

CARPATHIAN CONVENTION COP5

10-12 October 2017, Lillafüred, Hungary

**“The Great Carpathians”  
Tour for Cyclists  
Europe’s longest Mountainbike-Trail  
#Fostering Tourism Competitiveness in the Carpathians**



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## Touristic Background & Figures

- **Danube Cycling Trail – D/A**
  - Established in 1984
  - 400,000 cyclists in 2010
  - 680,000 cyclists in 2017
  - generating 18.5 Mio over nights
- **The Tyrol - A**
  - 12% of all guests use a Mountain Bike which are 640,000 per year
  - The 1,000 km *Bike Trail Tyrol* is an important connection of trails for guests liking travelling
- **The 4,200km Great Divide Mountain Bike Route – US/CDN**
  - Gravel touring is growing in popularity
  - Ovando, a village of 65 people seeing 700 cyclists come through, many of which stop and spend the night, eat in the cafe and purchase items in the fishing store or small grocery store (which stocks special drinks and power bars)



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# Small towns are seeing a big impact in their local economies by welcoming cyclists

- **87 percent** of the visiting cyclists **earn more than \$50,000** annually, and a full **50 percent** **earn \$100,000 or more**. Their subsequent spending bolsters local businesses and small towns as bicycle touring expands.
- *“When you have successful cycle routes, many services spring up to cater for the tourists”*
- **Bicycle tourism generates \$400 million** in economic benefits for the state of Oregon, creating booms in employment, retail and food services, accommodations and taxes
- In Germany, **10 percent** of all tourism revenues **are generated by bicycle tourism**, in the region of Munsterland **30 percent of all overnight stays arrive on two wheels**
- **Social impact:** “Another profound impact of bike tourism is the personal connections it fosters between cyclists and people. The most common feedback we get from people riding around the U.S. is that **meeting people on the way ...**”



source: <http://bicycletimesmag.com/spend-cycle-how-bicycle-tourism-impacts-small-communities/>



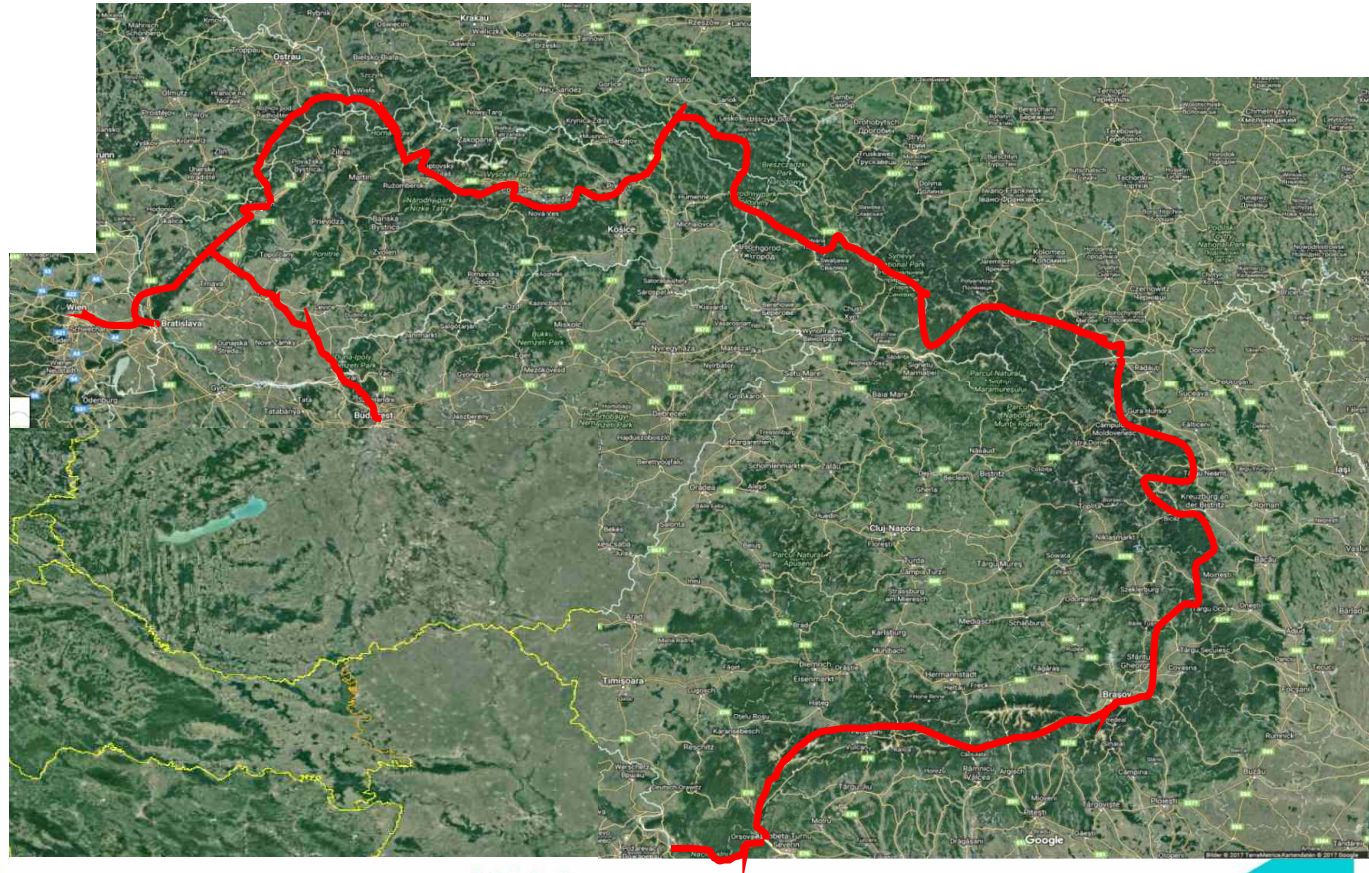
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## From Vienna/Bratislava/Budapest to the Iron Gate

- Start:  
Danube Capitals  
Vienna, Bratislava, Budapest, **A, SK, HU**
- Male Karpaty, Bilé Karpaty, **SK, CZ**
- Nízke Karpaty, Slovensky Raj, **SK**
- Bieszczady, **PL**
- Ukrainski Karpaty, **UA**
- Bukovina, **UA, RO**
- Moldova, **RO**
- Muntenia, **RO**
- Finish:  
Danube / Iron Gate, **RO, SRB**



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## “The Great Carpathians” - Tour for Cyclists Europe´s longest Mountainbike-Trail

- The Carpathian Region is characterized by a superb combination of a fascinating wilderness, history & culture.
- Some of the spots and national parks are widely undiscovered (in the western world).
- Travelling by bike allows to overcome long distances while the soul can follow: see, feel, smell the wonderful impressions.
- It´s an invitation to an adventure tour enjoying the hospitality of the carpathian people, their style of life, their celebrations, pubs, restaurants, accomodations.
- **One Tour:** A great adventure involving eight nations, their cultures & landscapes. – **In Maps, Descriptions, Stories, Fotos, gpx-Tracks.**



## Touristic Business Opportunities

- **Accommodation**
  - *The Tour* will be described in stages from one village to the next where accommodation is available
- **Shops, Bars, Restaurants**
  - Shops, Bars, Restaurants alongside *The Tour* can offer their service to the cyclists
- **Guiding**
  - Local/Regional guides can offer guided tours alongside the whole route or parts of it
    - unsupported
    - supported with luggage transportation
  - Municipalities can offer a wider range of activities to their guests: those parts of the trail which are in their area



## GuideBook

**“We explore and determine A Cycling Tour through the fascinating wilderness and undiscovered cultural surprises of the Carpathians – and describe & disseminate it in a GuideBook.”**

**Strong Cooperation with National Tourism Organisations, delivering**

- regional/local stories
- Special locations, must-see-spots, local specific activities like horse-trekking
- Cultural festivals
- Background information



The Great Carpathians GuideBook for Cyclists through an undiscovered landscape and culture.



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## Our Offer / Overview

Supported by the Carpathian Convention:

- 1. Exploring the tour by bike, defining the tour for cyclists/bike map, writing the GuideBook; 2018 – 2019**
  - overall information
  - description of the route, verbal, map drawings and gpx-tracks
  - description of cultural spots, stories
  - references for accommodation / camping / food
- 2. Publishing the GuideBook; Christmas 2019**
- 3. Communicating the tour via webpage (text, maps, fotos, graphics, illustrations), social media channels (Instagram, Facebook, Twitter, etc.)**  
Timeline: 2019 – 2020



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