

Eurovelo in Greece:

A small step for Eurovelo a huge leap for Greek tourism



Annual NECC/Cs Meeting 2018

Spiros Papageorgiou / Director of development / Cities for Cycling

CFC as NEC

- Cities for Cycling:
An NGO working for
the development of
cycling in Greece
- Started in 2013 / ECFs
member since 2014
- Eurovelo National
Coordinator since 2018



Cycling Tourism in Greece

- Cycling Tourism is booming in Greece
- 7 companies provide city tours in Athens
- 15 companies (approx) provide bike tours all over Greece
- Cycling tourism companies from abroad working in Greece



From zero to hero

- Travel and Tourism is a serious industry in Greece
- The crisis in local market makes startups and individuals start looking abroad in a much bigger, financially strong market
- For those who want to enter the tourism industry, cycling is an opportunity



Three types of clients

- The cyclist traveller - uses the bike to travel long distances or combine it with other means of transportation
- The amateur hardcore cyclist - travels to ride his bike and train hard
- The “let’s take a bike” cyclist - wants to see the city by bike or just ride by the seaside in the evening



Do it like the pros



FIETSVAKANTIES IN GRIEKENLAND MET JOHAN VANSUMMEREN



ONS AANBOD

@JVSCYCLINGHOLIDAYS
Cycling holidays organised in Loutraki,
Greece, by 2011 Paris-Roubaix winner
Johan Vansummeren. #cyclingholidays
#johantvansummeren #jvscyclingholidays

LOUTRAKI CHALLENGE TIME TRIAL

LOCATION: LOUTRAKI

TOTAL DISTANCE: 8,7 KM

TOTAL ELEVATION: 495 M

FEBRUARY 25, 2018



PRESENTED BY:
SEG
RACING ACADEMY

SEG Sports Entertainment Group

KOGA

SHIMANO



Tacx



FEDER MUT



CLUB HOTEL CASINO LOUTRAKI



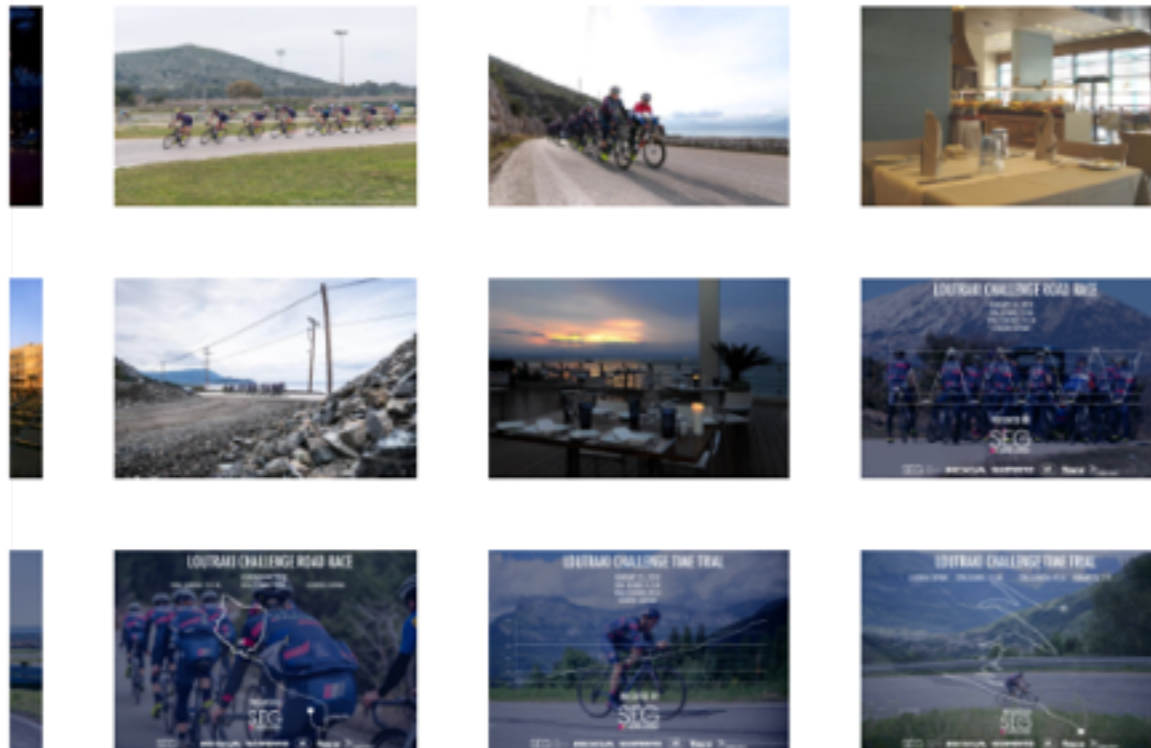
SEG Racing Academy

Club Hotel Casino Loutraki *****

Quantity

This product is only available upon request. [Contact us](#) for a quote.

Race before anyone else does! Start your season with an ideal 1 and 3 challenging races to test your mettle. For the last 4 years been the perfect host to the Academy's training camps in the w Not only does it offer great rides and a pleasant climate but als setting to prepare you for the upcoming season.



Week-long / 7 night, 3 races

19 - 26 February

Early Bird Price*: 525€

Regular Price: 600€

Weekend / 3 night, 2 races

24 - 26 February





Eurovelo as an umbrella for cycling tourism in Greece

- 3 routes passing through Greece
- EV8 connects southern Europe with Attica through Western Greece and Peloponnese
- EV11 connects the northern cape of Norway with Athens through Central Macedonia, Thessaly, Central Greece and Attica
- EV13 is an open connection with history, giving visitors the opportunity to visit areas and places of interest related to the history of Europe during cold war



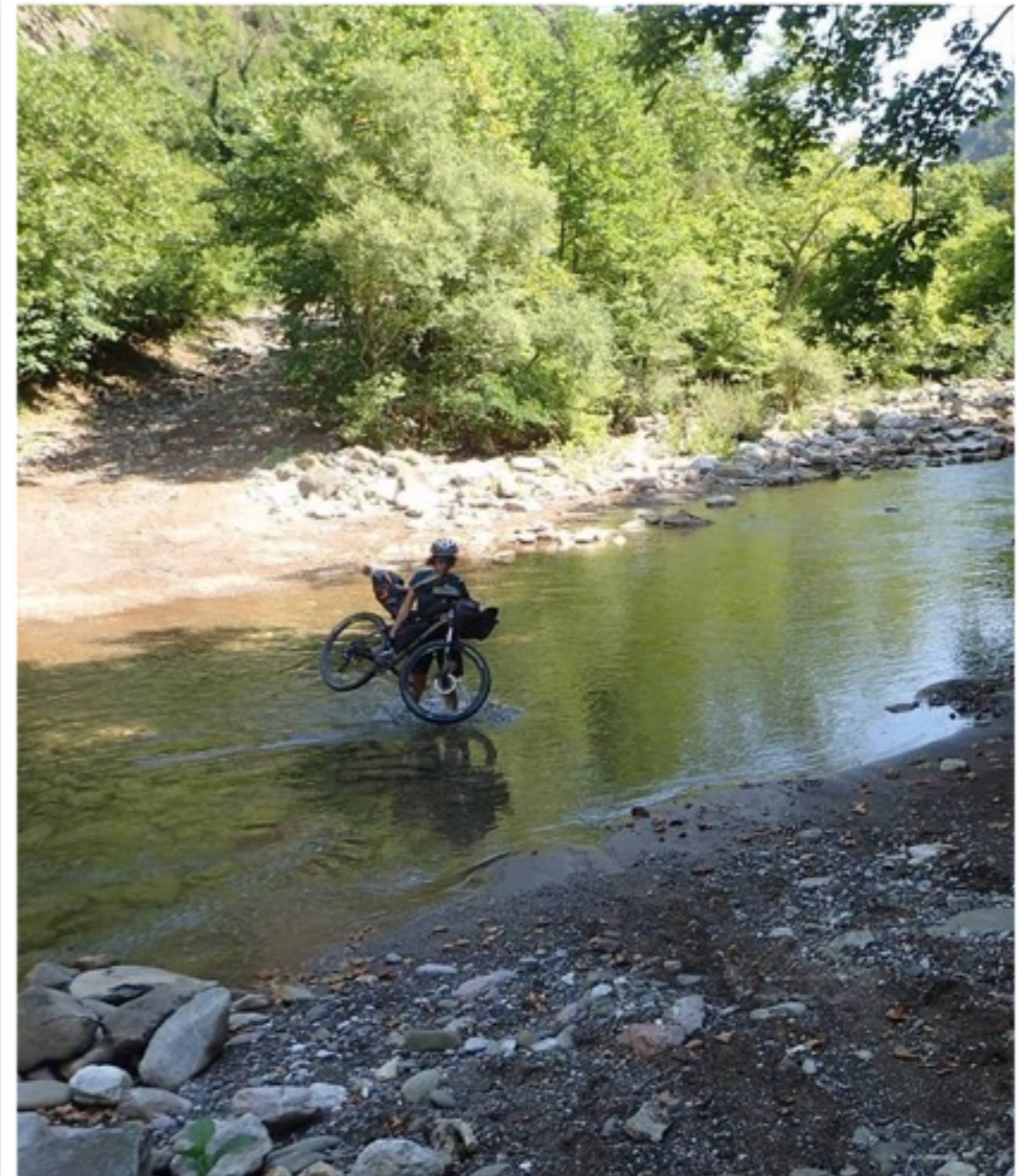
Basic SWAT analysis

- 3 routes passing through Greece covering a big part of the country
- But EV is based on signposting and this calls for political will and law enforcement
- On the other hand EV could be the means for developing cycling tourism in Greece
- Although continuous delays could seriously affect the problem



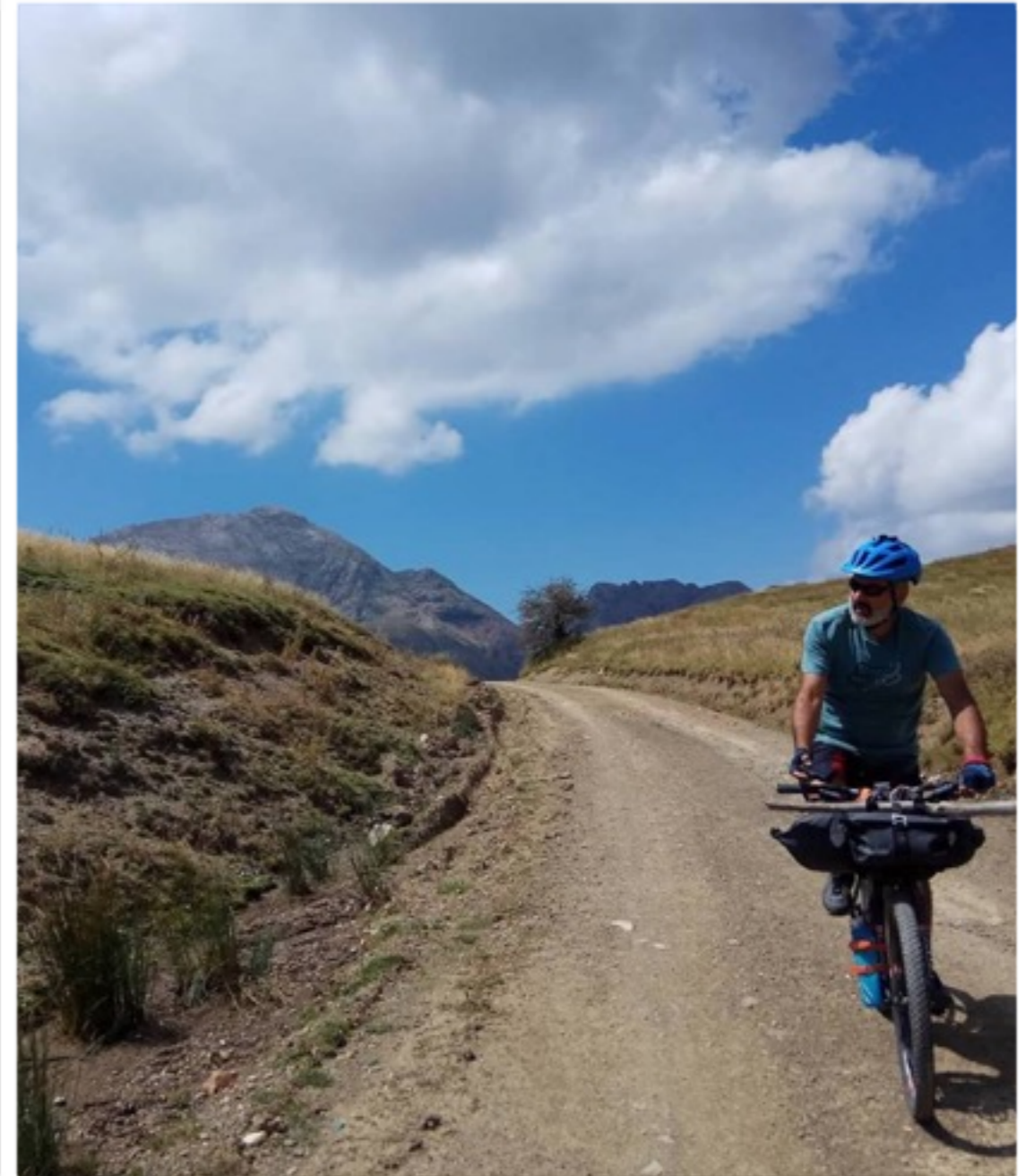
An opportunity for Greece

- Eurovelo passes through places which are not crowded with tourist
- A huge opportunity to make new business and expand the touristic season
- Only 0,5 of the income tourism are visiting Central Greece - an area which is 30 Km from sites like Delfi



An opportunity for travellers

- When you cycle you are a traveller, not a tourist
- You can go from Patras to Athens in... no time
- You can use it as a backbone to connect with major sights
- You can enjoy the freedom of the unspoiled Greece through the mountains



Action Plan

- Define the problems:
bureaucracy, financing from local authorities takes time, decisions from local authorities takes even longer, elections in the spring, political environment
- Define the solutions:
Provide local authorities with a specific, compact plan (specific plan, specific actions for all regions)
Present the opportunities,
Kick of the actions



The steps

1. Find partners (Regions, Communities, Cyclists, Bike Industry)
2. Define the route together with the region,
3. Field testing,
4. Signposting,
5. Communication plan,
6. Opportunities for the local society,
7. Actions



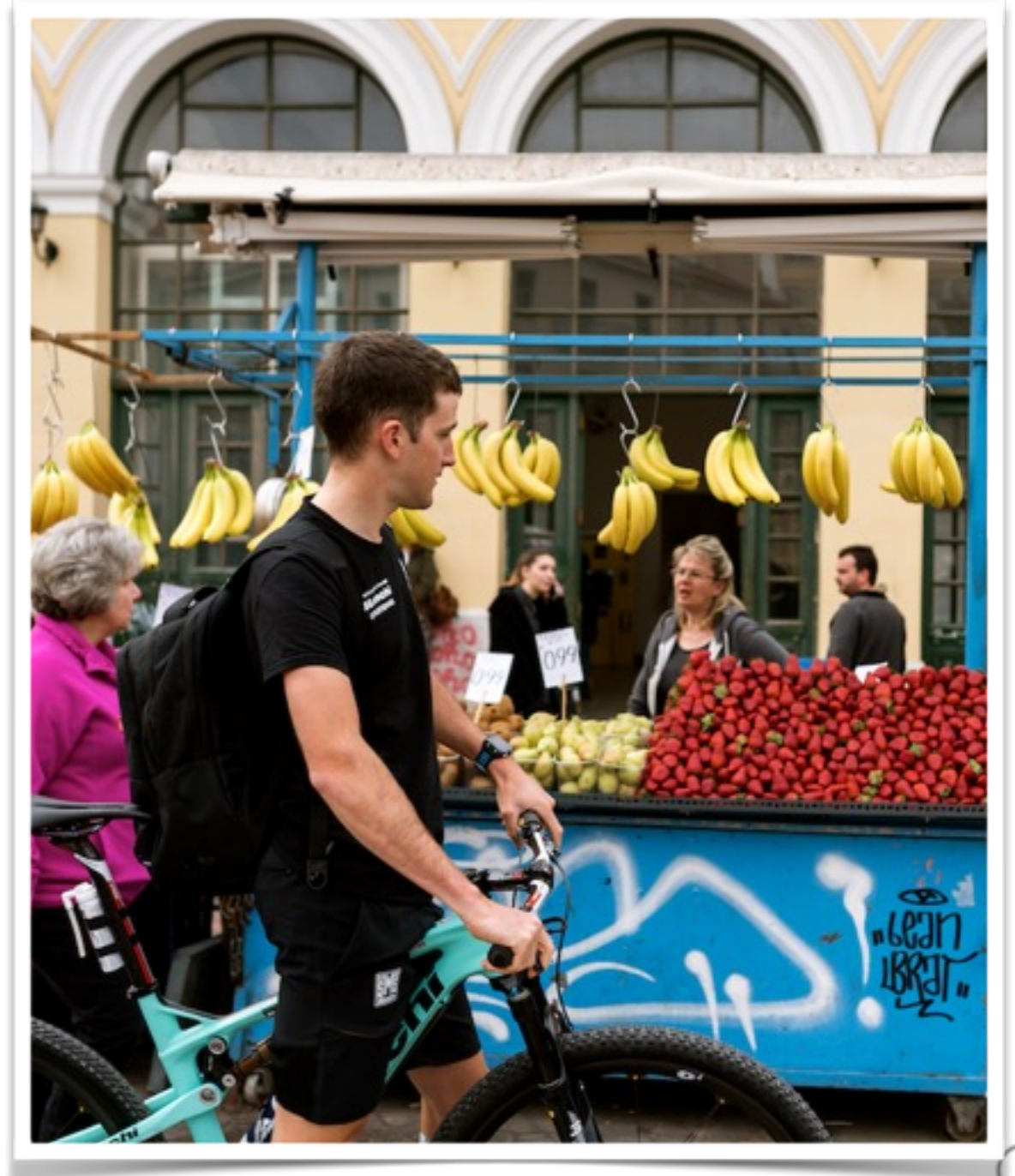
How we do it

- Contact the regions - search for the decision makers and positive partners
- Present the action plan and the financial offer
- Look for local supporters
- Look for sponsors and finance
- Prepare a timetable
- ...pray



First step is the hardest

- Create our web site in English and Greek
- Define the way of dealing with the project (after many contacts with local authorities, ministry etc)
- Make the first approach
- Cut the project in pieces (regions)
- Find the positive ones (Regions of Central Greece and Region of Western Greece)



NEWS

PARTNERS

SPONSORS

CONTRIBUTORS

English (UK)

NATIONAL EUROVELO COORDINATOR

"Cities for Cycling" is the National Coordinator of Eurovelo for Greece. The main responsibilities of the organization are developing Eurovelo cycling routes, cooperating with ministries, local authorities, private sector and local community with an aim to promote and develop cycling tourism in Greece.

Ο ΜΚΟ "Πόλεις για Ποδήλατο", αποτελεί τον



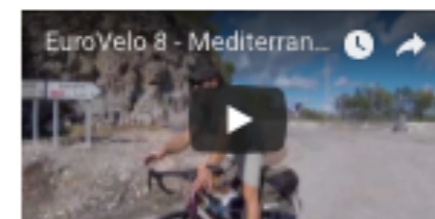
EUROVELO DEVELOPMENT IN GREECE

08/03/2018 LEAVE A COMMENT

Nowadays, cycling tourism has become an extremely hot topic in Europe. Millions of citizens choose bicycle for their holidays, either exclusively as a mean of transport or recreation. Thus, they need safe, well-marked routes and plenty of suggestions, depending on their budget and type of holidays they seek. [\(more...\)](#)



EUROVELO ROUTE 8



ATHENS

19° broken clouds humidity: 72% H 22 • L 23

25° FRI	25° SAT	24° SUN	25° MON
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extended forecast
Weather from OpenWeatherMap

Map Satellite 10

of Galatsiou 59, Athina 111 41, Greece

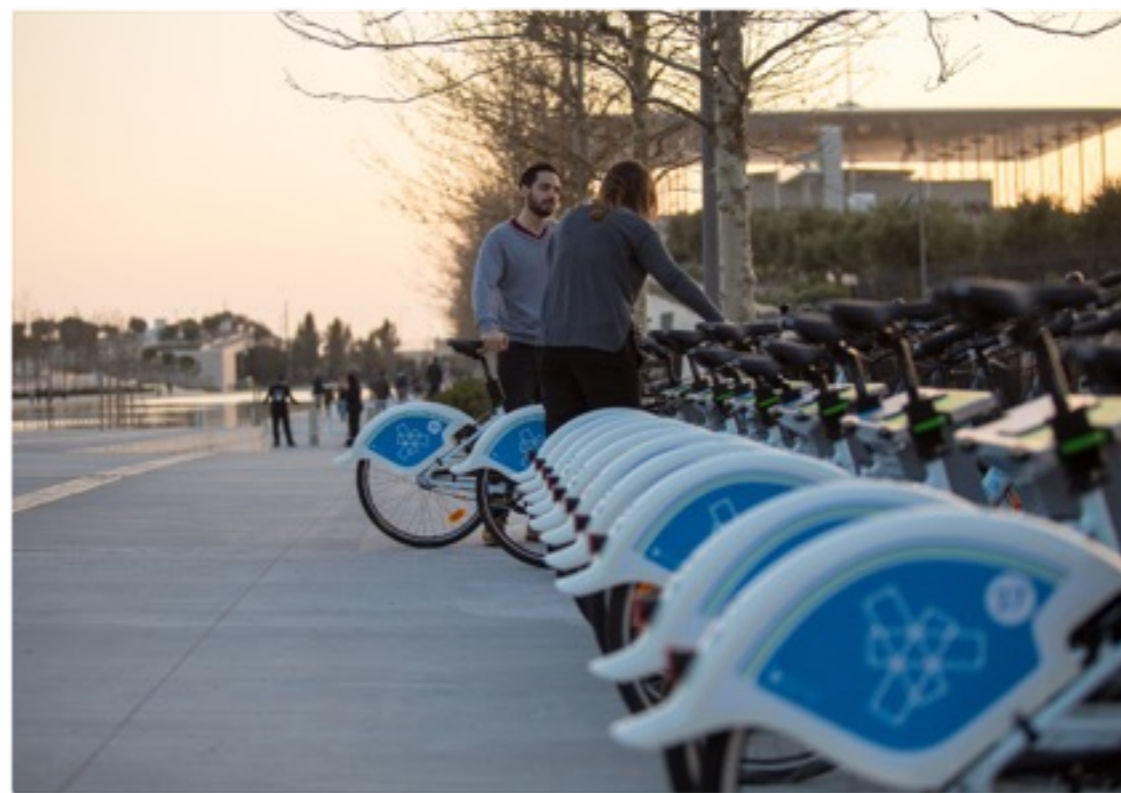


Terms of Use Report a map error

Second step will bring results

- We are looking at the route EV11
- Define the route in Central Greece
- Prepare activities
- Talking about Eurovelo - Communication:
Michael Cramer in Athens,
Events during EMW
- Create a Network for Bicycle Friendly Actions!







HOME IS
WHERE YOUR
BICYCLE IS

BICYCLEFRIENDLY
GREECE

POWERED BY COCO-MAT.bike 

A network for cycling friendly business

- A network for Bicycle Friendly companies
- Hotels, restaurants, bike shops, Airbnb, Rooms, coffee shops, bike renting...
- The logo means you care!
- The logo is free!
- We provide services for the members:
Routes, marketing, bike shopping, communication with municipalities





Let's cycle in Greece...