



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



Session C – Communicating the Cycle Tourism Experience

Communication is now more visual and digital than ever before and this session focuses on the latest trends in communicating and promoting cycle tourism products. Ever wondered how to get the best out of social media? What is a successful marketing strategy for long distance cycle route? Or how to use visual communication to reach your target audience? This session will provide the answers to these questions and more, so do not miss this opportunity to learn from some of the world's leading cycle tourism destinations!

