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17th Eurobike Travel Talk - Conference for the tourism and bicycle industry - More than 30 expert presentations

E-Bikes and digitalization are harbingers of change for bicycle tourism

Friedrichshafen - The Eurobike Travel Talk is more than just the model for all expert conferences focusing on bicycle tourism. Since its premiere 17 years ago, it has served as a highly regarded exchange between the bicycle and tourism industries. At this year's Eurobike Travel Talk, which takes place in the East Foyer of Messe Friedrichshafen on the second day of the Eurobike, July 9, 2018, the focus will be on the implications of digital transformation and the e-bike boom for bike tourism.

"For bicycle tourism, the e-bike is a disruptive technology at every level. But it is disruptive in a positive sense: the support that the electric motor provides to the rider makes bike tourism accessible to new target groups. In addition, the e-bike is making regions relevant to bike tourism that bike vacationers had left by the wayside in the past," says Ulrike Saade, Managing Director of Velokonzept Saade GmbH, which is once again organizing the concept and content of the Eurobike Travel Talk this year.

In addition, the digital transformation in bicycle tourism is

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acting as a catalyst for change. Whether it be before, during or after a bike trip: thanks to digital trends, the back-to-nature experience itself that is at the heart of a bike journey is becoming more and more rewarding. At the Eurobike Travel Talk, Digitalization expert Dr. Axel Jockwer and others will report on the influences that are especially strong in this process.

At the same time, the Swiss consulting firm Allegra Tourismus currently describes the wave of e-mountain bikes as a "mega trend in the Alps." Darco Cazin of Allegra and other experts on the MTB scene will report at the Travel Talk on how alpine regions are experiencing this megatrend and preparing for it.

The strong growth in the number of (e-)bikers in the Alps and other natural areas also creates potential for conflict. The industry association ZIV recognizes that this is a responsibility of the bicycle industry, and in cooperation with the German Alpine Club (DAV) and the Mountainbike Tourism Forum Germany (MTD), is publishing a "Biker Booklet". It will present this collaboration at the Eurobike Travel Talk for the first time.

Women remain an underestimated target group in bike tourism. At least that is what the tourism experts from Bloomers Outdoors, the organizers of the European Women's Outdoor Summit, say. They will answer the question of what women want out of their bike vacation. In addition, at the Eurobike Travel Talk, Kerstin Engl from bike equipment supplier Ortlieb will explain why the new bike packing trend is such an exciting topic, not only for nature lovers.

All in all, more than 30 different presentations and activities are on the schedule at this year's Eurobike Travel Talk. The conference, which takes place alongside the leading international industry trade show the Eurobike, starts at 10:30 a.m. on the second day of the show (July 9, 2018) and ends at 4:30 p.m. with a variety of different expert-led tours around the Eurobike. There will also be plenty of time to establish connections between the tourism and the bicycle industries, for example during exhibitors' presentation of new and innovative products at the Eurobike.

Participation in the Travel Talk is included in the price of admission to the Eurobike. The schedule and registration details for the Eurobike Travel Talk are available for download at www.eurobike-traveltalk.com.

The 27th Eurobike is open daily Sunday, July 8 to Tuesday, July 10, 2018 from 8:30 a.m. to 6:30 p.m. and only to trade visitors and accredited journalists. More information is available at: www.eurobike-show.com and www.facebook.com/eurobike.tradeshow.

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