

# A dream-like experience cycling through Alsace

WELLNESS PRESS KIT

- 2019 -



[WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)



**2500 km**  
OF CYCLING ITINERARIES

**2 millions**  
CYCLISTS A YEAR



**11**  
LEGENDARY PEAKS

**15**  
REGIONAL  
CYCLING LOOPS  
(RANGING FROM 50 TO 100 KM)

**3** **EuroVelo**  
MARKED ITINERARIES  
IN ALSACE OUT OF  
THE 19 IN EUROPE

**2** OF WHICH HAVE WON  
AWARDS AS BEST  
EUROVELO ITINERARIES  
**15** IN **2018**  
**6** IN **2019**

**55**  
LOCAL  
CYCLING LOOPS  
(RANGING FROM 20 TO 50 KM)

**4** UNESCO  
LISTED SITES

THE LARGE ISLAND (GRANDE ÎLE) AND NEUSTADT IN STRASBOURG,  
THE HUMANIST LIBRARY OF SELESTAT,  
VAUBAN'S STAR-SHAPED FORTIFICATIONS IN NEUF-BRISACH

Located at the heart of Europe, Alsace is an ideal area for being a cross-border nomad. With its 2,500 km of cycling circuits, this region is at the forefront of the bicycle touring movement! Such a reputation naturally comes with added pressure, but there's no turning back now!

In these parts, the cyclist is treated like royalty, everything has been laid out to accommodate cycling parties, whether the excursion has been organized or improvised. This gentle approach is perfect for those seeking exploration, without a set itinerary or schedule, totally seduced by Alsace's offerings. The appeal of this region's cities and towns, its enchanting vineyards, its charming villages unfurl, leaving the visitor to marvel at each pedal stroke. The Alsatian territory abounds with cycling paths. And personal well-being is an integral piece infused throughout all of them.

This kit will unveil a handful of helpful tips for relaxation, with the intention of recharging your batteries before heading out on the next leg of the excursion while not subjecting you to a breakneck pace!

Your cycling tour begins here:  
[WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)





## TOUR PACKAGE IDEA

### “Bike and spa tour in and around Barr” A stay designed to ramp up happiness!

This stay has been designed to avoid stressing your cycling legs and anticipate when fatigue sets in. It wonderfully combines the pleasures of cycling (with electric assistance) and the relaxation only enjoyed at a spa. Get ready for vestiges of old fortified castles, tastefully decorated villages, vineyards as far as the eye can see... **Postcard landscapes** unfurl with each pedal stroke. When lunchtime nears, make a beeline to the **warm-spirited and friendly wine bar** at the Arnold Hotel and Restaurant in Itterswiller! Then push open the doors to the establishment's fitness center, a **haven of peace and calm** amidst the vineyards.

**Price: €55/person**

Offer valid from April 1st through October 31st, 2019, everyday except Sunday, from 9:30 to 5:30

**Information: [WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)**



### Cycling through spa country

The leisurely pace of **bicycling - spa hopping - resting** never grows tiring. To ensure being **refreshed and energized during stopovers up and down the itinerary, a spa stay is ideal!** Alsace is replete with spa offerings! No fewer than 7 high-quality spa resorts have combined their resources to promote the excellence of their fitness and wellness facilities. By cycling along the Sauer Greenways, on the former railway line connecting Walbourg to Lembach and its famous engineering work at the Maginot Line, cyclists will discover **the spa town of Morsbronn-les-Bains**, home to **the 4-star establishment *Source des Sens***; be sure to spoil and indulge yourself in this hideaway. The variety of experiences proposed at the spa, coupled with the quality of this site's facilities, makes time stand still as you enjoy moments of pure relaxation.

**Information: [WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)**



### Reengage with nature and stimulate your 5 senses during a TMV®-labeled mountain bike excursion

TMV® (which stands for Bike Trail Adventure through the Vosges Mountains) in the Northern Vosges Natural Park, awarded UNESCO's distinction as "World Biosphere Reserve", offers a **great opportunity to explore on foot and rekindle ancestral ties to the forest: a leisurely hike**, interspersed by meditation sessions and awareness-building exercises to help reengage with Mother Nature. On an optional basis, a forest bath augments **the "forestry therapy" panoply!** These experience-driven workshops are held amidst **the freshness of the Petersbach Forest**, before heading southward to **Saverne** to taste the locally-brewed "*Licorne*" and then onto the city's Rohan Castle for a cultural visit. To the north lies **La Petite-Pierre**, the principal site of this Nature Park and renowned for its immense charm.

In August, jazz resonates in the old quarter perched on its mountaintop, guaranteeing moments of pure serenity!

Keep in mind that a mountain biking base camp bearing the "*FFVélo*" label has been set up in the village for excursions any time of year!

**Dates: from April 22 to July 16, 2019**

Location details are provided at the time of registration

**Times: Depending on the chosen date - Price: €20**

**Information: [WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)**

## “Cycling Escapade” For a world tour of gourmet pleasures!

With its 600 km of itineraries, Strasbourg is France's top cycling city and on the circuit of two EuroVélo routes: EV5 and EV15. Drawn to Europe's and Alsace's capital, cyclists passing through owe it to themselves to stop in for a gourmet break at *“Au Fond du Jardin”*, located at the periphery of the city's famous cathedral. You'll be bound for England when entering this original venue decorated in true Alice in Wonderland style. Here, sweets are permitted... even recommended! The tearoom-shop hosts tastings of irresistible madeleine pastries from places far and wide, making for a very British experience.

Cycling excursions free the spirit yet do require staying hydrated at all times, especially given that the “Cycling Escapade” tour covers quite a bit of ground! Next destination is Asia at the “Gaïa Garden House” in Wittisheim, along the Rhone-to-Rhine Canal and on the Rhine Cycling Route itinerary. In this tearoom, the plethora of choice (all organic) is to be marveled. After a traditional tea ceremony, time to step into the Japanese-style gardens, which beckon contemplation and meditation.

Information: [WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)



OPENING IN SUMMER 2019

## Secret winegrower panoramas & Destination Well-Being in Obernai

Running alongside the Wine Road, the Region's Vineyard Cycling Route primarily uses farming roads and, further to the north, a former railway line connecting Molsheim with Marlenheim. In accepting what is really an invitation to roam this timeless area, composed of castle ruins, Romanesque abbeys, rolling vineyards and friendly wine bars, you'll be making acquaintance with winegrowers, tasting delicious wines and (deliberately) losing yourself in the maze of Medieval city streets! A jewel not to be overlooked, Obernai is a town full of charm and easily accessible from Strasbourg. The old houses with lacquered tile roofs and streets filled with flowerboxes display the essence of Alsace and offer a premier Wellness stopover.



## Nutritional balance along the Via Romea route

Jungholtz is a peaceful, bucolic spot huddled at the foot of the Grand Ballon mountaintop. This setting is ideal for spending a week taking care of one's body and mind. The organization Jeûne Nature proposes fasting therapies in association with excursions and many workshops, including yoga, relaxation and tree therapy. Only a few pedal strokes away is the town of Guebwiller, recipient of the “Cycling tourism” label since 2016. Also celebrated as a “Place of Art and History”, this “cycling-friendly” town boasts an outstanding architecture and heritage to be discovered while cycling along the EuroVélo 5 itinerary.

Price: €165 + lodging of your choice.

Information: [WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)



At the Obernai Park and Hotel, the spa concept has been rethought around a one-of-a-kind project in France: a labyrinth-shaped swimming pool, with a water therapy - sensory stimulation path moving through spaces featuring waterfalls and other water in movement. The layout is complemented by an infinity pool plus an outdoor pool tucked into a botanical setting, where a savannah-style beach and bamboo grove offer numerous secluded spots for rest and relaxation.

Information: [WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)



## TOUR PACKAGE IDEA

### Positive energy abundant in the Bruche River Valley, visited on an electric bike

To take full advantage of the scenic landscapes in the Bruche River Valley, the electric bike is strongly advised! The cycling path along the Bruche Canal tourist route has undergone major improvements and now offers a most attractive itinerary. The "Vel'ness Day" event is the right option to associate the joy of pedaling with a well-deserved rest stop. Here's the concept: a morning ride (with electric assistance) followed by a gourmet break and an afternoon at the spa. This itinerary allows discovering the holy Donon Mountain, the summit of the Lower Vosges region (at 1,009 m), before arriving at the 5-star Nature Spa resort in La Cheneaudière (one of 4 such establishments offering the same program) for an award-winning lunch as a precursor to an afternoon of relaxation at the site's spa and natural wellness center, which boasts Europe's largest flotation therapy facility, along with its renowned sparkling beach! This resort's rating was raised to 5 stars at the end of 2017.



**Price: Between €52 and €69** depending on the afternoon reserved. This offer remains valid every day of the year 2019.

The fixed rate includes a half-day electric bicycle rental, a buffet meal and half-day spa admission. Beverages and supplements related to the spa care packages are not included. For sale at the Tourist Office, reservation required.

**Information:** [WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)



### Pedaling & eating your way to reach the "Gates of Happiness"

In its very special way, Art can infuse a sensation of well-being. For this final experience, set your sights on the "Gates of Happiness", a new itinerary (inaugurated this summer) connecting Rosheim with Saint-Nabor! Artwork highlighting local architecture and sites previously concealed behind the bushes is now exposed to enhance the surrounding scenery. In prepping to discover this new Greenway, itinerant cyclists can opt for the "Croq'Vélo" package available at the Rosheim Tourist Office. This formula includes the rental of an electric bike for a day spent pedaling through orchards, panoramic fields, vineyards, forests and wetlands... in conjunction with a tasty meal enjoyed at a partner restaurant!

**Package valid from Monday through Saturday, from April 1 to October 31, 2019 (or end of September for some Tourist Offices)**

**Price: €30/person**, which includes the bicycle rental, map and meal. The €120 security deposit, beverages and personal expenses are not included.

**Information:** [WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)

### An urban den & natural haven



City cyclists will seek refuge at the 4-star Hôtel du Dragon, a renowned Strasbourg establishment located in an ornate building in the heart of the city. The combination of unclad materials and modern colors creates an elegant contemporary composition. Just a few minutes from the hotel, whether on foot or a bike saddle, you'll reach the quai Saint-Nicolas and the Petite France district, one of the city's top attractions. Further south, halfway between Mulhouse and Colmar, the Binder couple warmly welcomes cyclists in the vicinity of Guebwiller to stay at their residence. As ambassadors of their beloved region, the Binders are always eager to share their favorite Alsatian tales. After a restful night of sleep, you'll be thrilled and reinvigorated by a breakfast prepared with care by a dedicated host!

**Information:** [WWW.CYCLINGINALSACE.COM/EN](http://WWW.CYCLINGINALSACE.COM/EN)

### CYCLIST WELCOME LABEL

This label reassures cyclists of the presence of a dedicated bike path within a 5-km radius, the availability of special purpose cycling facilities (secure and protected bicycle storage area, on-site repair kit, etc.), appropriate information, helpful advice and adapted services, including: luggage transfer, laundry washing, and preparation of picnic baskets for outings.



## **Press contact**

We can accommodate you as part of our press hosting services, depending on your preferred themes and availability.

Feel free to reach out!

aiRPur Agency - [www.agence-airpur.fr](http://www.agence-airpur.fr)

Clarisse Mathieu - [cmathieu@agence-airpur.fr](mailto:cmathieu@agence-airpur.fr)

Phone: +33 (0)3 81 57 13 29