Elbe Cycle Route
Pavel Hajšman

Sustainable Mobility for Sustainable Tourism
6 October 2022
Elbe Route
1300 km of cycling
Basic information about the Ústí Region

- 1 of the 14 regional governance units in the Czech Republic
  - self-government, delegated government
- Area: 5 339 km² (6.8 % of the Czech Republic)
- Population: 797 877 (to date 31. 3. 2022; decreasing)
- Capital: Ústí nad Labem
- GDP of the Ústí Region: 304,4 billion CZK (11.5 mil. €) in 2020
  - = 5.3 % of the Czech Republic
  - = 0.086 % of the EU27 / 0.12 % of the EU27 - PPS
- Unemployment: 5.28 % ↑
- Number of municipalities: 354 (59 of them are cities)
Location and landscape

- north-west part of the Czech Republic
- landscape is very heterogeneous, most significant elements are:
  - Ore Mountains
  - Elbe sandstones area (National Park Czech Switzerland)
  - Elbe river and the canyon
  - Czech Central Highlands (Porta Bohemica)
Public transport system is linked to tourism
CYCLING means SUSTAINABLE TRANSPORT
Elbe Route – 600+ local businesses
Crafts and regional production
Sustainable local economy
Common Czech-German Marketing since 2008

- 250,000 pcs of cycle guide every year, social media
- Partners along the route

www.stezky.cz
Transport

Tourism

BRANDING

Gate to Bohemia

Lower Poohří
Ore Mountains
Bohemian Switzerland
Czech Central Highlands
Regular Monitoring
EVALUATION

NUMBER OF USERS PER MONTH

INTENSITY - WEEK

INTENSITY - DAY

NÁVŠTĚVNOST PODE TYPU

NÁVŠTĚVNOST PODE ŠMERU

UKAZATELE NÁVŠTĚVNOSTI ZA ZVOLENÉ ODOBOE
Thank You for Your attention!

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