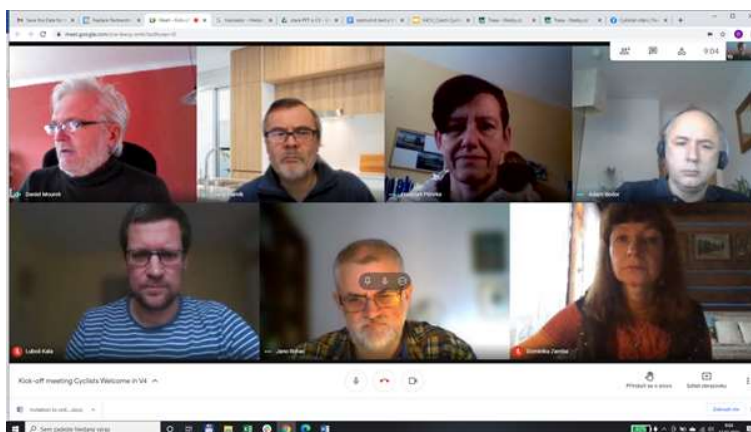


NOTES: online kick-off IVF meeting project "Cyclists welcome in V4"

March 17th 2021, 9-11am

9-10 am **Internal project partner meeting** highlighting the main goals and expected outputs of the IVF project (PPT presentation CV in V4 project)



Situation in V4 countries

Cycling friendly services in Hungary: Ádám Bodor, active tourism expert

Certification cycling friendly in categories: **hotels, restaurants, camp sites and tourist attractions** currently **under preparation**, funding from state for initial year plus project funding in negotiation

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.

Hotels - Optional criteria (at least 5 need 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).

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

Camp sites - Optional criteria (at least 5 need 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 e-bike rental,
- Lunch pack,
- Joining the official regional information system (web and/or app).
- Common area (covered)
- Bungalows and tents for rent

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

Restaurants - Optional criteria (at least 3 need 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).

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.

Attractions optional criterium (at least 3 need 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).

Finance and organization of the scheme

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

Note: **Red: new criterion**

Cycling friendly services in Slovakia: “Vitajte, cyklisti!” Ján Roháč, Ekopolis Foundation
www.vitajtecyklisti.sk

Established 2008

- 2020-2021 suspended due Covid-19

- 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

Organization

- 21 evaluators in 2008 (to 3 in 2019 + self-assessment)
- self-assessment from 2014

Pricing

- 67 € annual fee (new & renew)

Marketing

- active marketing in 5 five years, often together with Cyklisti vítáni CZ
- www.vitajtecyklisti.sk
- Facebook Vitajte cyklisti
- www.cyclistswelcome.com

Geographical allocation

- 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

Lessons learned:

3 types of facilities:

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

Criteria:

- too complicated and too complex
- some criteria are not in demand at all
- some criteria are obsolete;
- one criterion rules all: **safe bicycle storage!**
- we neglected marketing (of brand)
- low demand for criteria resulted in low interest of facilities
- vast majority of accommodations have bicycle storage anyway
- booking, airbnb ... (our www is not the first option anyway)

Opportunities & expectations:

- V4 marketing (!)
- 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

Cycling friendly services in Poland: Dominika Zaręba, Stowarzyszenie Greenways Polska

- Pilot project „Cycle friendly” 2008-2010 [Przyjazny rowerom]
- Regional certification: **Cyclists-friendly places in Małopolska Region** (Miejsca Przyjazne Rowerzystom)
- **Certification along the trails/routes – GreenVelo** (Miejsca Przyjazne Rowerzystom), **Trail around Tatra Mts** (Miejsca Przyjazne)

Cycle friendly (Pilot project)

- First pilot project in 2008-2010
- Base and inspiration for other schemes
- Categories: 1. accommodation 2. gastronomy 3. cam sites and camp grounds 4. tourist attractions 5. other places promoting sustainable transport
- App.100 establishments

Cyclists-friendly places in Małopolska Region (Miejsca Przyjazne Rowerzystom)

- Started in 2020 (2 calls)

- 91 places certified, including:
- 49 accommodation
- 6 gastronomy
- 22 tourist attractions (including tourism information centers)
- 14 other services

Information thanks to the Małopolska Marshall Office – Joanna Matuszczyk

Basic criteria:

- Safe, free of charge bike parking (add. in case of accommodation establishments – safe and free storage of bicycles and luggage),
- Basic repair kit free of charge,
- Providing information on nearby bicycle service points, shops selling spare parts for bicycles, including link to the web narowery.visitmalopolska.pl,
- In case of accommodation establishments – possibility to stay for one night.

Specific criteria on the webpage

Cycling certification – general reflections from Poland

General common guidelines for certification schemes in Central Europe are very recommended (based on previous experiences of organizations and institutions – European Cyclists Federation, European Greenways Association EGWA, existing schemes as well sustainable tourism principles and travel trends after pandemic).

In Poland it would be very difficult to introduce one national certification scheme (rather “family” of schemes based on a set of common principles).

Good model is certification along the existing trails and routes (Czech experience).

Key issue is self-sustaining of the certification.

Czech „Cyclists Welcome 2.0“ (Cyklisté vítání) certification, challenges and prospects: Dominika Bäuchelová, Manager Cyklisté vítání, Jraj Flamík, Partnerství, o.p.s.
www.cyklistevitani.cz

Inspiration and the beginning of certification

History of Czech certification, before 2005, inspired by an already functioning system in Germany from 1995. The service certification system was born in Germany by the German Cyclists' Association (ADFC) in 1995, under the name Bett und Bike (that time a different logo). Czech certification started 10 years after, in 2005, under the name “Cyklisté vítání” (Cyclists welcome), it has been 15 years, Tourists can choose 1000 services with certificate, but after the covid pandemic and the rise of the world's booking portals we now have fewer members. Today it is around 900 services with the certificate.

1995 German ADFC, 2005 Czech Cyklisté vítání

Germany

- Population 83,7 mil. people (2020)
- Bett + Bike from 1995 - 2021
- 5 800 certified (after 25 years)
- 3 categories

Czechia

- Population 10,7 mil. people (2020)
- Cyclists welcome from 2005 - 2021
- 900-1000 certified (after 15 years)
- 4 categories

Categories: accommodation, restaurants, camp sites, tourist attractions

Certification is a set of criteria that guarantees the minimum required quality of services for clients. It leads entrepreneurs to improve their services and provides them with a brand - a logo that serves to orientate the clients.

We added new fourth category, namely **tourist attractions**. The reason was simple. Many castles and chateaux did not "welcome" cyclists.

The most represented category in Czechia is with 49% "accommodation services" (this is almost half of all certified services), after restaurants (quarter), and tourist attraction and least frequented camp sites (4%).

Criteria:

Common basic criteria to all categories are:

- quality bicycle parking - quality bicycle stands (ideally covered) or lockable room for bicycles (bike shed) for free surely
- provide basic bicycle tools for easy bike repairs (including a pump, set of hex keys, bicycle chain riveter, set of gluing on a prickly wheel / flat tire)
- information point for cyclists
- first aid kit (portable)

Criteria for hotels, guesthouses, accommodation service

In addition to these 4 common criteria:

- Provide a bicycle lock-box or other safe room for bicycle storage (lockable room for bicycles (bike shed)) instead of bike stands
- Provide one night accommodation (necessary for a long-distance cyclist)
- Offer healthy breakfast foods (yoghurt, muesli, fresh fruit)
- Offer the possibility to wash and dry clothes and equipment (washing powder at least)
- Provide space with basic equipment for bicycle cleaning (bucket, brush, water at least)
- + 3 common basic criteria (bike tools, first aid kit, info point)

Restaurants

in addition to these 4 common criteria mandatory are:

- at least one hot and one not fried vegetarian food, non-alcoholic beverages
- High-quality, preferably covered, parking space for bicycles and luggage in sight or locked guest room / storage boxes for free bikes and luggage
- basic tools for simple repairs bikes + First aid kit + Information boards Cyclists Welcome

Camp sites

in addition to these 4 common criteria mandatory are:

- The defined area and a separate tent for cyclists and other non-motorized guests
- The surfaces of the tents must be grassy, preferably smooth and plane
- And parking options near the tents, bike, bicycle parking in the camp without charges

- High-quality, preferably covered, parking space for bicycles or lockable room / storage boxes for free bikes

Additional (optional) criteria - at least selection of **3 must be fulfilled**

e.g.: possibility to rent quality bikes; offer recommended day trips in the area; possibility of recharging e-bikes - cyclist must have his own charger (60% of certified services already provide this charging)

All Cyklisté vítáni criteria available www.cyklistevitani.cz

Geographical allocation

- cover certified services throughout the Czech Republic evenly
- The South Moravian Region and the Moravian Wine Trails are the areas with the most certified facilities.

Organizational structure

Service certification can work well thanks three main partners:

- 1) Administrator, controller, and promoter - we are the founder and Administrator
- 2) Certified cycle-friendly services (service providers) managed and owned by enlightened entrepreneurs with an interest in developing the quality of services and an interest in customer satisfaction,
- 3) Cycle tourist = client, who knows about the certification and has enough information to make a choice - to prefer certified devices.

The system of certification process is following:

- at the beginning it is necessary to:

- 1) prepare methodological and promotional materials for the facility and for cyclists.
- 2) address regional institutions in tourism,
- 3) train evaluators, who practically carry out certification directly in the field - they look for, address, certify, control and manage the agenda about them.

We started with 50 evaluators, now we only cooperate with 3 external + 3 interns

After the first year, these evaluators certified about 1,050 establishments. We now have around 900 certified services.

Pricing:

The certification system is financially sustainable. The annual amount of a separate certified operation is charged with the amount of 2400, - CZK or 90 EUR (without VAT). From this basic rate there are discounts for the second operation or if it is only a restaurant without accommodation services.

Things to do before certification

Find a suitable object for certification, communicate the conditions and advantages of cooperation, conclude a contract with it, create a presentation on the website, send them the necessary materials with a logo and a sign by post.

Ideally 150 inspections per year, associated with the promotion of the object after. We make bulk acquisitions twice a year

Marketing

- The benefits of the certification for the certified services is the promotion, which is aimed at a group of cyclists. That is why we have our own website, FB, news. We provide printing of Maps... We use promotional and advertising space in the media... we participate in tourism fairs. (However, the most significant benefit is the international effect)
- website www.cyklistevitani.cz available in czech, english, german languages with web traffic 40 812 web users per year, we publish Newsletter three or four times a year
- our current promotional tactic is promotion through selected long-distance cycling routes www.czechiabybike.com , through tourist regions, but we are going to supplement it with promotion TOP services through the sale of bicycle packages, give more support to the best services and motivate others to improve the services provided
- we launched facebook profile Cyklisté vítáni 8 years ago (2013), now: 1,823 followers (people are following it), 1,567 people like this FB CV,
We publish here mainly tips for trips around certified devices and cycle news (about new bike paths, our activities for cyclists)
- Next, we also started Instagram this year, that's why we have so few followers (47 followers, so far only 14 posts)
- **Map of long-distance cycling routes EuroVelo, Greenways in the Czech Republic** is our publication, printed matter, in addition to the European trails EuroVelo, river and culture cycle routes the map includes certified services Cyclists welcome (on the back of the map), published annually - we publish the map every year and distribute it throughout the Czech Republic:
 - to certified "Cyclists welcome" businesses and to Information tourist centres
 - at cycling events organized on the Moravian Wine Trails or the Elbe Trail
 - at tourism and cycling fairs
 - we offer it on our eshop
- Especially in the first quarter of the year, we usually participate in several Czech and foreign **travel fairs**, where cyclists / operator can meet us and obtain info materials for cyclists and certified CV services. Abroad, our activities are usually presented by my colleague Daniel Mourek, especially in Germany, Austria and the Netherlands.
- in February, this year, we launched a new website on the web domain www.czechiabybike.com, in Czech, English and German language
- you can find here **20 top cycling routes in the Czech Republic** and all **certified services Cyclists welcome** - for example: here you can find all 20 cycle routes, click on a specific one of them, for example the Elbe Trail, where on the left side of the page you can see a map with the route line and services nearby, on the right side of the page you can see Picture, Trail detail (length, elevation, ..)Route description and you can choose cycle friendly services "Cyclists welcome" below
- We will be very happy if you promote this new website on your site and social networks

Cyklisté vítáni goals for near future:

- returning of **brand credibility** and **raising brand awareness**
- improving the **quality of provided services** (certified and non-certified/potential applicants for certification)
- support quality services by simplified offer of **5 types of experiences / 5 types of cycling holidays**:
 - 1) the most beautiful long-distance cycling routes,

- 2) the most beautiful regions for cyclists,
- 3) holidays in the countryside with bike,
- 4) holidays in bike friendly cities,
- 5) holidays with adrenaline (holidays with adrenaline on a bike, single trails etc.)
- we will start with the **redesign of the website** and the **creation of cycle packages of services** in cooperation with their operators (offer / sell directly on the web)
- the most significant benefit in addition to better promotion is the international effect. All cyclists from at least Europe should be sure in any country that under the brand Cyclists welcome, Bett und Bike, Radfreundliche Betriebe or otherwise, they will find standard services at about the same level.
- we want to improve the knowledge of certification and visibility of certified objects not only in Czechia (also in Europe and in V4 countries), especially on social networks, we want to announce the best facility of the year for cyclists, we want to better cooperate with municipalities and destination management. Above all, however, with the facilities themselves and cyclists.

Financial sustainability:

2005 – SROP EU project 400.000 EURO, 3 full time managers
 2006 - 50 regional operators covering 60% of Czech districts
 2007 - 1000 businesses certified (project goal achieved)
 2011 - two full time Managers
 2017-2020 - New Marketing strategy

Other certifications in our region:

Bett+Bike Germany
www.bettundbike.de

- 25 years anniversary
- 5.940 Bett+Bike establishments: **Germany, Austria, Luxemburg, Danemark**
- **categories: accommodations, restaurants, camping**

Bicycle-friendly accommodations criteria:

- Guests also accepted for one night only
- Lockable room to store bicycles overnight
- Extra room for drying clothes and equipment
- Healthy breakfast/kitchen facility (holiday homes, apartments)
- Information about regional tourist offers for cyclists
- Provision of a basic repair kit

Additional services (must offer at least 3 or more services from the list):

- Advice for guests on arrival and departure by public transport
- Pick-up and drop-off service for cycling guests
- Bikes for rent/ E-bikes or pedelecs for rent
- Charging stations for E-bikes
- Day trips offered
- Luggage transfer to the next accommodation
- Cooperation with a bicycle workshop, navigation systems for rent
- Free Wi-Fi,
- Packed lunch

Bett+Bike campsites special needs of cycling tourists:

- Separate pitches for cyclists and other non-motorized guests
- Rail-type bike stands for secure locking and parking
- Tables with seating available
- Drying room with suitable equipment for drying clothes and equipment
- No additional fee for bicycles on the campsite
- Information about regional tourist offers for cyclists
- Bike repair kits available and contact to nearest workshop

BETT+BIKE extra criteria for campsites:

- Bicycle room
- Rental tents
- Cooking space, Recreational room, Shopping opportunities
- Lighted paths
- Advice for guests on arrival and departure by public transport
- Pick-up and drop-off service for cycling guests
- Bikes for rent, E-bikes or pedelecs for rent
- Charging stations for E-bikes or pedelecs
- Day trips offered (informational material for recommended tours)
- Luggage transfer to the next accommodation
- Navigation systems for rent
- Free Wi-Fi
- Packed lunch

AUSTRIA

- 100 RADfreundliche Betriebe and 470 Bett+Bike establishments
- www.weinviertel.at

Geographical distribution of cycling friendly schemes

- Cyclists Welcome in V4 countries plus Lower Austria - similar price around 100 EUR/year and visual design and Bett+Bike in Western Europe (Germany, rest of Austria, Luxemburg, Netherlands, Denmark, Belgium...) - same visual design, licensing fees
- **V4 Cyclists Welcome advantages:**
 - long term collaboration in cycle- and sustainable tourism (PL, CZ, SK) and market sharing
 - price advantage (adjusted to price level in V4)
 - similar development of cycling infrastructure
 - grants available
 - different entrepreneurial "culture"
 - similar visual design (CZ, SK)

TO DO LIST:**Webinars:**

The webinars will take part weekly in April 2021, the dates will be chosen on doodle. One more webinar about financial sustainability/organizational structure will be added, total 4 webinars will be held. Polish partner will invite some regional partners to webinars.

Photo contest:

All partners are active in social media (facebook, Instagram – except SK partner all partners have IG account). Experience was shared among partner with various campaigns like By bike to work and similar (Sk). For the content preselect 10-20 pictures. There should be sentence added about offensive pictures being ruled out

10:00 –11:30 **Public presentations from existing cycling friendly certifications in V4**

10:00 – 10:05 Introduction project **“Cycling friendly in V4”**, Daniel Mourek, Partnerství, o.p.s.

10:05 – 10:20 **Czech „Cyclists Welcome 2.0“ certification**, challenges and prospects, Dominika Bächelová, Manager certification „Cyklisté vítáni“, Juraj Flamík, Partnerství, o.p.s.

10:20 – 10:35 **Slovak „Cyclists Welcome“ certification**, current state and outlook, Jan Roháč, Manager certification „Vítajte cyklisti“, Nadácia Ekopolis

10:35 – 10:45 **Polish regional cycling friendly certifications**, current state and outlook, Dominika Zareba, Polish Greenways Association

10:45 – 11:00 **Hungarian cycling friendly certifications**, current state and outlook, Adam Bodor, The Hungarian Cycling Tourism Association (MAKETUSZ)

11:00 – 11:10 **Cycling friendly certifications in Central Europe** (Germany, Austria), short outlook, Daniel Mourek, Adam Bodor, external experts

11:10 – 11:30 **Questions and answers**

Question asked about the PPT presentation. They will be available on project web site .Another question asked about development of cycling friendly certification Accquel a Velo.

Notes written: Daniel Mourek

March 18, 2021

Project partners:



Supported by:



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