

# ECF - ADFC CYCLING TOURISM DAY

08/03/2019



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show\*

#CyclingTourismITB

ORGANISED BY



EUROPEAN CYCLISTS' FEDERATION



Allgemeiner Deutscher  
Fahrrad-Club



the European cycle route network

Hall 4.1

11:30 - 12:30

12:30 - 14:00

14:00 - 16:30

Main stage

ECF Booth 256

Adventure stage

Day programme

SUPPORTED BY



Promotion and Development of the Baltic Sea Cycle Route



MEDCYCLETOUR

Project co-financed by the European  
Regional Development Fund



Co-funded by the COSME programme  
of the European Union



Polish Route

## Main stage

### STAGE MODERATOR


Frank Hofmann (ADFC Deputy National Chairman)

11:30 - 11:35

#### Introduction


11:35 - 11:50

#### Cycle Tourism "Made in Germany": developing scenic cycle routes through dramatisation

**SPEAKER**  Louise Böhler (ADFC)

11:50 - 12:15

#### Panel discussion on developing "Scenic cycle routes and trails through natural and cultural landscapes"

**MODERATOR**  Ádám Bodor (ECF)

**SPEAKERS**  Leon Hoogsteen (Fietsplatform)  Marta Chełkowska (Pomorskie Region)  
 Peter DeBrine (UNESCO)  Lucijana Natalija Jerković (Croatian National Tourist Board)  
 Pia Zimmermann (Ruhr Tourismus) 

12:15 - 12:20

#### Launch of new EuroVelo route

12:20 - 12:30

#### EuroVelo Awards 2018

## ECF Booth

BOOTH NO. 256

12:30 - 14:00

#### Lunch and networking

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## Adventure stage

14:00 - 14:30

#### Connecting Europe across the Alps

**SPEAKER**  Christoph Tschalkner (Via Claudia Augusta)

14:30 - 15:00

#### 30 years since the fall of the Iron Curtain - the story of EuroVelo 13

**SPEAKERS**  Michael Cramer MEP  Hannes Weitschacher (Weinviertel Tourismus GmbH)  
 Daniel Mourek (Nadace Partnerstvi) 


15:00 - 15:30

#### Cycling tourism through natural and cultural landscape

**SPEAKERS**  Javier Navarrete Mazariegos (Junta de Andalucía)  
 Henrik Lythe Jorgensen (Dansk Cykelturisme)  
 Carmen Pita (Tourism of Galicia)

15:30 - 16:00

#### Cycle Tourism between Maps and Apps

**SPEAKER**  Thomas Froitzheim (ADFC)

16:00 - 16:30

#### Developing successful cycling tourism products

**SPEAKERS**  Sebastian Hugo Witzel (Mecklenburg-Vorpommern Tourismus)  
 Leon Hoogsteen (Fietsplatform)

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