

## **EUROPEAN CYCLISTS ARE WELCOME!**

### **Background**

Every year increasing numbers of European citizens are taking cycling holidays or are including cycling as part of their holidays. Europe is the World number 1 tourism destination and Europe is also the market leader in cycling tourism globally. To fulfil the needs of cycle tourists and keep the competitiveness of high-level offers, every successful cycling tourism destination/country has started to develop its routes, tailor its marketing and promotion activities and established a scheme for cycling friendly services. Cycling friendly schemes help private stakeholders to cater the needs of cyclists and help cyclists to find dedicated services during their holidays thus making their journey even more enjoyable.

### **Challenges**

A variety of schemes and brands have been introduced to the market, which makes it complicated for cycle tourists to choose and compare. New cycle tourist destinations and service providers are also struggling to identify which scheme to join or whether to create their own.

### **Objectives**

Improve the quality of cycling friendly services on the European continent and help cyclists on the World to recognise the European cycling friendly quality brands.

Coordinate the product development and the marketing of the different national schemes. Improve the recognition of the participating schemes by creating a European level cooperation. Motivating the creation of new schemes in those countries where they don't exist yet and support them with methodology. Knowledge exchange between the existing schemes.

Create a sustainable long-term cooperation on the European level taking the subsidiarity principles into account based on the different role European, national, regional stakeholders can play.

### **Principles**

The operators of the below mentioned cycling friendly schemes met and agreed about the following principles:

1. There is a need for European level cooperation among cycling friendly schemes. The details of this cooperation should be discussed over further workshops and meetings.
2. Accommodation providers are the primary focus of all the schemes although some also cover other services (e.g. restaurants, bike repairs etc.) depending on the national/regional specificities.
3. Common basic minimum criteria for cycling friendly accommodations should cover the following aspects:
  - a. cycling friendly approach (behaviour) towards all kind of cyclists – inclusivity and diversity
  - b. safe place to store the bike for the night
  - c. possibility to dry clothes and equipment
  - d. provide breakfast and free access to drinking water
  - e. free information about regional cycling routes and offers
  - f. repair kit (incl. manual) and/or cooperation with professional repair service provider

Additional or optional criteria can be set in national/regional schemes.

4. Cycling friendly service schemes need to be organised at least on a regional level but preferably on the national level. There should be a quality assurance system in place among the schemes participating in the European collaboration.
5. The schemes participating in the European collaboration accept their counterparts as equal partners and recommend to their own customers to use the partners scheme when visiting those countries or regions. The partners agree to participate in knowledge exchange activities and help to create a joint database (open data). The partners will add a reference to the European cooperation and to the other schemes in their communication.
6. The collaborating schemes respect each other's geographical territory of operation.

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