



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



Fong Choo Leong



Fong Choo Leong works as Cycling Tourism Officer at the Berlin Headquarters of the German Cyclists' Association (ADFC e. V. Bundesverband). With more than 170.000 members the ADFC is the largest association for cycling advocacy worldwide. Ms. Leong's tasks include the EuroVelo 3 – Pilgrims Route project, the organisation of expert committee's meetings, as well as the classification and certification of ADFC quality routes and cycling holiday regions. By awarding these seals the ADFC has established uniform quality standards for

long-distance cycle routes and cycling holiday regions across Germany.

Born in 1990 Ms. Leong graduated from the Harz University of Applied Sciences in 2018 with a Master degree in Tourism and Destination Development. During her studies, she worked as a student trainee for a Leipzig based consultancy focusing on active tourism such as mountain bike and cycle tourism. She wrote her master thesis on the success factors of cycle tourism in Germany, Austria, Switzerland and South Tyrol.

Fong Choo will give a presentation titled *"Cycling Holiday in Germany – Truly Inspiring: Marketing Strategies of Long Distance Cycle Routes"* in parallel session C - Communicating the Cycle Tourism Experience (11:15-12:45).

