

# “Accessible cycling tourism along the Römer-Lippe-Route”

Monday, 1 October 2018, Brussel



# The Römer-Lippe-Route

- River-accompanying cycle route through five tourist regions in North Rhine-Westphalia
- Opening 2013
- Main route: Detmold to Xanten (295 km)
- Supplemented by 12 thematic routes (184 km)
- Main topics “Roman Culture” and “Water Experience”
- Another unique feature = variety of historic (Hanseatic) cities
  - individual usability, target group oriented
  - clearly defined thematic profile
  - ideal also for day trippers



# Evaluation 2014

- Annual cycling traffic on the Römer-Lippe-Route:
  - approx. 10,500 cyclists (including 4,500 excl. RLR)
  - and about 105,000 day trippers
- Average length of stay on the route:
  - 5.5 nights (bike travelers driving the entire RLR)
  - 4.7 nights (cyclists using the RLR in combination)thus about 49,000 overnight stays in total
- Average travel distance of the cyclists: approx. 62.5 - 65 km, thus total mileage about 3.2 million bicycle kilometers



# The EU-funded project: Accessible cycling tourism along the Römer-Lippe-Route

- Funding pot: European Regional Development Fund (ERDF) scope 2014-2020
- Budget: 500.000 €
- Duration: 01.07.2016 - 30.06.2019
  
- **Project goals:**
  1. National pilot project in the future topic “barrier-free cycle tourism”
  2. Documentation as best practice example for imitation by other long-distance cycle paths
  3. Establishment and certification of accessible sections of the RLR
  4. Gaining new target groups and promoting sustainable, economic effects



# Cyclists interested in the subject of accessibility

**Ranking of the investigated holiday topics for the general potential of tourists  
Top two boxes on scale from "5 = very high interest" to "1 = no interest at all"**

Base "Cyclist" (N = 2.227)

Rank	Interest in the holiday topic	% of cases	Extrapolation*
1	To be in nature	92%	6,9 million
2	Experience a spectacular landscape	87%	6,4 million
3	Use offers in low season	80%	5,9 million
4	City trip	78%	5,8 million
5	Hiking	76%	5,7 million
6	Enjoy culinary specialties	76%	5,6 million
7	Water activities	73%	5,4 million
8	Get information about nature	72%	5,4 million
9	Swimming and beach vacation	71%	5,3 million
10	Visit garden and parks	69%	5,2 million
⋮	⋮	⋮	⋮
58	Barrier-free holidays and barrier-free travel	23%	1,7 million

\*Extrapolation of the absolute volume of the prospective potential (number)

Source: Destination Brand 16



# Target groups



Handbikers



recumbent bicycle



Seniors

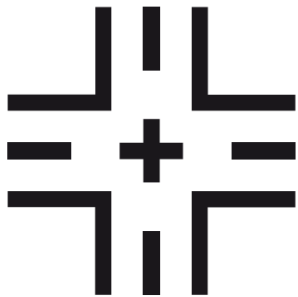


Parents with children





# Specific obstacles along cycle paths



crossroads



bollard



uneven way



# Specific obstacles along cycle paths



declension



danger point



disabled toilet














# Milestone I

## Interactive map

### Legende


-  Barrierefrei
-  ÖPNV
-  Wegebeschaffenheit
-  Querung
-  Poller oder Durchlaufschranke
-  Behindertenparkplatz
-  Behinderten WC
-  Neigung
-  Gefahrenstelle


### Objektinformationen

WMS-Dienst RLR RTG


**Nummer Wegpunkt:** 501  
**Erfassungszeitpunkt:** 2016/10/20 09:36:28 000  
**Beschreibung:** N 7,6 % auf 25m ; P, Durchgangsbreite 220cm


**Foto:**





METROPOLE RUHR TOURISMUS

Maßstab: 1 : 5000 Impressum / Datenschutz 



# Milestone I

## Feasibility analysis

- First of all: Selection of appropriate sections for certification for “Reisen für Alle” (“Travel for All”)
- Current status: Römer-Lippe-Route as a pilot project for the certification of cycle routes in the system “Reisen für Alle” → Classification of the entire route in the context “Reisen für Alle”

Reisen für Alle

Deutschland-barrierefrei-erleben.de



Kennzeichnung von  
Wander- und Radwegen  
Geprüft. Verlässlich.  
Detailliert.



Foto: Deutsche Zentrale für Tourismus e.V.

Barrierefreiheit als Qualitäts- und  
Komfortmerkmal in Deutschland



# Milestone II Infrastructure

- Optimization / repair (along selected sections ):
  - way nature
  - Crossings / bottlenecks
  - Signage
- Construction of two barrier-free rest areas with toilets:
  1. Römerpark Bergkamen
  2. Lippesee in Paderborn
- Development of standards:
  - Reisen für Alle
  - HBR NRW
  - Straßen.NRW



# Milestone II

## Sensitization / qualification of service partners

- Numerous awareness training sessions along the departure points
- certification and provision of various tourist services, e.g.
  - Tourist information
  - Hotels and restaurants
  - Swimming pools and spas
  - Museums



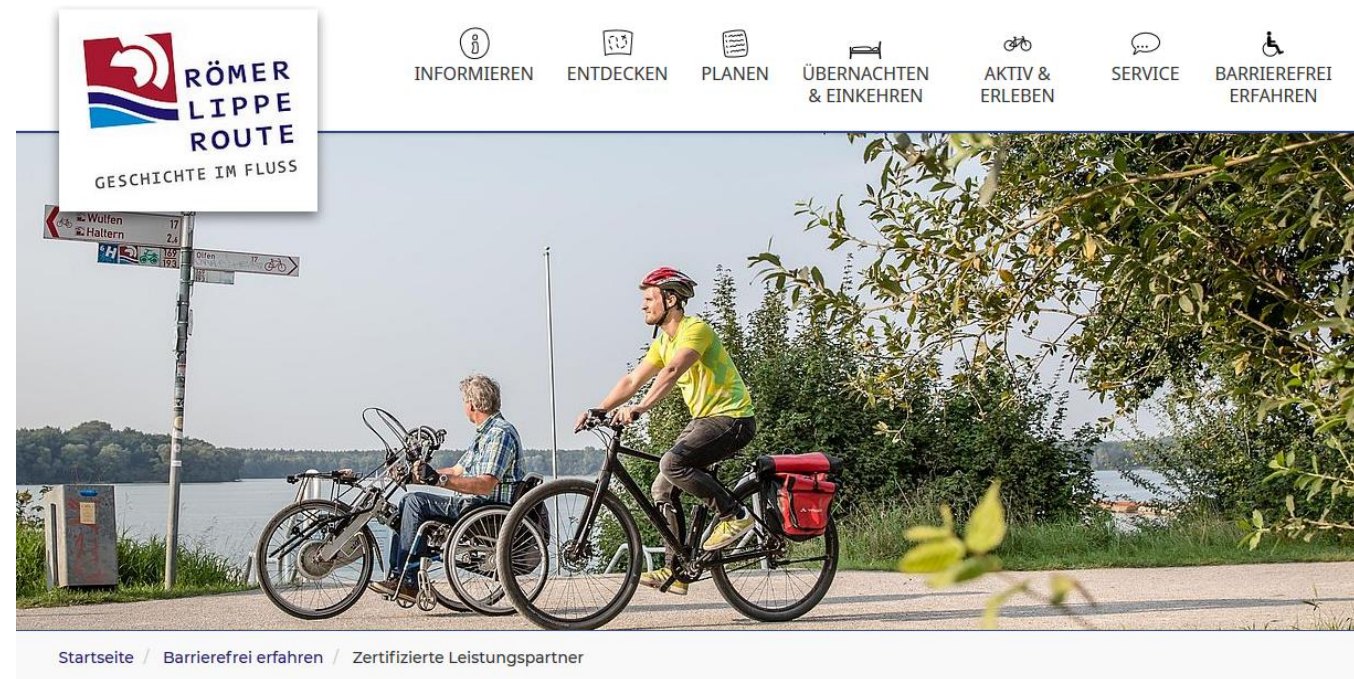
FÖRDERPROJEKT „BARRIEREFREIHEIT  
IM RADTOURISMUS AM BEISPIEL DER  
RÖMER-LIPPE-ROUTE“

Schulungs- und Zertifizierungsmaßnahmen  
nach „Reisen für Alle“



# Milestone III Website

- Relaunch of the website and a barrier-free design
- Provide specific accessibility information



## Zertifizierte Leistungspartner

TOURISTINFORMATION

GASTRONOMIE

KULTUR



SUCHE

Suchbegriff



# Milestone III

## Product development

- Individually combinable tours and adventure packages
- Bookable offers
- cooperation with special tour operators



# Summary

- The Römer-Lippe route becomes a best practice example and gains in profile
- The development project brings about significant improvements
  - Through investments in infrastructure
  - Through awareness raising and certification of the service providers
  - as a model for other long-distance cycle paths, not only (but above all) in NRW
- Target: The unique selling point “barrier-free cycle tourism” lures new or larger target groups, promotes economic effects and establishes the Römer-Lippe-Route sustainably!







Thank you for your attention!



# Contact

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