



nadace
partnerství

| LIDÉ A PŘÍRODA

Vitajte, cyklisti!



Kick-off online project meeting „Cycling friendly in V4 “

Project partners:



„The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe“

Ján Roháč, Ekopolis Foundation

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Vitajte, cyklisti!



- Established 2008
 - 2020-2021 suspended due Covid 019
- Copy&Paste **Cyklisté vítáni** in Czechia
- Ekopolis Foundation – brand ownership
- Amber Trail association – logistics&operations
- 176 facilities certified for at least 1 year
- 8 facilities certified for 12 years
- 62 facilities certified in 2019

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- 21 evaluators in 2008 (to 3 in 2019 + self-assessment)
- self-assessment from 2014
- 67 € annual fee (new & renew)
- active marketing in 5 five years, often together with
Cyklisti vítáni CZ
- www.vitajtecyklisti.sk
- Facebook Vitajte cyklisti
- www.cyclistswelcome.com

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- density of certification variable by regionally
- high density – tourist regions with high number of visitors (Liptov, Bratislava ...) or close to Czech republic (Záhorie);
- large areas with no certified facility
 - no evaluator
 - low innovativeness



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Lessons learned:

3 types of facilities:

- pay & use in marketing: many years
- pay & wait: 1-2 years
- paying cycling enthusiasts: many years





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Lessons learned:

Criteria:

- too complicated and too complex
- some criteria are not demanded at all
- some criteria are obsolete;
- one criterion rules all: safe bicycle storage!



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Lessons learned:

- we neglected marketing (of brand)
- low demand for criteria resulted in low interest of facilities
 - vast majority of accomodations have bicycle storage anyway
- booking, airb'n'b ... (our www is not the first option anyway)



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Opportunities & expectations:

- V4 marketing (!)
- much much simpler criteria,
- get a layer on digital maps platforms and maps

SK specific:

- less administration, simple self-assessment;
- turn to consultancy (how to ...)
- address destination organizations
- new business model



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• Visegrad Fund

Ďakujem!



Ján Roháč, Nadácia Ekopolis, rohac@ekopolis.sk, 0905 240137