



**EUROVELO AND CYCLE TOURISM
CONFERENCE 2018**
LIMBURG BELGIUM, 26 - 28 SEPTEMBER
EXPERIENCE THE UNIQUE



Dany Heck



Dany Heck is Deputy Managing Director of the East Belgium Tourism Agency and Responsible for product development with specialization on hiking and cycling.

In 2001 he joined the East Belgium Tourism Agency to plan and develop the 850 km long Cycle network “VeloTour” which was launched in 2004. After this he reorganized the Mountainbike product of Eastbelgium by focussing on digital solutions (2006) and initiating GPS guided tours and organizing GPS rental stations.

From 2009 till 2013 he was responsible for marketing and product development of the “Vennbahn”, which was internationally awarded on several occasions and is one of the longest rail bike paths in Europe.

Within the framework of a Leader-project and looking out for new communication facilities, he imagined a new communication tool, which is embedded in the route planner GO Eastbelgium. Important information for cyclists and hikers is now directly visible in the map on which you plan your tour. Discover it during the presentation!

Dany will give a presentation titled “Routeplanner Software Innovation” in parallel session C - Communicating the Cycle Tourism Experience (11:15-12:45).

