

EuroVelo & Ecotourism Developments in Austria



EuroVelo in Central Europe



-  EuroVelo 5 - Via Romea Francigena
-  EuroVelo 6 - Atlantic – Black Sea
-  EuroVelo 7 - Sun Route
-  EuroVelo 8 - Mediterranean Route
-  EuroVelo 9 - Baltic – Adriatic
-  EuroVelo 10 - Baltic Sea Cycle Route
-  EuroVelo 11 - East Europe Route
-  EuroVelo 12 - North Sea Cycle Route
-  EuroVelo 13 - Iron Curtain Trail

EuroVelo in Austria



EuroVelo 6 - Atlantic – Black Sea



EuroVelo 7 - Sun Route



EuroVelo 9 - Baltic – Adriatic



EuroVelo 13 - Iron Curtain Trail



EuroVelo 15 - Rhine Route

Iron Curtain Trail



Austria

Exploring Austria by bike enables you to experience the country's astounding environments at your own relaxed pace. You can enjoy picturesque riversides and lakes, idyllic villages and historical towns or magnificent mountains. In fact, hardly anywhere else in Europe can you gain so many impressions on two wheels in such a short period of time. Cycling holidays are made easier by the fact that you can take your bike with you while traveling through Austria by train or other means of public transport.



Cycle Routes

Austria has an extensive network of more than 10,000 kilometers of well developed and mostly paved cycling trails.



Cycle friendly services

There are more than 500 cycle friendly accommodation providers available in Austria. In addition, you can also easily find bike rentals and cycling tour operators who can put together your own individual offer.



National Coordination Centre

Radlobby Austria

Radlobby Austria advocates bicycle-friendly framework conditions and the acceptance of bicycles as a full-fledged means of transport. The organization was founded in 2013 as a federal association of existing Austrian everyday-cycling organizations, each of which operates at a federal state level.



EuroVelo 6



EuroVelo 7



EuroVelo 9



EuroVelo 13

National information



EuroVelo Austria

The new EuroVelo Austria website provides comprehensive information on the EuroVelo routes in Austria as well as links to other helpful information and news. The website was created by Austria's cycling organization Radlobby.



available in [en](#) / [de](#) / [cs](#)

The Austrian National Tourism Plan for the Danube Region



Tourismuskonzept für den österreichischen Donauraum 2016-2026

Studie Langfassung



Motivations to ride a bicycle



Rennrad



Radwandern



MTB

Ranking	Racing Bike	Bicycle Touring	Mountainbiking
1.	Freedom	Nature	Nature
2.	Nature	Relaxing	Freedom
3.	Alternatives *)	Landscapes	Fun
4.	Unwinding	Freedom	Alternatives *)
5.	Relaxing	Health	Unwinding
	*) to sedentary lifestyle etc.		

The Danube Bicycle Route

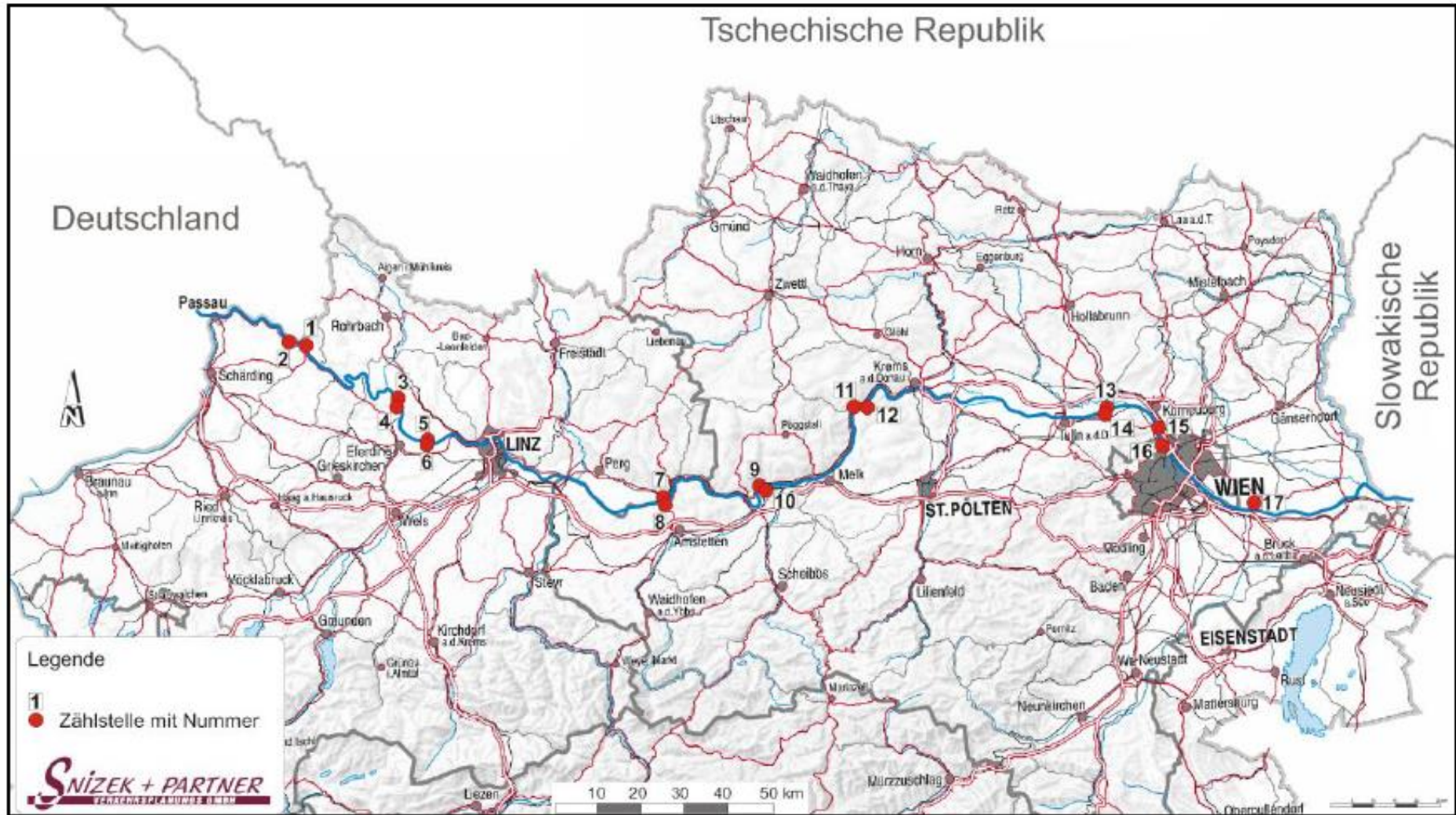


Natural Reserve Areas along the River Danube (Natura 2000, National parks etc.)



Abbildung 6: Naturschutzgebiete entlang der Donau (Quelle: Bundesländer, Umweltbundesamt GmbH, Herausgeber: OROK)

17 permanent bicycle counting devices along EuroVelo 6 ...

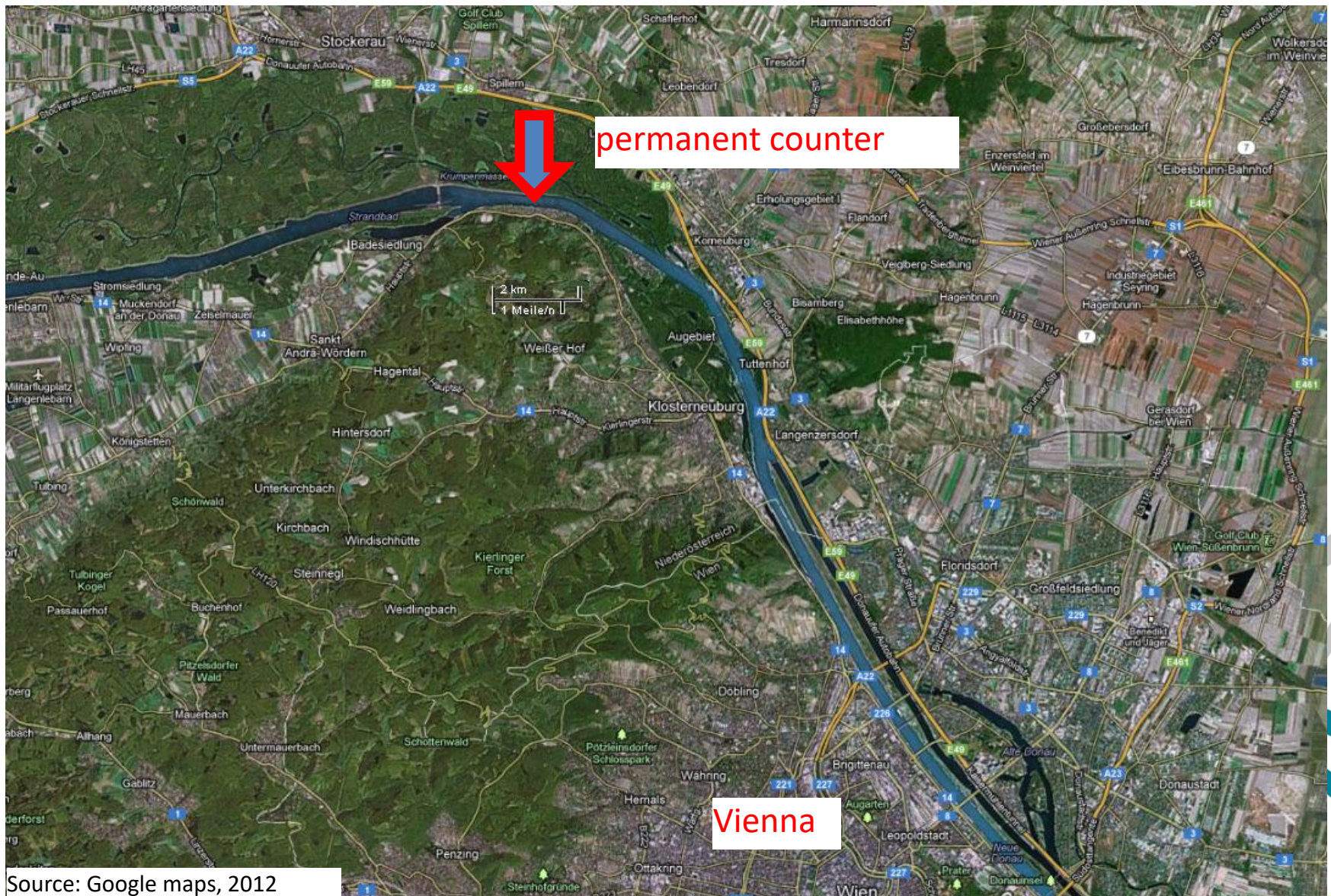


<https://www.bmdw.gv.at/Presse/AktuellePresseMeldungen/Documents/TourismusPK110218.pdf>

... mostly inductive loops to count bicyclists

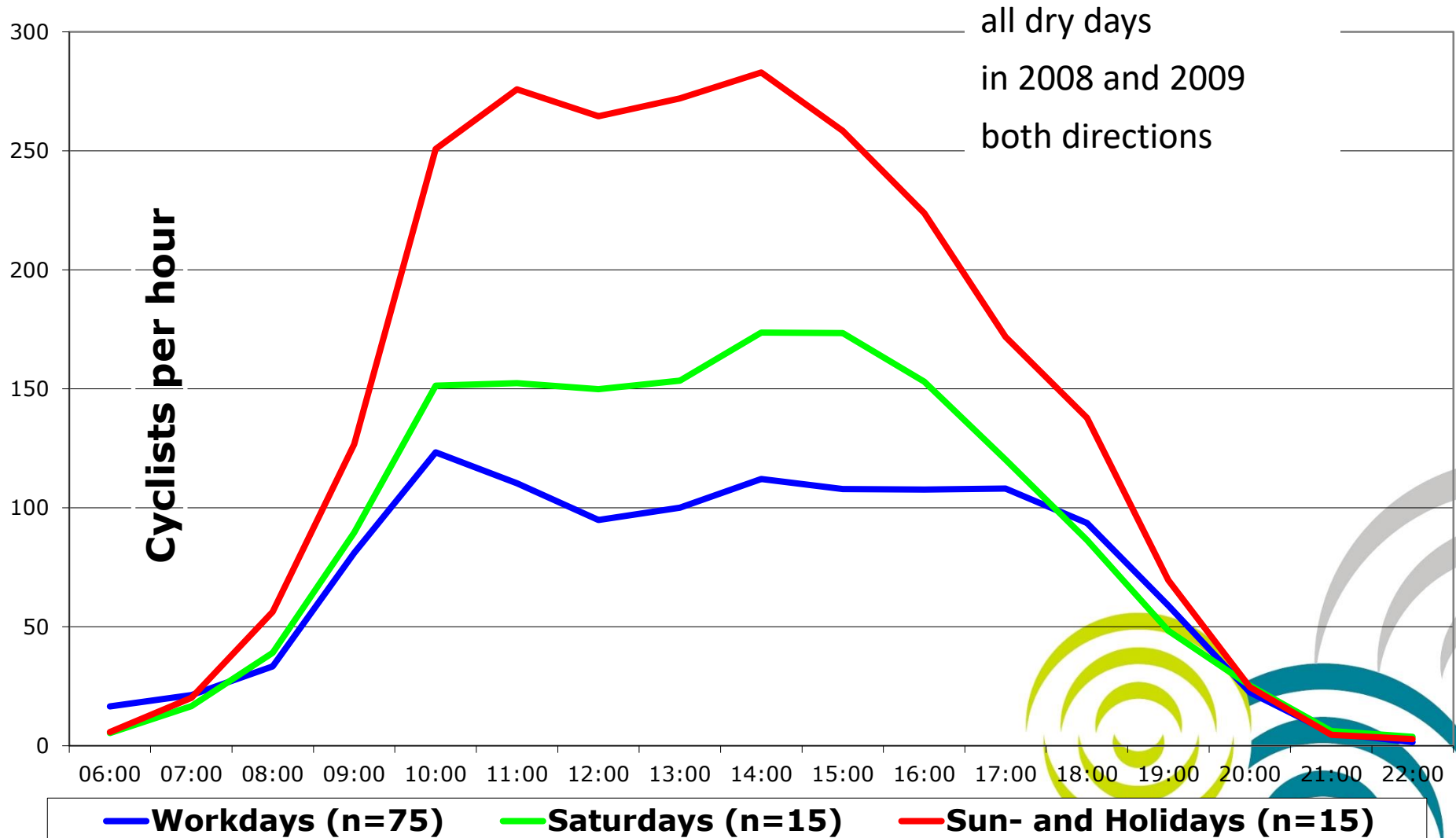


Permanent counting of bicycle traffic

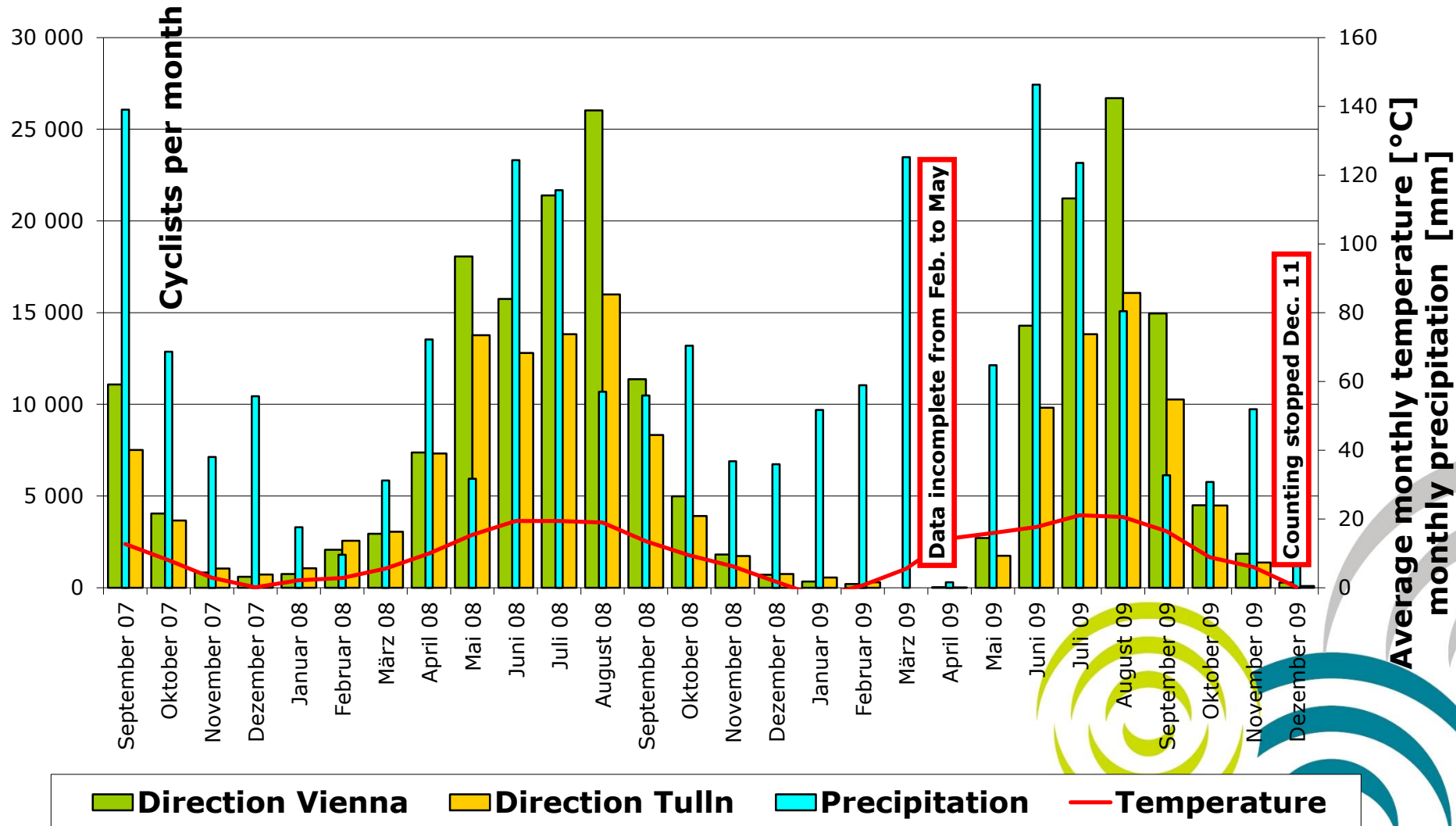


Source: Google maps, 2012

Example: Average daily time variation curves per weekday

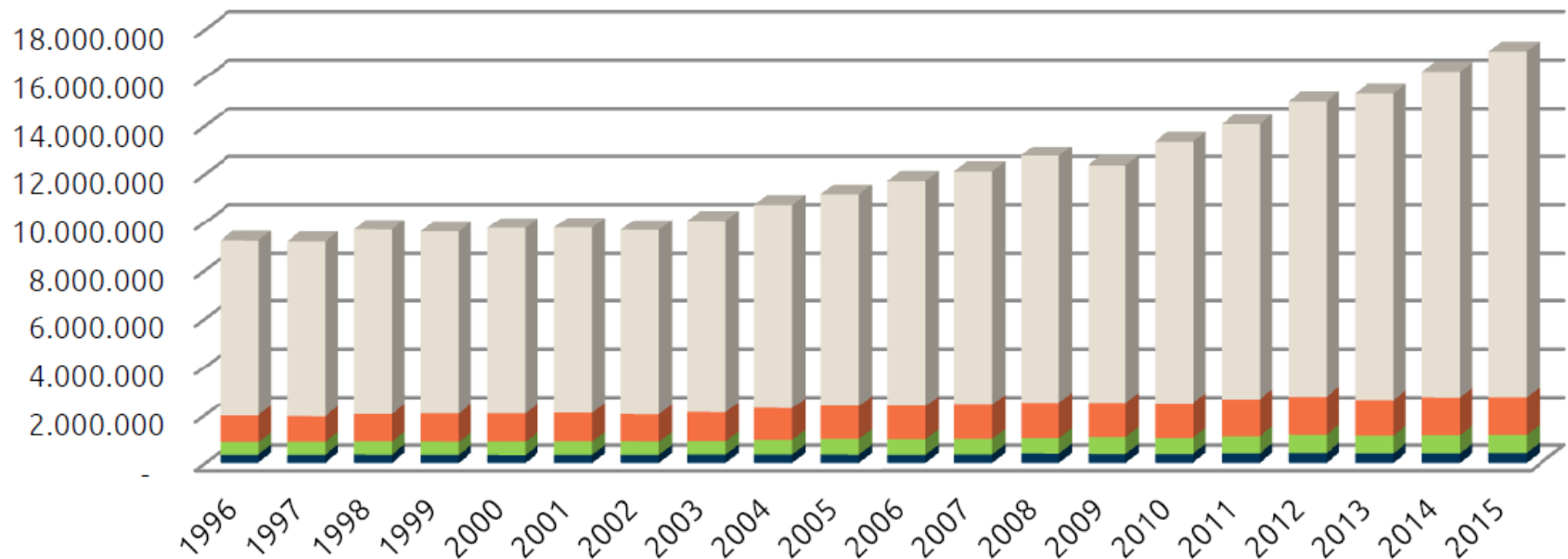


Monthly traffic volumes Sept. 2007 – Dec. 2009



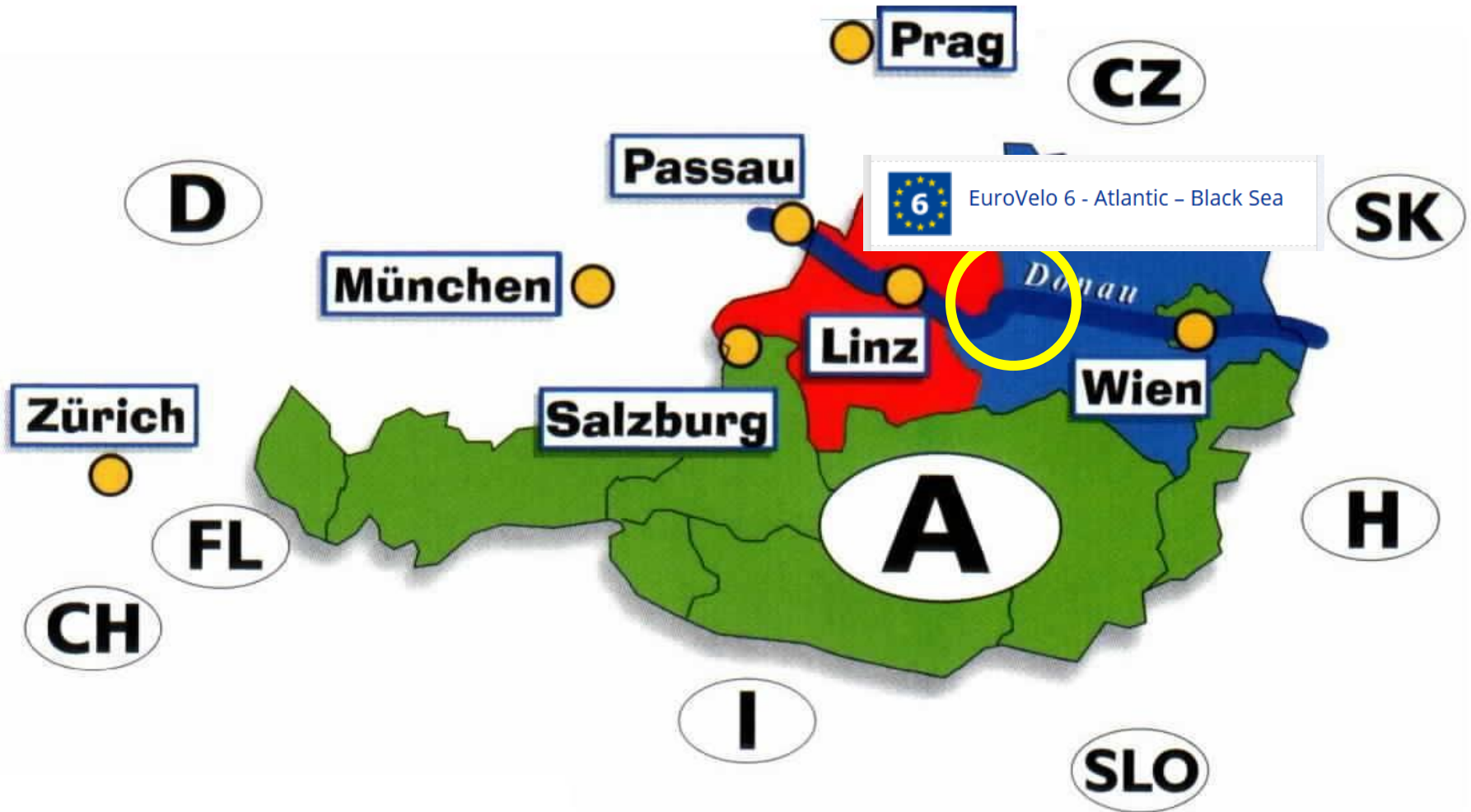
Development of overnight stays (Danube Region Austria)

(Donauraum Österreich 1996-2015)

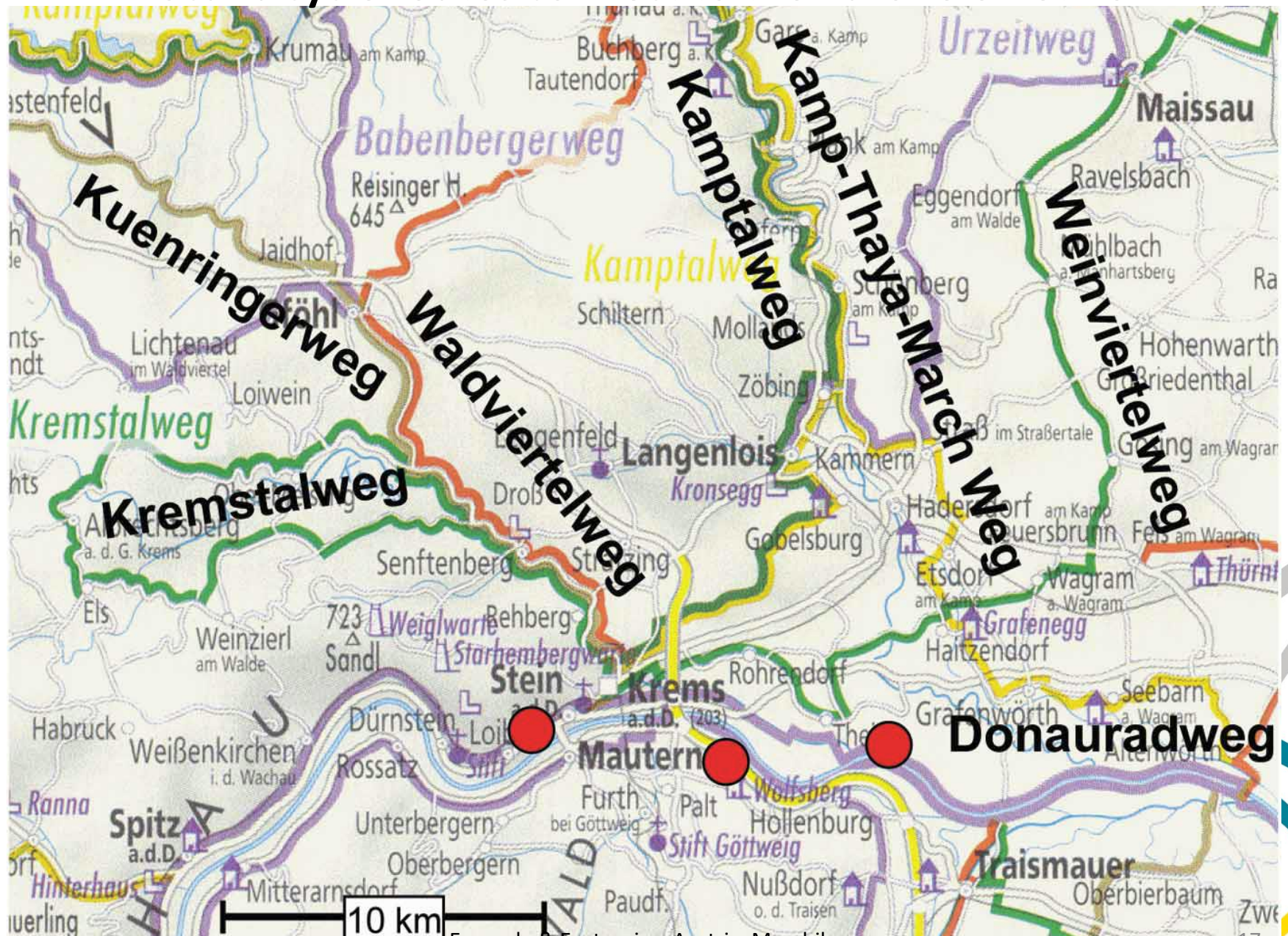


Nächtigungen 1996	Destination	Nächtigungen 2015
7.264.041	Wien	14.328.261
1.097.318	Donau Niederösterreich	1.549.989
539.615	Linz	777.292
325.163	Donau Oberösterreich	398.846

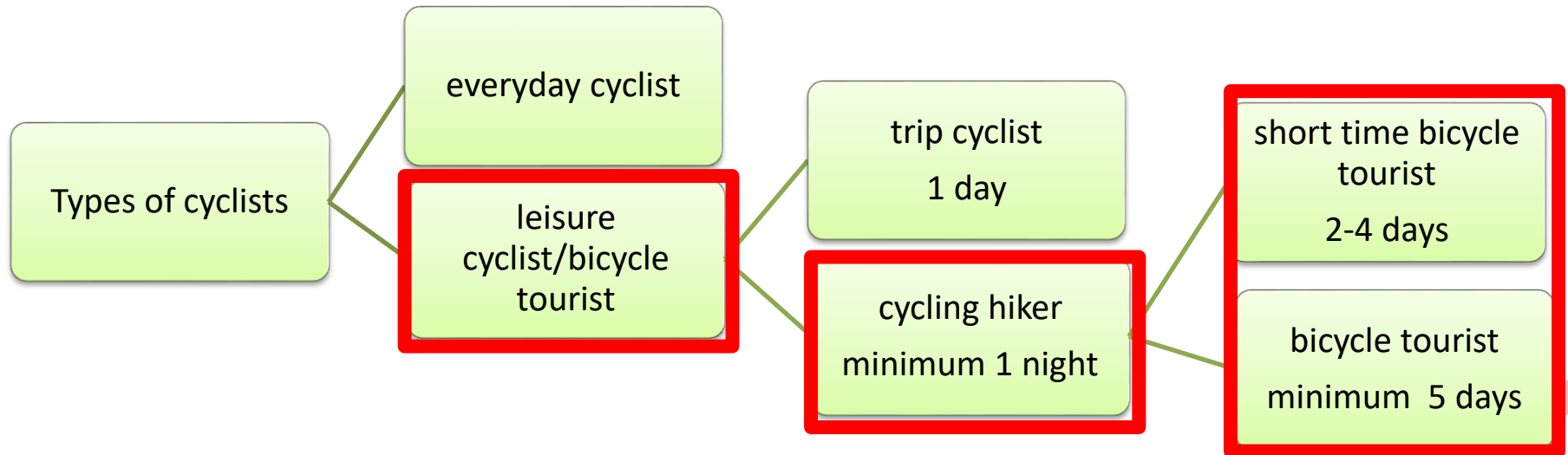
The Danube Bicycle Route



Local bicycle routes connect to the EuroVelo network



Categories of cyclists



Daily expenses of bicycle tourists on the Danube cycle route

	EXPENSES per Person and Day [€] (2010 prices)				
Danube – Bicycle Route (Wachau)	Lodging	Food & Beverages	Shopping	“Other”	TOTAL
Day - Trips	---	27.15	7.30	2.83	37.3
Bicycle tourists	28.41				65.7

Total expenses per day on bicycle holidays from € 36 to € 82 depending on source

VCÖ (2008) estimated

annual spending along the Austrian Danube bicycle route at € 6.4 million

ARGE Danube Austria (2011) estimated: 437,000 persons use the Danube bicycle route per year, with a total turnover of € 71.8 million for 2010,
2016: 682,000 cyclists counted (+56% in 5 years).

Some Figures for EuroVelo 6 (Danube route)

Danube Bicycle Route (EuroVelo 6) (2016)

682.000 bicyclists per year, details:

- 226.000 daily visitors
- 177.000 bicycle tourists (more days...)
- 58.000 Passau – Vienna
- 279.000 everyday cyclists



Proportion of bicycle tourists in summer visitors
(reported by accommodation providers):

- On average 1/3,
- also some accommodation providers with 2/3 proportion

Important for future considerations /developments:

- Offer possibilities for different combinations
- Multitude of offers and products



What Bicycle Tourists Want / Need (1)

Bicycle friendly gastronomy

(example Drau-bicycle route in Carinthia – South of Austria)

Gastronomy and culinary art –

important requirement to win bicycle tourists

growing sector of **** and ***** restaurants / accommodations

Important:

- Regional specialties
- All-day warm food
- Secure bicycle parking (expensive E-bikes!)
- 24/7 emergency services (just in case ...)



What Bicycle Tourists Want / Need (2)

Providing bicycle-friendly overnight stays is a must!

In Austria (2018):

- ≈ 350 **certified** accommodation providers (“bed & bike label”) (out of ≈ 500 bicycle-friendly hosts)
- Categories: mainly inns, hotels, 5 campsites
- 80-90% fulfil 7 of 10 criteria (minimum)

What is hip right now:

- Gastronomy and culinary art
- Natural ambience starts at the accommodation
- Guided tours with the host plus special hints



Eurovelo & Ecotourism Austria, Meschik



Bicycle friendly accommodation providers



What Bicycle Tourists Want / Need (3)

Transport-Services (safe & reliable trip back!)

Example: Drau - bicycle route

Train

- Combined ticket train + Gastronomy + reduced overnight stay
- Transfer back from final destination (Maribor) (train, bus)

Bus / Taxi

- Bus-transfer – reservation hotline
- Several bus-shuttles & Carinthian bicycle-taxi
- Rental bicycles

Example: Tauern - bicycle route &

Pinzgauer local train service (Zell am See – Krimml)

- Combination of recreation & tourism
(National park % bicycle tourism)
- Connecting bus to famous “Krimmler waterfalls”



Our mission: Promoting ecotourism by bicycle



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