

Mountain bike specific planning and destination development

using the example of the Destination **Zermatt-Matterhorn /Switzerland**

Event. **National Mountainbike Seminar 2017** /Innovation Norway /22nd June 2017

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WHAT I
REMEMBER FROM
ZERMATT



FALLING ASLEEP WITH A SMILE



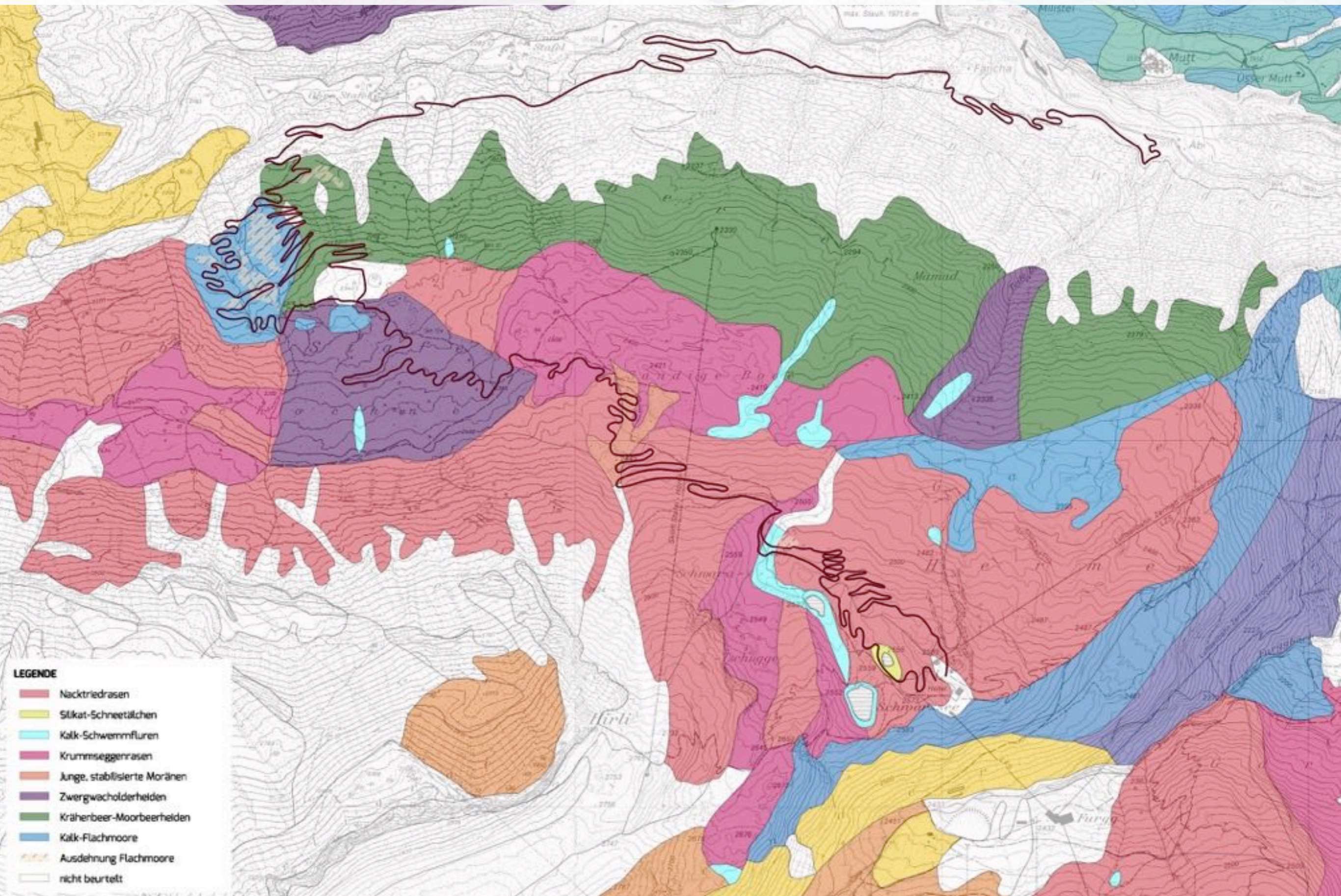


This looks already quite good, right?





So **WHY** Zermatt still needs professional planning?



1st/ Zermatt wants to respond efficiently and sustainably
to **the future market** ...





2nd/ Zermatt is a destination with **high user densities** in different activities, ...





... with *many different stakeholders*, ...



... and with many above-average ***sensitive and deserving protection /protective areas.***





3rd/ Zermatt is a destination which has a demand for ***very high quality standards***



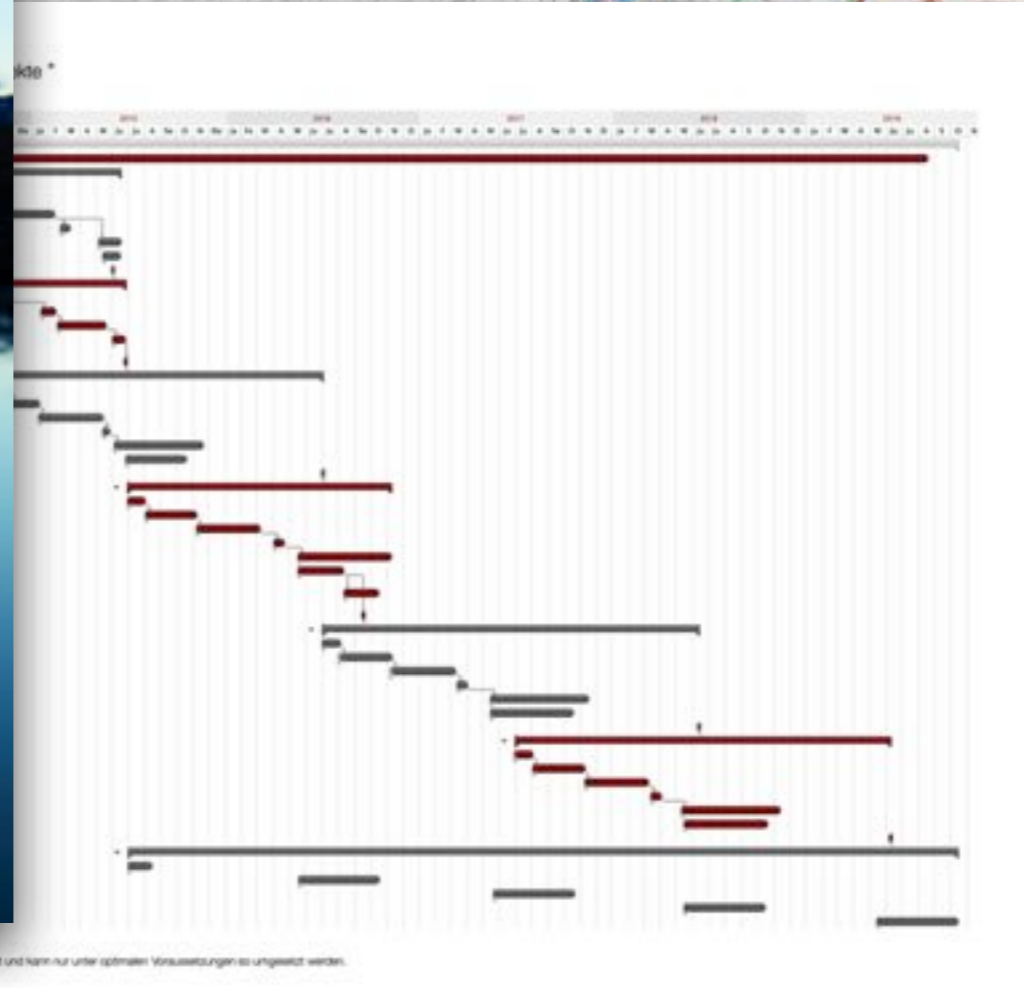
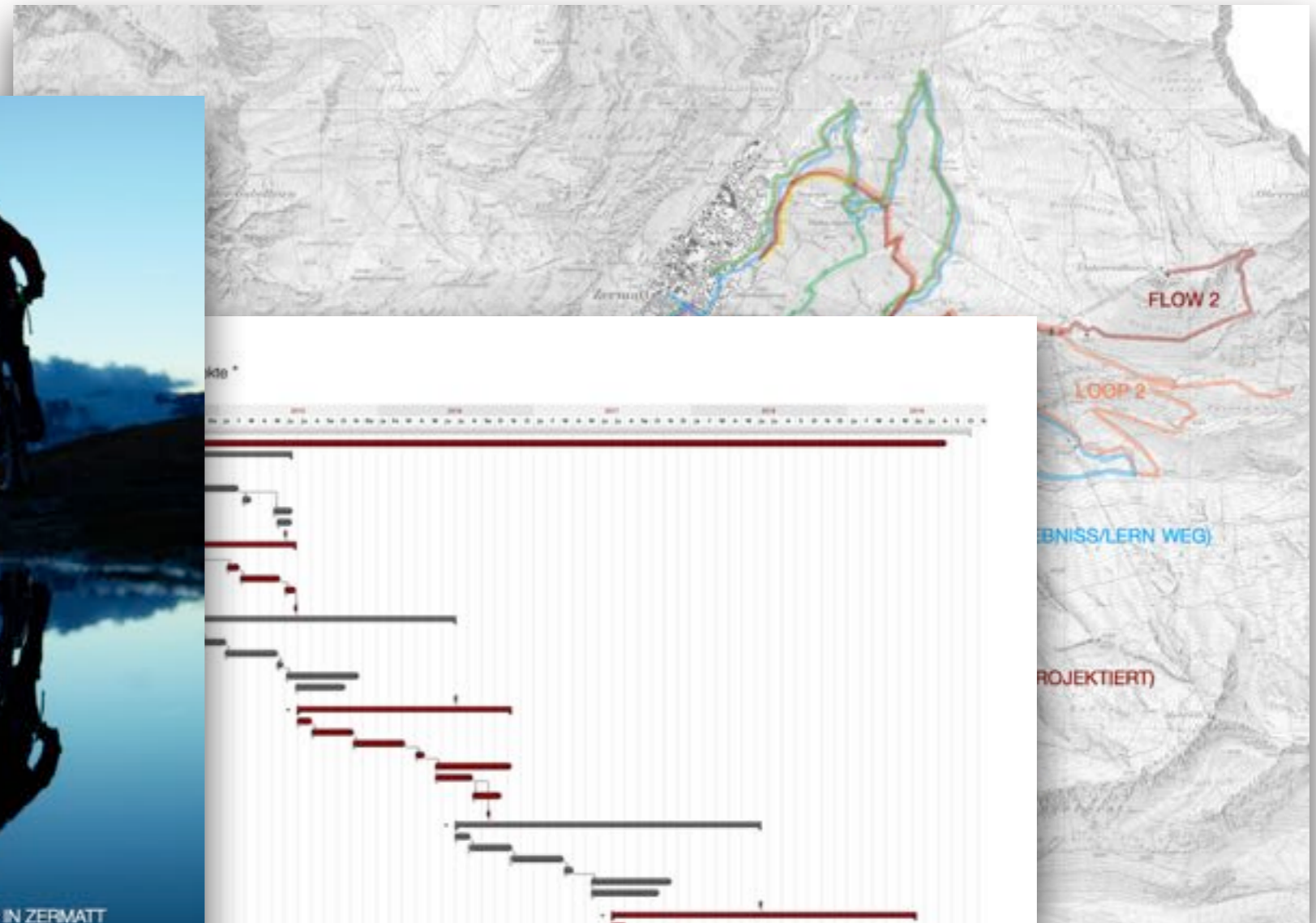
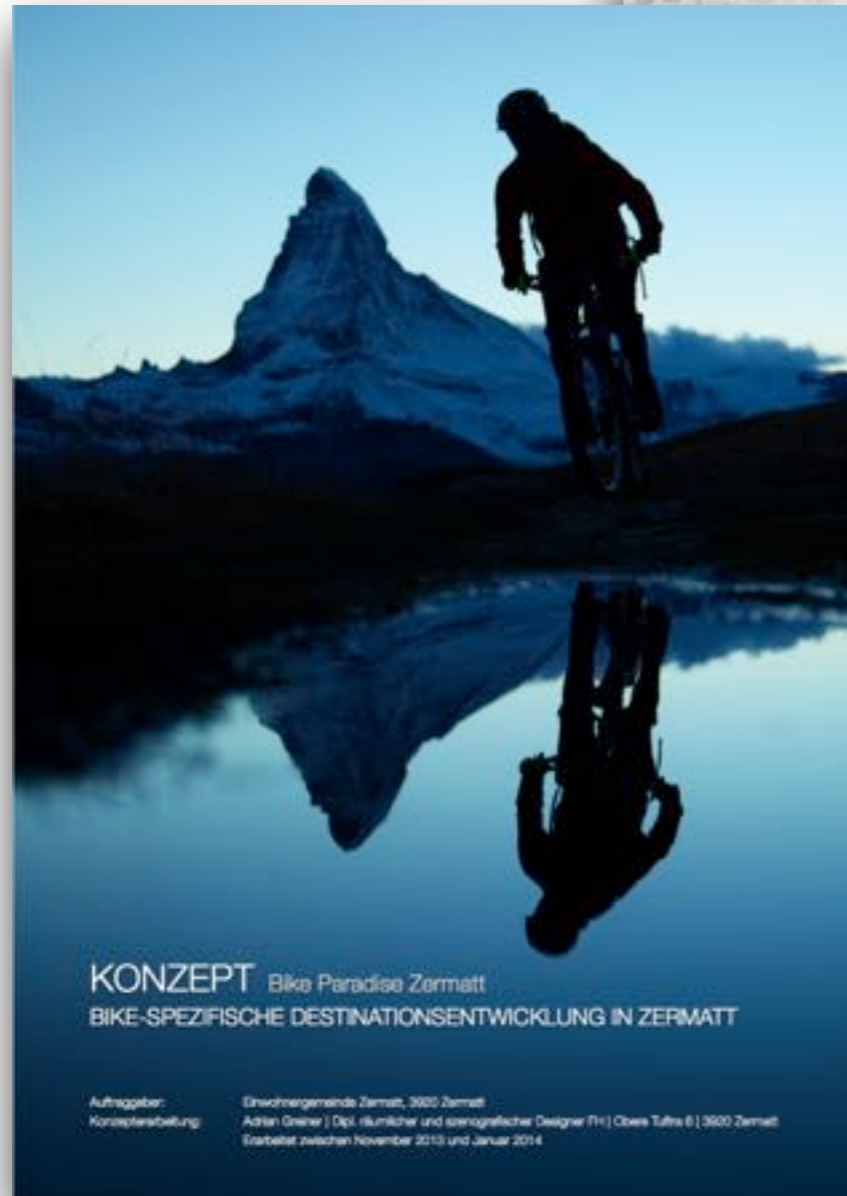


So how could we help Zermatt to get *further progress*





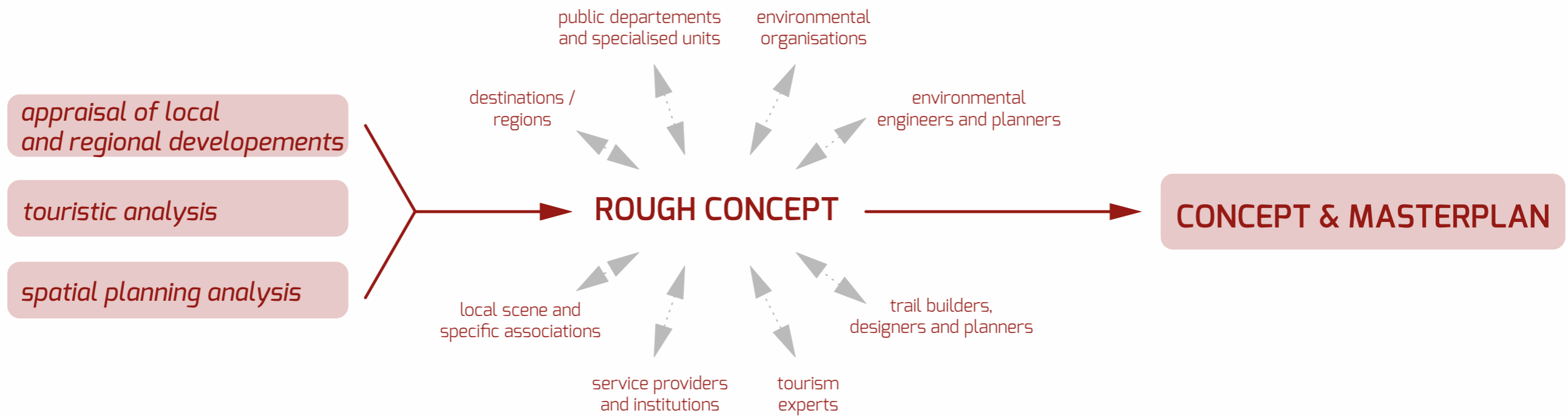
Elaborate a *concept & masterplan*



* Die 5-Jährige Planung der Traubauwerke ist absichtlich sportlich angelegt und kann nur unter optimalen Voraussetzungen umgesetzt werden.

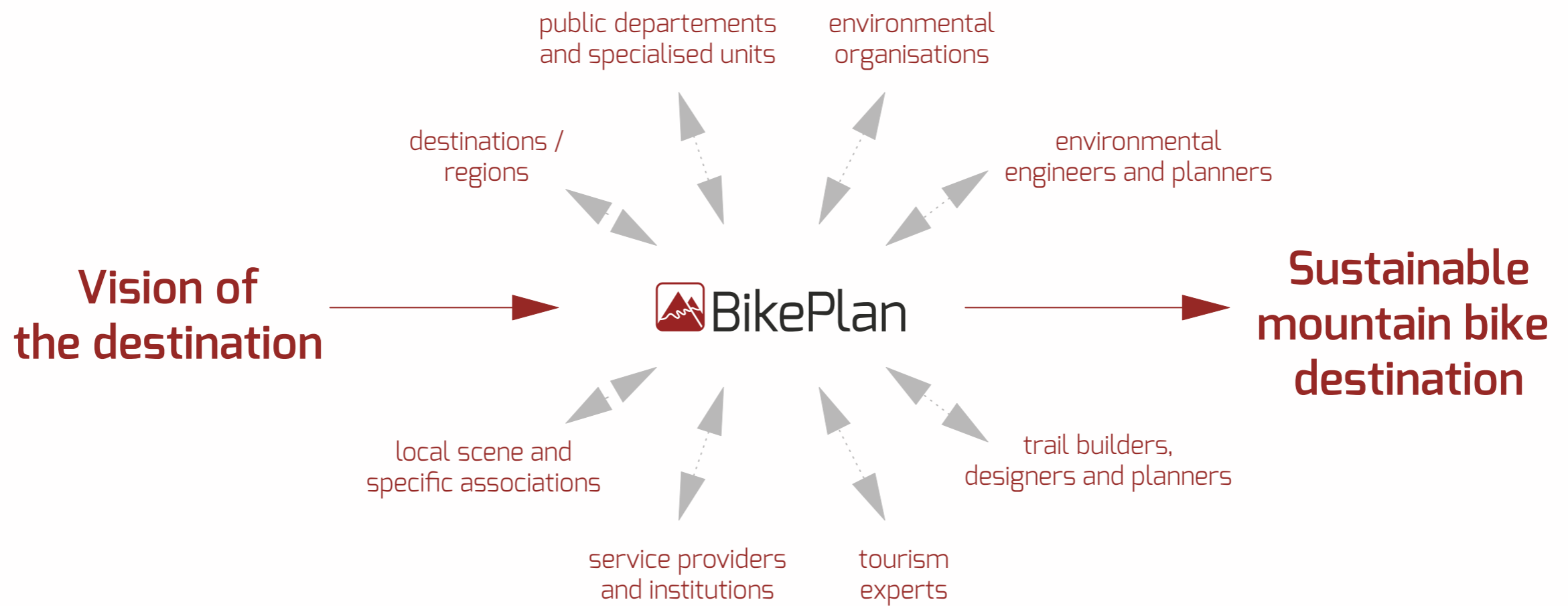


Elaborate a *concept & masterplan*





Implementing structures in order to *balance different interests*, ...





... as a ***promotor of processes***, ...

BikePlan

Analysis & conceptualisation

on the basis of spatial planning and touristic analysis as well as of the analysis of current local developments

Project management & process facilitation

from the vision to the implementation of a market-driven and sustainable mountain bike destination

Spatial planning & building licenses

planning of various types of mountain bike infrastructures

Construction project management

coordination and monitoring of implementation projects

... and as a guarantor of a **high marketability**
and as a result **added value**.



Professional planning also as ***generator of innovation*** ...



Innovation which is able to ***influence the future customer*** ...



Is your destination ready for the **future market?**



Thanks for listening and
see you on the trails leading to **bike tourism** _____





BikePlan AG

Bike specific destination development
and spatial planning