

# bed+bike

The accommodation  
most suitable for cyclists



**„Where do we sleep tonight?“**





# Cyclists on tour need beds!



What are and how we couldt create cycle-friendly accommodations?



# Reviews, steps, achievements ...

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- rejection makes you inventive ...
- from wishes to minimum requirements
- 1995: first list of criteria „FAF 7“ has been presented on the world tourism fair in Berlin (ITB)
- 1995: start collection of „positive“ addresses
- 1995/1996: „Rad & Bett“ appears as a so called „Null-Nummer“ (2.800 copies have been sold)
- 1997: „Rad & Bett“ has been published
- 1998: first „Bett & Bike“ books have been printed



# Bett+ Bike complete editions



1995/96



1997



2007



2012



# Reviews, steps, achievements ...

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- distribution of duties and tasks („Regionalprojekte“)  
(for a better regional care of all bed+bike-houses)
- coordination group „Bett+Bike“
- sign, label and certificate
- standardized directories  
(regional and nationwide)
- creating service products for our partners  
(flags, stickers, pennants, repair-kits etc.)
- internet database **bettundbike.de**



since 2010





# What are the wishes of touring cyclists?

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The wishes of touring cyclists are easy to fulfill:



- their costly bicycles should be kept safe during night time
- wet clothes must dry over night
- cycling-maps of the region and time-tables for trains and buses should be provided
- sometimes they need a bicycle repair set
- in special cases they should know where the next bicycle-shop is situated
- cyclists often stay for only one night ... but there are more cyclists coming in the future
- a good cycling-morning begins with a rich breakfast: muesli, fruits, whole meal products etc.



## Minimum requirement no. 1

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Cyclists may stay for one night only  
if they wish!





## 2. Safe place for bicycles

Lockable room for storage of cycles overnight (on ground level if possible, e.g. garage)





### 3. Drying facilities

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Drying facilities for clothing and equipment (e.g. a drying room, the room for central heating, a washing machine and a dryer)





## 4. Provision of cyclists' breakfast





## 5. Special informations for cycling guests

Provision or sale of

- cycle touring maps of the region
- cycle guide-books
- timetables for trains and buses
- accommodation directories
- recommendations for cycling trips in the nearby area
- magazines

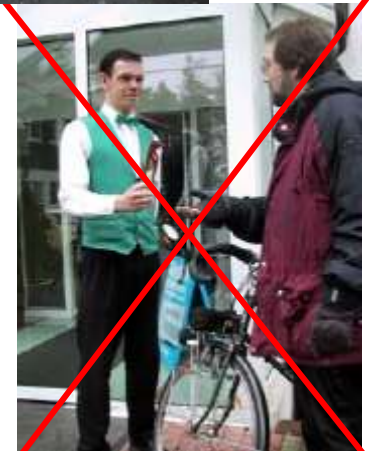




## 6. Bicycle-repair-set



Set of repair equipment with the most important tools for simple repairs on bicycles





## 7. Informations about bicycle shops

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Address, opening times and telephone number of the nearest cycle repair shop for major repairs





## **bed+bike criteria: minimum requirements**

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1. Cyclists may stay for one night only if they wish.
2. Lockable room for storage of cycles overnight (on ground level if possible, e.g. garage).
3. Drying facilities for clothing and equipment (e.g. laundry, cellar or drying room).
4. Provision of cyclists' breakfast: muesli, fruits and wholemeal products.
5. Display or provision of cycle touring maps of the region as well as bus and train timetables.
6. Set of repair equipment with the most important tools.
7. Address, opening times and telephone number of the nearest cycle repair shop for major repairs.



## bed+bike criteria: further recommendations

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1. For those who want to start or finish their trip, **information** should be provided **on environment-friendly access** by bus or train.
2. **Transportation** of guests if needed.
3. Provision of descriptions of **local and regional cycling routes**.
4. Own stock or providing of good-quality **bicycles for hire**.
5. **Transport service for luggage** from the last or to the next accommodation.
6. **Reservation service** for the next night in a bicycle friendly accommodation.
7. Supply of important **spare parts**, if necessary by arrangement with the nearest repair shop.
8. List of **cycle-friendly establishments** in the region.
9. **Packed lunch** to take away.
10. **Guest book** containing experiences of cycle-tourists in the region.



# Cyclists are always welcome!

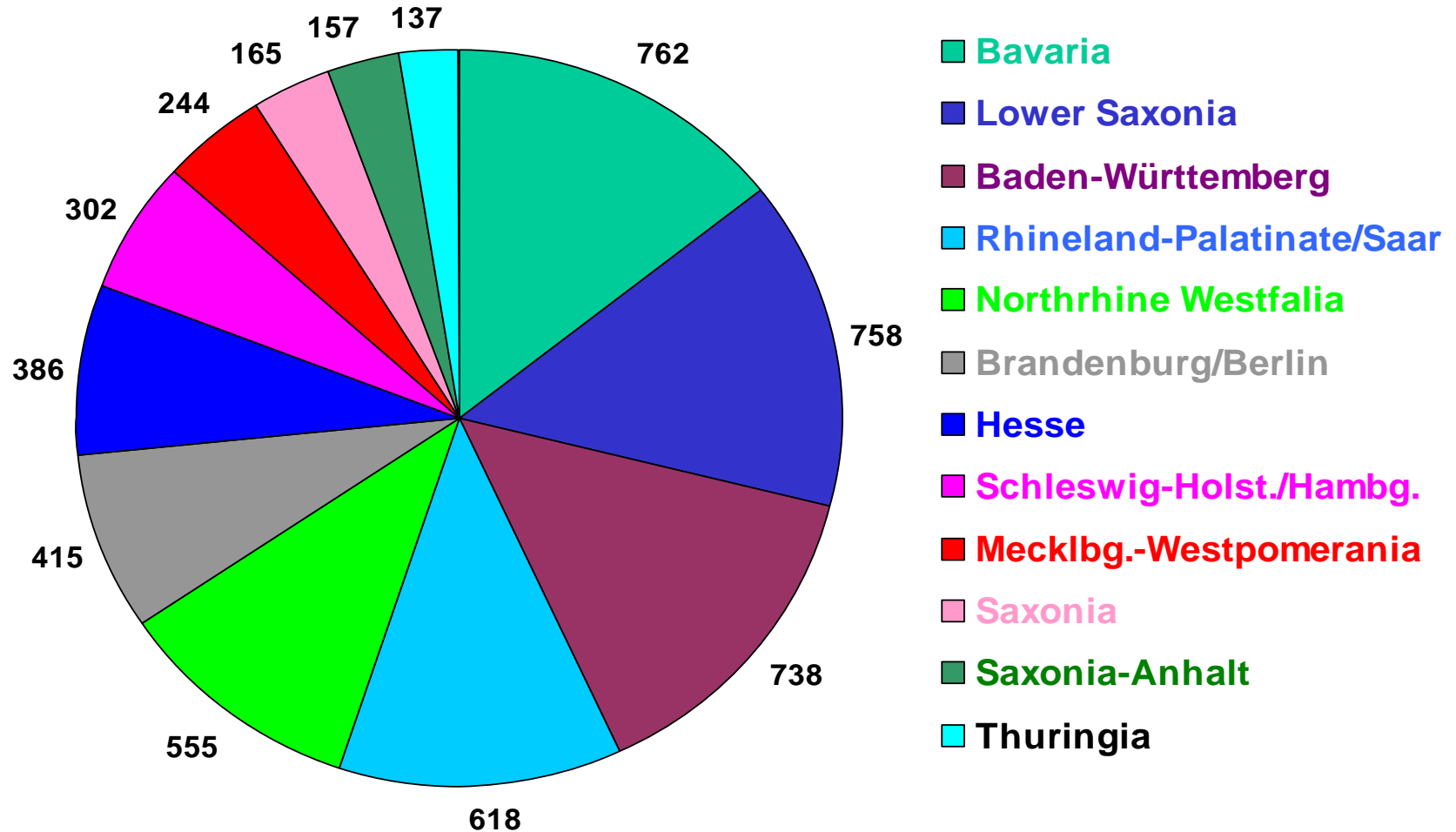


**bett+bike**  
adfc





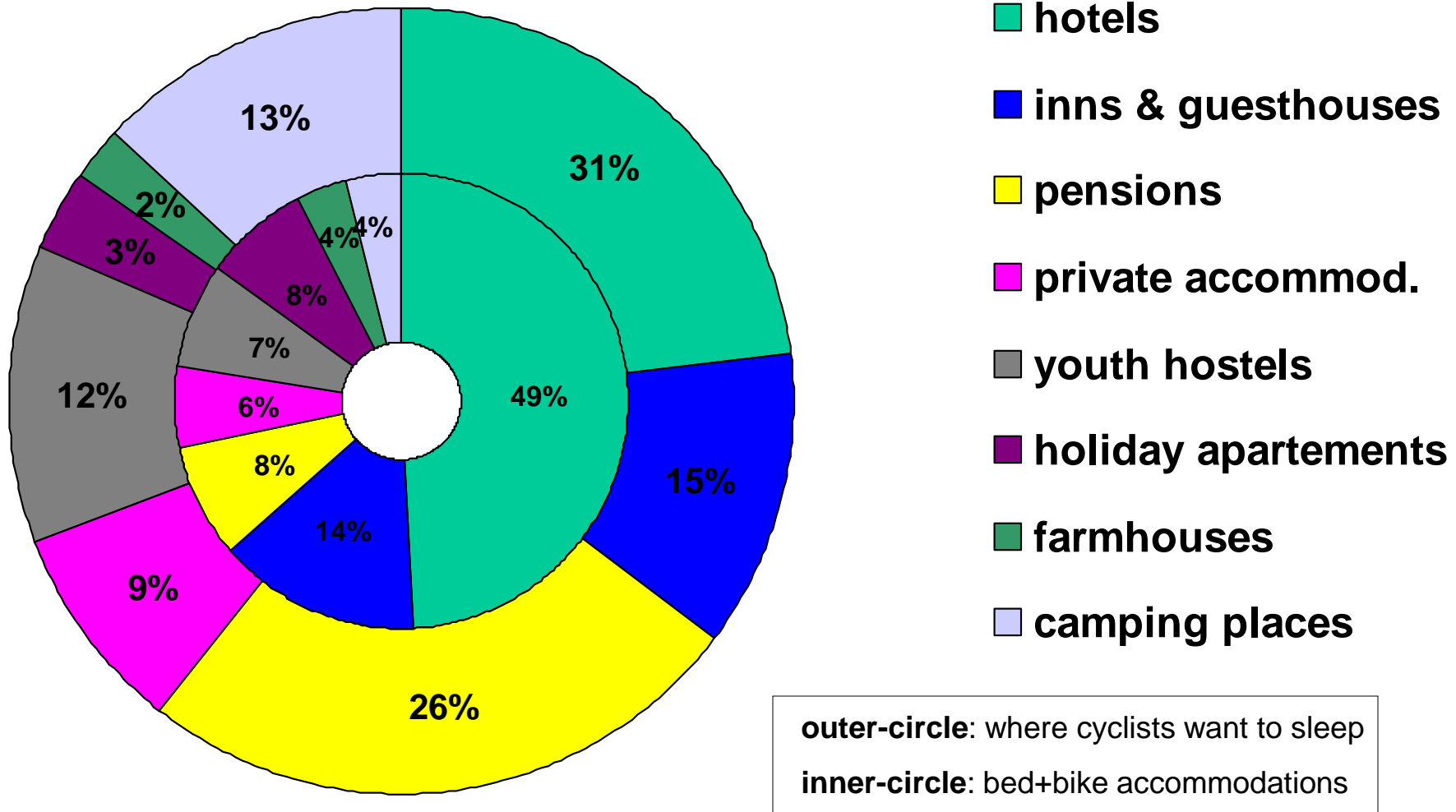
# Where are the Bett+Bike-houses located?



source: Bett+Bike Deutschland, 1/2012; total: 5.267



# Demand and offer ... where cyclists sleep



source: Bett+Bike Deutschland, 1/2012 (total: 5.267), Trendscape 2010



# Services and benefits for Bett+Bike-partners

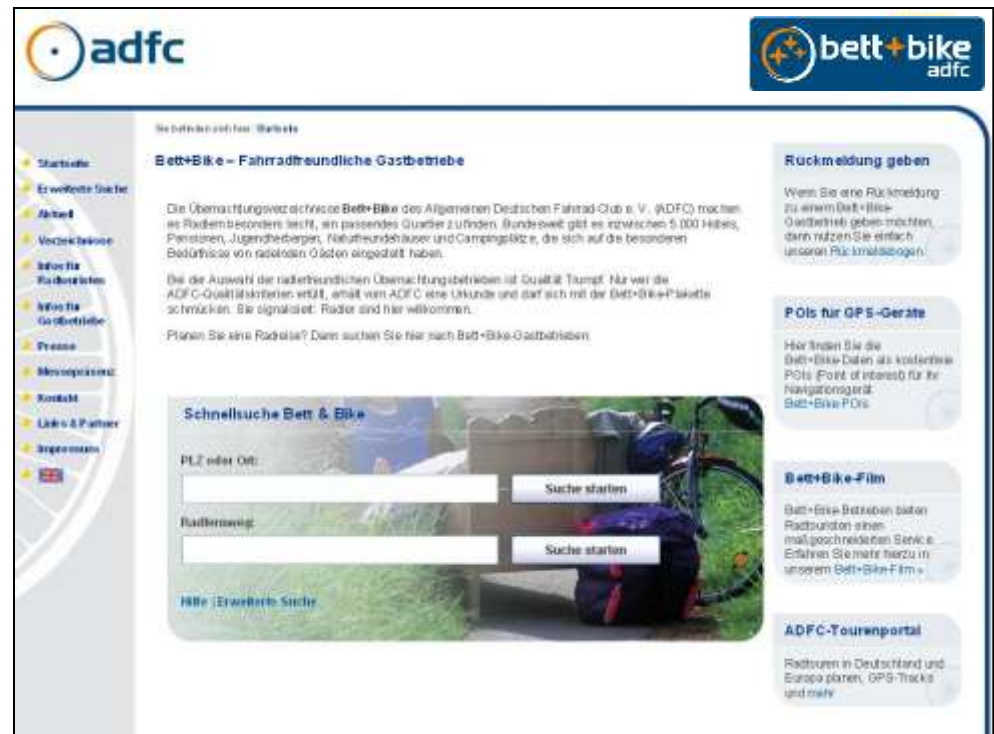
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- recognition by **Bett+Bike-sign** and **certificate**
- presentation in our **internet-database** (see: [www.bettundbike.de](http://www.bettundbike.de))
- print-out in our nationwide **Bett+Bike directory**
- **distribution** of the directories through bookstores, more than 80 branch offices and via internet
- listing of basic-data in **booklets** which are part of the most important bicycle map „**ADFC-Radtourenkarte**“ and marking within the **bikeline touring-books**
- possibility of downloading their **basic-data for GPS-devices** and digital maps
- presentation on **exhibitions** and **meetings**
- letters with **information** and **professional advice**
- provision of **bed+bike-pennant, flag, sticker** etc.



# Bett+Bike at the internet

- [www.bettundbike.de](http://www.bettundbike.de) – the open database with all bed+bike-companies all over Germany
- 5.270 addresses
- 3.500 towns and villages
- 365 long distance cycling routes
- 230 tourism regions
- cross-linked with affiliated organisations





# Bett+Bike at the internet: more choices

- All important informations are shown for each house
- inappropriate houses can be filtered before printing
- location map is displayed
- link to the ADFC-Tourenportal [adfc-tourenportal.de](http://adfc-tourenportal.de) with hundreds of routes and a network of over 280.000 km linked cycle-tracks

The screenshot displays the website interface for 'adfc-tourenportal.de'. The main content area features details for 'Hotel am Schillerpark' in Berlin. Key information includes the hotel's name, address (Reichenowstr. 83, 10720 Berlin), phone number (030 111 931 300), and website (www.hotel-am-schillerpark.de). It also lists amenities like a restaurant, bar, and bicycle storage. A map shows the hotel's location in Berlin. The right sidebar contains a 'Radtourerlog' section with text about the hotel's proximity to the city center and a 'UTMA-Partner' section. The bottom of the page shows a map with a callout for the hotel and a list of nearby points of interest.



# Each year a new Bett+Bike-directory



30.000 copies/year





# Marketing within maps and books

**13 Radtourenkarte BVA**  
1:150.000  
**Saale/Westliches Erzgebirge**

**Bett & Bike**  
Zeitschrift für Radfahrer  
1. Ausgabe 2012

**BRÜCKMANN RADFÖHRER**  
**München und Umgebung**  
28 Tagestouren mit Karten 1:75.000

**ADFC – Allgemeiner Deutscher Fahrrad-Club**  
zur Ukraine sowie von New York bis Neuseeland. Alle Reisen werden vom Profis vorbereitet und – wenn gewünscht – von Ortsvereinen begleitet.  
[www.adfc.de](http://www.adfc.de)

**Deutschland per Rad entdecken**  
Wer sich die 150 schönsten Radwege in Deutschland vornehmen, dem erwarten Fragestouren rund 50.000 Kilometer. Zum Planen und Tätigen geben der ADFC und die Deutsche Zentrale für Tourismus (DZT) „Deutschland per Rad entdecken“ heraus. Die Broschüre informiert über Länge, Charakter und Landschaft der Routen. Im Internet finden Sie mit nur einem Klick bei [www.adfc.de](http://www.adfc.de) alle Informationen.

**ADFC-Magazin Radwelt**

**BikeLine**  
Radfernweg  
**Berlin – Kopenhagen**  
Radtourenbuch und Karte 1:75.000

**Bett & Bike**  
**Übernachtungsverzeichnis**  
Alle mit dem Bett & Bike in Leipzig (Bett & Bike) haben Sie finden mit dem Übernachtungsverzeichnis. Das ist ein Verzeichnis der ADFC-Ortsvereine und Mitglieder sowie der ADFC-Ortsvereine. Sie erhalten das Bett & Bike-Verzeichnis kostenlos. Sie erhalten das Bett & Bike-Verzeichnis kostenlos. Sie erhalten das Bett & Bike-Verzeichnis kostenlos.

**ADFC-Serviceangebote**  
Die mehr als 80 ADFC-Geschäftsstellen und -Einheiten sind wichtige Anlaufstellen für alle, die eine Radreise planen wollen. Bei der Vorbereitung Ihrer nächsten Tour helfen Sie die aktiven Mitglieder des Allgemeinen Deutschen Fahrrad-Clubs ebenso wie mit viel Liebe zum Detail. Darum sind wichtige Räder- und Planungsdienste einsehbar. Hier die wichtigsten Tipps für Radfahrer:

**ADFC-Radreisen**  
Hier finden Sie die ideale Vorbereitung für Ihre Radreise. Rund 1500 Radfahrer gehen jedes Jahr auf Tour und zeigen etwa 250.000 Radfahrern die schönsten Schlechtwege. Von der kurzen Ferienreise bis zur Abenteuerreise ist alles dabei. ADFC-Mitglieder können zusammen oder separat mit.

**ADFC-Serviceportal**  
Tourentafeln können in Internet-Portalen heruntergeladen werden. Neben den ADFC-Ortsvereinen gibt es eine Internet-Adresse, über die Sie regionale oder europäische Radreisen zu planen. Für alle Strecken werden neben GPS-Trails auch Kartenmaterialien erzeugt. ADFC-Mitglieder erhalten die ersten 300 Kilometer Radreise pro Monat kostenlos.

**Bett & Bike**  
Im ADFC-Übernachtungsverzeichnis finden Sie über 100.000 Übernachtungsmöglichkeiten. Neben den ADFC-Ortsvereinen gibt es eine Internet-Adresse, über die Sie regionale oder europäische Radreisen zu planen. Für alle Strecken werden neben GPS-Trails auch Kartenmaterialien erzeugt. ADFC-Mitglieder erhalten die ersten 300 Kilometer Radreise pro Monat kostenlos.

**ADFC-Katalog Radreisen**  
Zusammen mit 63 renommierten Reiseveranstaltern stellt der ADFC im Katalog Radreisen mehr als 100 Radreisen vor. Von Mecklenburg-Vorpommern bis zum Bodensee, von Island bis



# Presentation on tourism-exhibitions

CMT, f.re.e, ITB, Eurobike and travel-markets in Essen, Fürth, Hamburg, Offenbach, Leverkusen, Bremen, Frankfurt, Bonn, Braunschweig, Köln, Hannover, Leipzig etc.



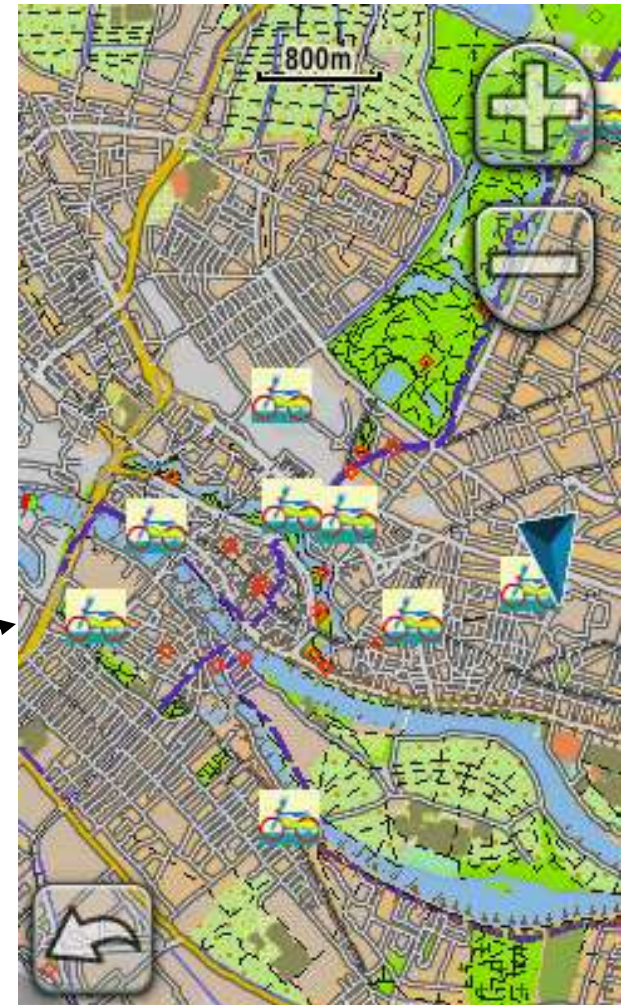


# Bett+Bike on bicycle navigation devices

On modern GPS-devices bed+bike accommodations can be presented as waypoints and the cycle-tourist will be guided directly to their doors.



screenshot of a map  
section of Bremen  
with the locations of  
bett+bike-addresses





# Bett+Bike on the iPhone-App „ADFC mobil“

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- Contains all 5.250 partners as „Points of Interest“
- Navigation to the next or to a selected bett+bike-house
- Contact data of all bett+bike-houses with the most important informations about them





# Print-advertising





# Promotion in our own ADFC-media

- Membership-magazine „RadWelt“ (circulation 76.000 copies)
- ADFC/DZT-brochure „Deutschland per Rad entdecken“ (500.000 copies every two years)





# Costs of certification and participation

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## Accommodation companies (hotels, pensions etc.)

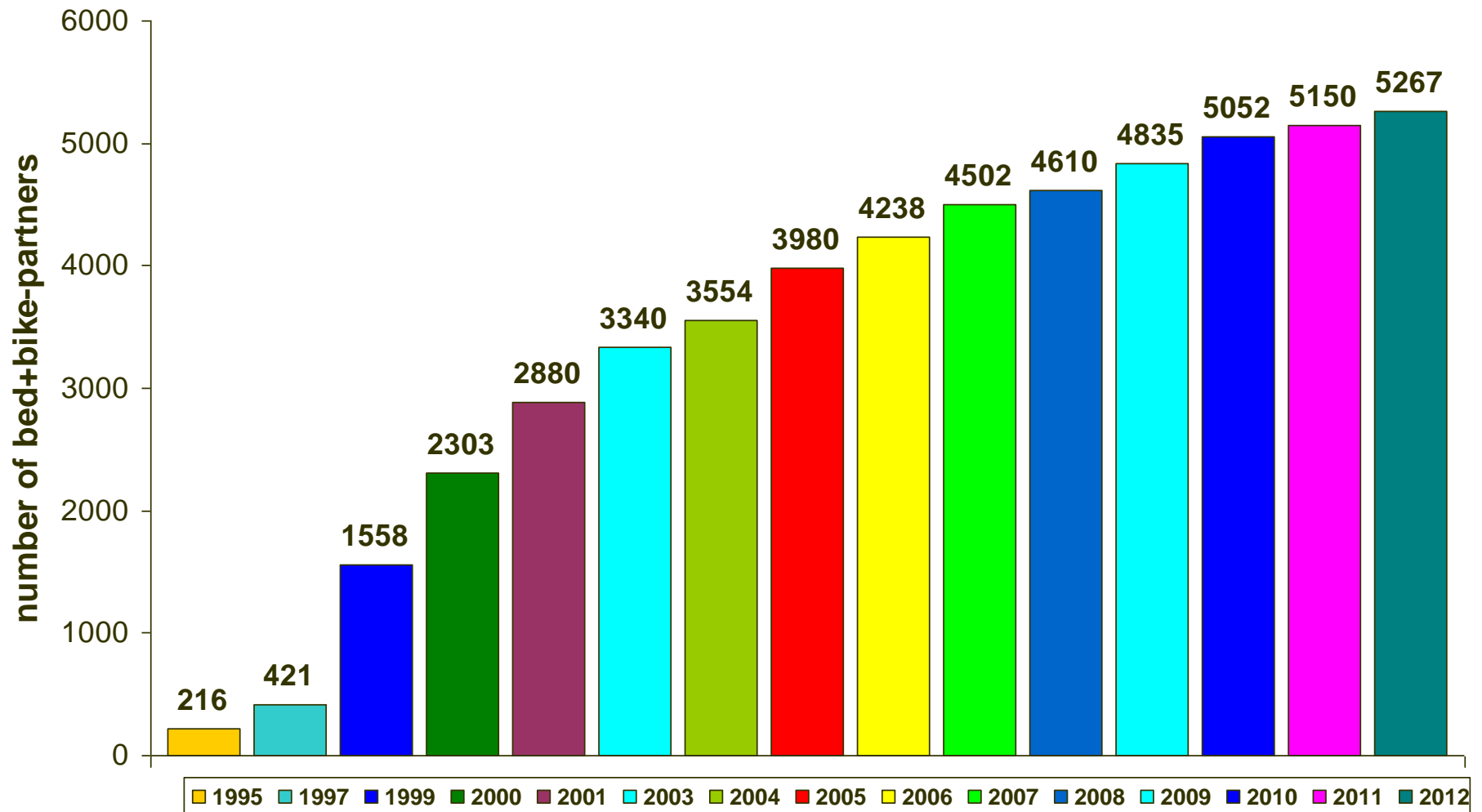
- A) once-only payment (=entrance fee): **123 €** in the first year  
(reduced fee for non-commercial houses with less than 8 beds: 82 €)
- B) annual **basic fee: 35 €** (fixed rate for every house)  
+  
variable **company fee** (=total number of rooms x 6 €)  
(„social“ rate for small houses; max. number of rooms: 70)

## Camping places or pure restaurants and inns

- A) once-only payment (=entrance fee): **123 €** in the first year
- B) annual **company fee: 125 €**



# Bett+Bike-partners per year



source: Bett+Bike Deutschland, 1/2012



## **Actions made for quality assurance**

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- at the beginning written informations given by the owner are checked
- visits and checkups by regional project managers
- organized quality inspection by approved and qualified persons (announced and unannounced visits)
- mystery checks
- spot check by instructed ADFC-members and experienced tour guides
- complaint management



## How do we proof our establishments?

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- presentation and justification of the testing person
- guided round tour within the accommodation facility
- viewing and examining the guest rooms
- visiting the room, where the bicycles are kept safe during night
- inspection of the bicycle tools and the specific information material provided for cycling guests
- control of the drying facility for clothing and equipment
- check and correction of all data given by the owner

Duration: A normal visit takes approx. 1 - 1,5 hours.

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# What are the reasons for this success?

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The success of the ADFC-project „Bett+Bike“ is mainly based upon the following german-wide standards:

- ✓ **catalog of criteria**
- ✓ **name**
- ✓ **logo/signet**
- ✓ **database**
- ✓ **directory**
- ✓ **quality control**
- ✓ **structure of services and fees**
- ✓ **presence in all regions of Germany**





## Positive surroundings

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- the individual cyclists growing demand  
(asking for recommendations of routes, maps and provision of overnight accommodation)
- strong bicycle club in our background  
(130.000 active cyclists and their friends)
- homogeneous and nationwide presentation  
(criteria, books, marketing, coordination, services etc.)
- fair conditions for our partners  
(membership-fees in relation to the number of rooms at each house)
- cooperation with many tourism organizations  
(hosting lists, training courses, public events, support)
- using several ways to distribute our products
- a steadily growing bicycle tourism



# Cooperation with other countries



## bed+bike Luxembourg

- start in spring 2011
- actual partners: 56
- supported by the ministry of tourism
- [www.bedandbike.lu](http://www.bedandbike.lu)



## Bett+Bike Niederösterreich

- start is planned in autumn 2012
- first steps are done



# Visions for Europe



## Ideas for presence and future

- cyclists travel without borders ... anyway
- accommodation directories along the EuroVeloRoutes
- room-reservation service
- international co-operation
- european database and information platform for cyclists
- bed+bike-service-points
- common european bed+bike-logo
- ...



# Many thanks for your attention ...

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# Touring-cycling is just beautiful!

