



EUROVELO AND CYCLE TOURISM CONFERENCE 2018

LIMBURG BELGIUM, 26 - 28 SEPTEMBER

EXPERIENCE THE UNIQUE



Bart Gregoor



Bart Gregoor, who comes from Limburg, is the founder and “véloromantiseur” of Café Coureur, a Belgian based bicycle shop, café and cycling events booster. This entrepreneur chooses to name himself véloromantiseur rather than manager because his job is to romanticize cycling races, and the term “manager” doesn’t carry this meaning.

In the events organized by Café Coureur, the experience on the bike is central. They want participants to experience the most beautiful sights during the race. The Café Coureur e-shop sells good cycling gear and cycling clothing that is both aesthetic and qualitative. Bart even set up a private label for Café Coureur, together with Bioracer, to promote his own brand.

Bart will give a presentation titled “Café Coureur. Bikefriendly lodging is not about a print of Eddy Merckx above the bed” in parallel session A - Blazing a Trail: Innovation in Cycle Tourism (11:15-12:45).

