

press kit 2018





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Cycle tourism in *Alsace*

Ahead of the pack!

THE TOURISM MARKET IN ALSACE: HUGE POTENTIAL

→ Tourism in Alsace

With 14.2 million tourists*, 21.5 million visitors* and 29.8 million overnight stays in 2017 *(source: ORTA/ February 2018)* - **on a constant upward curve** - Alsace is a favourite tourist destination.

For local tourism companies, this sector represents **37,000 direct jobs and €2.3 billion in revenue**.




Beyond the clear ambition of the various stakeholders to preserve the identity and reputation of Alsace as a tourist destination, the region abounds with wonders that will leave visitors in awe: remarkable sites, picturesque villages and towns, vineyards, fortified castles, UNESCO World Heritage sites, **diverse natural sites (mountains, Rhine forests and wetlands), a cross-border position** (Germany and Switzerland), reputed cultural events, and much more.

All this combined with assets that are constantly enriched and enhanced: diverse accommodation, hotels tailored to suit all needs, congress centres, renowned music halls like the Royal Palace in Kirswiller, museums within cities or close to large urban centres, the Alsace Ecomuseum, the Unterlinden Museum in Colmar, the Cité de l'Automobile in Mulhouse (Schlumpf collection), the Wesserling Park - Textile Museum, the Lalique museum, and the Château de Fleckenstein. Not forgetting the many parks like the Montagne des Singes, or "Monkey Mountain", the Kintzheim eagle park and the Parc du Petit Prince theme park in Ungersheim, and other stunning sights such as Strasbourg Cathedral (with its breathtaking views over the city from the viewing platform) and the Batorama boats for a tour of the waterways of the European capital.

In short, Alsace is an ideal destination for all those with a passion for nature, history, culture, sports and gastronomy.

ACCESSIBILITY

Whether by train, plane or car, Alsace has great transport connections:

-  **By train:** 2 high-speed lines, the LGV Rhin-Rhône and the LGV Est "Européenne" (1hr48min Paris-Strasbourg and 2hr 55min Lyon-Mulhouse).
-  **By plane:** 2 international airports: EuroAirport Basel Mulhouse and Strasbourg Airport / **5 major airport hubs** less than 2 hours away: Baden-Airpark, Stuttgart and Frankfurt-am-Main (Germany), Zurich (Switzerland) and Paris-Roissy-CDG.
-  **By car:** 3 national motorways, A35, A4 and A36 serve Alsace.



Definition given by the Observatoire Régional du Tourisme: A tourist is a person who spends at least one night outside their usual residence for personal or professional reasons. A day tripper is a person who visits a tourist destination or visitor attraction from his/her home and returns home on the same day. A visitor is the sum of the two.

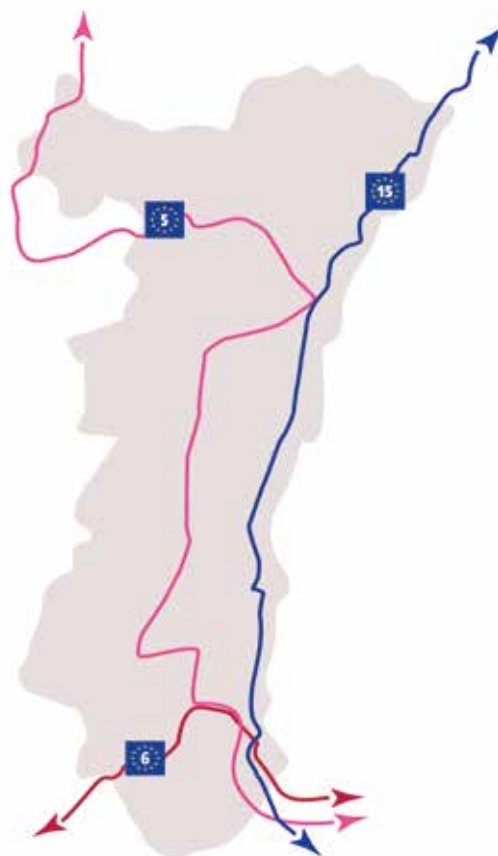
THE ALSACE À VÉLO COLLECTIVE PROJECT

→ Overview

France's leading cycling region with **2,500 km of cycle trails**, Alsace welcomes **2 million tourers** every year who come to explore its landscapes as part of a sports challenge, a leisurely ride through the countryside or to take on the mountain biking trails.

Thanks to its position at the crossroads of the major European cycle trails, Alsace attracts a broad bike touring clientèle from Germany, Switzerland, Belgium and the Netherlands.

Biking, a so-called "soft" mode of transport, is becoming increasingly popular as a means of transport and leisure.



→ A co-operative to promote the destination

The collective initiative "Alsace à Vélo" was launched by 10 institutional partners as part of an agreement between the French government (Direccte Grand Est), the Alsace region (now known as the Grand Est), the departments of Haut-Rhin and Bas-Rhin, the Urban Community of Strasbourg (Eurometropolis), the Colmar urban community, the Mulhouse Alsace urban area, the Agence d'Attractivité de l'Alsace (the business development agency for the Alsace region, ex-CRT) and Alsace Destination Tourisme (born from the merger of the Bas-Rhin and Haut-Rhin departmental tourism committees in 2016).

This initiative has implemented large-scale actions to structure the sector with the aim of making Alsace a first-class cycling destination.

This pooling of a dynamic branding strategy under "Alsace à Vélo" has led to the development of a high-quality tourism offer through the promotion of varied cycle trails that cross through stunning landscapes and sites and the advertisement of quality accommodation and services that bring local socio-professionals to the forefront.

Drawing on a survey that identified a large number of high-quality infrastructures and highlighted the need for a more tourist-based approach to cycle tourism in Alsace, a multi-year action plan was established.

This plan covers infrastructure (trails and signage), services (intermodality with public transport, accommodation and catering, bike services, packages), communication and promotion (marketing, Internet, publications, events) and assessment (counting and customer surveys).

Alsace Destination Tourisme and the two departments in Alsace are continuing to coordinate the actions of this co-operative in order to capitalise on best practices and initiatives.



2,500 km
of cycle
trails

2 million
tourers per year

6 years

of projects and
initiatives for bikes: website,
themed local circuits,
information boards,
promotional clip, etc.

DOZENS of MEETS and EVENTS every year



In order to raise the cycle tourism sector in Alsace to a level of excellence, Alsace Destination Tourisme assesses service providers based on the criteria set out by the "Accueil Vélo" (Cyclists Welcome) label.

6 categories of professionals are concerned: tourist accommodation, bike rentals, bike repairs, Tourist Offices and Tourist Information Centres, tourist and leisure sites as well as restaurants.

Alsace is pulling out all the stops for bike tourers. Which means that some service providers offer bike transport to the accommodation, helmet loan, luggage transport, pre-prepared picnic baskets, washing for sports clothes, lock-up bike sheds, and guides to name but a few.

All the practical information you need to prepare your outing is available on the trilingual website cyclinginalsace.com:



- **Tailored accommodation** with lock-up bike sheds and repair kits: hotels, guestrooms, furnished holiday rentals, campsites, group lodging facilities, etc.
- **Food and catering:** restaurants, food stores, cafés and tea rooms, local markets, picnic areas, etc.
- **Equipment maintenance and transport:** bike and e-bike rental and repair, SNCF train stations, luggage transport, etc.

- **Packages:** guides, bike tour operators and all-inclusive packages
- **Detailed route maps per cycle trail:** GPX trails, types of cycle paths, terrain profiles, difficulty level, points of interest, events, accommodation and catering, and tailored services along the route.

As part of the drive to offer quality services to bike tourers, Guebwiller and the Mulhouse urban area have been awarded the "Territoire Vélo" bike friendly label by the Fédération Française de Cyclotourisme [French Cyclo-touring Federation] along with 36 other French destinations. This label recognises regional and local authorities that provide a welcome to bike tourers, along with cycling-related services and equipment.



A LOOK BACK AT THE EVENTS IN 2017

25 May

Florival
circuits:
over 1,500
participants

28 May

Silber Tour in
Steinbach:
540 participants

4 June

5th edition of
slowUp Alsace:
40,000 participants

25 June

L'Alsacienne
Cyclosportive,
Cernay:
1,750 participants

1 and 2 July

"Les Vosges Celtiques"
mountain race:
500 participants

17 September

slowUp
Basel - 3 Pays:
40,000 participants

29 July

Rallye de la
Foire aux Vins:
900 participants

26 to
30 July

Tour d'Alsace: 160
riders
from 26 international
teams

7 to 9 July

Tour de
Pamina:
120 participants

1 and 2 July

Elsass Bike in
Wangenbourg:
450 participants

Family outings, touring, mountain biking, bikepacking: Alsace, a cycling destination with something for everyone

« Quand on partait de bon matin, quand on partait sur les chemins, à bicyclette... »

CYCLE TRAILS

Alsace is teeming with cycle trails for everyone: couples, families, friends, the young and the young at heart, sports enthusiasts and those who enjoy a gentle stroll with a love of life and pleasure looking for new sensations...

A vast array of itineraries that follow the rolling contours of the sublime landscapes, through picturesque villages and towns bursting with character. **Something for everyone!**

→ EuroVelo routes: *the European cycle route network*



The Alsace region of France is crossed by 3 EuroVelo routes: **EuroVelo 15** - Rhine Route connecting Andermatt (Switzerland) to Rotterdam, **EuroVelo 5** - Via Romea Francigena going from London to Brindisi, and **EuroVelo 6** - Atlantic-Black Sea, from Nantes to Constanta.



→ TMV® Traversée du Massif des Vosges mountain bike trail: 418 km with 9,370 m of elevation difference



A 14-stage trail marked out by the Ligue d'Alsace de Cyclotourisme from Wissembourg to Thann for mountain bike enthusiasts with a passion for nature and culture. It winds through the summits of the Vosges Mountains to the Grand Ballon, passing through the Northern Vosges Regional Nature Park which has been awarded the "World Biosphere Reserve" by UNESCO, and the Ballons des Vosges Regional Nature Park.

→ Waterways cycle routes: *combining ecotourism and a love for the pleasures of life*



A multitude of routes, each more surprising than the last - for the most part running alongside the canals -, allow you to explore the **Alsace Bossue** and the lakes, the **Arzwiller inclined plane** all the way to Strasbourg across wheat and hop fields, the 12 locks of the **Canal de la Bruche**, the **Grand Ried natural region**, **Colmar** and **51 parcels of AOC Grands Crus of Alsace**. These routes are accessible and dedicated to cyclists, making them completely safe for the comfort of all, whether experienced cyclists or otherwise!

→ Vineyard cycle route: *discovering the vineyards of Alsace*



The "Route des Vins" Alsace Wine Route winds through the hillsides, crossing some one hundred wine-producing communities with some fifty *terroirs* classed as "AOC Alsace Grand Cru". The Alsace Vineyard cycle route follow this pre-mapped path through postcard-like landscapes: castle ruins, villages awarded the "Villages Fleuris" label for their green spaces, rolling vineyards and welcoming winstubs.

→ Vosges mountains valleys cycle routes: *breathtaking!*



Cyclists can criss-cross the numerous valleys, each with their own unique charm: Munster, Bruche, Kayersberg, Villé, La Thur, La Doller, La Moder, La Sauer, Le Florival, Le Val d'Argent, La Lague.... These routes are the perfect starting points from which to take on the summits of the Vosges Mountains.

→ Regional (50 to 100 km) & local (less than 50 km) circuits: *varied levels of fitness*



The regional circuits were designed for experienced cyclists looking to explore from a set base, as well as for tourists with bikes equipped for touring. Flat, rolling or mountainous - there's something for everyone!

As for the local circuits starting from the EuroVelo route 5, 6 and 15, they take cyclists on a discovery of the towns, forests, vineyards, local crafts and vintages, forts and fortified castles to name but a few. These themed local circuits follow the GPX/GPS trails and are marked out in route maps (available to download online in PDF format from the website cyclinginalsace.com).

→ Cross-border routes: *guaranteed change of scenery*



Thanks to its position on the borders with Germany and Switzerland, Alsace is the perfect starting point to discover the landscapes on the other side of the Rhine, Baden-Württemberg, the Palatinat and the Basel region among others.

There are plenty of crossing places along the Rhine (walkways, bridges, weirs) or, for a more picturesque crossing, ferryboats that allow you to explore the different routes that straddle the 3 countries.



→ Old railway tracks: *itineraries accessible to all*

For an original bike ride, why not set off along the many old railway tracks that have been renovated to serve as cycle paths. These dedicated cycle routes span the Alsace countryside and are suitable for all level of competence, whether as a family or for more athletic riders.



→ Alsace tours: *customise your own route*

There are a variety of cycle tours available within the region, of varying lengths and for different levels. Mix and match the routes, accommodation, and services (all inclusive packages, with or without luggage transport, with or without bike rental, etc.) to suit you for a truly customised trip!

→ **Legendary passes: *take on the summits!***



Alsace also has something up its sleeve for more experienced bikepackers, as well as a selection of emblematic passes and peaks on the slopes of the Vosges Mountains:

Col du Grand Ballon: 1,343 m/Col du Ballon d'Alsace: 1,171 m/Col de la Schlucht: 1,139 m

Col du Platzerwasel: 1,183 m/Le Markstein: 1,184 m/Col du Hundsruck: 748 m/Col du

Firstplan: 722 m/Col de Pandours: 663 m/Champ du Feu: 1,099 m/Haut-Koenigsbourg: 707 m/

Mont Sainte-Odile: 761 m

Technical information (access, terrain profiles, difficulty level, altitudes, etc.) at vosges.tous-cyclos.com.

Furthermore, Alsace offers a variety of routes with an equal number of themes. Original, Festive or Urban, there's a theme to suit everyone, allowing you to discover the region in your own way!

Ottmarsheim



SPOTLIGHT ON SOME OF THE TRAILS!

The 55 "Alsace à Vélo" local circuits (20 to 50 km) have been designed to allow bike tourists travelling along the EuroVelo 5, 6 and 15 routes to enjoy a half-day or full-day of exploration on a specific theme setting off from the EuroVelo trails.

The quality of these itineraries lies in a guide with all the information you need for a **detailed and reliable circuit available to download on the website cyclinginalsaace.com**.

Original

RHINE JUNGLE Boofzheim

An immersion in the very characteristic heritage of the Ried, a territory rich in natural regions: flood plains, forests with lush vegetation, nature reserves, "giessen" (groundwater sources) and "brunnwasser" (groundwater rivers). Not to mention the picturesque villages awarded for their green spaces scattered along the route. The route crosses the Rhine via a ferryboat to reach one of Europe's largest theme parks: Europa Park. A stop-off sure to thrill!

→ Featured on the website:
cyclinginalsaace.com



STEAMING THROUGH BIRD COUNTRY Thann

Set your heading for the charming mountain villages along the famous Alsace Wine Route, setting off from the Southern end. A ride through magnificent panoramas running along the railway tracks of the Thur Doller steam train all the way to the Michelbach dam, classed as a natural reserve. Take a moment to observe the numerous bird species that come to nest or simple rest on their way to other lands. Magical!

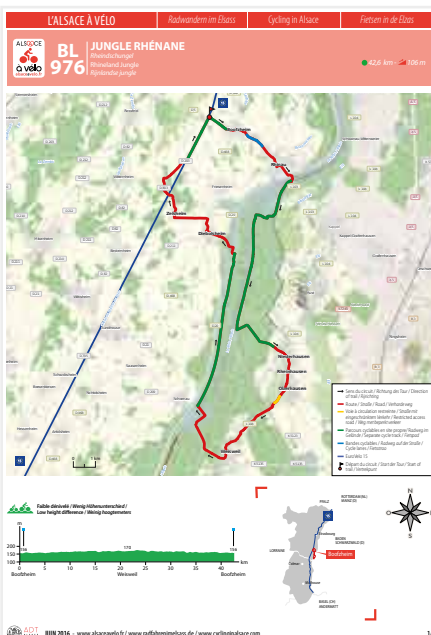
→ Featured on the website:
cyclinginalsaace.com



THE RHINE THROUGH THE EYES OF NATURE Lauterbourg

A cross-border circuit that involves 2 ferryboats (Seltz et Neubourg) and takes cyclists on a peaceful tour of the different landscapes along the banks of the Rhine: Sauer Delta Nature Reserve, the dried up branch of the Rhine, Goldkanal and much more. Also on the route: the museums in the PAMINA Rhine Park. As well as various bathing areas for a spot of relaxation. The perfect combination!

→ Featured on the website:
cyclinginalsaace.com



KLEVENER AND GINGERBREAD Goxwiller

Nature, heritage and sweet treats come together on a bike ride through the vineyards, towns and villages where you can discover the region's wines and other specialties. 1st stop Gertwiller, at the foot of Mont Sainte-Odile, for an initiation into the secrets of gingerbread, the emblematic pastry of

Alsace. Another speciality – to be sampled with moderation –, Klevener de Heiligenstein, an aromatic white wine produced from Savagnin rosé grapes.

All the makings of a delicious outing!

→ Featured on the website:
cyclinginalsace.com



Festive

BEER AND HOPS Waltenheim-sur-Zorn

A circuit leaving from Hochfelden, famous for its beer-making, that winds through the hillsides – with views over Strasbourg Cathedral – and charming little villages, including Hohatzenheim with its Romanesque basilica and Wingersheim, the capital of hop growing. A great opportunity to discover how this plant is cultivated and its properties while appreciating its subtle aroma during a tasting session of local farm-brewed beer. Followed by a leisurely return along the canal path. So much to discover!

→ Featured on the website:
cyclinginalsace.com

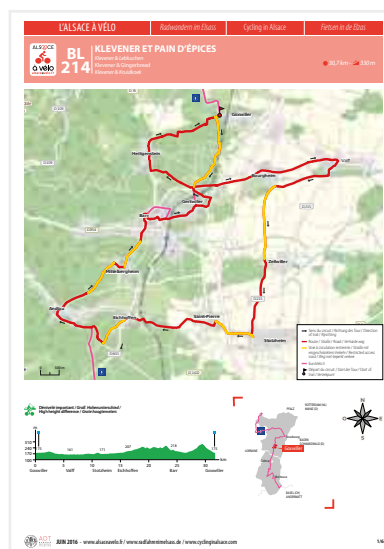


A NA'THUR TRAIL ALONG THE RIVER

Thann

Discover hydro power and industrial development in the Thur valley as you follow the river, interspersed with educational panels that will take you on a journey back in time to an era when the banks were packed with mills of all kinds: paper, flour, oil, etc. An itinerary that takes you to the largest reservoir on the Alsace side of the Vosges Mountains, Kruth-Wildenstein lake, an incredible outdoor activities centre in the shadow of the ruins of Schlossberg Castle. Fun guaranteed!

→ Featured on the website:
cyclinginalsace.com



FOLLOWING THE FORTS Strasbourg

A Franco-German cycle trail that combines heritage and nature just outside of Strasbourg. Venture along the 85 km of cycle paths on either side of the Rhine, from the hillsides of Hausbergen to the Ortenau countryside and the Rhine forests of Illkirch-Graffenstaden and Wantzenau, as you explore the 19 forts on the "Iron Belt". An emblematic journey!

→ Featured on the website:
cyclinginalsace.com



Urban

SHORT TOUR OF ALSACE from Strasbourg to Colmar

Take a short tour of the region via the canal paths of Bruche, Colmar and Rhône-au-Rhin and the Vineyard cycle routes. A little dose of Alsace!

→ Featured on the website:
cyclinginalsace.com

MULHOUSE'S URBAN ART AND INDUSTRIAL HERITAGE

Mulhouse

Learn more about the different facets of Mulhouse's industrial heritage: old factories, some of which have been converted (artists collectives, universities, contemporary art centre, etc.), workers' housing (Drouot estate, Manifeste estate, etc.), and the magnificent villas of the captains of industry. Don't miss out on the numerous contemporary works and the city's major museums (Cité de l'Automobile car museum, Cité du Train railway museum, etc.). For a bike ride that goes beyond the ordinary!

→ Featured on the website:
cyclinginalsace.com



Cycling holidays

Hit the tarmac

PACKAGES

Specialist travel agencies concoct **customised packages for individual travellers** including hotel accommodation and luggage transport, as well as special offers for **groups** and **incentive tours**.

Itineraries spiralling out from a set departure point or that criss-cross the region, across the **plains, vineyards** or **mountains**... there are dozens of all-inclusive packages available to help you explore the region, whether you are looking for a **sporting challenge**, a **specific theme**, an **original take** or simply a chance to discover the region's **key sites**.

→ Examples

• BIKE AND SPA STAY - PAYS DE BARR: MAKING PLEASURE A PRIORITY

The perfect balance between effortless cycling (e-bikes) and spa relaxation. A laid-back morning riding through superb landscapes interspersed with fortified castles, flower-filled villages, and magical forests, followed by lunch at a cosy *winstub* before a session of pampering surrounded by vineyards at the open-air spa.

> paysdebarr.fr/visiter

• ALSACE BREAK - STRASBOURG/OBERNAI/STRASBOURG: BREAK WITH ROUTINE

A short break covering 75 km in 3 days/2 nights - a welcome breath of fresh air and an action-packed discovery of Alsace. Tastings, visits, rides through the countryside... a getaway that places the emphasis on nature and culture.

> destination-alsace.eu

• THE ENCHANTING ALSACE WINE ROUTE IN 4 STAGES: AT THE HEART OF ALSACE'S VINEYARDS

The magnificent Alsace Wine Route is almost entirely accessible via cycle paths. A captivating ride across the vineyards from Strasbourg to Colmar that offers pure pleasure and tranquillity.

> fun2sport.fr/evenement/feerique-vignoble-dalsace

• VEL'NESS IN THE BRUCHE VALLEY

Combining the pleasure of cycling and well-being: the spas of the Bruche Valley have everything to tempt those with a love of life and pleasure looking to get away. A sunny escape with relaxation and nature as the watchwords for a spot of pampering while admiring the beauty of the Alsatian landscapes. "All you need is a bathing suit - we'll take care of the rest!"

> valleedelabruche.fr

• STAY IN THE GUEBWILLER REGION

Positioned at the crossroads of the Route des Vins d'Alsace [Alsace Wine Route], the Route des Crêtes [Ridge Route] and the Route Romane d'Alsace [Romanesque Road of Alsace], the Guebwiller region is a true cyclist's paradise.

Whether cycling on the roads or the dirt paths, the territory is criss-crossed by a myriad of itineraries: circuits on the EuroVelo 5 route at the heart of the vineyards to the top of the Grand Ballon - something to suit everyone!

Thrill seekers will be in seventh heaven as they follow in the dust of 2013 Enduro World Champion Jérôme Clementz on the mountain bike trails. The stay includes:

- 3 days/2 nights half-board at a 3* hotel in Guebwiller for 2 people
- choice of 1 cycling topoguide or 1 mountain biking topoguide
- 1 wine tasting at a wine cellar

> tourisme-guebwiller.fr

• DISCOVER ALSACE WITH THE LEADING TOURING HOLIDAY OPERATOR

"L'Anneau du Rhin", "Séjours en étoile à Strasbourg et à Colmar", "Circuit des 3 pays", "De Strasbourg à Luxembourg", "Barberousse"... fifteen 5 to 8-day itineraries to be enjoyed without moderation. > espace-randonnee.fr

• CYCLO BALADE: RIDE FROM ONE HOTEL TO ANOTHER

From vineyards to plains, this picturesque 5 day/4 night circuit is broken down into 30 km and 64 km stages on the winding country roads. Dinners, picnic baskets, and luggage transport and transfers included. Accessible to all, all year round.

> horizons-alsace.com

• CROQ'VÉLO IN NORTHERN ALSACE

Whether beginners, intermediates or experts, all tourists can take a ride along the circuits of Northern Alsace while soaking in the spectacular views. The perfect getaway! The stay includes:

- 1 day's e-bike rental
- 1 "local" lunch composed of 3 dishes

> movealoalsace.fr/croqvelo/alsace-du-nord

• VÉLO'VIGNES: E-WINE TOURISM!

Introductory tour of the vineyards on e-bikes starting from Pfaffenheim. Two electric mountain bike circuits (2 hr or 4 hr) through the vines, between Pfaffenheim, Rouffach, Westhalten and Soultzmatt. GPS and group audio guide included. The circuits

includes twenty stops at key points in the vineyards and takes an original and fun approach to all sorts of technical, historic and cultural information. In French, German or English. Booking required, from 15 March to 31 October.

> [riefle.com](https://www.riefle.com)



Plobsheim

MUST-SEES

→ Key sites

• The 4 sites in Alsace on the UNESCO World Heritage List:

- in Strasbourg: Grande Île and the Neustadt
- in Sélestat: the Humanist Library
- in Neuf-Brisach: Vauban's "star-shaped" fortifications

• France's biggest locks in Gambsheim with "Passage 309", a famous fish passage, as well as the Kembs-Niffer lock designed by Le Corbusier

• Along the EuroVelo routes:

- EV6: the superb Mulhouse Zoological and Botanical Park and the city's museums, the flight of locks on the Canal du Rhône au Rhin in Valdieu Lutran (a series of 12 locks along a 3-km stretch!).
- EV5: Les Ateliers de la Seigneurie in Andlau, Hartmannswillerkopf, Haut-Koenigsbourg castle and the Villa Meteor brasserie.
- EV15: the Würth Museum in Ertsein, the Betschdorf and Soufflenheim pottery villages, the Ottmarsheim Abbey Church, the Route Romane tourist itinerary, the national nature reserves along the Rhine (La Petite Camargue Alsacienne, Delta de la Sauer, Forêt d'Offendorf, etc.).

→ Sites to visit

With its picturesque villages straight out of a postcard, its churches and vast number of fortified castles standing proudly on the foothills of the Vosges mountain range, Alsace is home to an abundance of remarkable sites that enchant its many visitors.

Towns and villages each more charming than the last, with their typical half-timbered houses in a variety of colours and decorated with flower-filled balconies. Many are also the proud holders of the "Villes et Villages Fleuris", "Plus beau détour de France", "Plus beaux villages de France" and "Ville d'art et d'histoire" quality labels for their green spaces, charm, art and history.

Not forgetting the more mysterious aspects of these magical places shrouded in legends that continue to intrigue historians to this day: the famous Pagan wall around the Mont Sainte Odile and the late 19th century Roman temple at the top of Mont Donon.



E-BIKES

→ Where can I rent one?

It's simple: a large number of e-bike rental companies have set up shop in Alsace, and not just in the large towns. (Almost) anything is possible, whether you're looking for a day trip or to explore the region over several days!

The list of rental companies can be found on the website cyclinginalsace.com, under the section "Bike Rental", or on lesprosdavelo.com for a list of all bike professionals in Alsace.

A few service providers:

- Movelo Alsace
- Alsa Cyclo Tours (Eguisheim)
- Esprit Cycles (Strasbourg)
- Bike Air (Ribeauvillé)
- Cycl'hop (Obernai)
- Rustine & Burette (Strasbourg)
- Colmar Vélo-Vélodoc-teurs (Colmar train station)
- Médiacycles (Mulhouse train station)

And for luggage transport: "My Cab".

From the Rhine plain to the Vosges valleys, Movelo Alsace offers an e-bike rental service at some thirty stations - tourist offices, hotels/restaurants, campsites, etc. Each station has 2 to 4 e-bikes with an average autonomy of 90 km on the lowlands and 60 km in the mountains.

With an added bonus: where needed, the bikes' batteries can be **recharged for free** at one of the **network's 36 charging points** while you take a break or visit a site. This service is also available to e-bike users with batteries compatible with the charges provided and to other e-bike users with their own chargers.



In addition to e-bikes, several stations also rent out other equipment (classic bikes, children's trailer units, child seats, baskets, etc.). A dozen of these also offer day, weekend, and short stay offers. And of course they are more than willing to provide customers with recommendations and advice on suitable itineraries and new ways to (re)discover the region.

→ How does it work?

An e-bike, as its name suggests, is an electric bicycle with pedal assistance. The motor assists the rider's pedal-power, **enhancing their performance at a higher speed with less effort.**

→ Who can use e-bikes?

Contrary to common belief, e-bikes are not just for the elderly or those with physical difficulties. They can be used by **everyone**, from amateur cyclists to the most athletic. The perfect way to reduce the strain when taking your children out in a bike trailer!

→ Where to go for repairs?

Like rental companies, there are plenty of bike repair companies spread across Alsace. Over one hundred to be more precise!

A guarantee that you are in good hands, in the event of any mishaps.



“Alsace à Vélo” toolkit

Follow the guide!



→ The “Alsace à vélo” website and social networks

The website **cyclinginalsace.com** is available in French, German and English. A Dutch version is currently under development for release in early 2019. Created in 2013, this key communication tool aims not only to promote Alsace as a cycling destination, but also to help visitors **prepare their stay and excursions** in advance as well as getting the lay of the land.

With content constantly being added, the website provides a list of itineraries by type (**EuroVelo, local circuits, regional circuits, cross-border routes**, etc.), as well as the points of interest and services on the way: tourist sites, accommodation and restaurants, bike rental and repair companies, etc.

The website has a search function and data links, like the **itinerary search**, and is great for finding precise information on cycle tourism.

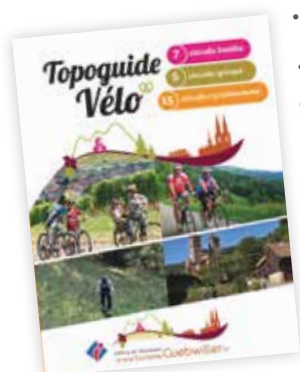
In order to boost its brand awareness, “Alsace à Vélo” also has a **Facebook page** that goes by the same name as well as an **Instagram page**: @alsacevelo, with the hashtags #alsacevelo and #bikingalsace, and is referenced on national cycle tourism websites such as **France Vélo Tourisme**, and European websites such as the **ECF** (European Cyclists’ Federation).

→ Publications

- **Alsace à vélo** map, new 2018 edition
- Route maps available to download: local circuits, EV routes, cycle routes
- **Cycling Topoguide of the Guebwiller region** (free). Aimed at various “road cyclist” profiles and composed of **3 types of targeted information sheets**.

- **“Vélo sans Frontières”** map of the Alsace-Rhin-Forêt-Noire

- **Chamina 2018 Guide**: between the Haut-Rhin and the Bas-Rhin, the guide presents a full circuit in 19 stages with 3 variations to discover the best of Alsace by bike.





Topoguide
Basel to Nevers



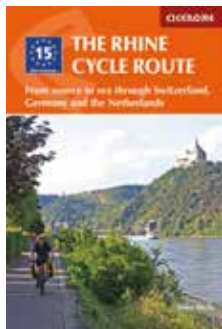
Topoguide
Elsass North



Topoguide
Elsass South



Topoguide
Elsass



Topoguide
The Rhine
Cycle Route



Topoguide
top cycle trails



Topoguide
Tour de France



Topoguide
the Rhine cycle route



Topoguide
Basel to Nevers
by bike

Several dozen guides give information on Alsace as a cycling destination.



Guebwiller

2018 events

Saddle up...



Orschwiller

UNMISSABLE EVENTS

• "Florival" circuits in Guebwiller: 10 MAY

The major annual cycle tourism meet with various road and mountain bike circuits. Vineyards, fields, mountains... something for everyone with both road and mountain bike routes. Superb panoramas and catering at the finish line!

• Silber Tour in Steinbach (9th edition):

silbertour.fr - 12 AND 13 MAY

Mountain biking trail starting from the Clairière du Silberthal. 5 circuits for all levels, with the option of 10/15/25/35/50 km routes and an altitude difference of 250 m to 1,500 m. Night-time course on Saturday 12 May.

• 6th edition of slowUp Alsace: slowup-alsace.fr - 3 JUNE

An itinerary to explore at your own pace, on foot, by bike or on roller skates. On the famous Wine Route and the Vineyard cycle routes, between Sélestat, Châtenois and Bergheim, closed off to all motor traffic during the event.

L'Alsacienne Cyclosportive Challenge, Thann-Cernay: alsacienne.org - 24 JUNE

3 demanding circuits marked out across the stunning landscapes of the Vosges Mountains. A true sporting challenge!

• Elsass Bike: elsassbike.fr - 30 JUNE TO 1 JULY

Whether taking on a challenge or as part of your training programme, everyone can enjoy the fantastic trails and paths of this circuit, riding solo or with friends.

• Cyclomontagnarde Vosges: velovosges.fr - 30 JUNE TO 1 JULY

Going from ballon to ballon - a favourite pastime in Alsace and the Vosges Mountains. We are, of course, talking about the 3 legendary "ballons", or mountains: the Ballon d'Alsace, the Grand Ballon and the Petit Ballon.

The village of Pfaffenheim has been designated as the start and finish point for the 2018 edition.

• Tour d'Alsace (major sports cycling event): touralsace.fr - 1 TO 5 AUGUST

A bike race featured on the UCI international cyclist's union calendar where the world's top riders take on the plains and mountains of Alsace. Not to be missed!

- **Tourism cycle ride:** 26 AUGUST

A cycle rally with 4 circuits ranging from 25 to 100 km and 2 Franco-German circuits to explore the Ill-Hardt-Rhin region.

- **34th Rallye de la Foire aux Vins:** cyclocolmar.fr/rallye-de-la-foire-aux-vins - 28 AUGUST

3 circuits of varying lengths (25 km, 50 km and 89 km) + 2 mountain biking circuits (40 km and 55 km) for bike lovers everywhere. A great way to discover the charms of the vineyards and plains around Colmar.

- **slowUp des 3 Pays:** slowup.basel-dreiland.ch/fr - 16 SEPTEMBER

An itinerary spanning over 60 km in this "3-border" region on roads closed off to motorised traffic. Entertainment and food included - one of the most popular events of the year.

- **Strasbourg Eurometropolis "Fête du Vélo":** 21 SEPTEMBER

The "Fête du Vélo" bike festival is a breath of fresh air in the region's capital for all those staying in Alsace. So break out your bikes ready for this popular event! (city centre closed off to motorised traffic)

- **"La Paulette à Bicyclette":** paulettebicyclet.canalblog.com - DATE TO BE CONFIRMED

A 40s/50s themed bike ride through Strasbourg. The vintage music and a dance hall-style restaurant take participants back in time for an elegant and surprising experience!

- **Vélo Gourmand:** grandried.fr - 30 SEPTEMBER

A bike ride on the theme of orchard fruits and locally-grown vegetables. A thirty-kilometre circuit reserved for participants only. Free of charge and open to all!





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