

EnduRoMania - International Enduro Meetings**Enduro as an Example of Economic Development through Niche Tourism**

EnduRoMania celebrated in 2004 its “tenth” year. A total of 53 EnduRoMania events have been held since 1995.

The basic thought was to turn one of Romania’s disadvantages – the lack of infrastructure – into an attraction.

1995 - Thanks to the support offered by the German land North-Rhine – Westfalia (NRW), which had provided active humanitarian and economic help in Romania since 1989, this basic thought could become reality, by turning it into an economic development project.

In 1996 the idea continued to be implemented on a even broader scale through a project financed in the framework of the EU/PHARE – ECOS/Ouverture Program, as a cooperation between the province of Valencia/Spain, the Land of NRW/Germany and the county of Arad/Romania.

This project was the spark that ignited Enduro as a way to develop sports and active tourism in the southwestern part of Romania.

An entire network of boarding houses came to life trough EnduRoMania, which are not meant exclusively for the Enduro participants, but also for anybody who enjoys the concept of niche tourism, offering them a glimpse of Romanian hospitality and traditional cuisine.

This also proves to the local population that boarding tourism can be a lucrative business. The project has become self sustained since 1997 and it is supported by the late developments in this field of activity.

The Concept

The concept is extremely simple: a field navigation/orienteering event, being important the enduro travel throughout the country and not the trip to the meeting point.

Starting from one of the 3 meeting points, it is possible to reach up to 68 checkpoints, spread on an area of 40.000 km².

The difficulty and the distances to reach the checkpoints are different and the checkpoints can be chosen by the riders (according to their ability, fitness and skills).

The region offers stone-roads and also abrupt mountain narrow roads, heading to some of the meteorological stations on the top of the mountains (max. 2.200 m, Tarcu).

The organizers are only making recommendations about the reaching of the checkpoints.

In the last years the GPS satellite navigation technology became more and more used by the EnduRoMania participants.

The organizers are providing the participants the detailed documentation and the updated maps of the region, in a special format, issued in collaboration with the firma Kartographie Huber from München.

These maps were specially designed for the use of the enduro riders, in Klappformat (1:150000 and 1:250000), they are user friendly and recommended for the GPS-Navigation.

The check points can be also reached without the help of a GPS device. For the participants interested in reaching the check points with the help of GPS, the organizers provide the list of checkpoints together with the corresponding coordinates. A GPS Navigation CD is also available at the Meeting Points.

The rules of the game are quite lax: there are no compulsory checkpoints, no stipulated tracks or time, no stopwatch and no time checks. Because of the widespread area, it happens rarely two teams meet in the field.

However, there are some understandable and serious rules: for example, the participants have to be organized into groups of three, so that the members of the crew can help each other in case of an emergency.

The organizer helps with the team building at the Meeting Point.

The riders should take only existing roads (these roads are quite often in such a bad state, that they offer exactly what any Enduro freak wishes for).

One should also drive in such a way as not to disturb or irritate the very friendly native population and its cattle.

The bonus points will be awarded for reaching the checkpoints in four different degrees of difficulty.

One can also be awarded Discovery bonus points for discovering and documenting new interesting tracks, Environment bonus points for announcing any environmental damages, Accompanying Passenger bonus points for Enduro in pairs and Cubic Capacity bonus points for small cylinder capacity motorcycles (50, 80 and 125 ccm).

Assistance from other teams is also rewarded. The asphalted road system is scarcely reconstructed: thus, one can drive up to 8008 km² without finding one cm² of modernized road.

Paradoxically one actually can phone in these deserted areas via mobile phone almost anywhere in the world. The satellite navigation system (GPS) has increasingly become more and more popular within the participants.

The organizer offers the participants detailed advice and high quality cartographic material.

The checkpoints can also be reached without GPS-devices, thanks to the detailed description provided by the organizing team. A Special GPS Navigation Program has been established for GPS amateurs. A GPS Navigation CD will be provided by request to the participants by the organizer. EnduRoMania is adequate for all off road vehicles.

EnduRoMania 2003 Statistics

45 Enduromania-meetings have been held since 1995. 691 participants have taken part at the 8 events held in 2003. The analysis of our statistics data produced the following results:

Participants Classified after the Country of Origin

Country	Participants	%
Germany	429	62,08%
Romania	111	16,06%
Austria	72	10,42%
Czech Republic	25	3,62%
Scotland	13	1,88%
Denmark	11	1,59%
Switzerland	9	1,30%
Poland	8	1,16%
France	3	0,43%
Netherlands	3	0,43%
Lichtenstein	3	0,43%
Slovakia	2	0,29%
Australia	1	0,14%
USA	1	0,14%
Total	691	100,00%

48 participants took part at „EnduRoMania Individual“. About 70 participants also took part as organized groups: KTM-Adventure and Team Aventura Suisse. Thus, over 800 participants have recognized and supported the Enduromania Platform in 2003.

If one counts off the number of the participating co-pilots, companions, MTB-drivers and individual participants, we get a number of 574 motorcyclists (including Quads and Sidecars).

Participation According to Motorcycle Producer

Brand	Number	%
KTM	220	38,33%
Suzuki	91	15,85%
Yamaha	91	15,85%
Honda	67	11,67%
BMW	42	7,32%
Husaberg	16	2,79%
Husquarna	15	2,61%
Kawasaki	13	2,26%
Gas-Gas	10	1,74%
Beta	4	0,70%
VOR	2	0,35%
Montesa	1	0,17%
MZ	1	0,17%
Triumph	1	0,17%
Total	574	100,00%

Participation According to the Motorcycle Type

Type of Vehicle	Number	%
Trip-Enduro, Quads and Sise cars	111	19,34%
Sports-Enduro	463	80,66%
Total	574	100,00%

The Winning Teams of the Seven Events Held by EnduRoMania 2003

Appoint.	Winning Team	Country	Bonus Points	Brands of Employed Motorcycles
1	Vlkan Team	CZ	104500	Honda, KTM
2	Transilvanian UHU Bird	RO	109000	KTM
3	Knight Riders	D	122400	Suzuki , Yamaha
4	Primator Team	D	91000	KTM
5	Roadstar Motorcycle Team	D	130500	KTM
6	Sechs Zylinder	D	147000	BMW/HPN
7	Römer Team	D	102400	BMW Gespanne, Suzuki
8	Rappe Quad Racing	D	88100	Kawasaki Quads

A total of 130 teams took part at the 8 events. The order of the first 24 participating teams at the 8 events held in the year 2003 is listed below:

Team Ranking 2003

Rank	Team	Country	Motorcycle	Team Size	Points	Event
1	Sechs Zylinder	D	BMW/HPN	3	147000	6
2	Die Chamer	D	Honda, Husaberg, Yamaha	5	139000	6
3	Swiss Team	CH	KTM	3	135500	6
4	Roadstar Motorcycle Team	D	KTM	4	130500	5
5	Bordea Family	RO	KTM, Yamaha	3	123000	5
6	Knight Riders	D	Suzuki, Yamaha	3	122400	3
7	GPS-Finder	A	Honda, Husaberg, KTM	8	119600	3
8	Yamaha Königsdorfer	D	KTM, Yamaha	5	119500	5
9	Transilvanian UHU Bird	RO	KTM	4	109000	2
10	Vlkan Team	CZ	Honda, KTM	3	104500	1
11	Römer Team	D	BMW-Gespann, Honda, KTM	6	103000	3
12	Römer Team	D	BMW-Gespnn, Honda, Suzuki	7	102400	7
13	X-Trails	D	KTM	3	100600	1
14	Primator Team	D	KTM	5	91000	4
15	Rappe Quad Racing	D	Kawasaki Quads	4	88100	8
16	Familienausflug	D	Husaberg, KTM,Suzuki	3	87000	3
17	Team 10-03	A/D	KTM,Suzuki, Yamaha	5	82000	5
18	HeavyMetallVirtuosen	D	Honda, KTM	3	80500	3
19	MFBL Third Edition	D/USA	Honda, Yamaha	3	80400	7
20	Aalgulasch Team	CH/D	Honda, KTM, Yamaha	6	80300	3
21	Team EKSEROMI	D	Honda, KTM	4	79500	4
22	Die 7 Schwaben	D	Honda, Suzuki, Yamaha	7	78700	7
23	NRW Kompakt	D	KTM, Yamaha	3	78500	3
24	Boxerstammtisch/Abwegen	D	Kawasaki, Suzuki	5	77500	7

Number of Participants / EnduRoMania Years of 1995 - 2003

Year	Participants	Term	Participant/Term
1995	109	2	55
1996	184	3	61
1997	230	4	58
1998	319	4	80
1999	300	4	75
2000	526	6	88
2001	740	7	106
2002	694	7	99
2003	691	8	86
Total:	3793	45	88,5

„Repeaters“ at EnduRoMania 2003 – the number of participants who took part at least once is 296 out of 574, more than half of all participants (51,6%). There are also participants who took part at Enduromania for five, six and even for eight times.

The EnduRoMania 2003 Ladies- 45 (7,8%) Enduro-ladies took part at Enduromania. The tendency is increasing. Two events (5 and 8) have had ladies in the winning team.