

Media information

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CycleSummit 2025: International trade visitors experience the Bodensee-Vorarlberg cycling region

As part of the **CycleSummit 2025, Vorarlberg Tourismus** and **Bodensee-Vorarlberg Tourismus** welcomed around 40 international cycle tour operators to two exclusive pre-tours through the region. The focus was on authentic nature experiences, cultural encounters and regional hospitality. The industry event thus provided an ideal stage to showcase cycling expertise and cross-border cooperation around Lake Constance.

The Internationale Bodensee Tourismus GmbH coordinated the program with partners from Germany, Switzerland, Liechtenstein and Austria with a total of eight cycling tours and a regional evening in Constance. Around 200 participants took part in the multi-day event with pre-tours and two congress days in Constance.

Vorarlberg as host for two pre-tours

In the run-up to the industry event, Vorarlberg offered international trade visitors two specially curated cycling tours. The "Urban & Culture Tour" and the "Sports & Nature Tour" led through the Bodensee-Vorarlberg region and showcased its diversity - from urban culture and architecture to sustainable mobility and nature experiences in the Rhine delta.

The program was conceived, implemented and accompanied by **Vorarlberg Tourismus (Elke Fink, Maximilian Hugl)** and **Bodensee-Vorarlberg Tourismus (Lisa Mersin)**. The aim was to make the region's cycling expertise and hospitality visible and to promote new international partnerships in cycling tourism.

Encounters, views and regional hospitality

The pre-tours kicked off on the Karren in Dornbirn, where participants and regional representatives got to know each other over dinner - accompanied by panoramic views over the Rhine valley.

The following day, two routes were available to choose from:

- **Urban & Culture Tour:** From Dornbirn to Bregenz with stops at architectural and cultural highlights such as the **Kunsthhaus Bregenz**, the **vorarlberg museum** and the **Dornbirn market square**.
- **Sports & Nature Tour:** From Dornbirn via the **Rhine delta** to the **Mehrerau lakeshore nature conservation area**, accompanied by nature guide **Lukas Rinnhofer**, who offered insights into the flora and fauna of the Lake Constance region.

Vorarlberg Tourismus GmbH | Vorarlberg State Tourist Board

Poststraße 11 | 6850 Dornbirn | Austria

T +43 5572 377033-0 | info@vorarlberg.travel | www.vorarlberg.travel | #visitvorarlberg

Austria

For the culinary conclusion, the participants fortified themselves at the **Gasthaus Kornmesser** in Bregenz with traditional Käsknöpfle before taking the **Pfänderbahn** to the viewpoint above Lake Constance - a symbolic conclusion before the official opening of the CycleSummit congress days in Constance.

Joint strength around the lake

The cooperation between **Vorarlberg Tourismus, Bodensee-Vorarlberg Tourismus** and the **Internationale Bodensee Tourismus GmbH** was an exemplary demonstration of how tourism organizations can work together across borders. "Lake Constance is a strong example of cooperation in action - culturally, economically and in terms of tourism. Such projects make it possible to experience the diversity of the region and strengthen its international perception," emphasizes **Elke Fink** from Vorarlberg Tourismus.

About the CycleSummit

The CycleSummit is one of the most important international industry gatherings for cycle tour operators. It serves to promote exchange, networking and the development of new products in cycle tourism. In 2025, around 200 industry representatives from numerous countries took part.