



**MOUNTAINBIKE  
TOURISMUSFORUM**  
DEUTSCHLAND

## **MOUNTAIN BIKE TOURISM 2030**

Vision and Spheres of Action for the  
German Mountain Bike Tourism Industry

## Vision 2030

TOP  
5

- » Germany ranks among the TOP 5 bike destinations globally – both in terms of travel desirability and popularity.

## Vision 2030

# 1

Million  
Bike Trips

- » Of the one million annual mountain bike trips in Germany, 30 percent originate from abroad.

## Vision 2030

# 2.2

Billion Euro Net  
Revenue

- » Equivalent to 2.9 percent of annual EU cycling tourism.

# Vision 2030



- » Together with hiking and cycling, mountain bike tourism has become the third major outdoor activity to be internationally promoted by the German National Tourist Board.

# Vision 2030

10 world-class products

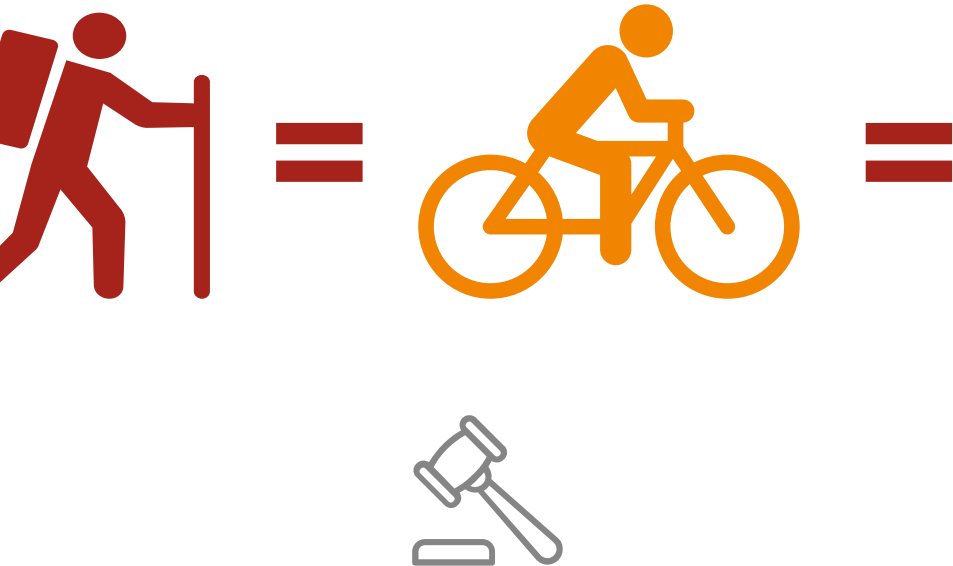
20 bike-products with  
international appeal

# 30

Specialised  
MTB Destinations

- » Germany has a well-differentiated, premium product portfolio for mountain bike tourism.

# Vision 2030



» There is no longer a legal difference between cycling, walking and mountain biking for recreational purposes

# Vision 2030

- » Mountain biking is among the top ten favourite sports of children and teenagers.





# Vision 2030

- » Nationwide availability of biking opportunities for everyday use.



# Vision 2030: Five Cornerstones for Success



## #1 · BECOMING PROFESSIONAL

We need further professionalisation of the industry...

- » ... by anchoring MTB topics more deeply in university education and research – analogous to other outdoor activities such as hiking and cycling.
- » ... through qualified service providers (e. g. guides, hosts).
- » ... through a multi-level, nationally uniform and mandatory bike-guide training programme.



## #2 · ACTING PROFESSIONALLY

We follow guidelines and quality standards for highly professional, customer-oriented mountain bike tourism. Destinations are capable of developing and marketing differentiated products according to their regional character and national demand.

### #3 · TAKING RESPONSIBILITY

We act in an autonomous and coordinated manner:

- » Service providers proactively develop their offers.
- » Towns and districts create infrastructure.
- » Destinations manage and market products.
- » The bike industry and media purposefully invest in developing the domestic market.
- » Every stakeholder intensifies their commitment by five percent per year for the joint development of Germany as a world-class MTB destination.



## #4 · MORE EXERCISE

Lack of exercise is a massive contributor to ageing, diseases of civilization and immense productivity losses. Biking offers a uniquely accessible form of fitness and coordination training to broad sections of the population. We therefore advocate for nationwide access to biking opportunities as part of public services and everyday life.

A photograph of three mountain bikers in a forest, giving a high-five. They are wearing helmets and backpacks. The image has a warm, reddish-orange tint.

## #5 · BEING VISIBLE

We make our contribution to key social issues (e.g. lack of exercise, demographic change, climate change) visible and audible through professional lobbying. As a reliable and respectful interlocutor, we are involved in local, regional, state and national committees.



# Vision 2030

- #1 · Becoming professional
- #2 · Acting professionally
- #3 · Taking responsibility
- #4 · More exercise
- #5 · Being visible

Our vision is dynamic and an invitation to act together. How do you see the future? How do you want to contribute? Lets talk about it – this is how you can reach us:

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Picture: TMGS Sachsen

