



**ERA·EWV·FERP**

# Lis Nielsen

President

**ERA - EWV - FERP**

European Ramblers' Association

Europäische Wandervereinigung

Fédération Européenne de la Randonnée

Pédestre

**[www.era-ewv-ferp.com](http://www.era-ewv-ferp.com)**

**[secretariat@era-ewv-ferp.com](mailto:secretariat@era-ewv-ferp.com)**

# European Ramblers' Association



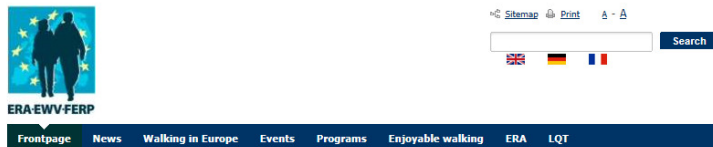
- 61 member organisations from 34 European countries
- 3,1 millions registered walkers
- founded in 1969

## **European Ramblers' Association – objectives:**

- Developing walking and respect for the environment
- Constructing and maintaining a network of cross-border trails
- Protecting and developing European cultural heritage
- Protecting and improving walkers' access to the countryside
- Collecting and sharing practical information about walking
- Strengthen mutual understanding between European citizens

# An area to share ideas

- Homepage
- Newsletters
- Workshops
- Seminars
- Conferences



**Conference Bratislava 2015**

**Newsletter?**  
If you want to subscribe for the ERA Newsletter send a mail to [secretariat\(at\)era-ewv-ferp.com](mailto:secretariat(at)era-ewv-ferp.com) to get on the list.

**What is walking?**



# A Pan-European event



# EURORANDO 2001



# Eurorando 2016

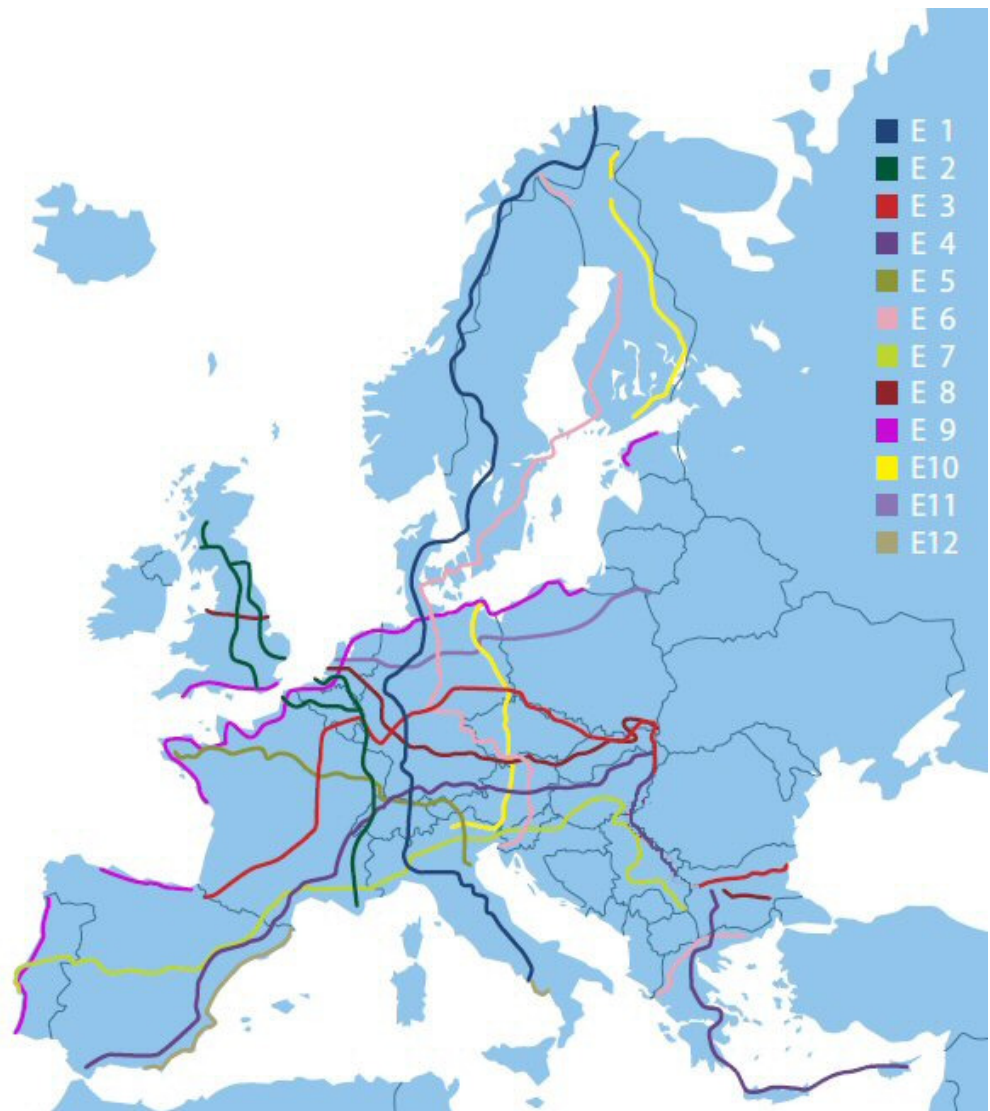
[www.eurorando2016.com](http://www.eurorando2016.com)

10 - 17 September 2016

Skåne, Sweden



# E-paths (European Long Distance Trails)



# Walking in Europe right now:

- The walkers are not getting younger
- Walking ↔ Sport?
- Sponsors are hard to find
- Health is very important
- Access is always under press
- Quality before quantity
- How to replace the army of voluntary workers
- How to use the money in Tourism to promote walking.





What is a good trail?



# Natural trails



Foto © Erik Neumeyer

# Paths



Foto © Armand Ducornet

# Good Waymarking



# Impressive panoramas



Foto © Erik Neumeyer

# Attractive natural landscape



Foto © Erik Neumeyer

# Pleasing urban scenes



Foto © Erik Neumeyer

# Cultural attractions



Foto © Erik Neumeyer



# Resting places



Foto © Erik Neumeyer

# Service provision



Foto © Erik Neumeyer

# Leading Quality Trails Best of Europe

WANDERN IST LEBENSLUST. WIR ZEIGEN ES IHNEN.



# Criteria

**Overall length** –from start to the end

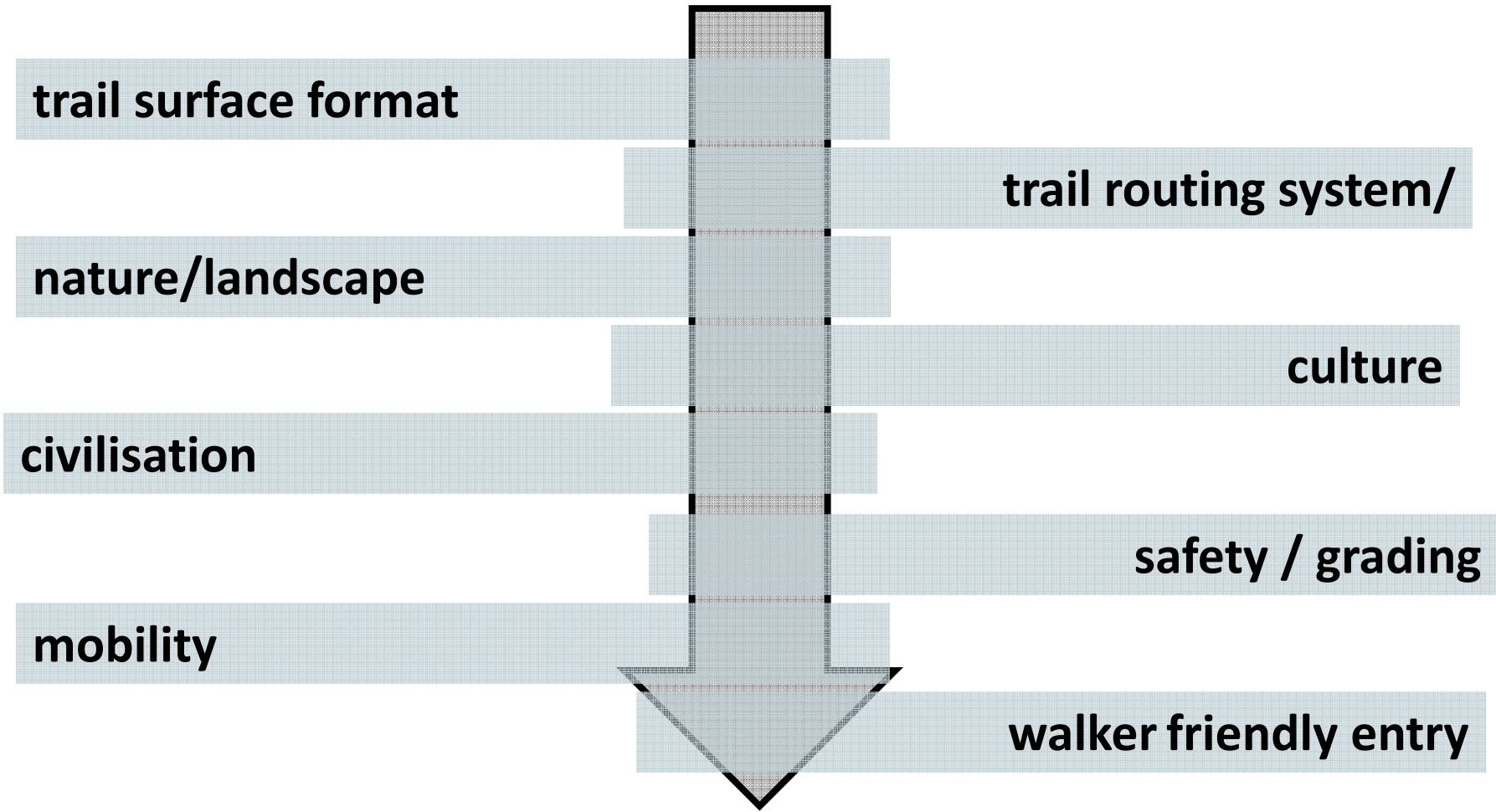
**Sections** – daily stages

**4-km section** - all must achieve  
minumum11 points

**On all daily stages the safety regulations/ requirements have to  
be in accordance with national law/legal framework**



# Criteria



**Objective criteria for an attractive walking trail**

# Trail surface format

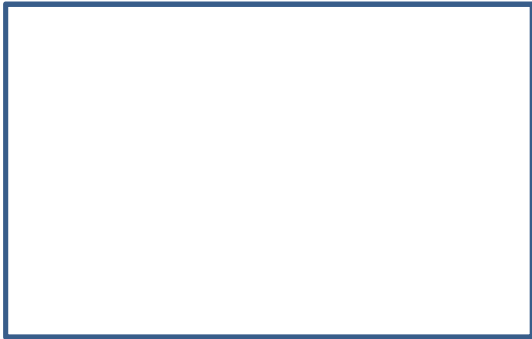




# Trail routing system







# Nature/landscape





# Culture





## Civilisation



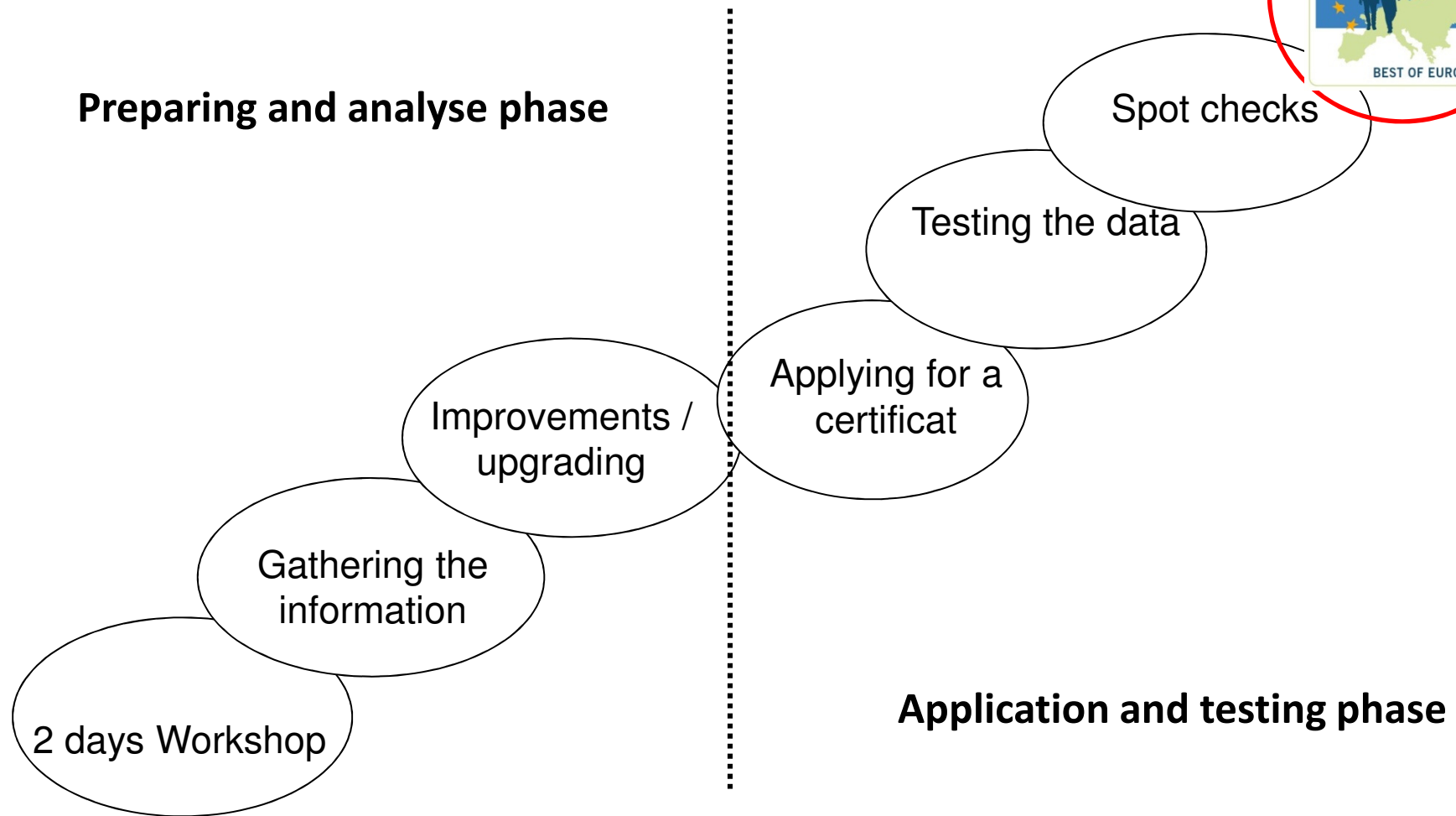
|  |  |
|--|--|
| variety  | at least 2 formation changes per 8km   |
| Experience/Adventure potential   | at least 4 points per 8km for the choice criteria 13-19  |
| Intensively used environment   | max. 10% of the overall route<br>max. 3,000m continuously  |
| walker friendly entry at start and end point of trail  | at least 1 head board with information about the route, at least 2 languages (local language + 1 other; English, French or German) |
| mobility at start and end point of trail<br>start and end point of trail are serviced by public transport (bus/train, alternative walkers' taxi) | at least 2 services daily  |

| core criteria              | characteristic   |
|----------------------------|--|
| natural trails             | at least 35% of the overall route and half of the safety secured paths can be counted as natural trail |
| uneven but passable trails | max. 5% of the overall route<br>max. 1,500m continuously   |
| sealed surfaces            | max. 20% of the overall route<br>max. 3,000m continuously  |
| on busy roads              | max. 3% of the overall route<br>max. 300m continuously   |
| alongside busy roads       | max. 10% of the overall route<br>max. 3,000m continuously  |
| marking                    | 100% of overall route  |

## **With the “Leading Quality Trails – Best of Europe“, ERA sets a European standard bringing multiple uses for walking tourism:**

- giving the walking tourist an overview and decision aid
- giving regard to ecology and nature preservation
- involvement of all affected/interest parties in the quality process
- trained and competent trail experts in the area e.g. from walking groups, wildlife reserves and tourism
- competitive edge for the walking region in marketing

# Steps in the quality process.:

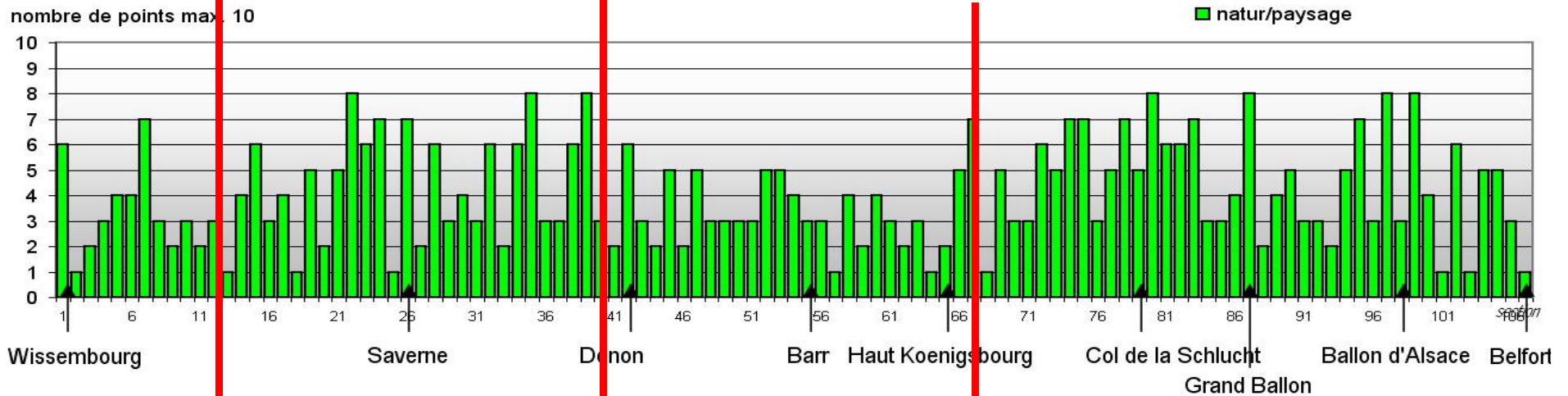


# Expertise du GR53/5

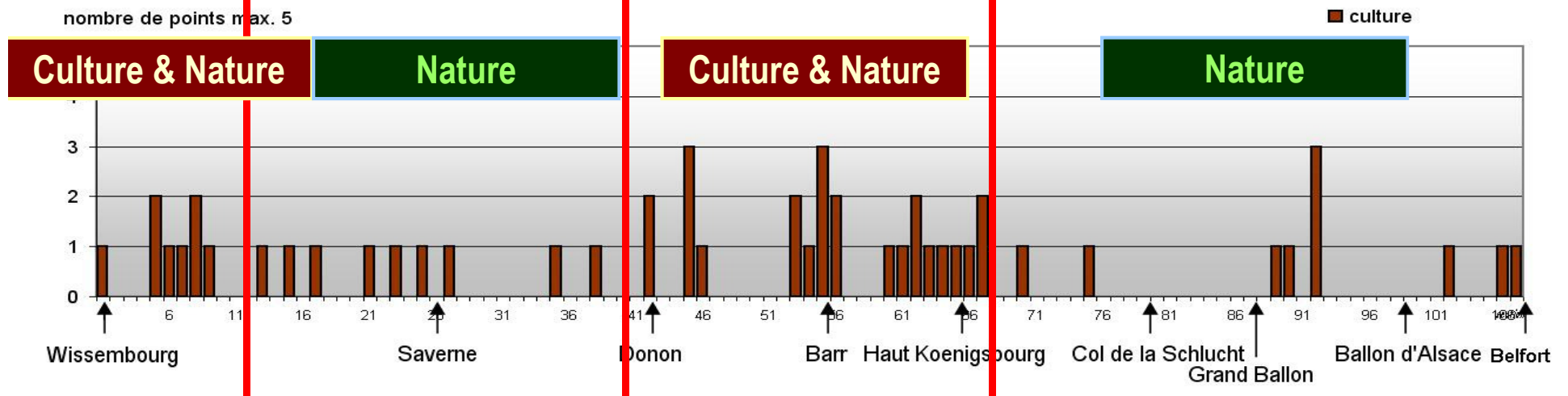


## ▼ Sites naturels et culturels par sections

### nature/paysage par section (4 km)



### culture par section (4 km)





# Expertise du GR53/5

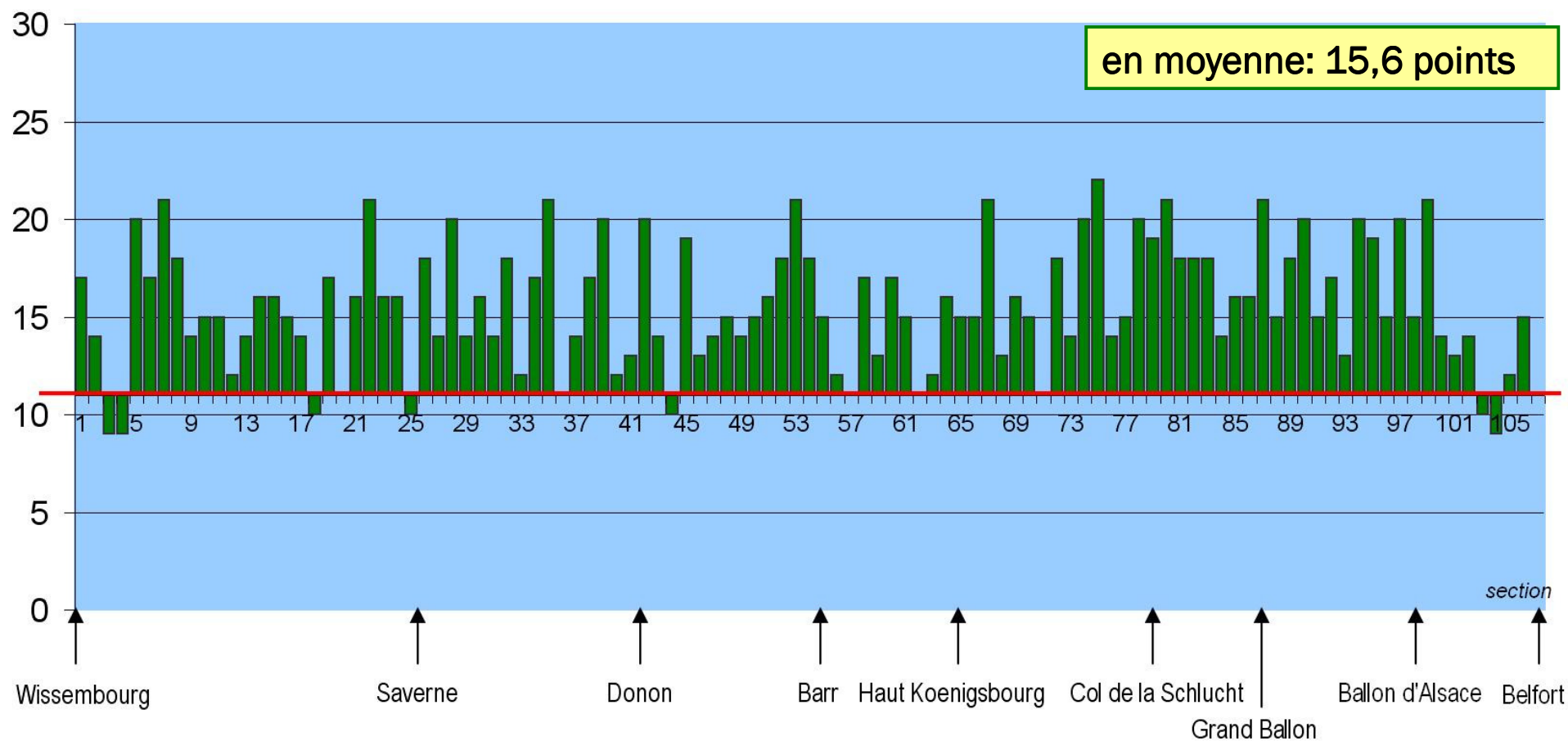
MASSIF DES VOUGES



▼ Total par secteurs de 4km

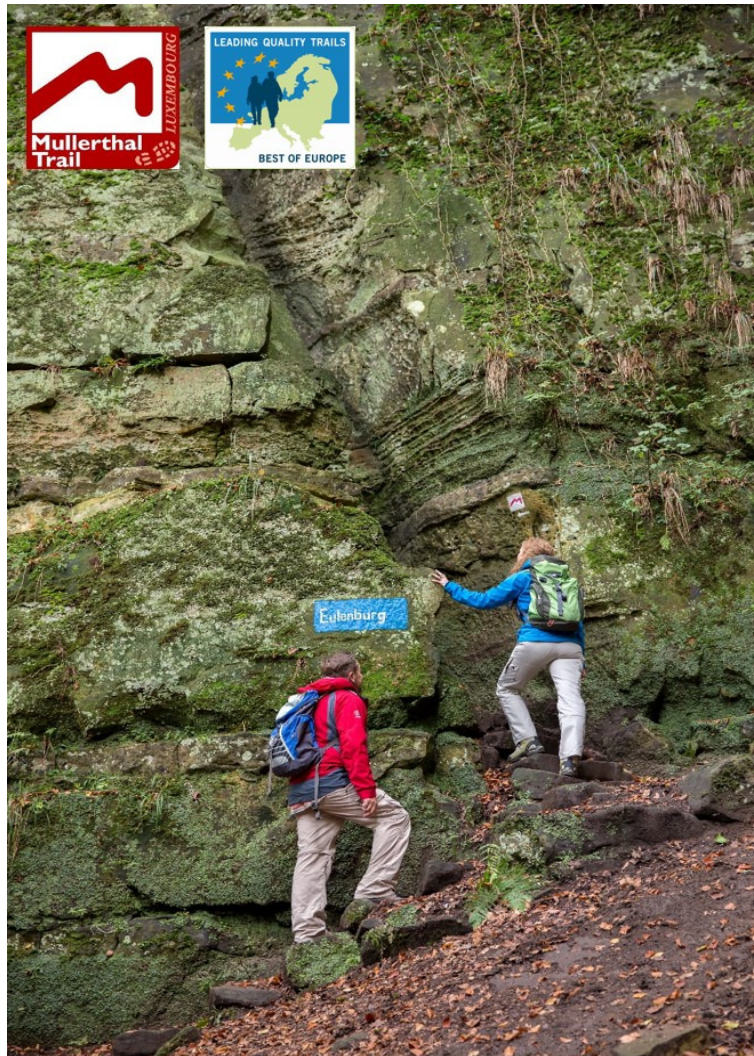
nombre de points max. 30

■ nombre de points



# Leading Quality Trails - Best of Europe July 2014



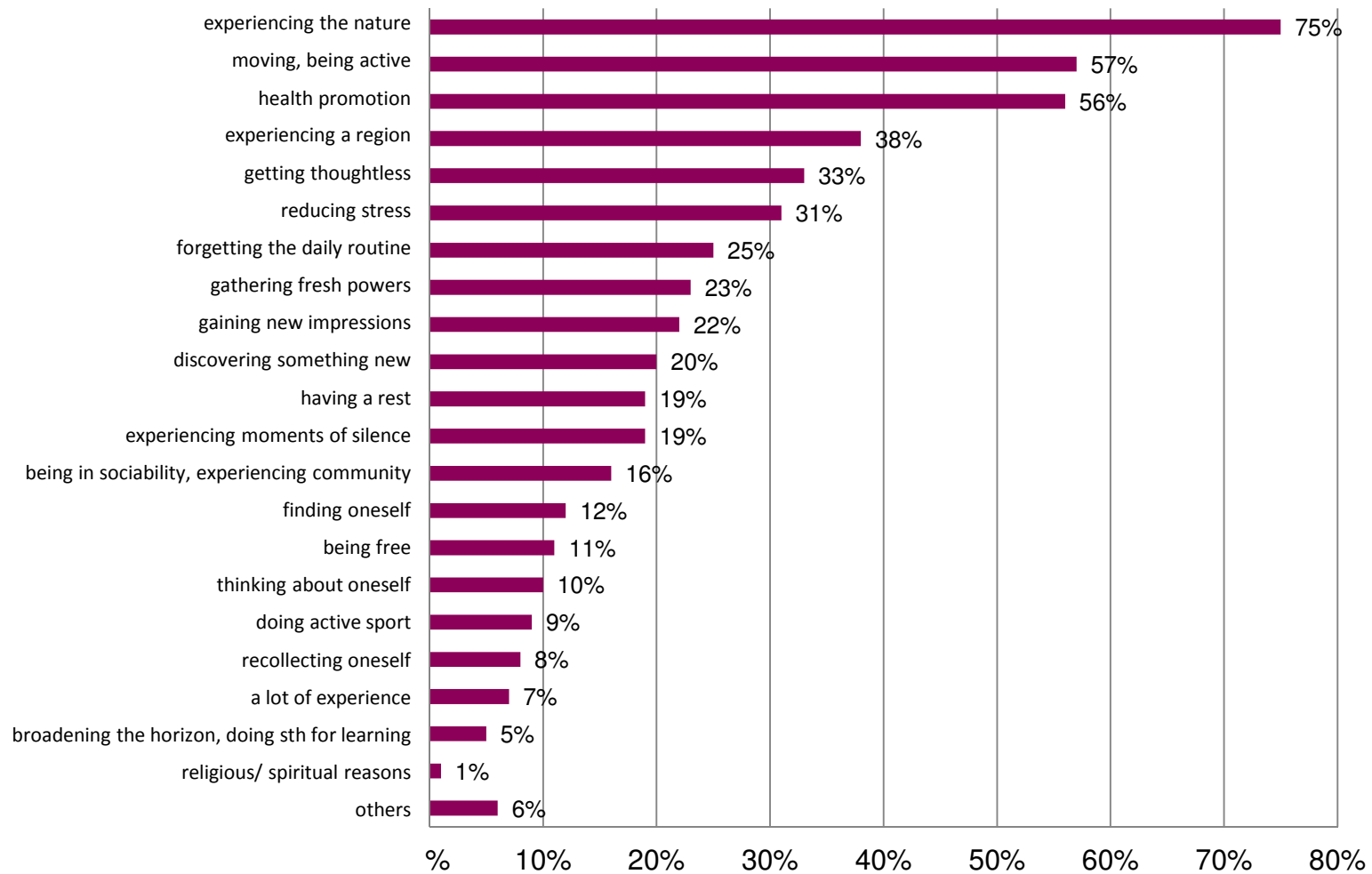


## LQT certified trails 2015):

- **Lechweg** (Austria, Germany)
- **Escapardenne-Eisleck Trail**  
(Luxembourg, Belgien)
- **Kullaleden** (Sweden)
- **Mullerthal Trail** (Luxembourg)
- **Veldenz Wanderweg** (Germany)
- **Moselsteig** (Germany)
- **Gendarmstien** (Denmark)
- **Zeugenbergrunde** (Germany)
- **Albtraufgänger** (Germany)
- **Menalon Trail** (Greece)
- **Andros Trails** (Greece)

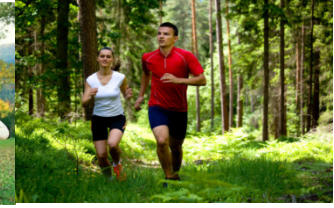
# The market of hiking in Germany 2014

## Why people hike?



# The market of hiking in Germany 2014

## Hiking target groups:



|   | best agers   | singles und couples without children   | elderly people   | families  | young people  |
|---|--|--|--|---|---|
| <b>demography</b>   | <ul style="list-style-type: none"> <li>- 50 to 65 years</li> <li>- no children under the age of 14 years in the household</li> </ul> | <ul style="list-style-type: none"> <li>- 30 to 49 years</li> <li>- no children under the age of 14 years in the household</li> </ul> | <ul style="list-style-type: none"> <li>- over the age of 65 years</li> <li>- no children under the age of 14 years in the household</li> </ul> | <ul style="list-style-type: none"> <li>- at least one children over the age of 14 years in the household</li> </ul> | <ul style="list-style-type: none"> <li>- under the age of 30 years</li> <li>- no children under the age of 14 years in the household</li> </ul> |
| <b>volume<br/>(% relating to all hiking interested persons)</b> | 6,7 mil.<br>(27%)  | 6,4 mil.<br>(26%)  | 4,3 mil.<br>(17%)  | 4,1 mil.<br>(17%)   | 3,2 mil.<br>(13%)   |

## Lechweg opened June 2012

5 travel agencies had the Lechweg in their program for 2013

July 2013 they were responsible for 4.500 extra beds related to the trail.

On top of that comes many individual walkers.





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**[info@leading-quality-trail.eu](mailto:info@leading-quality-trail.eu)**



**Thank you for your attention**