



# MoVe the Alps

## Conference on cycling tourism in the Alpine region

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

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<b>10:00-10:10</b>	<b>Welcome of the participants</b> Dr. Ulrich Seewer, Vice Director Federal Office for Spatial Development
<b>10:10-10:20</b>	<b>Message of greeting</b> Alenka Smerkolj, Secretary General of the Alpine Convention
<b>10:20-10:30</b>	<b>Video message</b> Leonore Gewessler, Austria's Federal Minister for Climate Protection
<b>10:30 - 10:50</b>	<b>The bicycle at the centre of transport transition, climate protection and sustainable tourism - Status of developments in Germany</b> Frank Hofmann, ADFC Federal Executive Board
<b>10:50 - 11:10</b>	<b>Cycling tourism and the recovery fund</b> Giuseppe Dimunno, FIAB Italian EuroVelo Coordinator
<b>11:10 - 11:40</b>	<b>Discussion round</b>
<b>11:40 - 11:55</b>	<b>Coffee break</b>
<b>11:55 - 12:15</b>	<b>The integration of cycling into the Trans-European Transport Network (TEN-T)</b> Ed Lancaster, Director Eurovelo
<b>12:15 - 12:35</b>	<b>Bike &amp; Ride - the successful tourism product of Graubünden</b> Dr. Renato Fasciati, Director Rhaetian Railway
<b>12:35 - 13:00</b>	<b>Discussion round</b>

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13:00 - 14:15

Lunch break

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14:15 - 15:15

## Workshops

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

Moderation: Isidoro De Bortoli, Eurac Research

Input presentations:

**The role of biking for a sustainable tourism mobility paradigm in the alps**

Alberto Dianin, Eurac Research/University of Wien

**E-bike mobility - the bike as a means of transport in alpine cities and destinations**

Patrick Kofler, Helios: for better growth

**Electrifying tourism: challenges and opportunities for destinations**

Prof. Dr. Anna Scuttari, Munich University of Applied Sciences

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### 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 Klavara, Director Visit GoodPlace

**In bici a Pelo d'acqua**

Alain Imboden, Professor HES-SO Valais

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15:15 - 15:30

Coffee break

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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

### Cycling in South Tyrol - Bike vacations made easy

Hugo Götsch, President Association Südtirol Rad

16:30 - 16:50

### Discussion round

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16:50 - 17:00

### Summary and closing words

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

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*With musical accompaniment by Araxi Karnushian and Christoph Rechsteiner*



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Swiss Confederation

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