



**EuroVelo & Cycling  
Tourism Conference**  
Viborg, Denmark  
23–25 September 2024

## Call for Abstracts for the EuroVelo & Cycling Tourism Conference 2024

The European Cyclists' Federation and the City of Viborg invite cycling and tourism professionals to submit an abstract for the **EuroVelo & Cycling Tourism Conference 2024** programme. The Call for abstracts is open until Tuesday, **2 April, 23:59 CEST**.

Taking place from **23 to 25 September in Viborg, Denmark**, the EuroVelo & Cycling Tourism Conference is the largest yearly professional event gathering all actors involved in the cycling and tourism sectors. It stimulates knowledge and best practice transfer on EuroVelo, cycling tourism and cycle route networks at an international level.

### Contents

Call for Abstracts for the EuroVelo & Cycling Tourism Conference 2024 .....	1
Theme: Legacy and Localhood .....	1
Subthemes .....	2
Session formats .....	4
Why submit an abstract? .....	4
Who can submit an abstract? .....	5
Before submitting an abstract.....	5
How to submit an abstract?.....	5
Selection and next steps .....	6

---

### Theme: Legacy and Localhood

The EuroVelo & Cycling Tourism Conference 2024 puts people at the centre. Visitors' experience of a destination is more meaningful if there is contact with locals, and by interacting with visitors on a bicycle, locals can be even more inspired to make cycling part of their lives, as a daily mode of transport and leisure.



**EuroVelo & Cycling  
Tourism Conference**  
Viborg, Denmark  
23–25 September 2024

Cycling is a way of life in Denmark. The 2022 Tour de France *Grand Départ* left an enduring legacy befitting such a large event on the Danish economy, society and cycling practice. The host city of Viborg was – and still is – a key meeting place on an ancient pilgrim route, *Hærvejen* (EuroVelo 3 – Pilgrims Route in Denmark), an up-and-coming tourism product.

By exploring the topic of **Legacy**, the EuroVelo & Cycling Tourism Conference 2024 reflects on the impact that cycling events and the valorisation of local heritage for tourism purposes can have on the economy, the local community, and the use of the bicycle overall.

**Localhood**, a concept first introduced by Wonderful Copenhagen, means involving the locals in creating a more valuable experience for the visitor. For example, when the city of Aarhus was the European Capital of Culture in 2017, it successfully involved hundreds of volunteers. Raising awareness of EuroVelo and cycle routes among the local population is the first step towards ownership and a more sustainable urban and rural development. As a UNESCO Creative City, Viborg is keen on bringing cycling into the mainstream in original ways.

The EuroVelo & Cycling Tourism Conference 2024 wishes to apply the concept of Localhood to the cycling world, including long-distance cycle routes such as EuroVelo, and understand how the relationship between the local community and the development of cycling tourism is essential for multiplying positive impacts.

---

## Subthemes

### **Subtheme 1: Cycling towards local development**

Cycle routes and cycling tourism bring many benefits to society and the local economy, not least by creating jobs. Cycle routes are for everybody, residents and tourists, and developing quality infrastructure can encourage more cycling practice in urban and rural areas. Funding these projects, however, can be challenging: crowdfunding or public-private initiatives, as in the case of *Hærvejen*, can be a solution. In the long run, demonstrating return on investment is necessary, hence the need for data.

#### **Priority topics**

1. Quality cycling routes to support the sustainable development of urban and rural areas
2. Cycling-friendly services: improving business models by meeting the needs of both tourists and residents, especially in rural areas
3. Business models and return on investment of cycle routes and cycling tourism: demonstrating the impact with data, to secure funding



**EuroVelo & Cycling  
Tourism Conference**  
Viborg, Denmark  
23-25 September 2024

## **Subtheme 2: Engaging the locals**

Making the local inhabitants aware of cycling initiatives such as EuroVelo is crucial to stimulate ownership. Involving the locals is key to maintaining a good level of infrastructure and offering a better experience for the visitor. To make cycling tourism more sustainable in the long term, locals should be supportive, and businesses should consciously cater for both residents and tourists. Integrating localhood into marketing initiatives can be a creative and successful way to promote a destination or an experience.

### **Priority topics**

1. Community engagement with cycling, via route ownership, cycling events or community-led initiatives
2. Turning the locals into cycling (and EuroVelo) ambassadors as a way to boost cycle routes and cycling tourism
3. Innovative product and marketing campaigns, including digital media, design and animation to promote the uniqueness of a destination

## **Subtheme 3: Widening the horizon of cycling tourism**

Large cycling events such as the Tour de France can create a positive and long-lasting legacy for the towns and regions that host them. These benefits can extend to putting more citizens on bicycles in their daily lives, including their holidays. Cycling is diverse: only if professionals get a broader and deeper understanding of the scope of usage can they convince more people to jump on a bike.

### **Priority topics**

1. The impact of (large) events on cycling practice, the local economy and cycle route development
  2. Daily cycling, cycling tourism and sport cycling: how can they influence each other?
  3. Understanding the diversity of cycling tourism, also thanks to data and flagship initiatives
-



**EuroVelo & Cycling  
Tourism Conference**  
Viborg, Denmark  
23–25 September 2024

## Session formats

To make the EuroVelo & Cycling Tourism Conference an engaging one, four formats will shape the sessions.

- **Panel discussions:** moderated debates with about 4 experts around a given topic. Initial short presentations of 5 minutes are given by each speaker at the beginning of the session to frame the debate. The moderated discussion with all speakers follows. At the end of the debate a Q&A session with the audience takes place.
- **Lectures:** presentations from 4 to 5 experts around a given topic. After an introduction of the subject by the moderator, each speaker presents a case study in 15 minutes. After the presentations a Q&A session with the audience takes place.
- **Fast Pedal Talks:** 20 slides with mainly pictures are shown for 20 seconds each (total of 6 minutes and 40 seconds). This format keeps presentations concise and fast-paced, allowing for a lot of new ideas to be presented in a short period of time. After the presentations, speakers are available for direct and targeted Q&A.
- **Workshops:** interactive sessions around a specific topic, that allow to introduce ideas or problems and brainstorm them or find solutions with a collective, hands-on approach.

Choose your preferred format when submitting an abstract. If your abstract is accepted, please note that the session format suggested by the hosts may be different from the preferred one.

---

## Why submit an abstract?

There are many reasons why you should submit an abstract to feature in the programme of the EuroVelo & Cycling Tourism Conference 2024!

- You will be able to present your own ideas and best practices to an international audience of 300+ professionals in the cycling and tourism sectors, including public bodies, businesses and non-profit organisations
  - You will increase the awareness of the exciting project(s) you want to present, and throw a spotlight on it
  - You will meet many other inspiring speakers and attendees, growing your own network and learning from them as they will learn from you
  - You will meet and network with businesses and stakeholders from Europe and beyond
  - You can get feedback and identify partners to further develop your concept or idea
  - ... And much more!
-



**EuroVelo & Cycling  
Tourism Conference**  
Viborg, Denmark  
23–25 September 2024

## Who can submit an abstract?

The EuroVelo & Cycling Tourism Conference is a professional conference and not an academic one. This means that all professionals can submit an abstract and present their best practices and ideas. Contributions from the academic community are always welcome, but academics should be aware that we do not accept nor require papers, and no academic publications follow the event.

The same person or organisation can submit more than one abstract.

---

## Before submitting an abstract

To maximise the chances that your abstract is successful, we recommend that you:

- Get familiar with the theme and subthemes of the Conference, carefully read the priority topics, and identify one that fits the idea/project(s) you would like to present
  - Identify a preferred format for your presentation
  - Write the abstract in English, keeping the maximum number of words in mind: 20 words for the title, 350 words for the text of your abstract
  - Have a mugshot (jpg, png) ready for upload and a few biography lines in English (max 50 words).
- 

## How to submit an abstract?

You can submit an abstract via the OxfordAbstract online platform. Connect to the platform by clicking on the link below, create an account and fill in the form. You have time until **2 April, 23:59 CET** to finalise your submission. Partial or incomplete submissions will not be taken into consideration.

Get familiar with the OxfordAbstract Platform by watching a short tutorial video [at this link](#).

**Submit your abstract by clicking [on this link](#)**

For any questions about the abstracts and the submission platform, please contact Michael Andersen at [ma@danishbiking.dk](mailto:ma@danishbiking.dk).

---



**EuroVelo & Cycling  
Tourism Conference**  
Viborg, Denmark  
23–25 September 2024

## Selection and next steps

Received abstracts will be evaluated by at least three reviewers appointed by the European Cyclists' Federation and the City of Viborg according to the following criteria:

- Promotion of cycling and sustainable tourism
- Level of innovation and originality
- Prospect of transferability
- Alignment with the conference theme and subthemes.

After the review, the Programme Team will build sessions on the topics around the conference theme and subthemes. Selected abstracts will be assigned to relevant sessions paying particular attention to geographical and gender balance. An International Programme Committee composed of selected experts advises the Programme Team along the process to ensure alignment with our sector's priorities.

All people who have submitted one or multiple abstracts will be notified by email of the selection or rejection of their abstract(s) in **June 2024**.

For accepted abstracts, please note that the session format may be different from the preferred one. The title of selected abstracts may be updated by the hosts, in coordination with the selected speaker, to better fit the programme of the EuroVelo & Cycling Tourism Conference 2024.

---

### **We look forward to receiving your abstract!**

For any questions about the abstracts and the submission platform, please contact Michael Andersen at [ma@danishbiking.dk](mailto:ma@danishbiking.dk).