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City marketing

## Successful premiere at Textilwerk Bocholt: "Bicycle Spring" draws a positive balance



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**Bocholt. Despite changeable weather, thousands visited the "Bicycle Spring Bocholt" last weekend (28 & 29 March 2026). The organisers are satisfied with the premiere at the new location on the kubaai site.**

The two-day "Fahrrad-Frühling Bocholt" came to a positive conclusion. The bike fair took place for the first time at the kubaai site between TextilWerk and Podium Bridge - with two large exhibition tents, 26 exhibitors and numerous outdoor offers and hands-on activities.

Despite the mixed weather, several thousand visitors came on both days. Saturday suffered from wind and rain until midday, while Sunday was already very busy from late morning around the Podium Bridge and in the exhibitor tents at TextilWerk Bocholt. "We are ultimately satisfied with the response - if the weather had been better, even more would certainly have been possible on the first day", said City Marketing Director Ludger Dieckhues. "On Saturday, the weather didn't make it easy for the exhibitors, show events, restaurateurs and us organisers, unfortunately the Bicycle Spring got off to a rather slow start - on Sunday, there was a great flow of visitors between the weaving mill and the spinning mill at the textile factory with many interested bicycle enthusiasts. Just a bit chilly..."

In terms of content, everything revolved around the bicycle in all its different facets - from everyday transport, leisure and tourism to innovative trends. Lots of information on e-bikes, of course, but also on trekking, city and gravel bikes, accessories and tour planning. Numerous tourist information offices and regional marketing organisations were also present in the two exhibitor tents. "The aim was to whet people's appetite for cycling and give them ideas on how

they can integrate cycling even more into their everyday lives. We succeeded", says Sascha Terörde from the City of Bocholt's Climate Protection Department. "Because every single kilometre by bike is a contribution to collective climate protection!

Karsten Tersteegen, City Branding Officer at the Economic Development Agency, also draws a positive conclusion: "Bocholt was a 'Mecca of cycling' this weekend." The event once again emphasised the great importance of the bicycle as a central component of Bocholt's city identity and the Münsterland region. "This strength must be played to the full."

The organisers from the city and city marketing were delighted with the many families at the Bicycle Spring, who took advantage of the hands-on activities at the Podium Bridge and also visited the exhibition of historical bicycles from the German Bicycle Museum, including a mini bicycle course in one of the exhibitor tents. However, the focus was clearly on the exhibitors with their extensive range of e-bikes and bicycles of all kinds.

The "Fahrrad-Frühling" was supported by Stadtwerker GmbH, Volksbank Bocholt eG and Stadtsparkasse Bocholt.

The next edition of the "Fahrrad-Frühling" is planned in two years' time.