



EUROVELO AND CYCLE TOURISM CONFERENCE 2018

LIMBURG BELGIUM, 26 - 28 SEPTEMBER

EXPERIENCE THE UNIQUE



Eveline Sierens



Eveline Sierens is a socio-economic geographer. Since 2002 she is working at the tourism department of the province of Antwerp. She is leader of the 'Route agency'. This team manages more than 8.000km of recreational bicycle-, walking- and equestrian routes in the province of Antwerp. In 2001 the province started with the system of cycle nodes. Today the network consist of 2.850 kilometers of nice and safe paths. The 'Routedoctors' maintain the corresponding signage and follow up notifications of users of the cycling network.

Eveline and her team also use the knowledge they have built up over the years to advise local authorities and entrepreneurs on the development of attractive route-products. Aside the traditional and still desired use of tangible maps, websites and online route platforms are the longer, the more used information sources. With this in mind, the tourism department of the province of Antwerp, together with publisher Lannoo, recently launched a digital route platform.

Eveline will give a presentation titled *"The Cycle Platform: A Demand-Oriented Tool Based on Collaboration"* in parallel session A - Blazing a Trail: Innovation in Cycle Tourism (11:15-12:45).

