

# **Route of Industrial Heritage by bike in the context of radrevier.ruhr**

**A project of the Regional Association Ruhr  
and Ruhr Tourismus GmbH**

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# Route of Industrial Heritage



# Anchor Points - places of discovery and benchmarks



- coal, iron and steel
- chemical & power
- traffic, waterways & railways
- water economy and breweries
- social and technical museums
- entrepreneur villas

The Anchor Points represent all important aspects of the Ruhr Area's industrial development



# Significant Housing Settlements

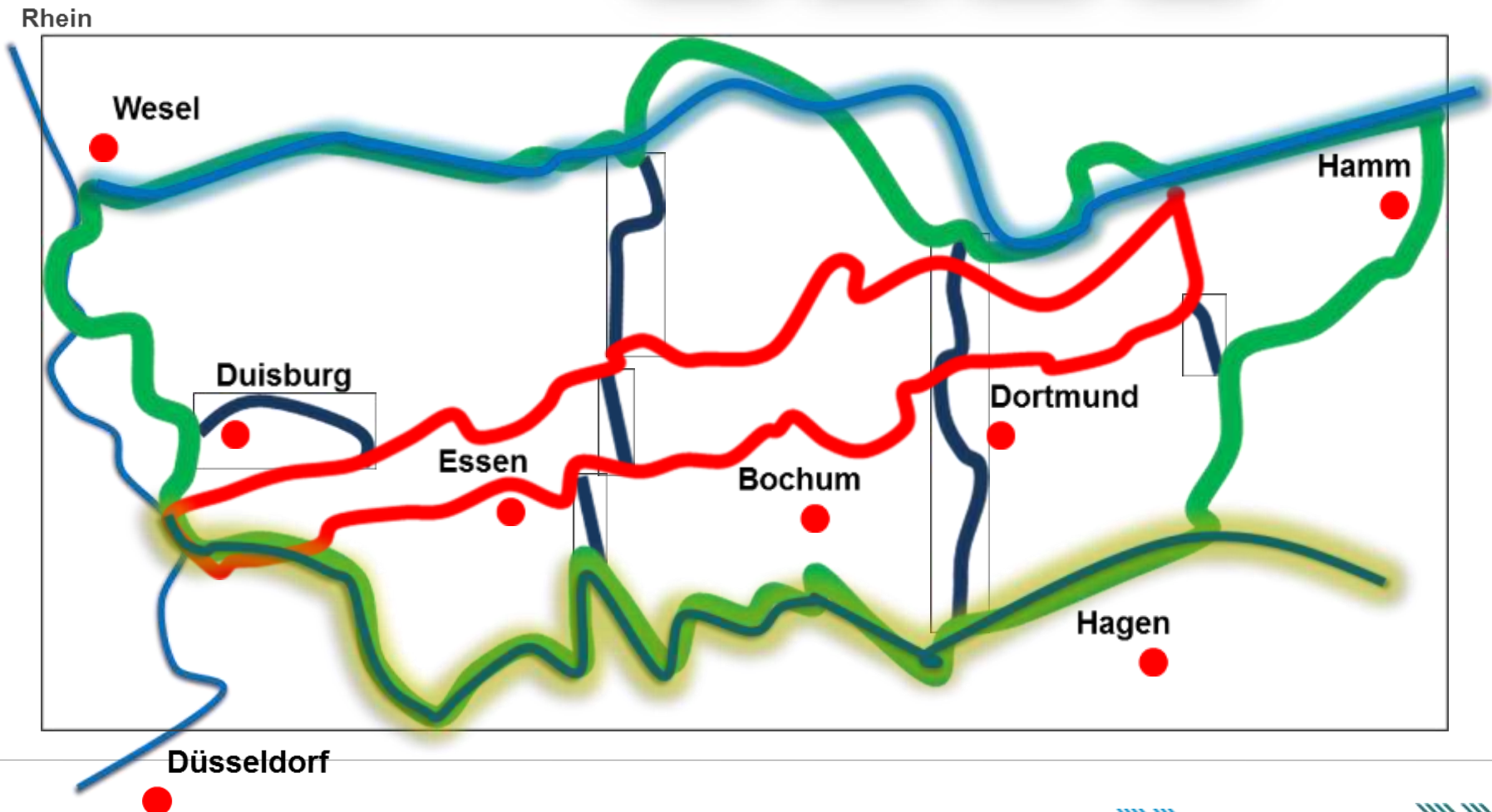


# Industrial Panorama Points – Landmarks of the Ruhr





# Route of Industrial Heritage by bike



17.10.2019

Jochen Schlutius RTG / Harald Spiering RVR

# Route of Industrial Heritage by bike – fit for further development of cycling tourism?

The limits of a long-distance cycle route:

- Clear route guidance leaves little room for interpretation
- Not all industrial monuments can be taken into account
- Growing segment of day tours difficult to reach
- Not all target groups can be equally addressed (e.g. “occasional cyclists” or families).

**BUT:** The infrastructure in the Ruhr area is already good today

- Development of a closed hub system
- Expansion to a 1,200-kilometre network structure



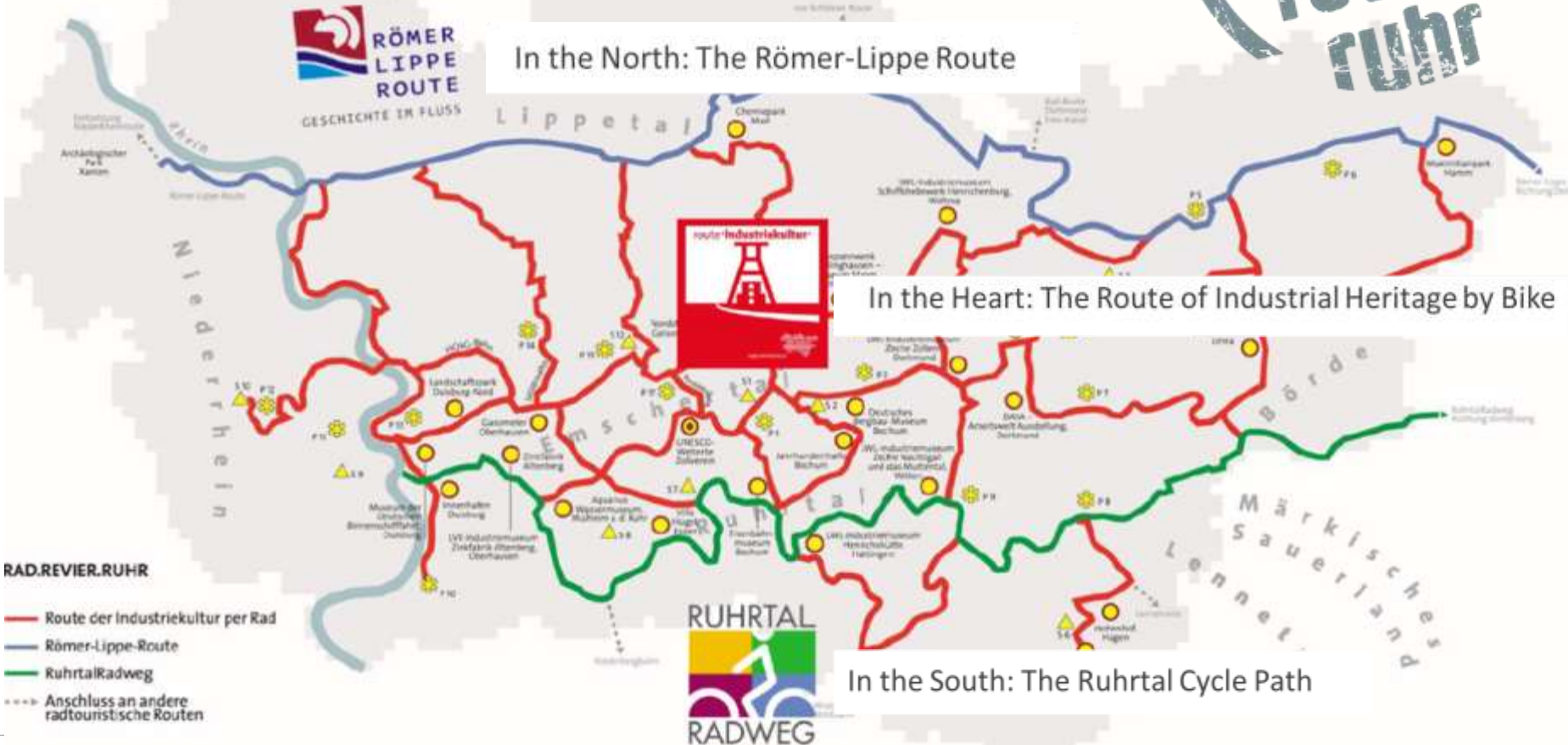
**A new brand is born:**

**radrevier.ruhr**

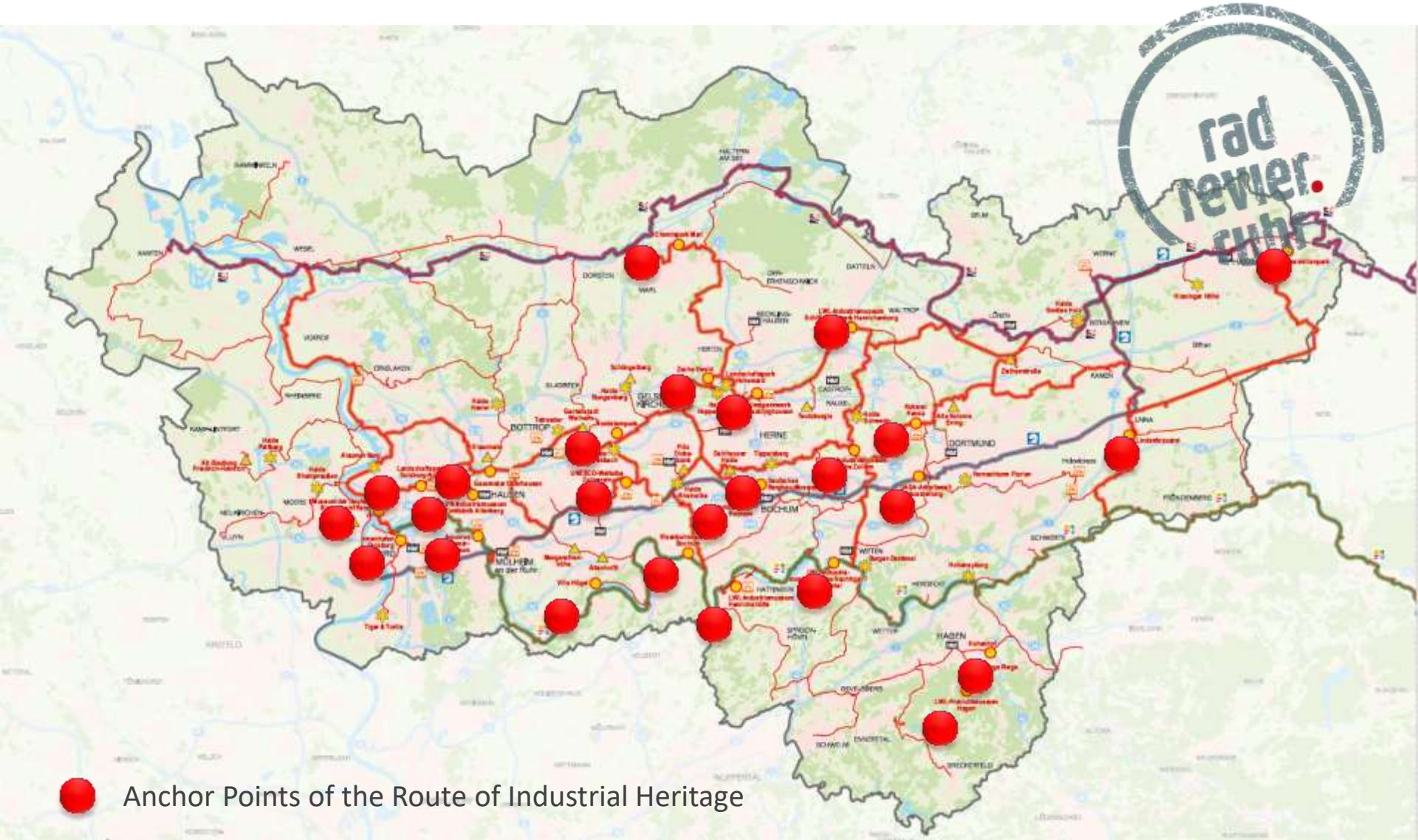


# And today: The Route of Industrial Heritage by bike in the new radrevier.ruhr

1,200 kilometres of tourist cycle tracks



## And today: The Route of Industrial Heritage by bike in the new radrevier.ruhr



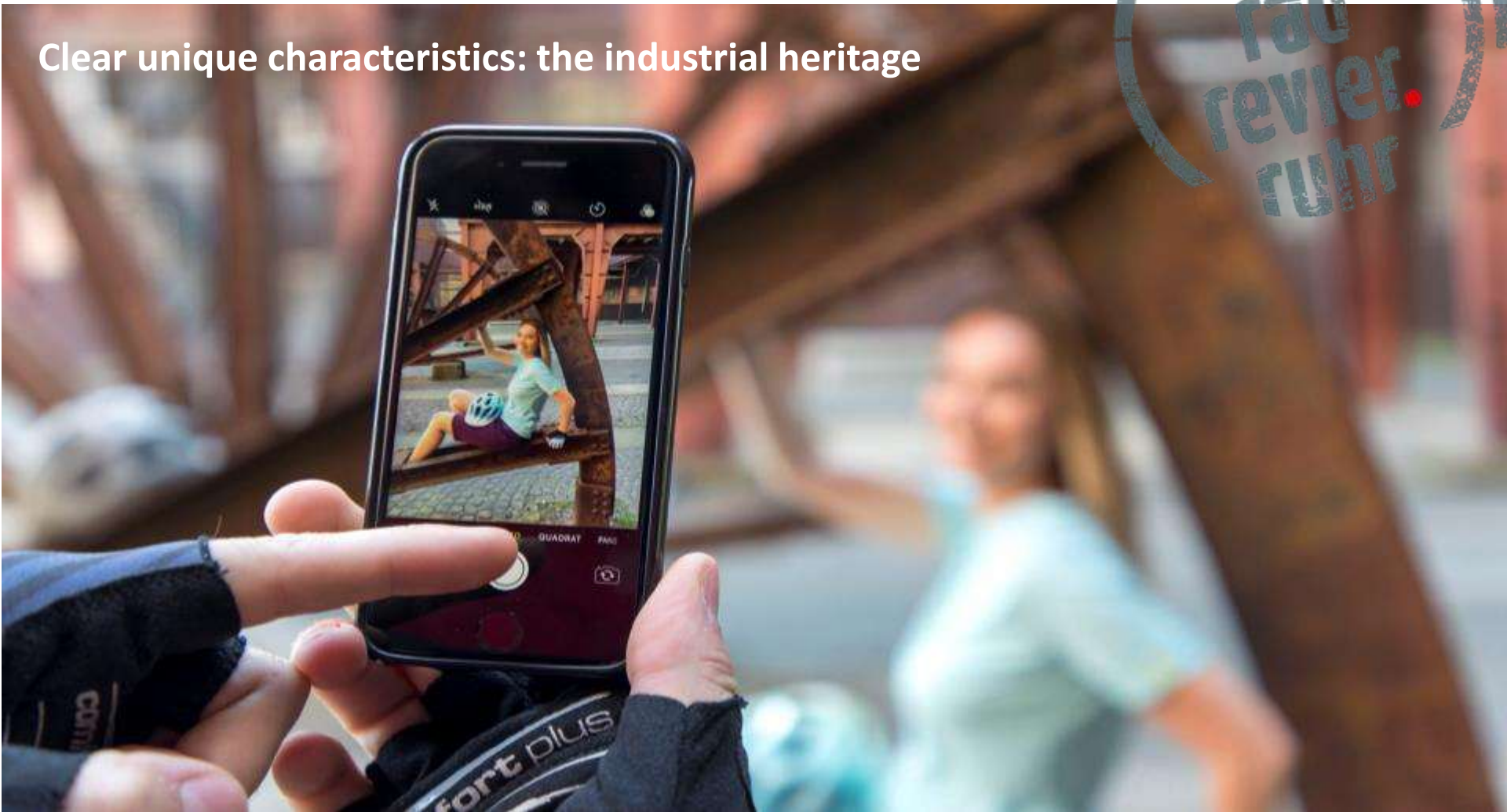


# The new radrevier.ruhr

- New brand name
- As an umbrella brand, all target groups can be addressed with a suitable offer
- Classic touring cyclists with different accommodations
- Main target group: Regional cyclists with central accommodation
- Few cyclists who only cycle one day on holiday
- Families with low kilometres per day
- Mountain biker
- Racing cyclist
- New trends such as the gravel biker



Clear unique characteristics: the industrial heritage



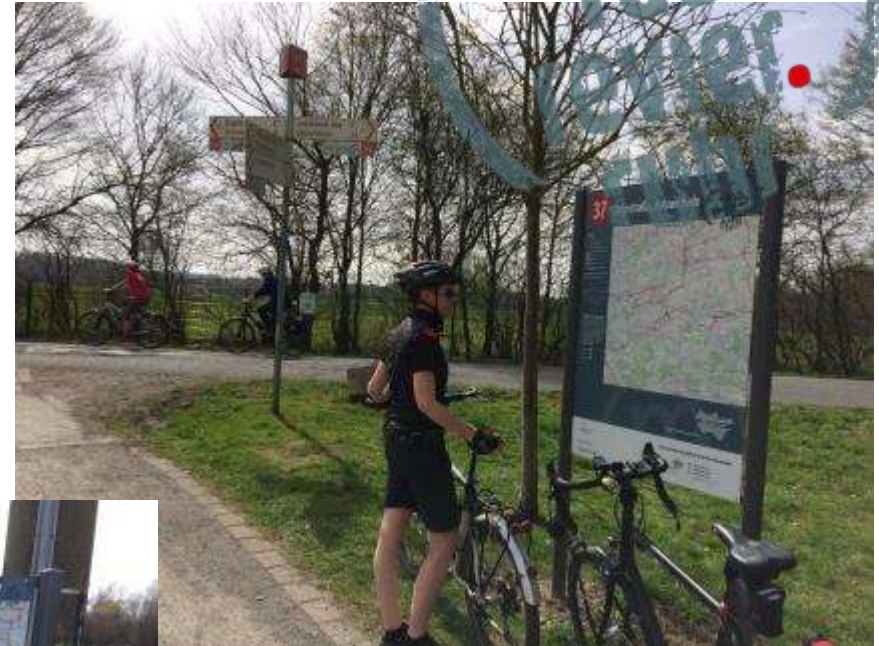


## Excellent visitor guidance: the hub system



# The new radrevier.ruhr

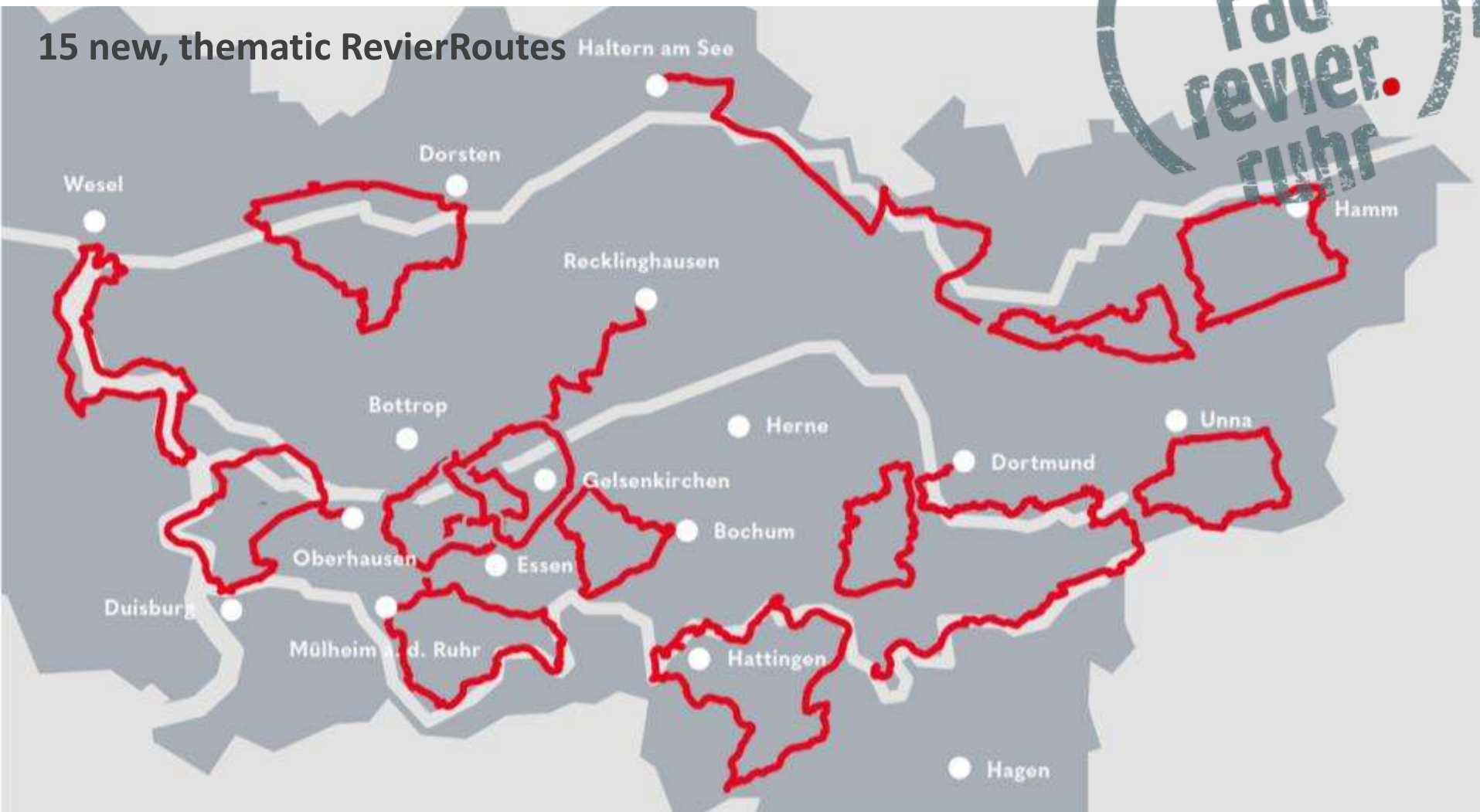
## Excellent visitor guidance: the hub system







## 15 new, thematic RevierRoutes



# 15 new, thematic Revier-Routes

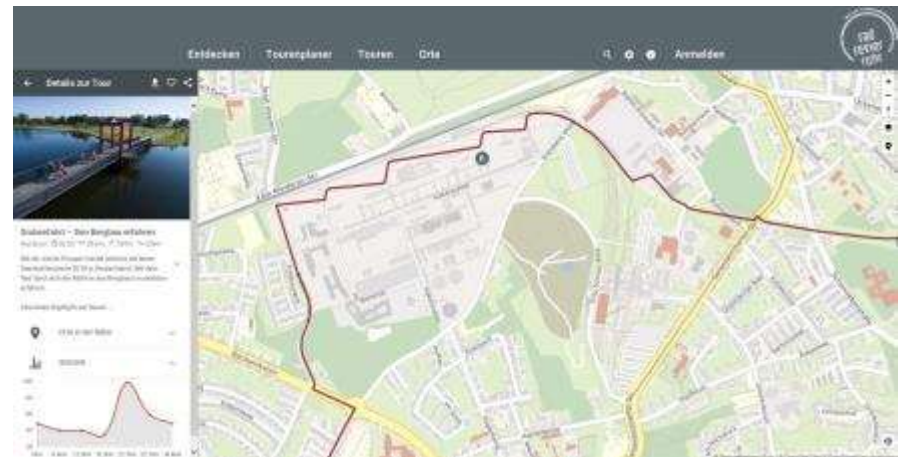
- 15 new, thematic Revier-Routes
- Each tour with its own theme
- Concise names should attract attention (underground tour, steel kitchen, country tour, Shire, ...)
- Between 30 and 70 kilometres tour length
- Tours are signposted via the hub system
- Revier-Routen to help non-residents find their way around
- Tour suggestions should inspire
- Revier-Routen are the focus of marketing
- 12 circuits + 3 tours + MTB circuit





# 15 new, thematic Revier-Routes

Analog and digital



# The new radrevier.ruhr



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METROPOLE  
**RUHR**  
TOURISMUS

REGIONALVERBAND  
**RUHR**



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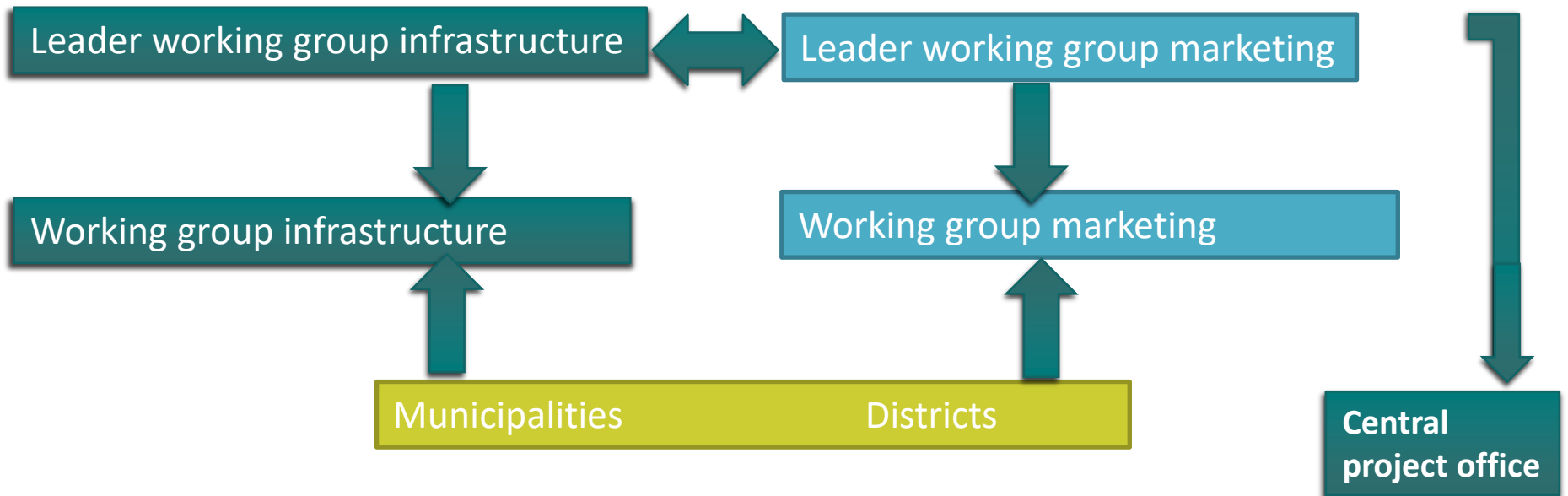
## Cooperation as a success factor

- Strong teamwork throughout the product lifecycle
- Financing / Funding
- Infrastructure & Services
- Product design
- Quality management
- Construction site and complaint management
- Marketing cooperations
- Collaborations
- Sponsorship



## Teamwork between infrastructure and marketing/tourism [radrevier.ruhr](https://www.radrevier.ruhr.com)

## Project structure





# Teamwork between infrastructure and marketing/tourism radrevier.ruhr

## Cooperation as a success factor

- Local vs. Regional: A regional project requires local acceptance
- Intensive teamwork with local players
- Competitive situations must be avoided
- All cities must stand behind the project.
- Joining forces of the region instead of church tower thinking
- Example: working groups, sighting tours, etc.





# Teamwork between infrastructure and marketing/tourism [radrevier.ruhr](http://radrevier.ruhr)

## Cooperation as a success factor

Our biggest challenge: Construction management



Communication makes the difference

# Teamwork between infrastructure and marketing/tourism radrevier.ruhr

## Cooperation as a success factor

- Infrastructure & Marketing:
- No infrastructure without marketing
- Bike infrastructure is wasted when no one knows about it
- No marketing without infrastructure
- The best marketing is pointless if the basic product is sub-standard
- **Only a balanced interaction of infrastructure investments and marketing leads to success!**





# Teamwork between infrastructure and marketing/tourism radrevier.ruhr

## Cooperation as a success factor

### Quality management:

- radrevier.ruhr as a quality label
- Only the best cycle tracks flow into it
- Only ADFC-certified bett+bike companies can become partners

### Goal:

- Germany's first urban ADFC BikeTravelRegion

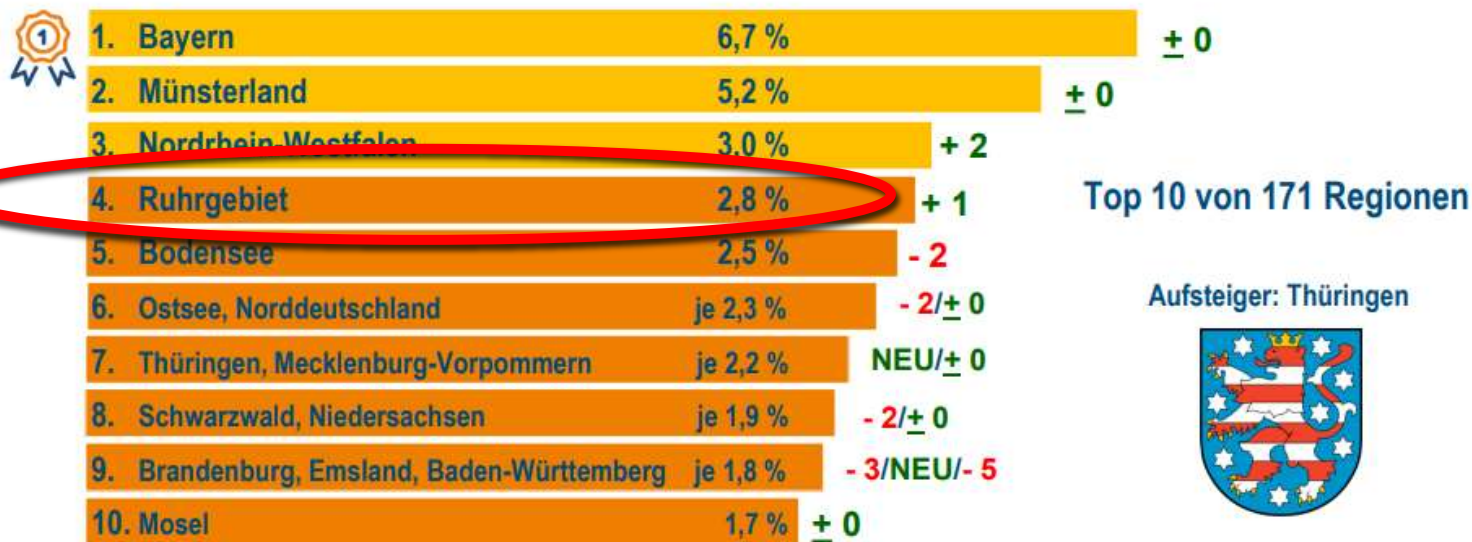


## Summary and outlook



## Where is the Ruhr area standing today?

The most popular cycling regions in Germany



Aufsteiger: Thüringen



ADFC-Travelbike-Radreiseanalyse 2018



± Vergleich zu 2016

## Summary and outlook



The Ruhr area as a cycling destination is to be sustainably positioned in the market.

Pioneering role in the field of wheeledmobility

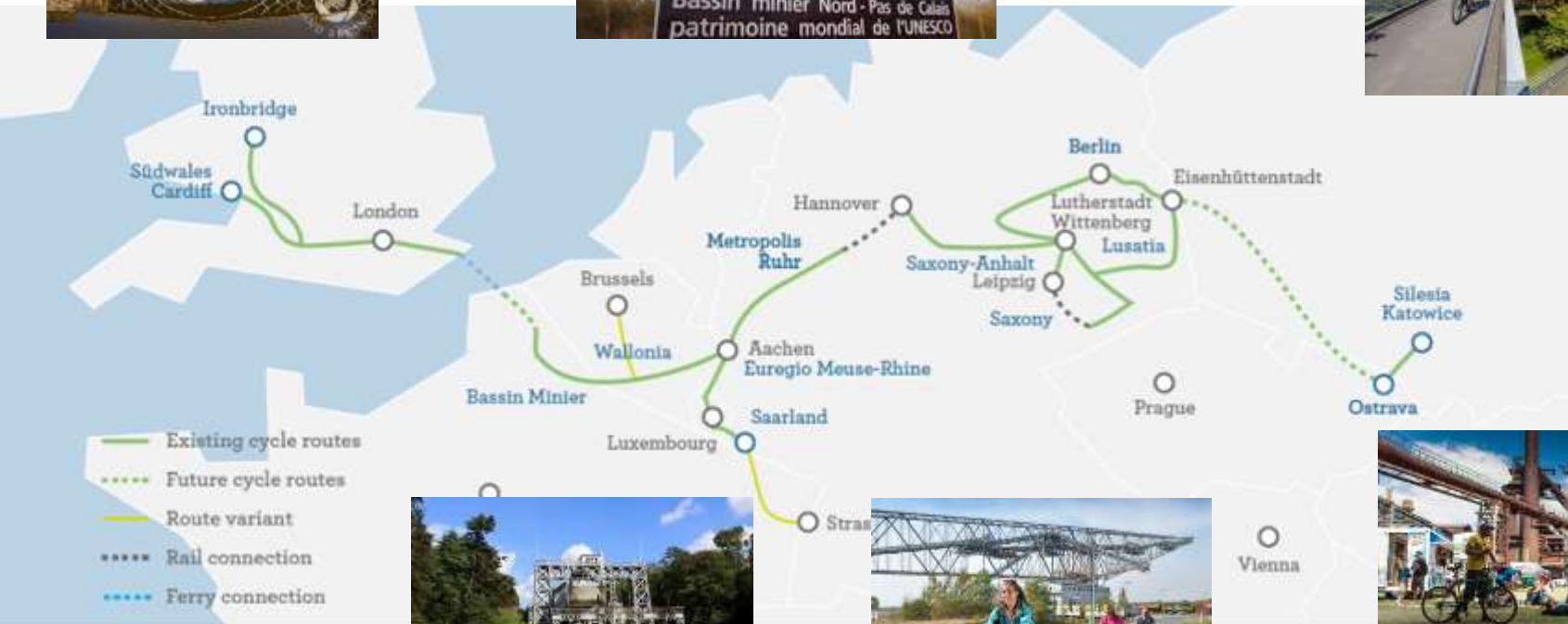
We still have a long way to go, but...

**... even the longest treks lead to the goal at some point and we are finally on the right track with bike mobility all over Germany!**



# Teamwork in Europe

## EuroVelo of Industrial Heritage – a new project of the Regional Association Ruhr



**Thank you very much for your attention!**