



EuBike Project Newsletter 2

Cyclists
and
Tourism
Providers

Eubike.bike

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EuBike Progress to-date:

The EuBike Project completed its first year productively. Many participants became involved in each pilot country during the Focus Group meetings, organized by the partners.

The Focus Groups served to inform the local cycling & tourism stakeholders, engage them in the project development, and receive their feedback about: 1) selection of the pilot areas, 2) the needs of the selected areas, which the project can address and 3) the planned project results and deliverables, i.e. the training materials for the tourism providers, and the tools for the cyclotourists.

The Pilot Regions have been selected in every country. French became one of the EuBike languages, in order to accommodate the francophone pilot region in Switzerland.

In the meantime, the partners are working on the technical realization of the project tools, with the inputs from the participants from the regions.

The **Third Project Partner Meeting** will take place in Bielefeld, Germany on February 16-18, 2015

Regions

Austria - Thayatal, Waldviertel, Lower Austria

Germany - Teutoburger Wald

Italy - Umbria

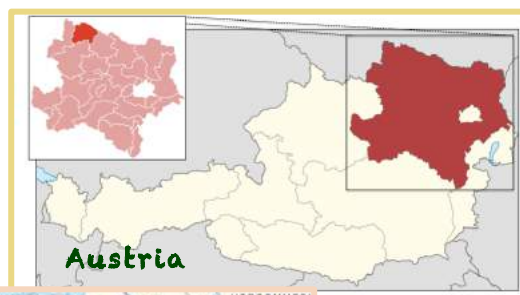
Switzerland – Canton of Geneva & its surroundings

Partners

- Superficie8, IT
- La Tana Libera Tutti, IT
- Bournemouth University, UK
- IMC University of Applied Sciences Krems, AT
- Ecological Tourism in Europe, DE
- SEED Association, CH
- Zoi Environment Network, CH

EuBike is a project and joint community for cyclists and tourism providers.

It will bring together practitioners and experts in tourism and in cycling, in order to support the development of cyclotourism - via combining an electronic learning programme, local participation and networking.



Jan 2014
to
June 2016



Focus Group Highlights

• Austria

Date: 10 December 2014

Place: Raabs an der Thaya, Austria

Participants: Regional Development, Tourism and Destination Management, Bike Tour Guides, cyclists, hoteliers.

Highlights: Optimization of existing tools, networking and international cooperation with transnational cycling facilities and providers (Czech Republic) identified as priorities.



• Germany

Date: 14 October 2014

Place: Bielefeld, Germany

Participants: Country administration, DMO, Cycling association, hoteliers, business development and tourism organizations.

Highlights: Eubike could help improve communication, motivate and qualify tourism providers, support networking and strategy development, product development and marketing.



• Italy

Dates: 4 August and 23 October, 2014

Place: Perugia, Italy

Participants: Regional administration, Cyclotourism groups, non-profit cycling associations, hoteliers, tourism organizations.

Highlights: Training tourism providers to respond to cyclists' needs is an existing need, training on using the EuBike Tools will facilitate their use; better marketing of the area is needed.



• Switzerland

Dates: 2 October 2014 and 22 January 2015

Place: Geneva, Switzerland

Participants: Canton of Geneva representative, Pro Velo cycling association, Cyclists, Hoteliers.

Highlights: Links between tourism providers and cyclists missing; EuBike can be used to raise awareness about the new Eurovelo Route; cyclists can support improve infrastructure and service.



Contact us: eubike@zoinet.org **Facebook:** EuBikeProject/EuBike - Cyclotourism in Europe