

FACTS & FIGURES



DEMARRAGE – new structures for the transnational Rhine Cycle Route

The main goal of DEMARRAGE is to utilise the transnational economic potential within the regions along the Rhine corridor. To achieve it, the project team will create a general framework for the common market development of the Rhine Cycle Route, prepare a marketing programme and initiate transnational cooperation between companies.

For this purpose, the partnership will unite all the relevant authorities and bodies along the corridor to activate the “slumbering” economic potential of the Rhine by way of a transnational cooperation.

The growing market for long distance cycle touring offers great potential on a transnational level, especially in the tourism and hotel industries, for the regions along the Rhine corridor.

Up until now however there has been no concerted action amongst the regions to bring about a common market development in the sectors. Hence, DEMARRAGE’s motivation to promote cooperation and therefore generate value added for regional companies and tourists.

Fast facts on DEMARRAGE

- 18 partners from 5 different countries
- Lead Partner: Euregio Rhein-Waal (D)
- Total Budget: 2.3 Million Euro
- Duration: May 2010 - April 2013
- Subjects : Economic development, regional identity, SME, tourism, marketing



The most important project results:

- Market analysis for the Rhine Cycle Route (RCR)
- Establishment of a corporate design including key visuals for the “Rhine Cycle Route” umbrella brand
- Development of a RCR management structure
- Design and implementation of a transnational marketing programme for the RCR
- Sustainable web-portal for the marketing of the transnational RCR (www.rhinecycleroute.eu)
- Definition of a European Certification Standard for long distance cycle routes (ECS) and the pilot certification of the RCR
- Action plan for RCR quality assurance including regional workshops
- Mobility and transport study for the RCR
- Promoting transnational cooperation for small and medium-sized enterprises (SMEs) within the tourism sector on the Rhine, including workshops

DEMARRAGE PROJECT PARTNERS

The Netherlands

- Provincie Gelderland
www.gelderland.nl
- Provincie Zuid Holland
www.zuid-holland.nl
- Stichting Landelijk Fietsplatform
www.fietsplatform.nl

Germany

- Euregio Rhein-Waal
www.euregio.org
- Hessen Agentur
Tourismus- und Kongressmarketing
www.hessen-tourismus.de
- Hessisches Ministerium für
Wirtschaft, Verkehr und
Landesentwicklung
www.hessen.wirtschaft.de

- Romantischer Rhein
Tourismus GmbH
www.romantischer-rhein.de
- Ministerium für Wirtschaft, Klimaschutz,
Energie und Landesplanung Rheinland-Pfalz
www.mwkel.rlp.de
- Ministerium für Wirtschaft, Energie,
Bauen, Wohnen und Verkehr
Nordrhein-Westfalen
www.wirtschaft.nrw.de
- Tourismus Marketing GmbH
Baden-Württemberg
www.tourismus-bw.de
- Wirtschaftsförderungsgesellschaft
für den Kreis Viersen GmbH
www.wfg-kreis-viersen.de
- Ministerium für Ländlichen Raum
und Verbraucherschutz
Baden-Württemberg
www.mlr.baden-wuerttemberg.de

France

- Agence de Développement
Touristique du Bas-Rhin
www.tourisme67.com
- Agence de Développement
Touristique — Haut-Alsace
www.tourisme68.com
- Conseil Général du Bas-Rhin
www.cg67.fr
- Conseil Général du Haut-Rhin
www.cg68.fr

Switzerland

- Stiftung SchweizMobil
www.schweizmobil.ch

Belgium

- European Cyclists' Federation
www.ecf.com

DEMARRAGE - project activities

The four primary DEMARRAGE work packages to achieve the common goal of tapping the economic potential on the Rhine are as follows:

1. Transnational Organisation

The general framework to take long-term advantage of the economic opportunities will be created at a transnational level. This will be done through, amongst other things, the building of a long-term management structure, the development and employment of a European Certification Standard, the performing of a route quality check and the establishment of an action plan to reduce deficiencies.

2. Common Marketing Programme

Good knowledge about the international target groups are essential to create value added for tourists and the services industry. In this respect the market analysis gives valuable insights for the development of a transnational marketing programme. Additionally, the construction of a 4-lingual website will provide information about the Rhine Cycle Route.

3. Services and Product Development

A corporate design handbook for private and public organisations should support the building of a brand identity. Over and above this, small and medium-sized enterprises (SMEs), in combination with Work Package 4, will develop common products like bookable tours as well as creating further transport opportunities.

4. Involvement of the Services Sector

Tools for SMEs within the services sector will be generated from the aforementioned project activities. Business Panel Meetings will be held to build up transnational cooperation between the companies. Additionally, workshops will be arranged to enable regional SMEs to identify and take advantage of synergies.

Contact

DEMARRAGE Lead Partner

Euregio Rhein-Waal
Emmericher Straße 24
D-47533 Kleve

Phone: 0049 (0)2821 793036
E-Mail: demarrage@euregio.org
Web: www.demarrage.eu



European Union
European Regional Development Fund

