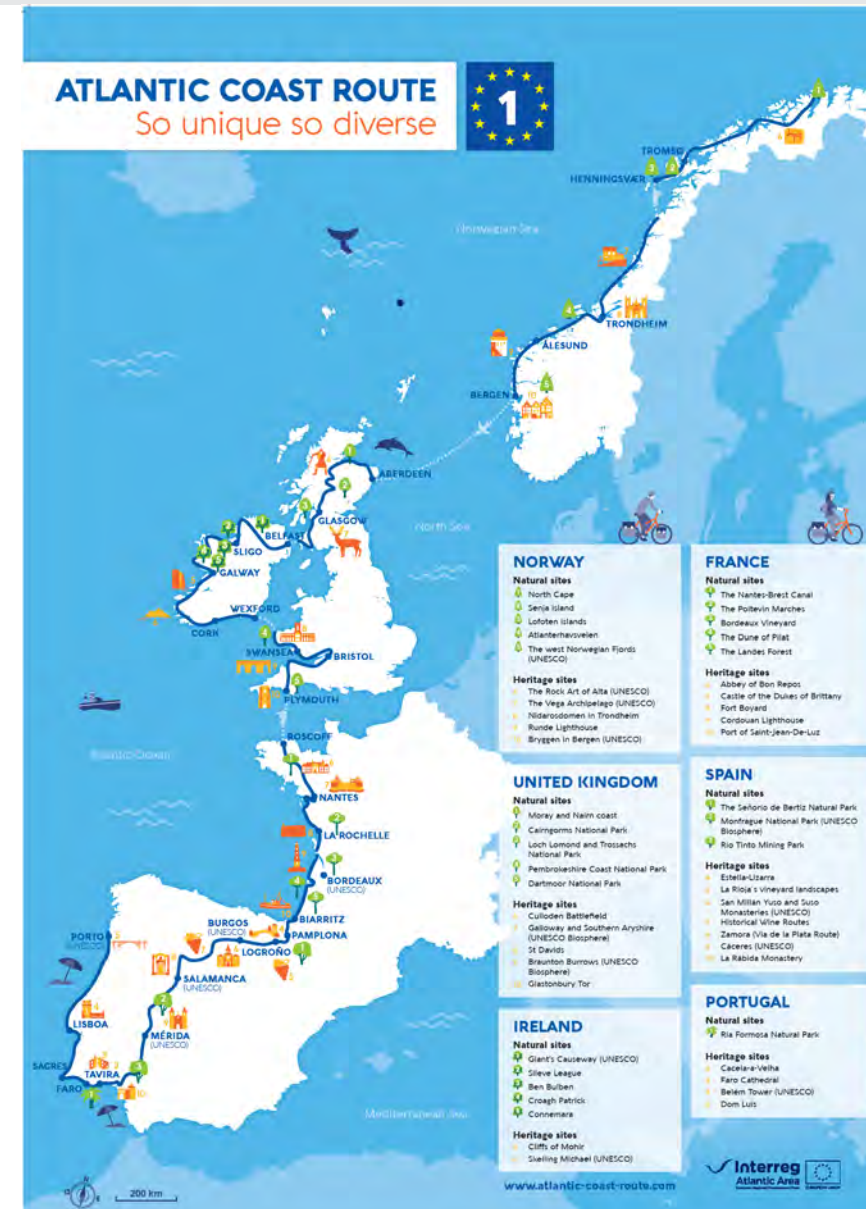
Cycling towards the Jura mountain range in Switzerland



EuroVelo 1 – Atlantic Coast Route

In numbers

- 11,000 kilometres
- 6 Countries
- 14 UNESCO World Heritage Sites
- <https://tinyurl.com/ncx5u3sf>



EuroVelo 1 – Atlantic Coast Route



Donegal, Ireland



Norway, Foto Werner Harstad Statens vegvesen

EuroVelo 8 – Mediterranean Route

In numbers

- 7,500 kilometers
- 10 Countries
- 23 UNESCO World Heritage Sites
- <https://tinyurl.com/b6ypfft4>



EuroVelo 8 – Mediterranean Route



Dunas de Guardamar



Herceg Novi, Montenegro



EuroVelo 13 – Iron Curtain Trail



Foto: © Waldviertel Tourismus, Studio Kerschbaum



Thank you!

Ivan Ratkovic

Email: i.ratkovic@ecf.com



COMING NEXT



ONLINE MEETING

ITB DINNER

AND...



WELCOME TO RIOLO TERME ! WELCOME TO THE 15TH CYCLESUMMIT 2023



2023
OCT 7TH - 10TH

#inEmiliaRomagna

RIOLO TERME

www.cyclesummit.com





WELCOME TO CHAMBÉRY WELCOME TO THE CYCLESUMMIT 2022



WE WISH YOU A SUCCESSFUL CYCLESUMMIT

ALLONS-Y !