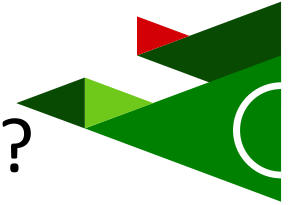




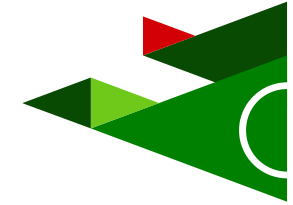
## Cycling friendly services in Hungary

Ádám Bodor, active tourism expert

What kind of services needs to be included?



# What makes a hotel cycling friendly?

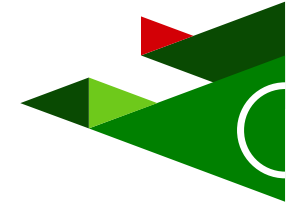


## Hotels - obligatory criteria:

- Cycling friendly approach – welcoming cyclist guests,
- Safe bicycle storage overnight,
- Possibility to dry wet clothes (in a separate room),
- Breakfast or cooking and shopping possibility. Free drinking water for all cyclists.
- Free information in public area about local cycle routes (maps) and offers, public transport connections, closest bike repair shop, available first aid/doctor.
- First aid kit, bike repair kit (incl. Manual) and/or collaboration with an available bike repair shop.
- Accepting cyclists for one night.



# What makes a hotel cycling friendly?

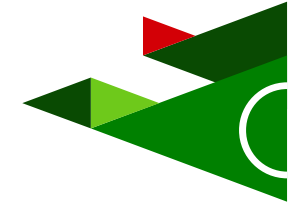


## Hotels - Optional criteria (at least 5 needs to be full filled):

- E-bike charging possibility,
- Luggage transfer,
- Bike transfer,
- Open at least 6 month per year,
- Bike wash,
- Guided tours or self-guided tours with GPS rental,
- Bike and/or ebike rental,
- Lunch pack,
- Joining the official regional information system (web and/or app).



# What makes a camp site cycling friendly?

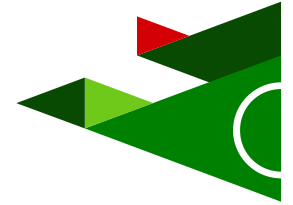


## Camp sites - obligatory criteria:

- Cycling friendly approach – welcoming cyclist guests,
- Safe bicycle storage overnight, close to the tents
- Possibility to dry wet clothes and equipment,
- Breakfast or cooking and shopping possibility. Free drinking water for all cyclists.
- Free information in public area about local cycle routes (maps) and offers, public transport connections, closest bike repair shop, available first aid/doctor.
- First aid kit, bike repair kit (incl. Manual) and/or collaboration with an available bike repair shop.
- Accepting cyclists for one night without surcharge
- Surface prepared for tents properly (comfortable)
- Tables and chairs under a roof



# What makes a camp site cycling friendly?

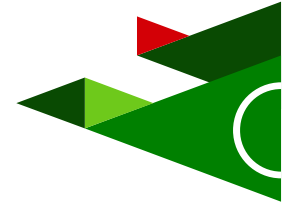


## Camp sites - Optional criteria (at least 5 needs to be full filled):

- E-bike charging possibility,
- Luggage transfer,
- Bike transfer,
- Open at least 6 month per year,
- Bike wash,
- Guided tours or self-guided tours with GPS rental,
- Bike and/or ebike rental,
- Lunch pack,
- Joining the official regional information system (web and/or app).
- Common area (covered)
- Bungalows and tents for rent



# What makes a restaurant cycling friendly?

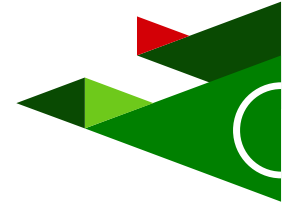


## Restaurants - obligatory criteria:

- Cycling friendly approach – welcoming cyclist guests,
- Safe bicycle storage during stay
- Free drinking water for all cyclists.
- Free information in public area about local cycle routes (maps) and offers, public transport connections, closest bike repair shop, available first aid/doctor.
- First aid kit, bike repair kit (incl. Manual) and/or collaboration with an available bike repair shop.
- **Free phone charging**



# What makes a restaurant cycling friendly?



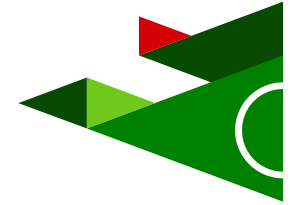
## Restaurants - Optional criteria (at least 3 needs to be full filled):

- E-bike charging possibility,
- Open at least 6 month per year, **open in the weekend**
- Lunch pack,
- **Easy to digest or local dishes**
- **Use of toilets for all guest**
- **Playground for kids**
- Joining the official regional information system (web and/or app).





# What makes a tourist site cycle friendly?

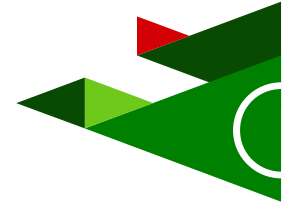


## Attractions obligatory criteria:

- Cycling friendly approach – welcoming cyclist guests,
- Safe bicycle storage during stay
- Free drinking water for all cyclists.
- First aid kit, bike repair kit (incl. Manual) and/or collaboration with an available bike repair shop.
- Free information in public area about local cycle routes (maps) and offers, public transport connections, closest bike repair shop, available first aid/doctor.



# What makes a tourist site cycle friendly?

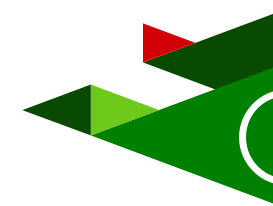


**Attractions optional criterium (at least 3 needs to be full filled):**

- **Cycle tours (linked to the theme of the attraction),**
- E-bike charging possibility,
- Free phone charging,
- Open at least 6 month per year,
- **Selling bike maps,**
- Selling food and drink,
- Use of toilets for all guest,
- Joining the official regional information system (web and/or app).



# Benefits for service providers



## Basic services

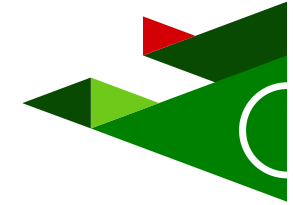
- Certification along the criteria
- Advise how to full fill the criteria
- Information sign with the logo of the network
- Promotion on website, app and printed materials

## Additional services:

- Equipment (e.g. bike rack, repair kit)



# Finance and organisation



## Fees to be paid:

- Certification 100-200 Euro/establishment
- Yearly fee: 50-100 Euro/establishment
- EU and state subsidies (first 3 years)



## Organisation:

- AOFK – the national active tourism body – owner of the brand
- MAKETUSZ – responsible for cycle friendly certification national coordination
- Microregional coordinators – partners – certify





Thanks for your attention!

BODOR ÁDÁM

**MAGYAR KERÉKPÁROS TURISZTIKAI SZÖVETSÉG**