



MoVe the Alps

Conference on cycling tourism in the Alpine region

Date:	22 April 2021, 10:00 to ca. 17:00
Location:	Online event on Zoom
Languages:	Main programme: German, French, Italian, Slovenian, English Workshops: English
Moderation:	Dr. Ulrich Seewer, Vice Director Federal Office for Spatial Development

10:00-10:10	Welcome of the participants Dr. Ulrich Seewer, Vice Director Federal Office for Spatial Development
10:10-10:20	Message of greeting Alenka Smerkolj, Secretary General of the Alpine Convention
10:20-10:30	Video message Leonore Gewessler, Austria's Federal Minister for Climate Protection
10:30 - 10:50	The bicycle at the centre of transport transition, climate protection and sustainable tourism Frank Hofmann, ADFC Federal Executive Board
10:50 - 11:10	France à vélo 2030 (tbc)
11:10 - 11:40	Discussion round
11:40 - 11:55	Coffee break
11:55 - 12:15	The integration of cycling into the Trans-European Transport Network (TEN-T) Ed Lancaster, Director Eurovelo
12:15 - 12:35	Bicycle transport on the Rhaetian Railway Dr. Renato Fasciati, Director Rhaetian Railway
12:35 - 13:00	Discussion round

13:00 - 14:15

Lunch break

14:15 - 15:15

Workshops

Workshop 1: E-Bike: can it take cycle tourism beyond cycle tourists?

Moderation: Isidoro De Bortoli, Eurac Research

Workshop 2: Commercialisation of cycling tourism

Moderation: Lukas Stadtherr, Member of the Executive Board Schweiz-Mobil

Input presentations:

Saddle up! Creating and selling bicycle holidays.

Günther Lämmerer, Eurotrek

Bike Slovenia Green Tours

Jan Klavora, Director Visit GoodPlace

In bici Pelo d'acqua

Alain Imboden, Professor HES-SO Valais

Workshop 3: Youth & bicycles (tbc)

Workshop 4: The bicycle as a link between everyday life, nature and recreation (tbc)

15:15 - 15:30

Coffee break

15:30 - 15:50

SwitzerlandMobility: Infrastructure and information from a single source

Lukas Stadtherr, Member of the Executive Board SwitzerlandMobility

15:50 - 16:10

The future of digital touchpoints in cycle tourism

Markus Dittli, Head of Digital Management Switzerland Tourism

16:10 - 16:30

Südtirol Rad - Bici Alto Adige

Dr. Hugo Götsch, President Association Südtirol Rad

16:30 - 16:50

Discussion round

16:50 - 17:00

Closing speech

Dr. Ulrich Seewer, Vice Director Federal Office for Spatial Development



Schweizerische Eidgenossenschaft
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Confederaziun svizra

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