

Classification of ADFC Premium Cycle Routes – The Story of a Qualification Process

Raimund Jennert – ADFC

Dr. Wolfgang Richter – ADFC

Mandy Schwalbe-Rosenow – Büro Radschlag

Contents



- Introduction
- Evaluation Criteria
- Classification Procedure
- Costs
- ADFC Marketing

More than 230 long-distance cycle routes in Germany woo cycle tourists



Initial Situation & Aims

- Users:
- Wide range of long-distance cycle routes (> 100 km in length)
 - Target group suitability barely recognizable



- Providers:
- USP_of routes
 - Positioning in the tourism market_
 - Recognize the strengths and weaknesses of their own products
 - Target group orientated marketing
 - Quality monitoring

What is evaluated?



- Only cycle routes longer than 100 km
- Unique name, clear concept
- Construction and safety of the route
- Associated infrastructure incl. signposting
- Arrival and departure options by public transport
- Target group orientated marketing

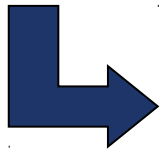
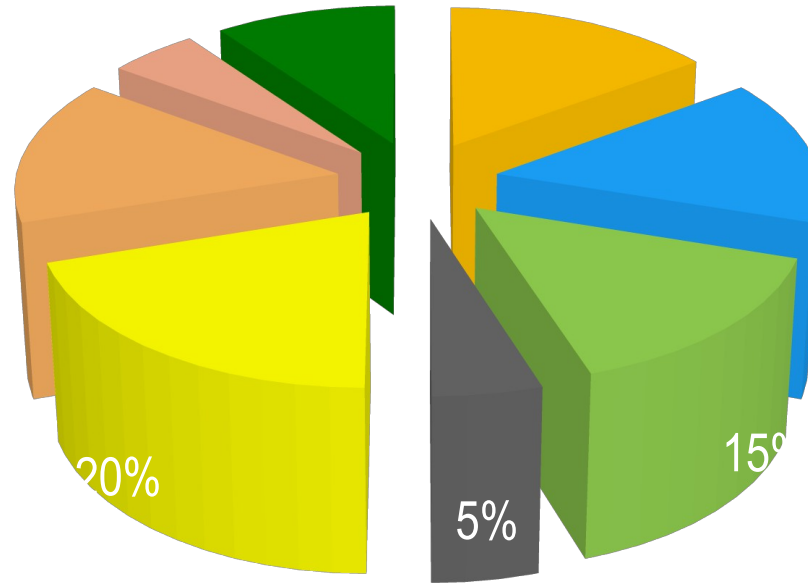
Evaluation Criteria



The cycle route is divided into 50 km units

Stars	Points
5	91-100
4	76-90
3	61-75
2	46-60
1	31-45
0	up to 30

Weighting of Evaluation Criteria



All individual points are added to give the overall assessment:
„ADFC Premium Cycle Route“ with up to 5***** stars.

Evaluation Criteria (1)

Points per kilometre:

- Comfortable trafficability => as wide as possible
- Surface => as smooth as possible
- Traffic safety => as car-free as possible



easy to ride on,
car-free



water-bound surface,
poor to ride on,
car-free



tyre-rutted track,
impassable for
bicycle trailers

Evaluation Criteria (2)

Deductions made for each local defect:

- Rideability (barriers)
- Surface (poor to ride on, dismount and push)
- Traffic safety (unsecured road crossings, danger spots)



concrete slab road –
barely rideable



unsecured crossing,
out-of-town



barrier
(= bothersome obstacle)

Evaluation Criteria (3)

- Basic points for the signposting concept of the entire long-distance cycle route: from maximum points for „comprehensive – target orientated“ down to „logo signposting without destination orientation“ (only 20 %)
- Deductions for each missing, poorly recognizable sign and explicit signage competition.



exemplary according to
recommendations of the FGSV -
Research Institute for Roads and Traffic



barely visible
cycle route sign

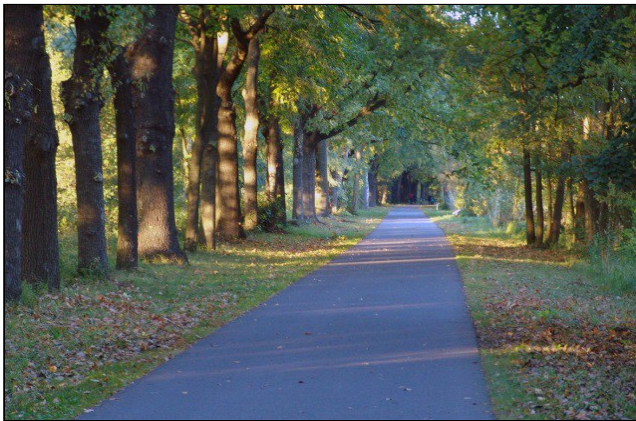


Signposting
“stake”

Evaluation Criteria (4)

Routing:

- 100 basic points (*because good quality is hardly comparable*)
- Deductions for noise or smell pollution (per km), cyclist-dismount orders as well as unnecessary detours, altimeter, complicated or annoying, monotonous stretches etc.



Evaluation Criteria (5)

Touristic infrastructure:

- Density of gastronomy and accommodation in different categories (youth hostel to 5***** hotel)
- Extra points for many campsites or bicycle-friendly ADFC “Bed+Bike“ guest enterprises
- Additional infrastructure elements (individual points added up): rest areas, info panels, playgrounds, tourist information, shelters, parking facilities etc.



Evaluation Criteria (6)

Public transport

- Bicycle transport by rail and bus
- Arrival and departure by rail
- Parallel to long-distance cycle route with (bicycle)-bus or rail



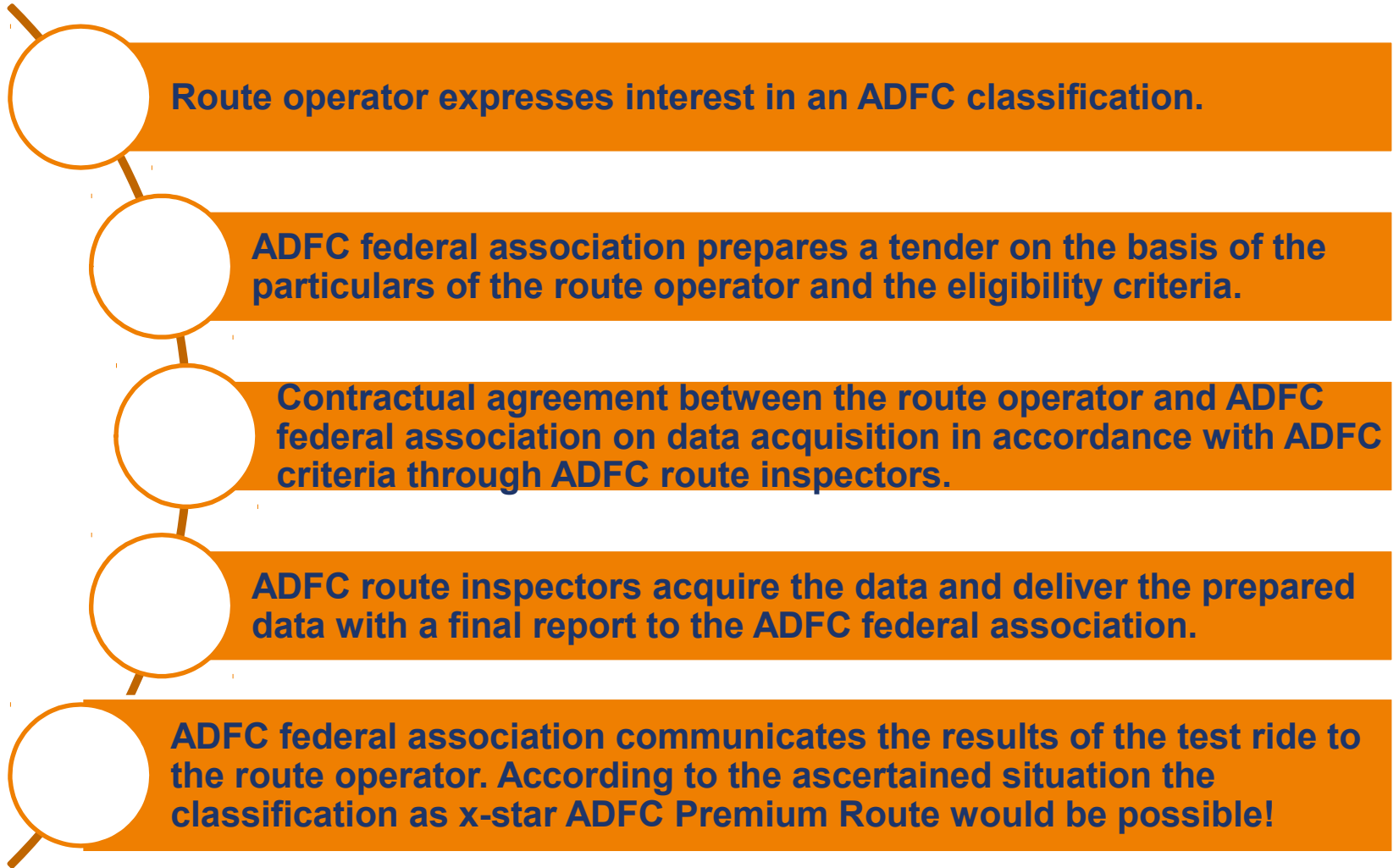
Evaluation Criteria (7)

Marketing:

- High quality maps or _
- Cycling guide books on the long-distance cycle route
- Importance of cycling tourism overall and the respective long-distance cycle route in all marketing channels of the tourism agencies
- Own Internet presence, apps
- Other: rental bikes, package-tour companies, GPS
- Cycle route festival, leaflets, ...



Evaluation and Classification Procedure



Survey Procedure

- Schooled “inspectors” gather the data by riding the route by bike with a standardised data-entry form
- Result:** kilometre exact documentation of the infrastructure verified by GPS data and photos
- Results give information about the quality of the infrastructure and the corresponding star category

Radfernweg

Erheber-Nr.

Etappe

Von Oben senkrechte Striche

A00-17

Ort

00
01
02
03
04
05
06
07
08
09
10
11
12
13
14
15
16
17

adfc
Allgemeiner Deutscher
Fahrrad-Club

Von Unten waagerechte Striche

Breite

Oberfläche

Sicherheit

Route

Infrastruktur

Eintragungsbogen 01.02

A Quality Management Tool

- The certification procedure has proved to be highly effective for enduring quality management.
- The survey data show the weak points of the long-distance cycle route. This gives the partners the chance to target and remedy them bit by bit.

[illegible]

Improvements = Betterment!

... other improvements require comprehensive planning and cost more money:



build new crossings



Route relocation
=
“to kill many birds with one stone”



upgrade low quality routes

Costs

Survey costs:

- Per daily stage 690.00 EUR/ 50 km
- Use of logo: 2.400.00 EUR
- Fixed rate for marketing: 660.00 EUR
- Quality control ride: ca. 15 % of the overall route (per daily stage 690.00 EUR)
- Use of logo for 3 years



How successful are we?

45 ADFC Premium Cycle Routes since 2008
already 15 repeaters

3 x ***** star routes

30 x **** star routes

12 x *** star routes

also long-distance cycle routes in Austria,
The Netherlands, Denmark and Belgium

•



ADFC
star-routing app

The Best of the “Star Routes”

2008 and 2011: Main Cycle Route (Germany)

- Great efforts in quality improvements, correction of deficiencies and improvement of surface and course of route
- Standardisation of signposting by two federal states



2009 and 2012: Charming Tauber Valley – The Classic Route (Germany)

- Correction of deficiencies and improvements following the assessment of the route
- Particularly improvements to the signposting



2011: Lake Neusiedl Cycle Path (Austria)

- Excellent infrastructure and signposting
- No improvements required



Motives of the Operators for a Classification

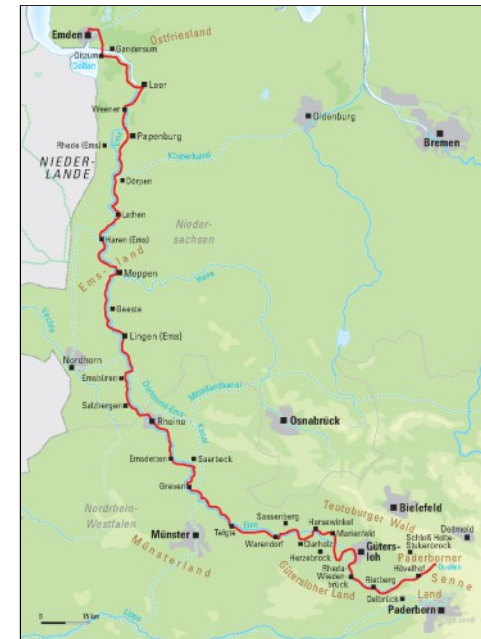
- Precise inventory
- Decision aid
- Competitive advantage
- Quality optimization
- Marketing tool



Conclusions from the Operators Perspective

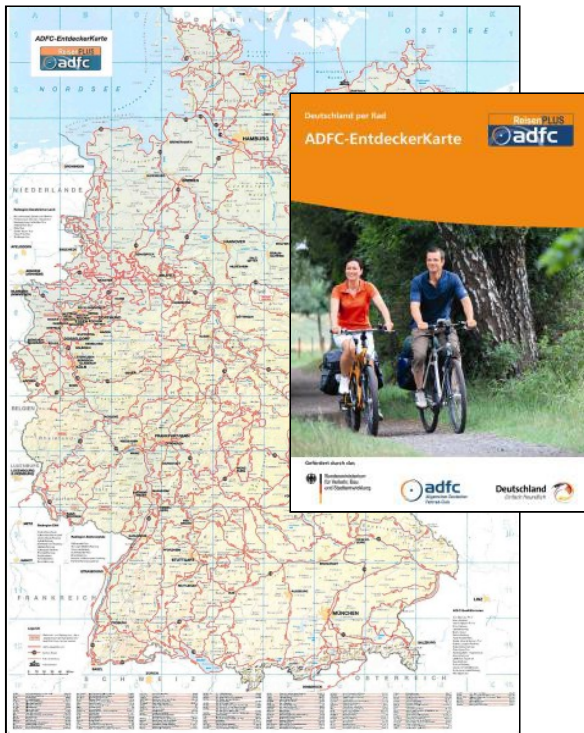
Ems Cycle Route

- Positive overall experience as route operator
- Important impulses for quality improvement
- Evaluation by independent third party
- Constructive collaboration with the ADFC
- Strengthening the collaboration of local actors



Marketing by ADFC

Emphasis in ADFC media



ADFC Explorers' Map
(Edition 200,000 copies)



- ADFC magazine "Radwelt"
(Edition 75,000 copies)
- ADFC "Bed+Bike" directory
(Edition 30,000 copies)



- ADFC brochure and
DZT pocket guide
"Discover Germany by Bike"
(Edition 500,000 + 35,000 copies)
- Pocket guide in 4 languages

**Thank you...
...for your
attention!**



Contact:

ADFC Bundesverband
kontakt@adfc.de

Büro Radschlag
Mandy Schwalbe-Rosenow
schwalbe-rosenow@radschlag-berlin.de