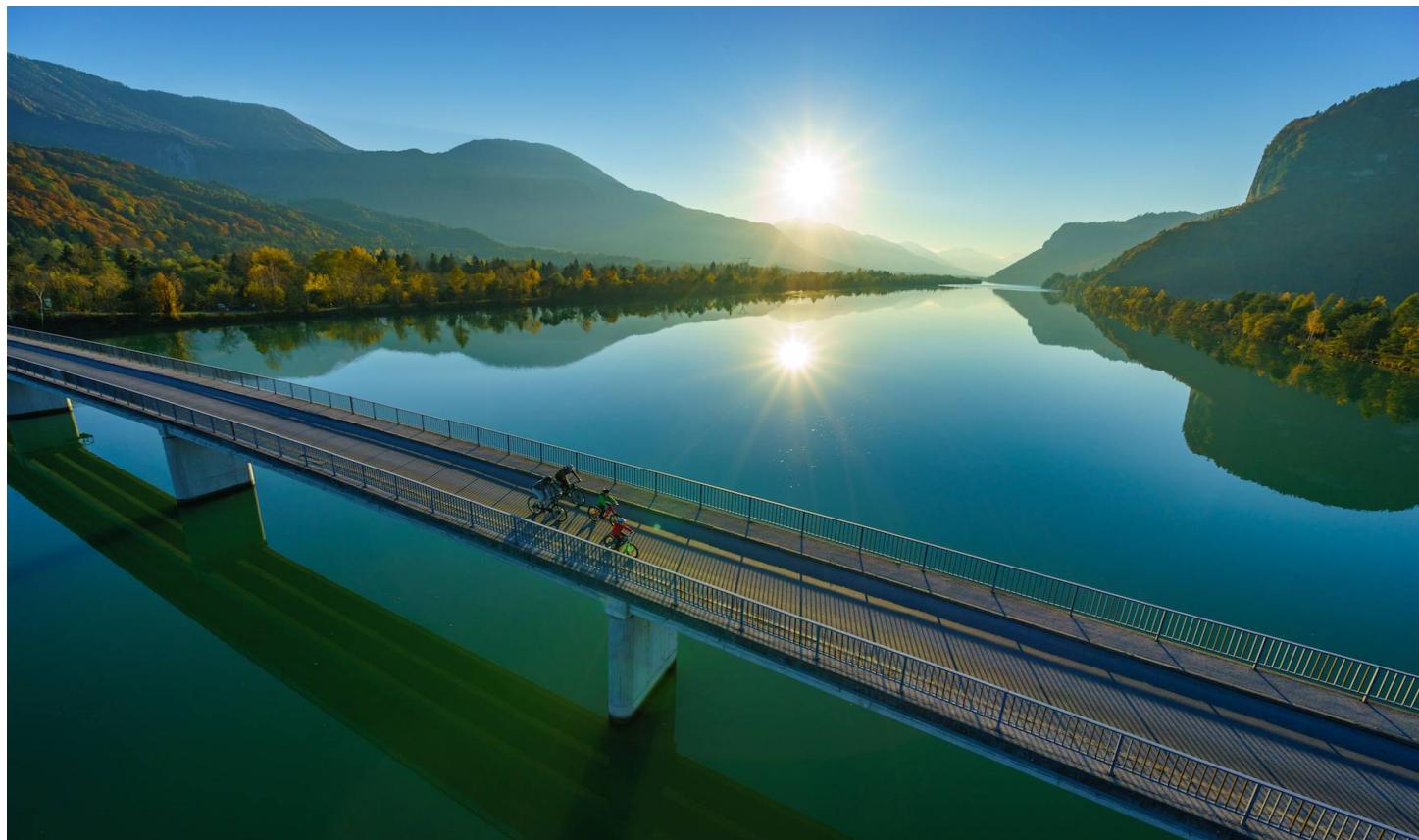


# DRAURADWEG

## THE 5-STAR CYCLING PATH ON THE SOUTHERN SIDE OF THE ALPS



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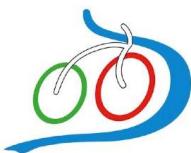
ITA  
15k

AUT - Osttirol  
50k

AUT – Kärnten  
230k

SLO  
150k

CRO  
70km

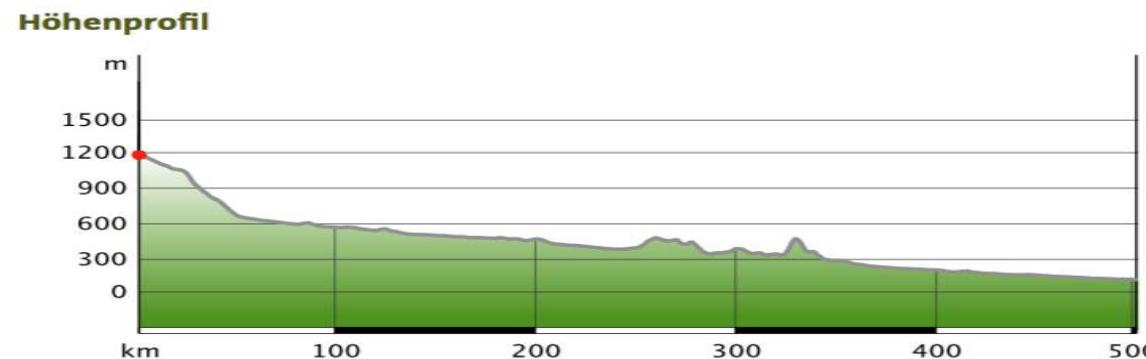


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# Facts

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- from **Toblach** (ITA) to **Legrad** (CRO), ca. **515 km**, 1500 m↑, 2800m↓
- continuously signposted (as **R1** in Tirol and Carinthia)
- mostly alongside the riverbank of river Drava
- mostly perfectly developed (asphalt or macadam)
- ideal for trekkingbikes / E-Bikes
- perfect for casual cyclists and families
- many POI's & lakes close to the cycling path



# Drauradweg – historical development

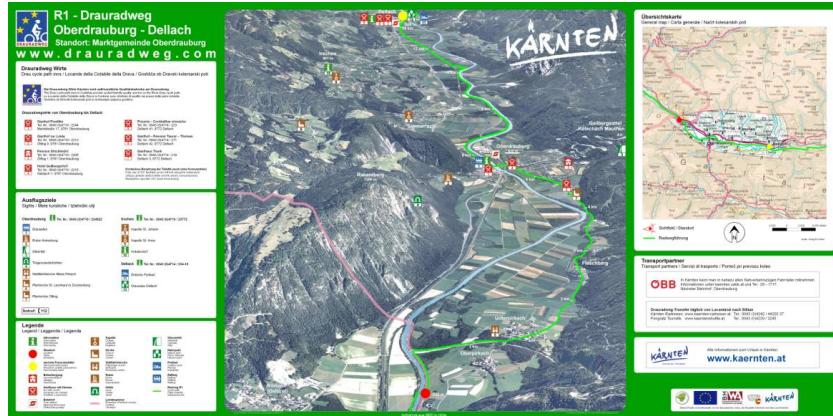


- during the '80 build in the course hydroelectric power stations development (**ÖDK**)
- today's cycling path was originally built as access and exit to construction area
- first section: Spittal – Völkermarkt (1990 marked as R1)
- Interreg project 2005 – 2008: bigger investment in infrastructure like path, resting places etc.



# Der Drauradweg – signposting

- permanently marked in both directions (Carinthia, Tirol)
- big panorama signposts all 20 km
- Drauradwegwirte and POI's are marked too



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Miklavž na  
Dravskem polju 1 km



Maribor 13 km  
Radlje ob D. 62 km  
Dravograd 81 km



# Drauradweg – Status Quo

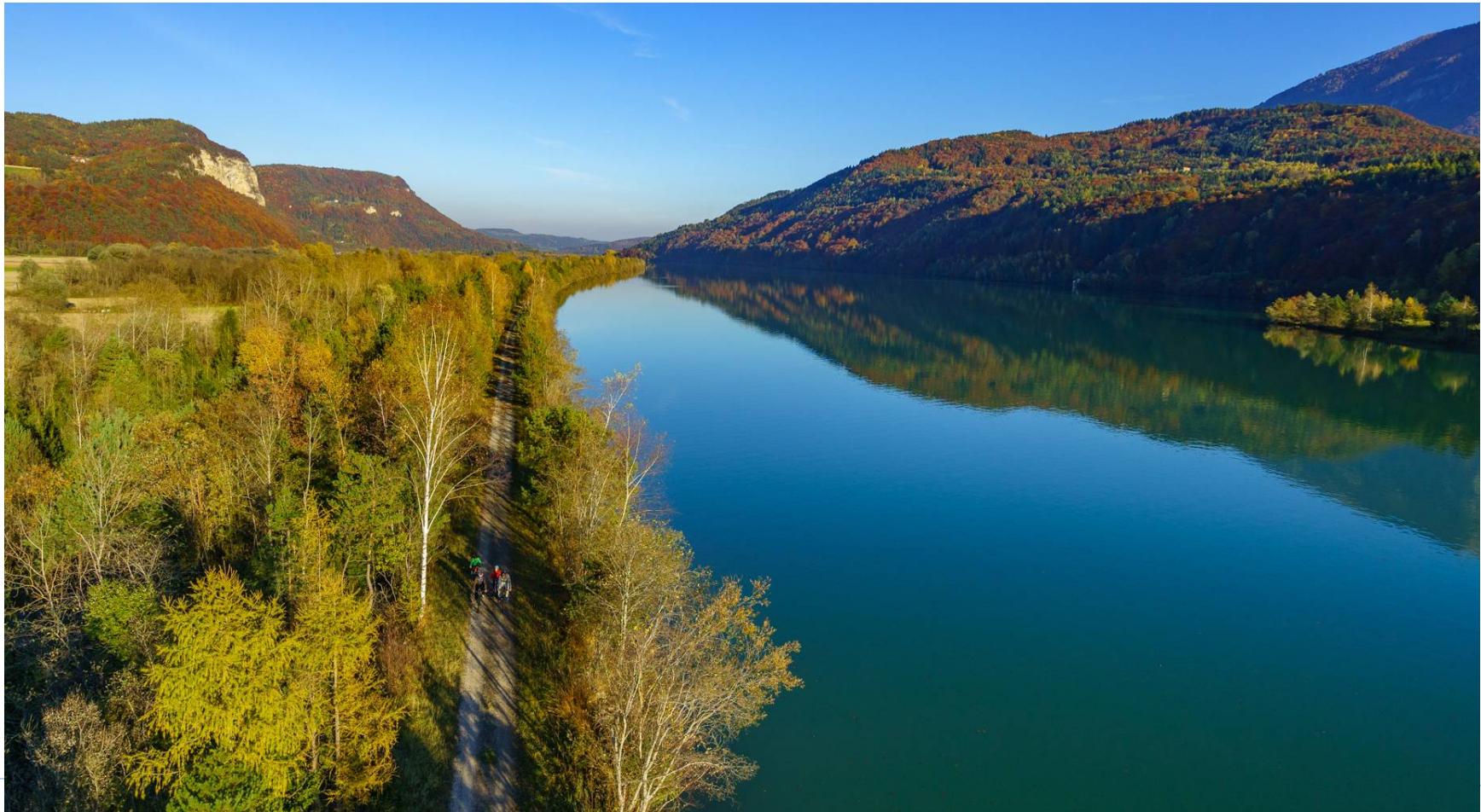


- **Drauradweg-Wirte** (accommodations, gastronomy, POI's)
- maintenance: region and provincial government
- ADFC: **5-star** quality cycling path (classification system)
- app. 180.000 cyclists p.a. at the DRW counted in 2017
- peak value July 2017: 3.800 cyclists a day(Villach, Friedensbrücke)
- 30 % locals, 60 % stage cyclists , 10 % day tripper



# Development of quality

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# ADFC\_classification 2012



Gesamtpunkte				
	Durchschnitt pro Etappe	Substar	Gewichtung	83,3
4.3	70,9	3	15%	11
4.4	60,9	2	15%	9
4.5	86,7	4	15%	13
4.6	95,5	5	5%	5
4.7	96,9	5	20%	19
4.8	70,2	3	15%	11
4.9	100,4	5	5%	5
4.10	107,9	5	10%	11

Steme	Punkte	Bewertung	
5	91-100	-	-
4	76-90	4	****
3	61-75	-	-
2	46-60	-	-
1	31-45	-	-
0	bis 30	-	-

4

# result 2015- *progress report*



## ADFC Qualitätsradroutenzertifizierung

Tourname: Drauradweg Osttirol-Teil  
Gesamtkilometer: 279  
Etappen: 5 + Rest (29km) 6 Etappen mit insgesamt 279km

Bewertung			Kategorien					
Sterne	Punkte	Bewertung	Ø	Substar	Gewichtung	Abstufung		
5	91-100	- -	4.3 Breite	75,2	3	15%	11,3	0
4	76-90	4 ****	4.4 Oberfläche	83,5	4	15%	12,5	0
3	61-75	- -	4.5 Wegweisung	90,1	4	15%	13,5	0
2	46-60	- -	4.6 Routenführung	98,6	5	5%	4,9	0
1	31-45	- -	4.7 Sicherheit	93,4	5	20%	18,7	0
0	bis 30	- -	4.8 Infrastruktur	93,0	5	15%	13,9	0
			4.9 Anbindung ÖV	100,0	5	5%	5,0	
			4.10 Marketing	97,0	5	10%	9,7	0
Gesamtpunktzahl gewichtet						89,6		

# classification tool

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km-Angaben		4.3 Breite		4.4 Oberfläche		4.5 Wegweisung		4.6 Routenführung		4.7 Sicherheit		4.8 Infrastruktur		4.9 Anbindung OV	
laufende km	km-grenau	Empfehl-km	km-grenau	Empfehl-km	km-grenau	Empfehl-km	km-grenau	Empfehl-km	km-grenau	Empfehl-km	km-grenau	Empfehl-km	km-grenau	Empfehl-km	km-grenau
0	0	x x	2,5 ->3m	x x	3,5 ->3m	x x	4 ->3m								
1	2	x x													
2	3	x x													
3	4	x x													
4	5	x x													
5	6	x x													
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8	9	x x													
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67	68	x x													



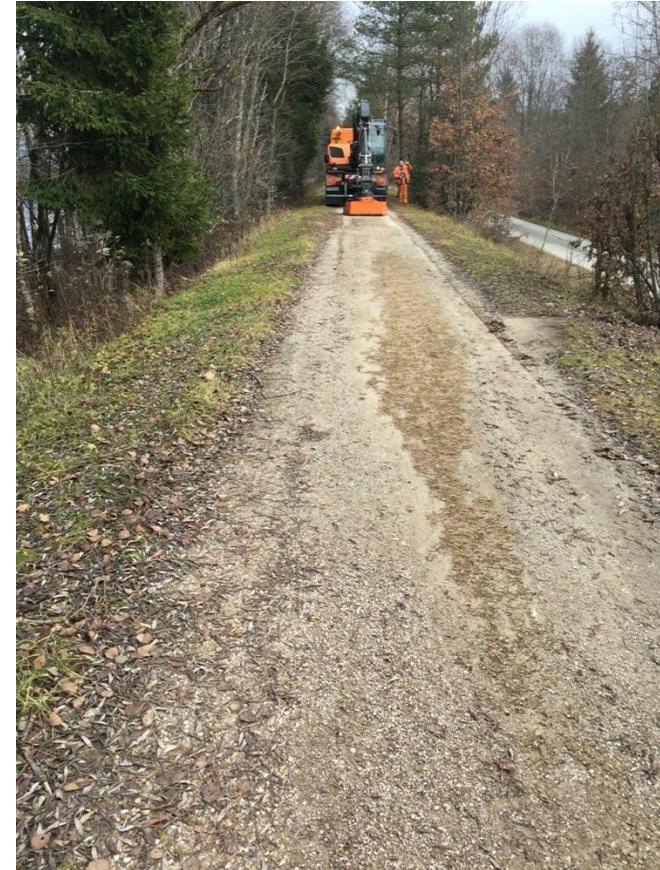
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# situation before restoration- *crooked lanes*



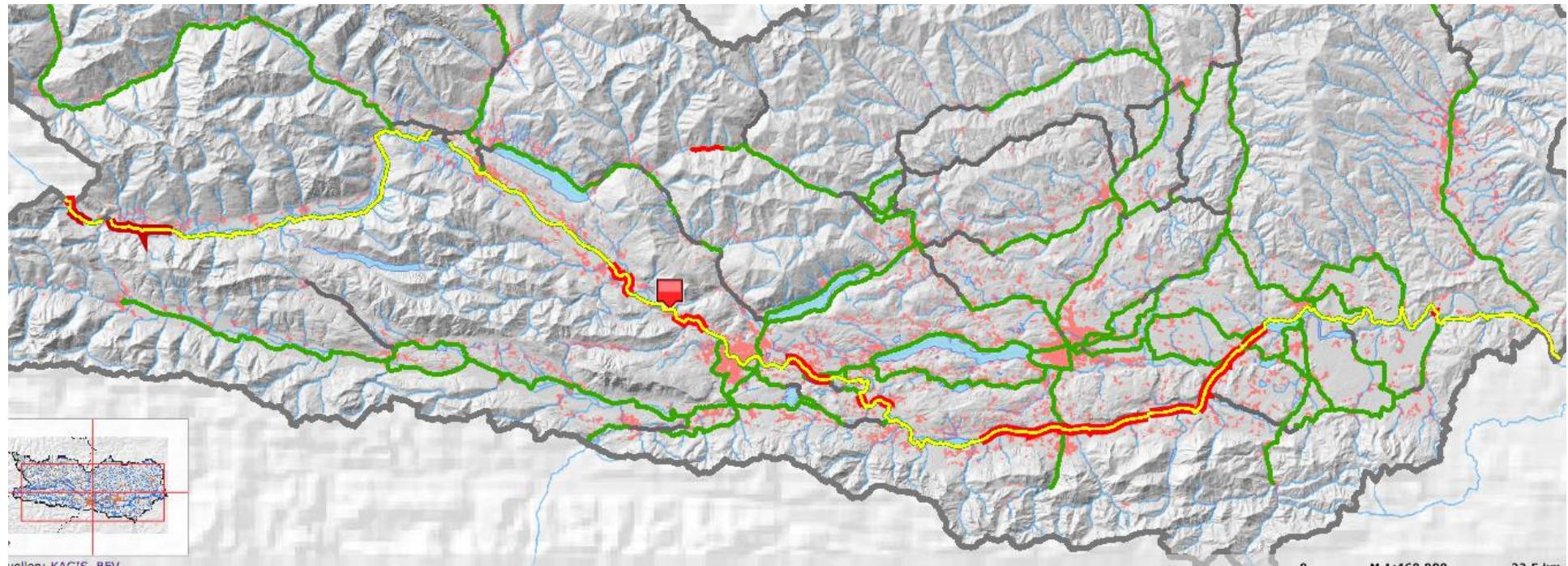
[WWW.KAERNTEN.AT](http://WWW.KAERNTEN.AT)

# situation after restoration



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# reconstructed sections in Carinthia



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# new road sections

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# new bridge made for cyclists Weißenstein/Puch

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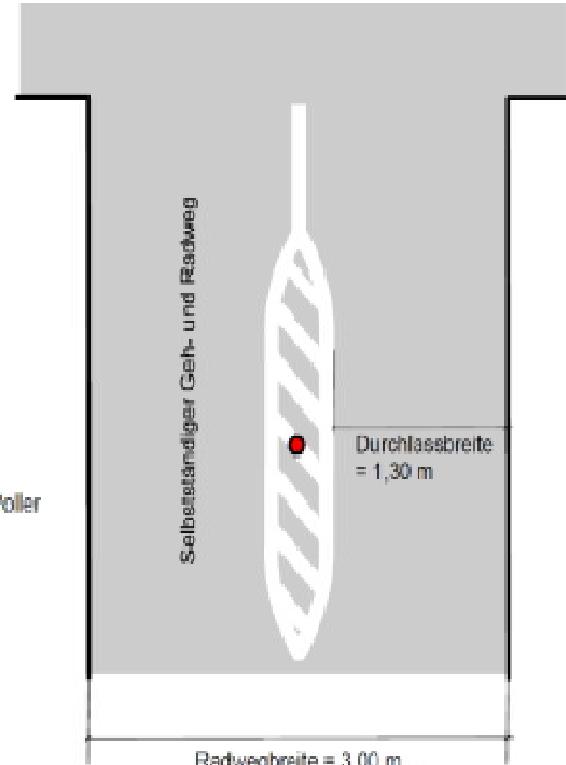
# new signposting

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# removal of dangerous spots- (blocking devices etc)



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# result 2016



## ADFC Qualitätsradroutenzertifizierung

Tourname: Drauradweg Osttirol-Teil

Gesamtkilometer: 279

Etappen: 5 + Rest (29km) 6 Etappen mit insgesamt 279km

### Bewertung

Sterne	Punkte	Bewertung	Kategorien	Ø	Substar	Gewichtung	Abstufung
5	91-100	5 *****	4.3 Breite	86,6	4	15%	13,0
4	76-90	- -	4.4 Oberfläche	91,4	5	15%	13,7
3	61-75	- -	4.5 Wegweisung	90,1	4	15%	13,5
2	46-60	- -	4.6 Routenführung	98,6	5	5%	4,9
1	31-45	- -	4.7 Sicherheit	92,7	5	20%	18,5
0	bis 30	- -	4.8 Infrastruktur	92,7	5	15%	13,9
			4.9 Anbindung ÖV	100,0	5	5%	5,0
			4.10 Marketing	97,0	5	10%	9,7

Gesamtpunktzahl gewichtet 92,3



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# result 2019

KÄRNTEN  
Lust am Leben

Tourname: Drauradweg  
Gesamtkilometer: 279  
Etappen: 5 + Rest (29km) 6 Etappen mit insgesamt 279km

## Bewertung

Sterne	Punkte	Bewertung
5	91-100	5 *****
4	76-90	- -
3	61-75	- -
2	46-60	- -
1	31-45	- -
0	bis 30	- -

Kategorien	Ø	Substar	Gewichtung	Abstufung
4.3 Breite	75,8	3	15%	11,4
4.4 Oberfläche	92,3	5	15%	13,8
4.5 Wegweisung	91,6	5	15%	13,7
4.6 Routenführung	80,6	4	5%	4,0
4.7 Sicherheit	98,5	5	20%	19,7
4.8 Infrastruktur	93,4	5	15%	14,0
4.9 Anbindung ÖV	134,3	5	5%	6,7
4.10 Marketing	100,0	5	10%	10,0

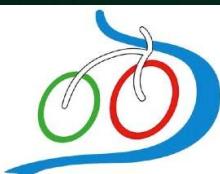
Gesamtpunktzahl gewichtet 93,4



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Drauradweg\_storytelling



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# initial position



- Drauradweg is our key product in terms of leisure cycling
- since 2016 one of only 4 **5 star cycling pathes** in Europe after ADFC regulations
- one of the most popular cycling routes (German market)



# terms of reference



- developement due to **segmentation** compared to other cycling routes in Europe
- **new staging** of cycling route with developement of storytelling as a manual for further marketing activities
- **increase of benefit** for guest/cyclist and tourism in Carinthia
- activation of a new class of guests

## steps



- intensive cooperation with partners in South Tirol, East Tirol, Slovenia and Croatia
- common marketing strategy of those 5 partners in future
- expansion of cycling route in Slovenia and Croatia `till 2020
- extention of route from actual 320km to more than 530km in future
- much better integration of different POI`s alongside the river Drava
- intensive connection between Drava cycling route and well known Carinthian lakes
- common corporate design of resting areas and information points in Italy, Austria, Slovenia and Croatia
- minimum 4 new resting areas in Carinthia during next 3 years

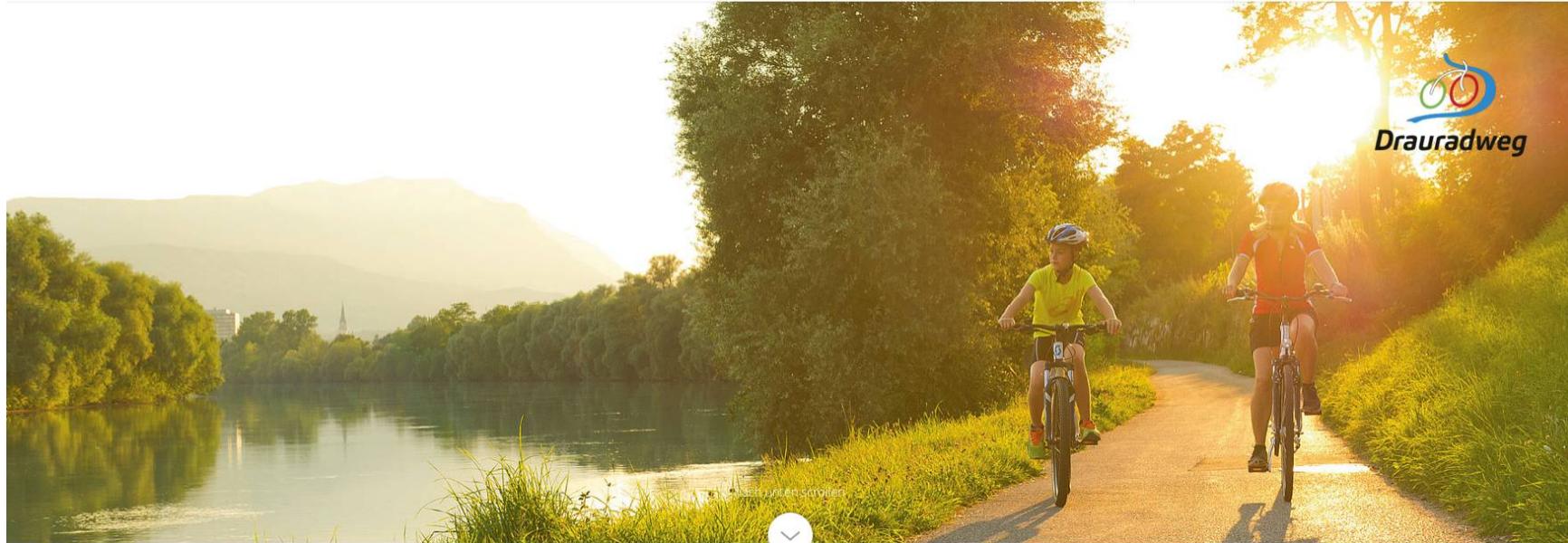
# [www.drauradweg.com](http://www.drauradweg.com)

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Kärnten Offizielles Tourismusportal [Kontakt](#) [deutsch ▾](#)

Unterkünfte Etappen Infos & Tipps Highlights Service

Angebote Wetter Karte Kontakt Merkliste



Drauradweg

## Der Drauradweg

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510 Kilometer entlang der Drau durch Kärnten bis an die kroatisch-slowenische Grenze bei Varaždin



Pustertal

Oberes Drautal

Unteres Drautal

Rosental

Südkärnten

Slawenisches Drautal

Drau-Feld



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[Koroška](#) Uradni turistični portal [Kontakt](#) [slovenščina ▾](#)

Prenočišča Etape Info & nasveti Vredno ogleda Storitev



Vreme



Map



Kontakt



Zaznamki



## Dravsko polje (Maribor – Varaždin)

Vino in wellness v nedotaknjenih širjavah

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[WWW.KAERNTEN.AT](http://WWW.KAERNTEN.AT)

Thanks a lot for your attention

