

# Bike Alpe Adria KONFERENCA

27. 3. 2015, Dobrovo, Slovenija

Life cycles  
We had a vision and the momentum is here  
**2013** **2015**  
BIMOBIS - cycle is complete

BIMOBIS

10%  
3%

Bike Alpe Adria  
association

Austria

Italia

Slovenia

WWW.BIKE-ALPEADRIA.COM

Tourism providers

Infrastructure





Life cycle  
We had a vision

2013

and the

2015

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BIMOBIS - cycle is complete



oveni



**10%**  
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association**





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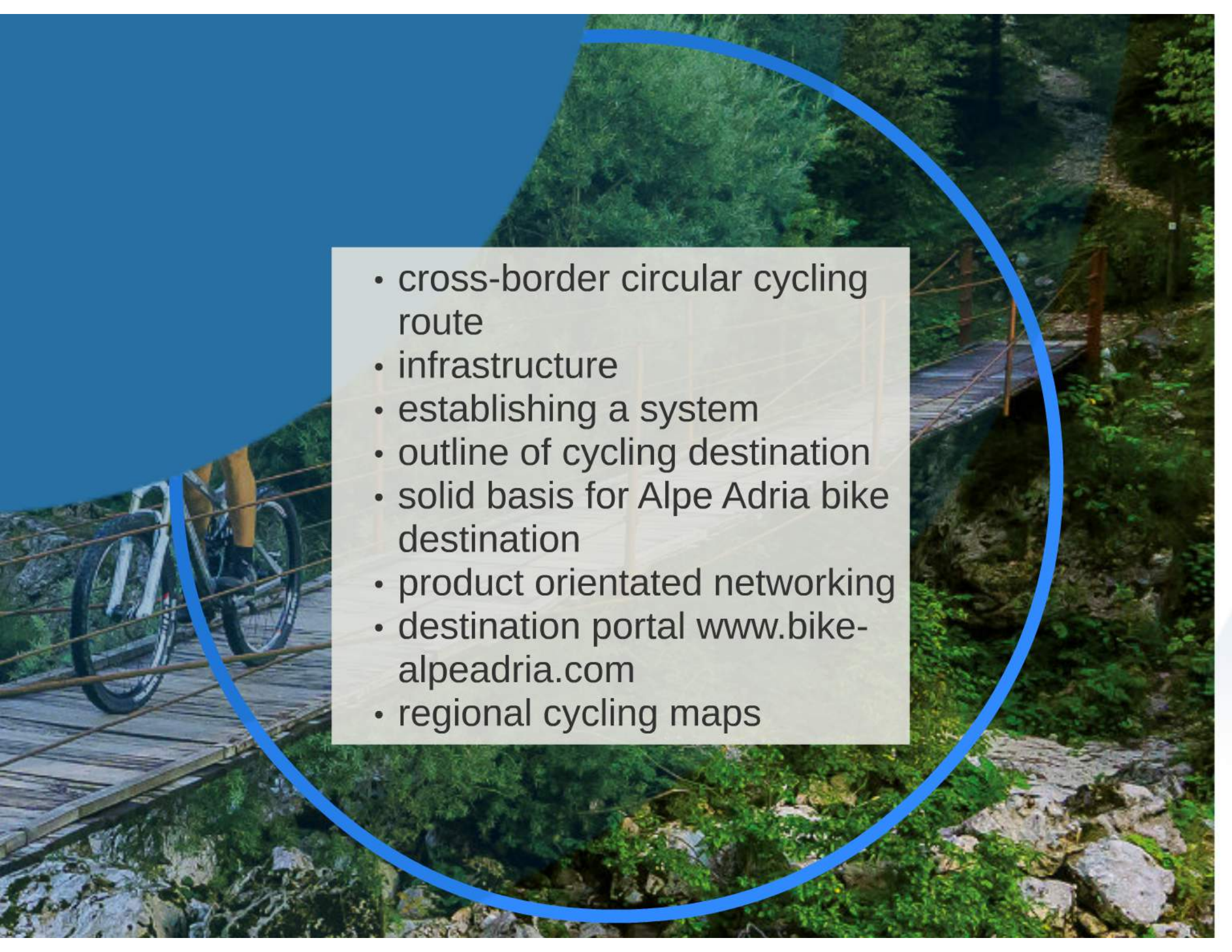


# BIMOBIS

- cross-border circular cycling route
- infrastructure
- establishing a system
- outline of cycling destination
- solid basis for Alpe Adria bike destination
- product orientated networking
- destination portal [www.bike-alpeadria.com](http://www.bike-alpeadria.com)
- regional cycling maps





- 
- A photograph of a person riding a bicycle across a wooden suspension bridge. The bridge is made of wooden planks and has metal cables for support. The rider is wearing yellow pants and is positioned on the left side of the frame. The background is a lush green forest with a steep, rocky slope. A large blue circle is overlaid on the image, framing the text.
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  - infrastructure
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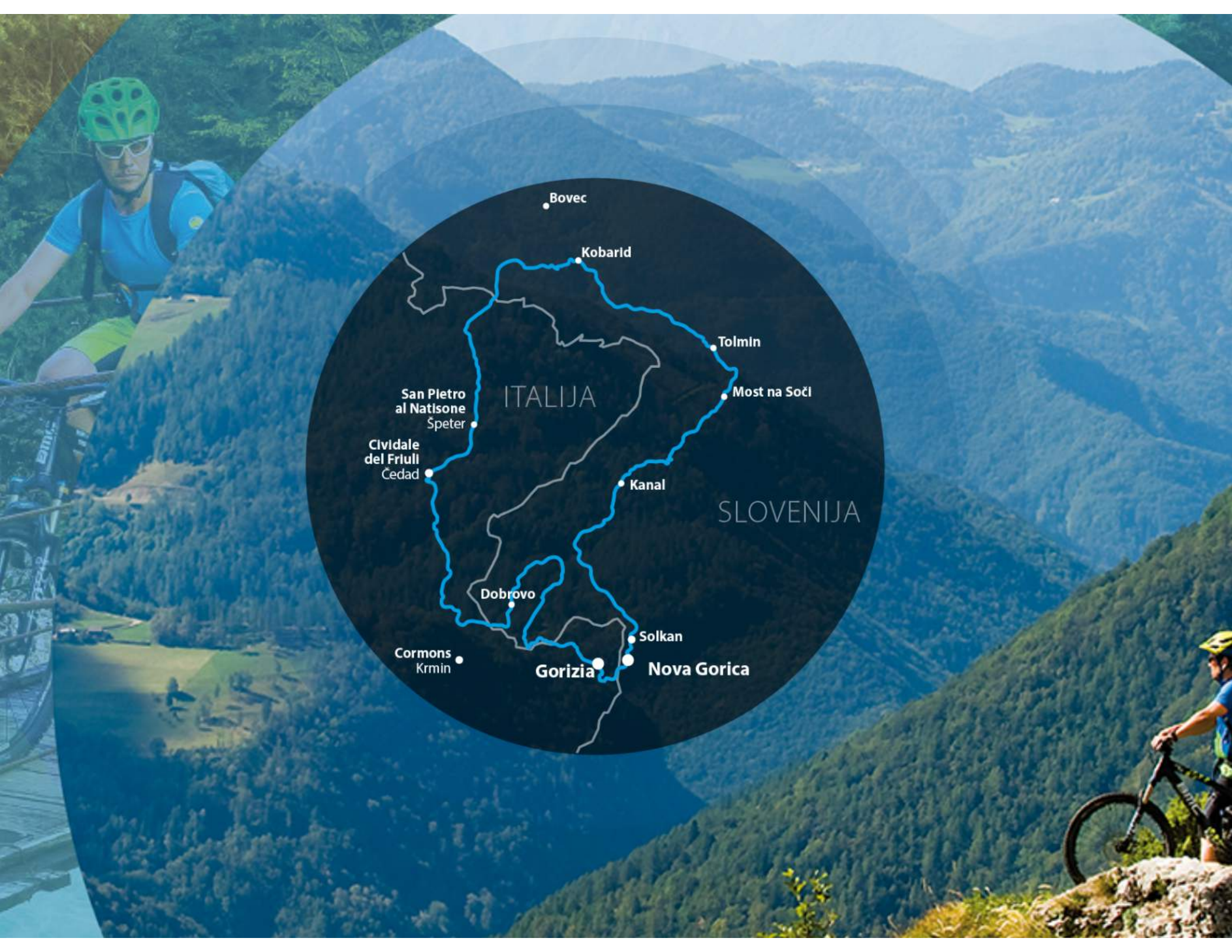


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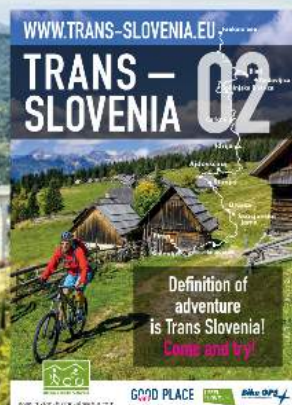










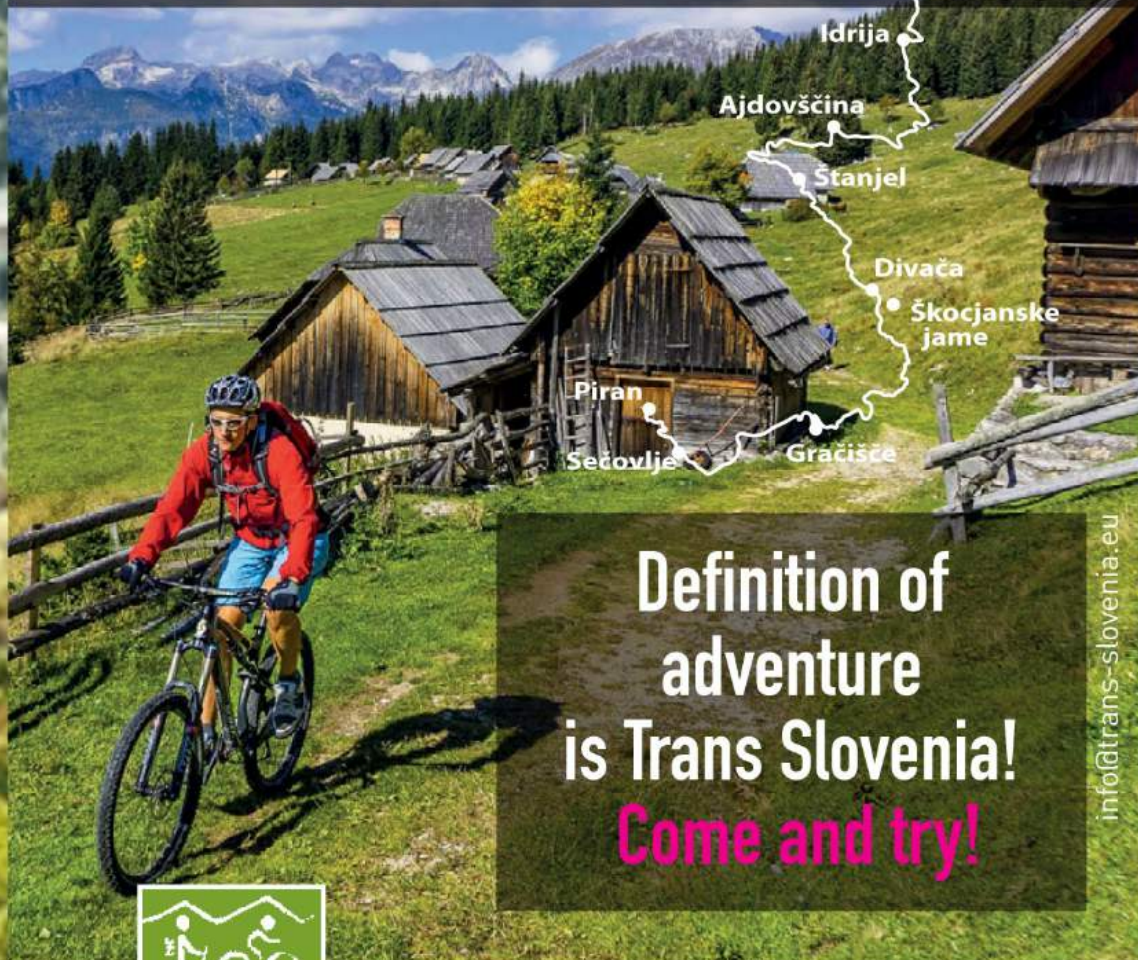




WWW.TRANS-SLOVENIA.EU

# TRANS – SLOVENIA

# 02



Definition of  
adventure  
is Trans Slovenia!  
**Come and try!**

info@trans-slovenia.eu



HIKING & BIKING SLOVENIA

[www.hiking-biking-slovenia.com](http://www.hiking-biking-slovenia.com)

GOOD PLACE  
Visit

I FEEL  
SLOVENIA

Bike GPS  
Kompetenz in Navigation





- Regional **register** of cycling routes
- **Estimation** of routes (forestry, TNP, ...)
- First sections of **cycling paths** along the river taking cyclists from the Alps to the Adriatic sea
- **Maintenance** of MTB trails by hiking club's cycling teams
- **Legalization** of MTB trails (consortium, hiking clubs, Alpe Adria region)
- **Signalization** of routes through maps

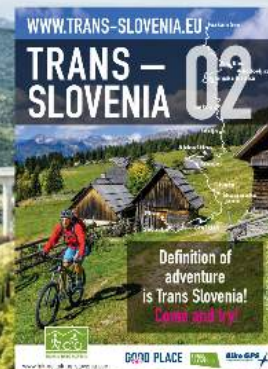
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## Infrastructure

Inventory of cycling routes  
Routes (forestry, TNP, ...)  
Cycling paths along the river  
from the Alps to the Adriatic sea  
MTB trails by hiking club's  
MTB trails (consortium, hiking  
region)  
Routes through maps







**Infrastructure**





***Infras***





# ***Infrastructure***

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HEADRIA.COM



## Tourism providers

Long-distance cycling routes and the example of Trans Slovenia  
Education of providers  
Farm houses and countryside  
Cyclists are attractive customers since they are  
tired and hungry  
Cyclists are demanding guests  
Bicycle cycling roads are the main reason why  
cyclists decide to visit certain destination.  
Tourist suppliers are just one part in supply  
chain. We need to transform trails/cycling  
roads into economic roads.  
Use their own experience on bike and  
specialization  
Integration is the key and destinations should  
have its product manager for cycling









WWW.BIKE-ALPEADRIA.COM



# Smaragdne kolesarske poti



Italia-Slovenia 2007  
Slovenija-Italija 2013

WWW.BIKE-ALPEADRIA.COM



# Smaragdne kolesarske poti



Italia-Slovenia 2007  
Slovenija-Italija 2013

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# Smaragdne kolesarske poti



Italia-Slovenia 2007  
Slovenija-Italija 2013









iskalnik



## Gorica - Čedad

kollektorski krog

*I feel sLOVEnia Po večletnem obiskovanju te dežele lahko rečem, da je to eden izmed redkih marketinških sloganov, ki resnično drži. Zakaj? Ker na tako ozkem/majhnem območju nobena druga država ne nudi tako raznolike pokrajine...*  
Peter Immich

29.05.2014 Nov kolesarski regijski  
portal Bike Alpe Adria

arhiv novic

kolesarski krog

povezovalne pot

Kolovrat  
Dobrovo-Stara Gora  
Okoli Kanina  
Breginjski kot  
Čepovski dol - Trnovski  
gozd

spoznavne poti

Bovec  
Kobarid smer Nadiža  
Šentvidska planota  
Banjšice  
Čedad smer Corno  
Čedad smer Dolenje  
Gorenji Tarbij  
Kras smer Trstelj  
Vipavska dolina smer sv.  
Martin

gorske poti

Stol  
Vojsko smer  
Hudournik  
Rezija smer Pusti  
Gozd  
Planina Razor  
Baška grapa smer  
Možic  
Matajur





# bimobis

KOLESARSKA MOBILNOST MED SLOVENIJO IN ITALIJO  
MOBILITÀ CICLISTICA TRA LA SLOVENIA E L'ITALIA



PRENOS APLIKACIJE  
SCARICA L'APPLICAZIONE



Scarica su  
**App Store**



APP ANDROID SU  
**Google play**



BIMOBIS NE LE KOLE SARJENJE TEMVEČ TUDI  
OBMOČJE, ZGODOVINA IN KULTURA  
BIMOBIS NON SOLO CICLABILE, MA TERRITORIO,  
STORIA E CULTURA



## Providers

es and the

de  
ners since they are

sts  
hain reason why  
destination.  
part in supply  
trails/cycling

ke and

estinations should  
cycling





www.soca-outdoor.com

# soča

## OUTDOOR FESTIVAL

info@soca-outdoor.com



## SOČA MTB MARATHON

Tolmin, 5.7.2015



## SOČA ENDURO

Bovec, 27.-28.6.2015







## Tourism providers

- **Long-distance cycling routes** and the example of Trans Slovenia
- **Education** of providers
- Farm houses and **countryside**
- Cyclists are attractive customers since they are **slow and hungry**
- Cyclists are **demanding** guests
- Trails/cycling roads are the main reason why cyclists decide to visit certain destination. Tourist suppliers are just one part in supply chain. We need to transform **trails/cycling roads into economic roads**.
- Their **own experience** on bike and **specialization**
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## Bike Alpe Adria association



- **Unofficial association - 2013**; iCON, later with...
- **Cross-border association** specialized for cycl... the moment it has a bit less then 20 providers...
- Our first goal is to connect SMEs (tourism prov... destination into efficient **supply chain** in Alpe A... (Austria, Slovenia, Italy and Croatia)
- To successfully **colaborate** with national Hiking association(s)
- Tourism providers would gain **visibility** and wo... **more competitive**. It is also platform for creati... **border programs/products** and also education...
- **"Opinion leader"** in Alpe Adria region
- Joint **marketing budget** would give better resu...
- Platform for submission on coming **EU project**...
- The main **communication platform**: [www.bike-alpeadria.com](http://www.bike-alpeadria.com)



The background of the slide is a photograph of a river with a wooden bridge. A cyclist is visible on the right side of the bridge. The text is overlaid on a semi-transparent white box. There are decorative elements: a blue circle around the title and a wavy orange line on the left side.

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oveni



**10%**  
**3%**

**Bike Alpe Adria  
association**





**10%**

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**3%**



# CONFERENCE

2015, Dobruja

## Letzter Radurlaub: Reiseland

Basis: Radurlaub in den letzten 12 Monaten = 100%

in %	bike	TOUR	Trekkingbike
Deutschland	52 (-5)	29 (-9)	85 (+4)
Italien	33 (+1)	30 (+3)	10 (-2)
Österreich	28 (-2)	19 (+2)	17 (0)
Schweiz	10 (-1)	6 (-2)	7 (+1)
Spanien	6 (0)	34 (+4)	5 (+1)
Frankreich	4 (+1)	10 (+1)	7 (+3)
Niederlande	n.e.	n.e.	6 (n.e.)
Dänemark	n.e.	n.e.	2 (-1)
Sonstiges EU-Land	4 (0)	5 (0)	6 (-3)
USA	0 (-1)	n.e.	n.e.
Sonstige Fernreise	1 (0)	1 (0)	n.e.

Abweichung gegenüber 2011 in Klammern

**DK**  
DELIUS KLASING

**bike**

**FREERIDE**

**TOUR**

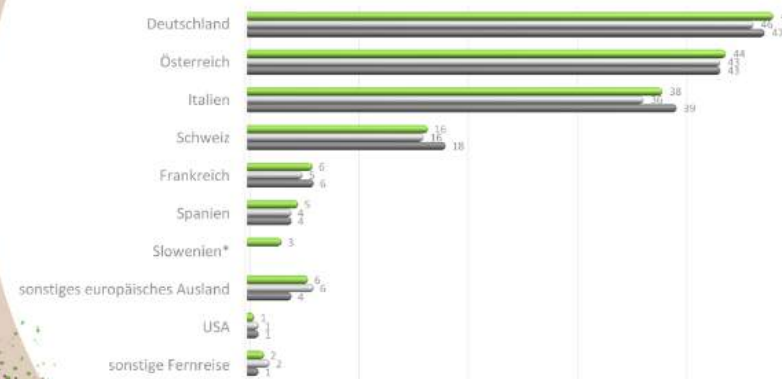
**Trekkingbike**



# 5, Dobrovo, Slovenija

## Nächster Bike-Urlaub: Reisegebiet

BASIS: GEPLANTER BIKE-URLAUB IN DEN NÄCHSTEN 12 MONATEN = 100%



**DELIOUS KLASING**

**bike**

2014  
2013  
2012

BIKE Leserumfrage 2014 – Angaben in %

Nicht erhoben\* - Mehrfachnennungen möglich!

360° WELTE