



*Greenways – No borders no barriers
21 January 2016, FITUR, Madrid*

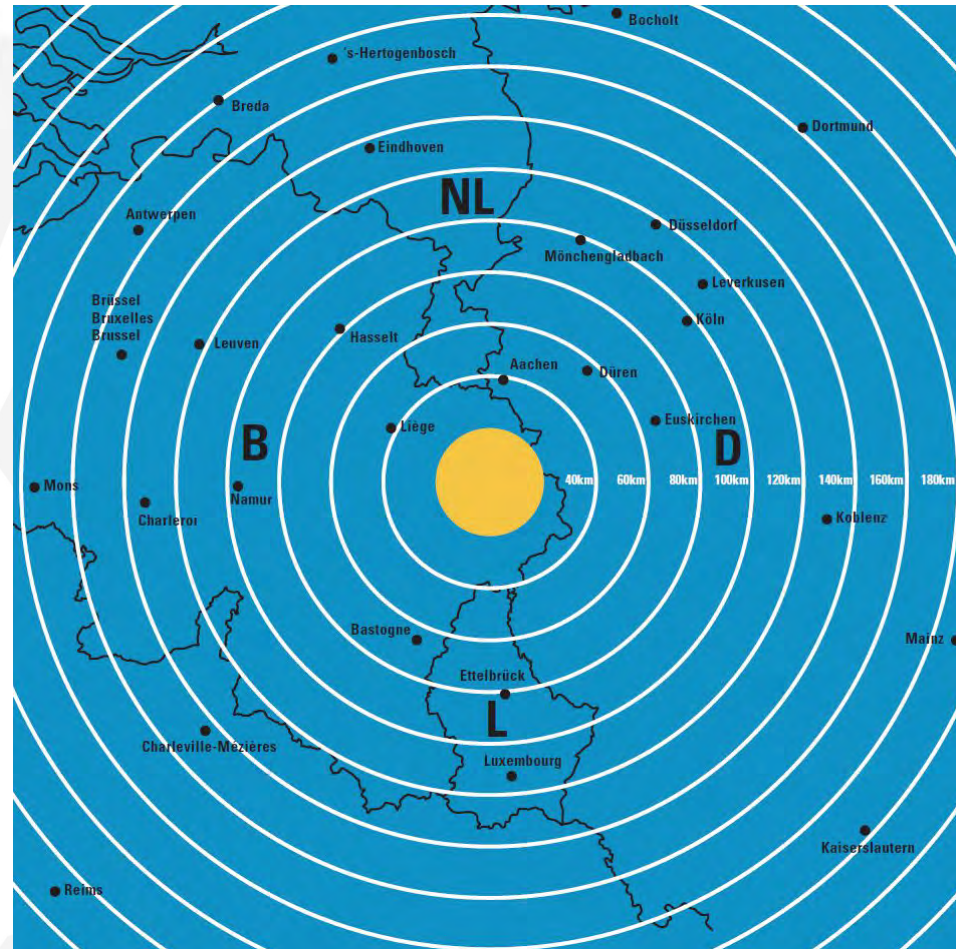


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Vennbahn – geographical situation

- 3 countries (Belgium, Germany Luxembourg)
- 125 km
- 2 INTERREG-programmes



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Vennbahn – 4 features for success



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Die Kungelichte in de investier in de toekomst - gefördert durch den Europaischen Fonds für Regionale Entwicklung
La Communauté Européenne investit dans votre avenir - soutie le developpement du territoire par le programme régional
De Europese Commissie investeert in uw toekomst - met de steun van het Europees Fonds voor Regionale Ontwikkeling



1
Natural
assets



DISCOVERING NATURE...

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

1
Natural
assets



DISCOVERING NATURE...

- Rur Lake (D)
- Eupen Lake (B)
- Bütgenbach Lake (B)
- Robertville Lake (B)
- Weiswampach Lake (L)

1
Natural
assets



CULTURE AND HISTORY

- World Heritage City Aachen
- Raeren Castle
- Reinhardstein Castle
- Burg-Reuland Castle
- etc.

2
Infra-
structure



Railway turning into a greenway (Ravel)



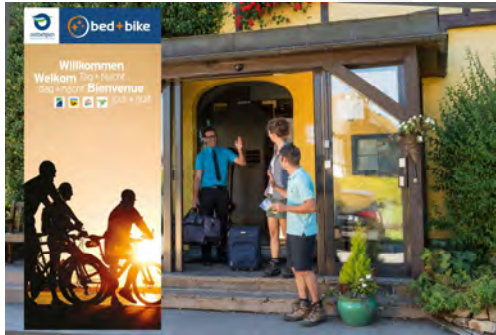
2
Infra-
structure



INFRASTRUCTURE MEASURES

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

3 Services



QUALITY SERVICES

- transport connectivity
- accommodation bed+bike
- catering
- bike rental
- bike shuttle service
- tourist information



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MARKETING MEASURES

- creation of a brand (corporate identity)
- online marketing
- publications
- storytelling
- specialized trade fairs
- press
- advertisement
- travel packages



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Die Konjunktur- und Investition in den Zukunft - Gefördert durch den Europäischen Fonds für Regionale Entwicklung / La Commission Européenne investit dans votre avenir - Grefit door de Europese Unie / Grefit door de Europese Unie / Grefit door de Europese Unie



Vennbahn – Flagship project in the cross-border region

- Awareness as cycling destination increased (despite upland region characteristics)
- More than 200,000 cycle trips recorded between June and October 2014
- Occupancy rate of hotels and similar establishments in the region increased up to 20%
- Own cycling package tours almost tripled (since inauguration in June 2013)

	2012	2013	2014	2015
Cycling packages	16	45	107	106

Assistance (and cooperation) for tour operators and SMEs

- Advising tour operators (on developing their product)
- Establishing contact between tour operators and local SMEs
- Encouraging cooperation between tour operators (linking up different long distance routes with each other)
- Currently active tour operators in Belgium, the Netherlands and Austria



Outlook

- Establishment of a transnational Vennbahn office (marketing and maintenance)
- Enhancement of cycle packages (including as much as possible quality SMEs)
- Optimisation of occupancy rate (low priced packages at periods with low occupancy rates)
- Quality assurance of the tourism product (in the long term)



THANK YOU
VERY MUCH
FOR YOUR
ATTENTION!

Vennbahn



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