

# INTERREG IV B DEMARRAGE

Output of the Sustainable Working  
Group

Abstract of business concepts



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**European Union**

European Regional Development Fund

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## 1. The Project DEMARRAGE

The INTERREG IV B project "DEMARRAGE" is dedicated to the transnational opening-up and networking of an attractive and internationally known destination: the Rhine Cycle Route. The Rhine Cycle Route has a total length of more than 1.200 km including both sides from its source in Switzerland, across France and Germany to its mouth in the Netherlands. The common aim of the involved countries is the marketing of an outstandingly constructed long-distance cycle route, ensuring a constantly high quality of the infrastructure and distinctive service orientation of all service providers. Organisations, who participate in the project, optimise and extend the existing cycle-touristic offer, especially with focus on transnationality. Connected to this is the stimulation of the regional structural change, the protection and creation of employment and lastly the economical empowerment of adjacent enterprises. Guests as well as residents benefit from the new cycling tourism on the Rhine.

An overview of the most important aspects of the project:

- 18 partners from 5 countries
- Lead partner: Euregio Rhein-Waal (Ger)
- Total budget: € 2.3 million
- Period of project: initially May 2010 – April 2013; project extension until November 2014
- Subjects: economic development, regional identity, SME, tourism, marketing

## 2. Transnational Products and Services for the Rhine Cycle Route

One of the tasks of the DEMARRAGE-project was to connect touristic enterprises and service providers with each other and to elaborate concepts for transnational products and services with them together. By doing so, the success of the Rhine Cycle Route is supposed to be driven forward. The Danube and Elbe Cycle Route led the way – with a successful cycle-touristic product and a coordinated marketing, these cycling paths became two of the most popular ones in Germany and they are frequently used by a large number of cycling tourists each year.

During the DEMARRAGE-project work, numerous ideas were developed intending to enhance the touristic product along the Rhine Cycle Route as well as to improve the public perception. This took place in form of several workshops in which various topics were outlined first. Then, together with a total of 50 touristic players, these topics were further developed and finally elaborated in detail. Some topics were, due to their specialization, only developed in agreement with experts.

### Series of events "RheinRadSommer – Experience European diversity"

In the course of the RheinRadSommer, present events along the Rhine Cycle Route (from the source to the estuary) should be incorporated in a discernible series of events which are especially interesting for cycling tourists.

### Establishment of E-bike base stations

In order to take the increasing trend of e-bike usage into account, a nationwide network of accumulator charge stations for e-bikes shall be developed alongside the whole Rhine Cycle Route. These are supposed to be installed every 25 km and maximum 2.5 km away from the Rhine Cycle Route.

### Geo caching

Geo caching is a sort of "modern treasure hunt" whereby a GPS-recipient and coordinates from the Internet are used. The challenge is to find boxes that are usually hidden at particularly beautiful and extraordinary places by other geo cachers. Generally, something is taken out the boxes and something new put in in return and noted with an

entry in a logbook. A comprehensive offer of such geo caches is supposed to be implemented along the entire Rhine Cycle Route.

## Drawing up a transnational service brochure

As a special service for holiday cyclists along the Rhine Cycle Route, a concept for a service brochure has been worked out. This comprises the most important information about the Rhine Cycle Route from its source to the estuary. The emphasis lies on the structured conveying of practical information for the guest prior and during the holiday and therefore should facilitate the individual preparation and performance of the trip along the Rhine Cycle Route.

## Establishment of secure bicycle storage facilities

Along the entire Rhine Cycle Route, holiday cyclists should have the possibility to securely lock up their bicycles including luggage. Thus, they have the opportunity to take breaks in between in order to leisurely go sightseeing along the route, to dine out or to go shopping.

## Development of transnational travel packages

The Rhine Cycle Route, meaning the entire route from the source to the estuary as well as single sections, should be easily bookable for all-inclusive travelers. Packages by tour operators who currently offer such deals along the Rhine Cycle Route are combined with each other appropriately.

## Luggage transport for cycling tourists

The international Rhine Cycle Route should be particularly attractive to cyclists who carry the needed luggage on their bicycle. A service provided could be a form of a luggage transport for cycling tourists whereby the baggage is brought from one accommodation to another.

## Bicycle rental for cycling tourists

The aim is to build a standardized bicycle rental system for cyclists who travel along the Rhine. The renting should offer the following kinds of bicycles: touring bikes, trekking bikes, children's bikes, e-bikes. Beyond that, equipment such as GPS-devices, trailers

and child safety seats should be available for hire.

## Creation of a cross-border Rhine Cycle Route-App

The app that has to be created for the Rhine Cycle Route needs to comprise the following functions: maps, GPS-tracks (offline), itinerary planning without interactive routing, delivery of relevant touristic additional information and –functions. It has access to available apps/websites/databases and bundles these for the entire Rhine Cycle Route.

## Development of an audio guide

The audio guide at the Rhine Cycle Route consists of various audio points which will be set up along the whole route. These can be downloaded and listened to via smart phone or MP3-Player. There are single audio articles that inform about history, landscape and sights at the respective location. Hence, they enable the cyclist to gain additional information on the route without any preparation in advance.

## Subsequent information

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In order to further invigorate these concepts, now active participation of touristic players along the Rhine is essential and strongly desirable. Additional information about individual concepts and projects are available at Euregio Rhein-Waal: [demurrage@euregio.org](mailto:demurrage@euregio.org).

## About Trendscope

Trendslope is a well known institution – located in Cologne, Germany - for market research and marketing consulting focused on tourism, sports, leisure and mobility in Germany and Europe.

We link scientifically-based research with research-based consulting. In addition to customised ad-hoc projects, we regularly conduct own market studies.

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