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

A project of the Regional Association Ruhr and Ruhr Tourismus GmbH

ERIH ANNUAL CONFERENCE, Berlin, 17th October 2019
Content

1. Route of Industrial Heritage

2. Route of Industrial Heritage by bike/The new radrevier.ruhr

3. Cooperation between infrastructure and marketing/tourism  radrevier.ruhr

4. Key to a successful cooperation of Cycling Infrastructure + Tourism Marketing

5. Summary and outlook
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

- Wesel
- Duisburg
- Essen
- Bochum
- Dortmund
- Hamm
- Düsseldorf
- Rhein
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
The new radrevier.ruhr

Clear unique characteristics: the industrial heritage
The new radrevier.ruhr

Excellent visitor guidance: the hub system
The new radrevier.ruhr

Excellent visitor guidance: the hub system
The new radrevier.ruhr

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
The new radrevier.ruhr
The new radrevier.ruhr
The new radrevier.ruhr
Cooperation between infrastructure and marketing/tourism  radrevier.ruhr

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

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

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

1. Bayern  6.7 %  ± 0
2. Münsterland  5.2 %  ± 0
3. Nordrhein-Westfalen  3.0 %  + 2
4. Ruhrgebiet  2.8 %  + 1
5. Bodensee  2.5 %  - 2
6. Ostsee, Norddeutschland  je 2.3 %  - 2/+ 0
7. Thüringen, Mecklenburg-Vorpommern  je 2.2 %  NEU/+ 0
8. Schwarzwald, Niedersachsen  je 1.9 %  - 2/+ 0
9. Brandenburg, Emsland, Baden-Württemberg  je 1.8 %  - 3/NEU/- 5
10. Mosel  1.7 %  ± 0

Top 10 von 171 Regionen
Aufsteiger: Thüringen

† 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!