



radrevier.ruhr

A large network of cycle routes to favour the transition to active daily mobility



INTERNATIONAL CONFERENCE ON GREENWAYS, MOBILITY, LEISURE AND TOURISM-
30.09.2021

Grischa Schilgen-Begaß (Regionalverband Ruhr) / Pascal Tönnissen (Ruhr Tourismus GmbH)



EUROPÄISCHE UNION
Investition in unsere Zukunft
Europäischer Fonds
für regionale Entwicklung



The Ruhrgebiet (Ruhr Area)

- * One of the biggest **conurbations** in Europe with more than **5 million inhabitants**
- * Characterised by its **coal and steel industry** and **economic restructuring** (that process began several decades ago and is still active)



- * Transformation of former industrial railway lines into **attractive cycling paths** throughout the region for the past 20 years



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Over 1,200 kilometres of Tourist-friendly cycle paths



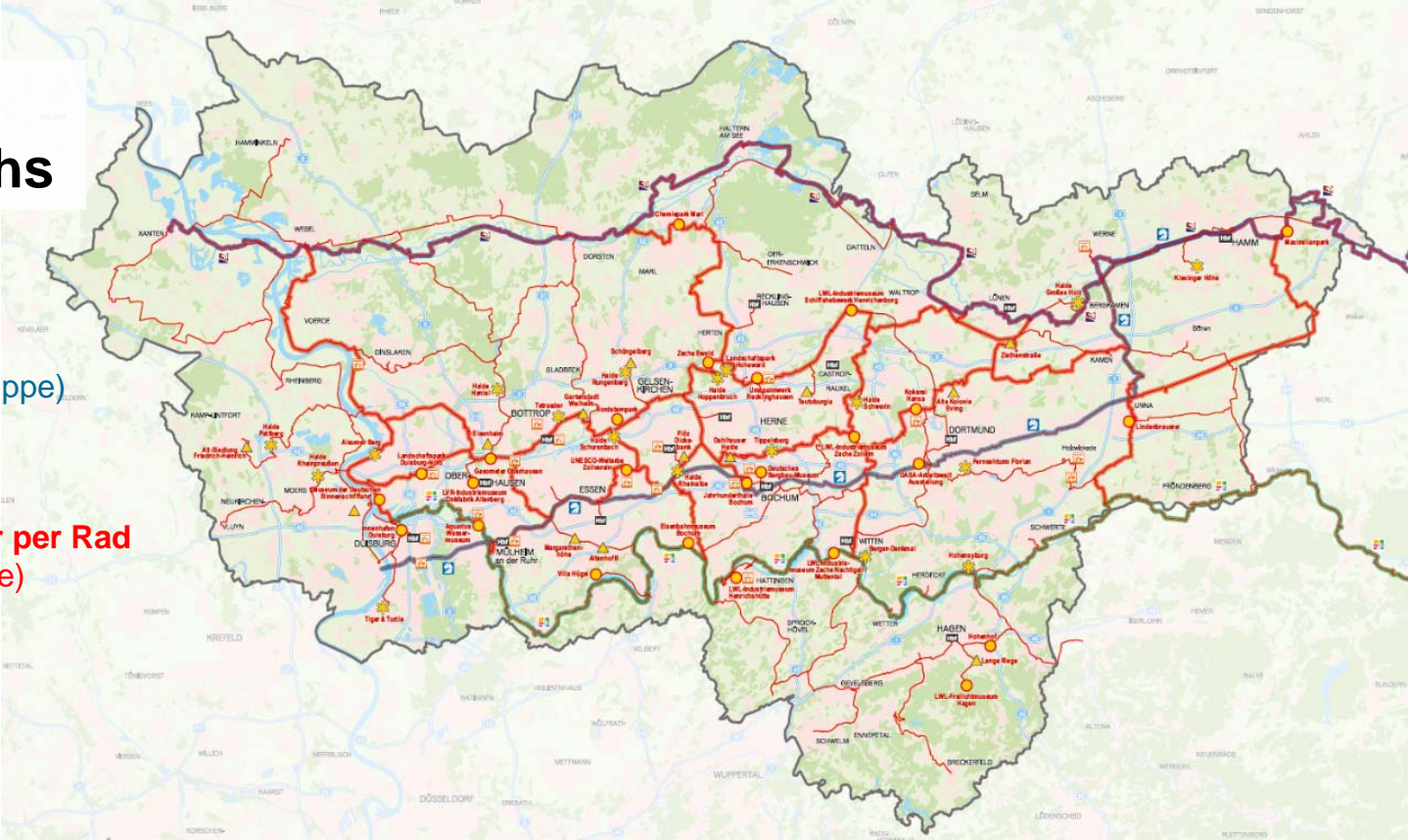
In the north:
Römer-Lippe Route
(Roman Heritage along the River Lippe)



In the centre:
network **Route der Industriekultur per Rad**
(Cycling Route of Industrial Heritage)



In the south:
The RuhrtalRadweg
(Ruhr Valley Cycle Path)



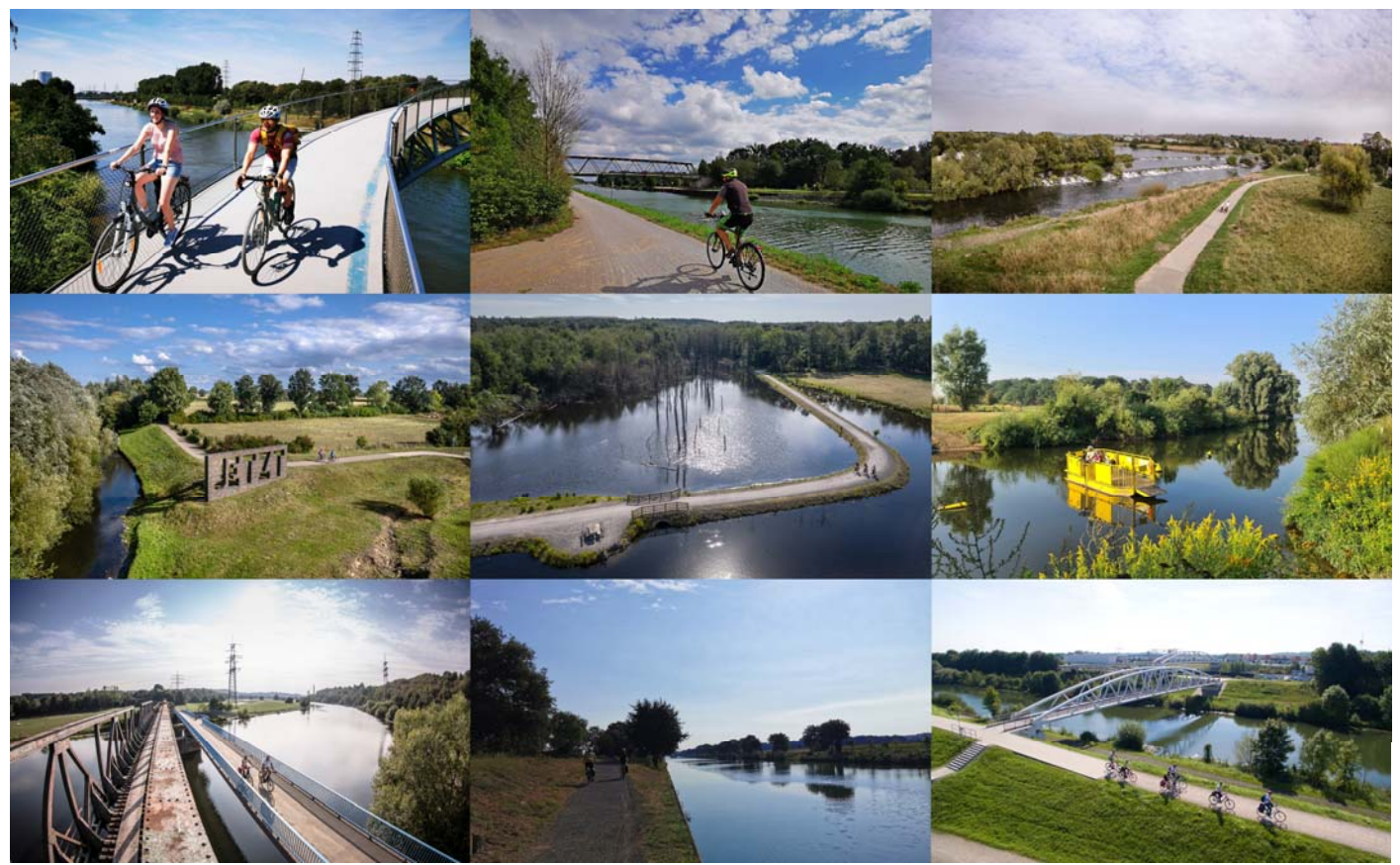


Railways





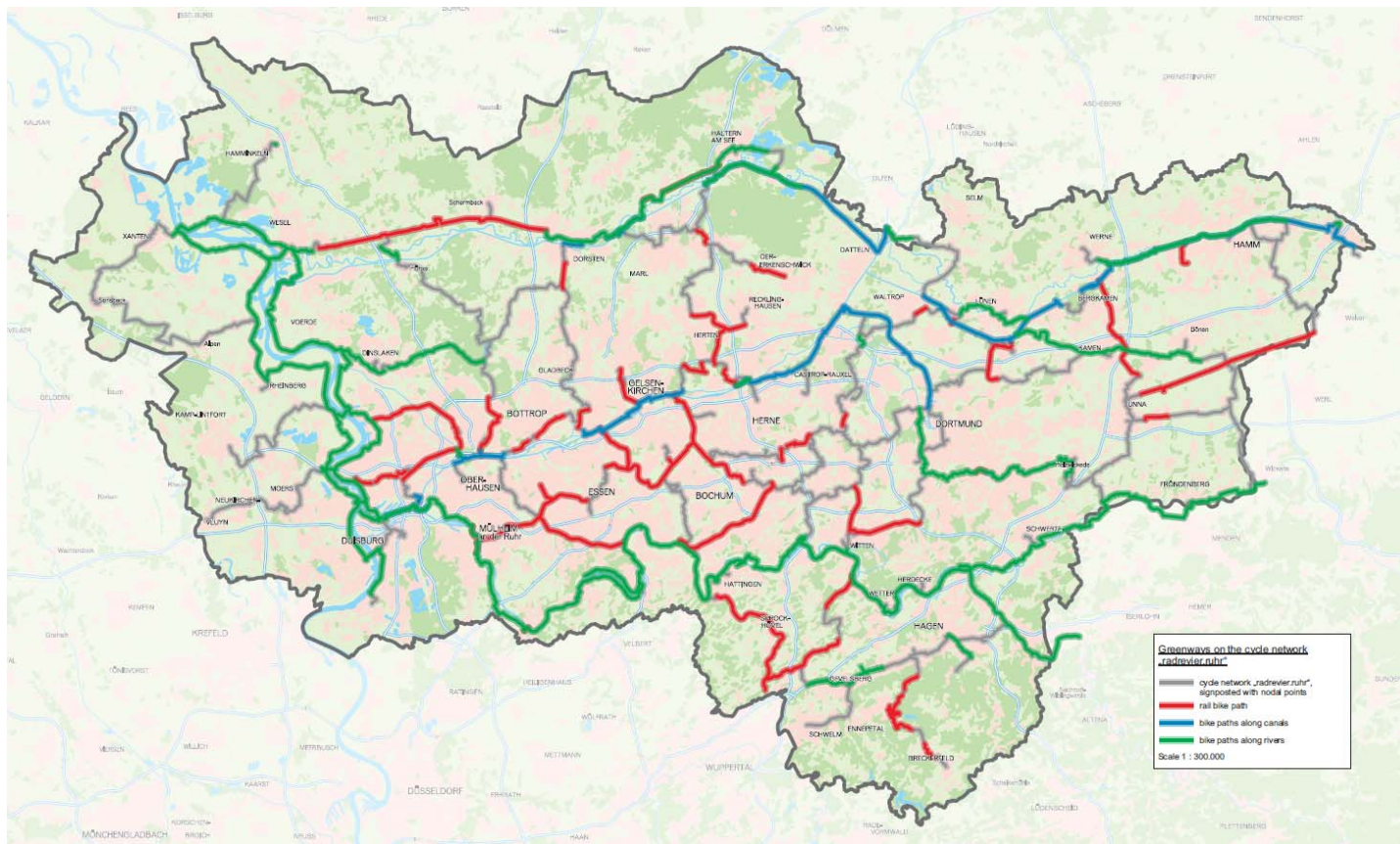
Waterways





Greenways in the cycle network radrevier.ruhr

- * **on former Railways (red)**: 326km in total; more than 230km are part of the nodal system
- * **along Waterways:** 131km along **canals (blue)** and 440km along **rivers (green)**





The radrevier.ruhr – nodal point





The radrevier.ruhr – signposting system



60 Dortmunder U

radrevier.ruhr

Legende

- 60 Knotenpunkt
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Knotenpunktsystem radrevier.ruhr

Das Knotenpunktsystem radrevier.ruhr ist ein System zur Orientierung und Navigation für Radfahrerinnen und Radfahrerinnen. Es zeigt die besten Routen für Radfahrerinnen und Radfahrerinnen, die den Radverkehr fördern und die Sicherheit erhöhen. Das System ist ein wichtiger Bestandteil des Radverkehrsnetzes in der Metropolregion Ruhr und wird von der Regionalverband Ruhr (RV) entwickelt. Die Routen sind in verschiedenen Farben und Linienstärken dargestellt, um die Distanz und die Schwierigkeit der Routen anzuzeigen. Das System ist ein wichtiger Bestandteil des Radverkehrsnetzes in der Metropolregion Ruhr und wird von der Regionalverband Ruhr (RV) entwickelt.

www.radrevier.ruhr

Metropolregion Ruhr
Regionalverband Ruhr

Getriebert durch:
Bundesholzwerk
aufgrund eines Beschlusses
des Deutschen Bundestages

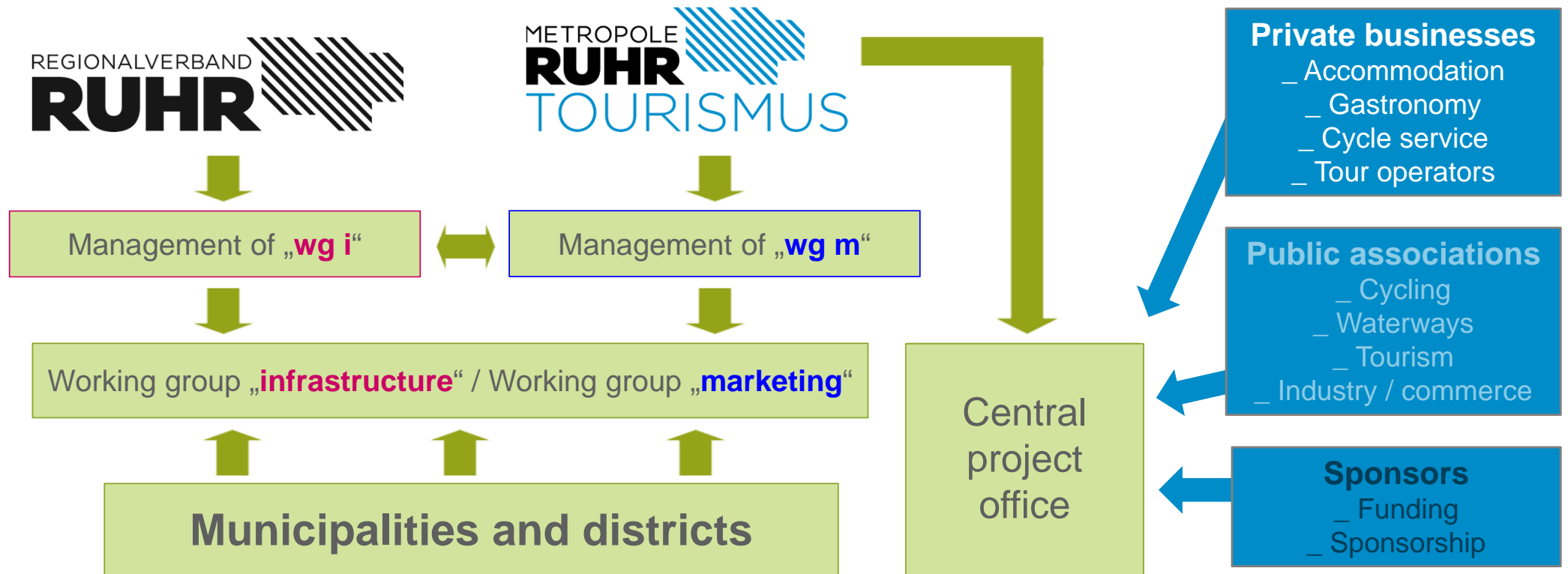
Metropolregion Ruhr
Regionalverband Ruhr

Notruf 112
Standard 11224

Infos zum radrevier.ruhr erhalten Sie bei der Ruhr Tourismus GmbH:
RUHRTOURISMUS
Web: www.radrevier.ruhr
Mail: info@radrevier.ruhr
Tel: 02304 / 23 35 30
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Metropolregion Ruhr, ein Unternehmen der



Network / stakeholders





Collaboration: the key to success

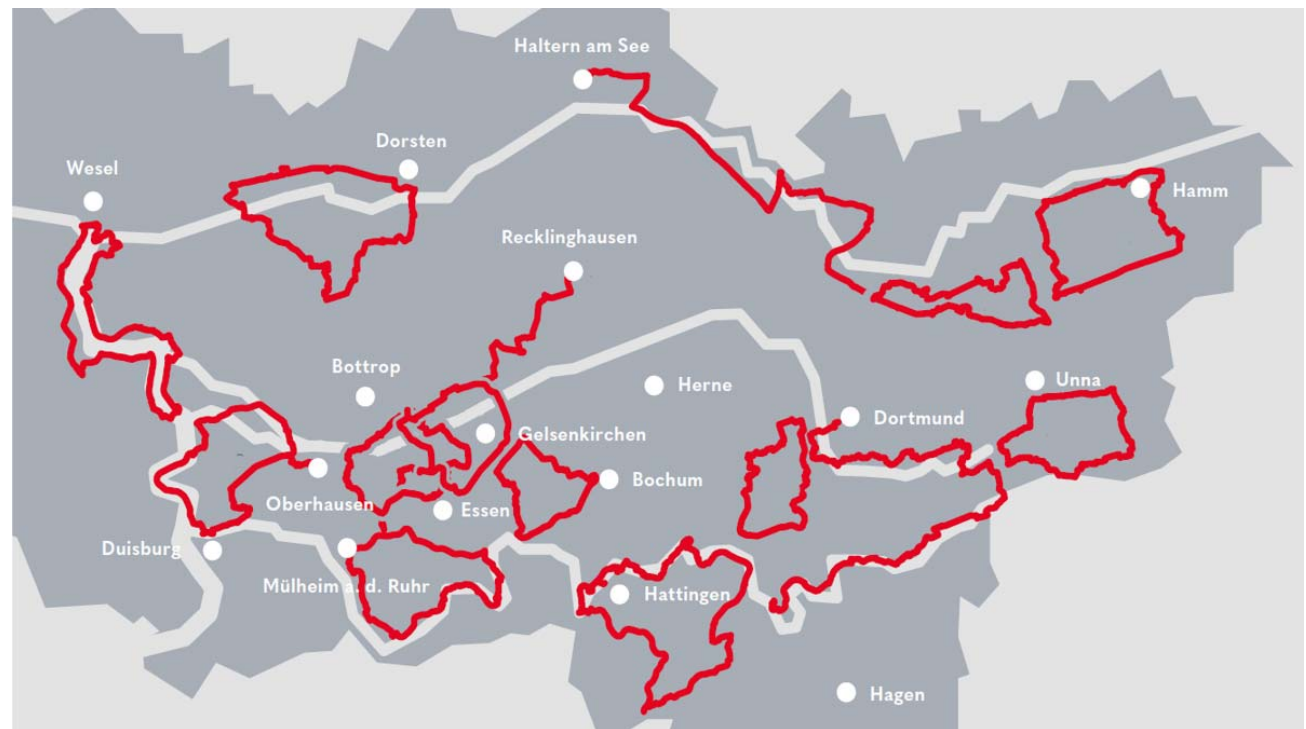
Infrastructure (RVR) & Marketing (RTG)

- * No infrastructure without marketing
 - The best cycle routes are wasted, if nobody knows them.
 - * No marketing without infrastructure
 - The best marketing is worthless, if the product is bad.
- Only a perfectly balanced interaction of investments in infrastructure AND in marketing leads to success!**



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- * 15 thematic cycle routes
 - * Every tour has its own name, story & theme
 - * Signposted via the cycle junction network
- Main product





The radrevier.ruhr – certified by ADFC

Close cooperation with the ADFC, the German Cycle Advocacy Association (member of ECF)

“ADFC bett+bike”

Since 2018 all our approx. 200 partner companies are certified as **bike-friendly accomodation**

“ADFC RadReiseRegion”

Since 2021 the region is certified as **bike-friendly touring-region**

→ Also an ideal destination for so-called „regional cyclists“: staying at one place, going on day trips





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Communication (print and digital)



radtourenplaner.ruhr
EFTAS GmbH Reisen & Lokales
E Jedes Alter



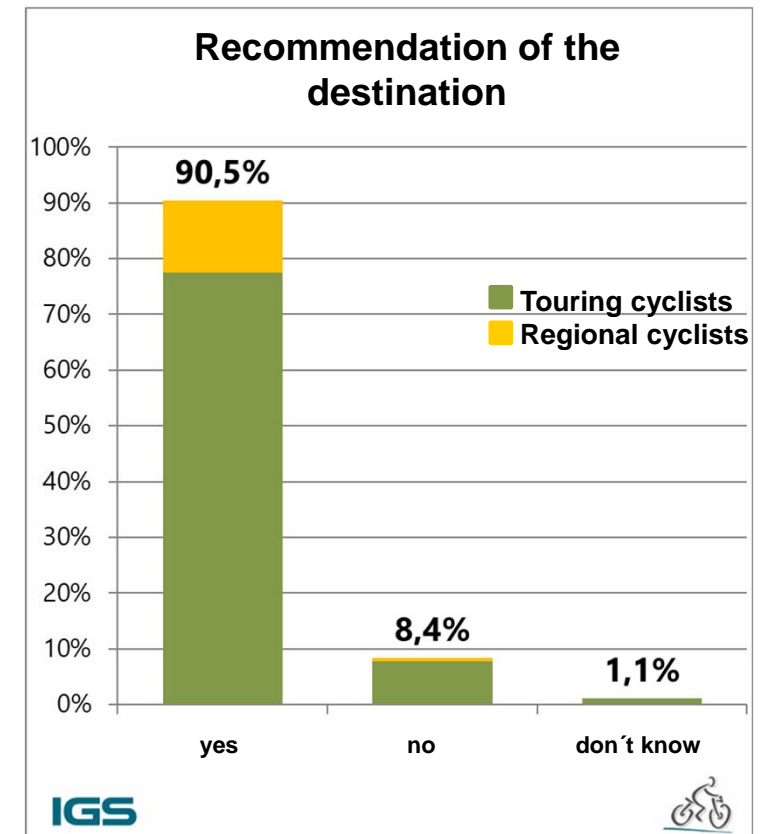
Results of the first evaluation 2019

Day visitors: 1.3 m day trips p.a.
Touring cyclists: 500.000 stages p.a.
Regional cyclists: 105.000 stages p.a.

Gross turnover: 76.280.000 € p.a.
Net turnover: 68.310.000 € p.a.

**Fiscal (tax) effects of
about 8 m € p.a.
VS**

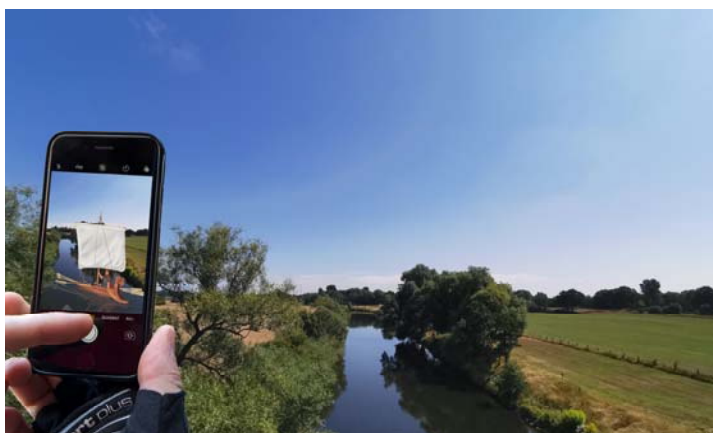
Maintenance costs of cycle paths of about 2 m € p.a.



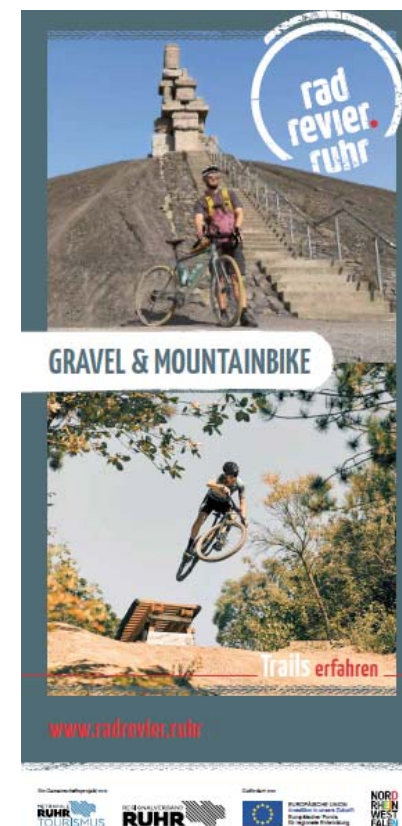


Current projects

- * Project Area: Römer-Lippe-Route
- * Testing of new digital applications for cycling tourism to increase the experience e.g. use of augmented reality



Supported by:
 Federal Ministry of Transport and Digital Infrastructure
on the basis of a decision by the German Bundestag





Conclusion & outlook

- * The Ruhr area shall receive a strong position as a cycle tourism destination on the market
- * The Ruhr area shall be a pioneer in the topic of cycling mobility
- * There is a long way ahead of us, but...

... eventually, even the longest tours lead to a destination and finally, we are on a good way towards sustainable cycling mobility in Germany!



**STADT
DER
STÄDTE**
#MEINRUHRGEBIET

**Thank you for
your attention.**

Ruhr Tourismus GmbH | Centroallee 261 | D-46047 Oberhausen
www.radrevier.ruhr | www.ruhr-tourismus.de

METROPOLE
RUHR
TOURISMUS