

ecoplus Funding Principles

The main objective is to create a high quality and attractive bicycling path infrastructure to arouse an economic impulse in the region. In contrast to community and local regional bike paths for the use of daily bike traffic (for local residents), the most important thing is to clearly orientate the bicycle path infrastructure for tourists.

Therefore, regional funding is concentrated on the following two types of bicycle paths:

- Multi-region bicycle routes (priority 1: e.g. Danube bike path, KTM bike path, Thermen bike path, Peistingtal bike path etc. or alternatively the homepage: <http://www.niederoesterreich.at/rad/>)
- Bicycle regions that can be orientated around tourists (priority 2: The Weinviertel bicycle region , <http://www.niederoesterreich.at/weinviertel/>)

In spite of, or alternatively, because of the increased demand, attractive bicycle offers for tourists continuously appear on the market, which, to a great extent meet the expectations of cyclists.

For this reason, when determining if a new bike route should be funded, not only the already-mentioned "basic requirements" will be checked, but also the potential for a "tourist product".

Furthermore, marketing must be taken over by the tourist organization in charge, and the necessary budget for it must be available, or alternatively the regional project partners must allocate it.

To support the development of offers for bicycle tourism (development of the chain of service providers, incl. distinguishing bicycle friendly businesses, cooperation of bike rental businesses, transfer service providers, marketing measures etc.), **70% of the consulting fee can be absorbed** through ecoplus's regional consultation.

To create multi-regional 2.5 m wide main bike routes (any wider paths are to be financed by the beneficiaries), a minimum of 66% has to be raised by the communities, or alternatively, the land owners. For priority main bicycle routes in **EU target areas, the amount to be raised privately can be reduced to 33% according to the guidelines.**

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