

III Eurovelo, Greenways and Cycle Tourism Conference

CYCLING FOR ALL:

Developing successful cycle tourism products for everyone

Vienna 14/October/2016

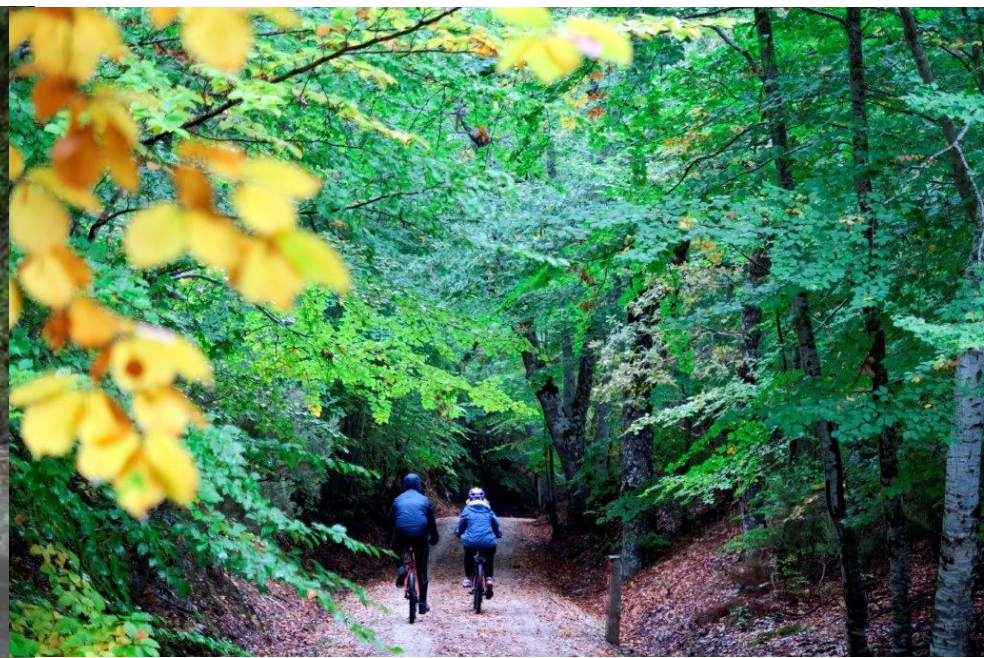
“Greenways Outdoor: promoting greenways to create and market appealing tourism products’ (II)

Mercedes Muñoz
EGWA, director
direction@aevv-egwa.org
www.aevv-egwa.org



www.greenwaysoutdoor.org

- ✓ **Greenways and asset for sustainable tourism**
- ✓ **Greenways Outdoor – Actions and results**



Greenways: an asset for sustainable tourism



Gradients less than 3 %, rectilinear tracks, wide curves.

Exceptional and respectful access to nature, due to the use of preexisting infrastructures integrated into the landscape allowing movement around the countryside, offering enjoyment of the culture and history of Europe.



Greenways: great infrastructure for cycle tourism



Whatever your age, physical condition, whether you are with family, friends or individually, the **greenways** offer great facilities for **cycling and hiking safely**



Greenways Outdoor



Straight forward, using the results of previous projects

"Greenways4tour"

Products:

- best practices guides,
- leaflets,
- video



GreenWays4Tour



Greenways Product

From "Tourism Resource" to Tourism Product"

Greenways product

from "Tourism Resource" to "Tourism Product"

Greenway product is an EU-funded project, the main goal of which is to stimulate the creation of a new tourism product, "Greenways of Europe", helping to establish, promote and market the tourism offer of European Greenways.

www.visitgreenways.org



European Greenways Observatory: www.greenwayseurope.org



An essential source of information to discover thousands of kilometres of non-motorized routes in Europe.

Promoting introduction of data to update greenways information by EGWA members and other organisations.



To become the European reference for greenways.

Greenways Outdoor



Greenways Outdoor



ASSOCIATION EUROPEENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VIAS VERDES

The objective of "Greenways Outdoor" project is the creation and transnational promotion of an outdoor tourism product linked to European greenways, and on the improvement of the capacity building of SMEs located in their vicinity, so that they can tailor their services to the demands of customers and so become more

L'objectif du projet "Voies vertes Outdoor" est la création et la promotion transnationale d'un produit de tourisme de plein air lié à des voies vertes européennes et une amélioration dans le renforcement des capacités des PME situées aux alentours afin qu'elles puissent adapter leurs services aux demandes des clients et donc devenir plus

El objetivo del proyecto de "Vias Verdes Outdoor" es la creación y promoción transnacional de producto turístico de aire libre vinculado a las Vías Verdes europeas y la mejora de las capacidades de las PYMEs localizadas en su entorno. La finalidad es que estas empresas puedan adaptar sus servicios a las demandas de los clientes y ser más

The project is about the **creation and transnational promotion of an outdoor tourism product linked to European greenways**, and on the **improvement of the capacity building of SMEs** located in their vicinity, so that they can tailor their services to the demands of customers and so **become more competitive.**



Greenways Outdoor - ACTIONS AND EVENTS:

Diversify Tourism Offer:

- ✓ **European catalogues of tourism products** based on **Greenways**, and **professional services**;
- ✓ **Meetings with companies and public-private stakeholders**;
- ✓ **Web tutorials**;
- ✓ **Fam/Press trips**;
- ✓ **WSporting events & marathons guide**

Lead: FFE

Better Information & Marketing:

- ✓ **Join participation in trade fairs** ;
- ✓ **Workshop**, technical visit and fam/press trip;
- ✓ **Top ten tips** for the marketing and communication;
- ✓ **Reverse visit and workshops** on greenways.

Lead: TAO

Promotion & Communication:

- ✓ **Workshops and conferences**;
- ✓ **Awards and campaigns**
 - ✓ best outdoor tourist product;
 - ✓ European photo competition;
- ✓ **New website**, travel-oriented;
- ✓ **Social media**.

Lead: EGWA

“Greenways Outdoor ”



- ✓ **The project must have a real impact in the territory and in the competitiveness of the SME around greenways.**
- ✓ **Implication of stakeholders.**
- ✓ **Public and private cooperation.**
- ✓ **Cooperation between:**
 - ✓ **Different departments of public Administration, and**
 - ✓ **SME to better respond to the demands of the market.**



Greenways Outdoor: 10 Partners from 5 countries, public and private, coordinated by the European Greenways Association



✓ Implementation period : June 215 – November 2016.

✓ Budget : 320,000- €



Co-funded by the COSME programme
of the European Union

“Greenways Outdoor ”



Diversify Tourism Offer

- **Workshops: in coincidence with fairs and other events, to multiply the impact**



Spain, Belgium, Netherland, Portugal, Italy and Latvia.



Co-funded by the COSME programme
of the European Union

“Greenways Outdoor”



- Diversify Tourism Offer :
 - Tourism packages and European catalogue of outdoor tourism products on Greenways.

- Catalogue of professional services on Greenways

From Costa Brava to Garrotxa volcanoes on Recumbent bike – 5 days			
What does this offer include?		Description of the offer	
1. Self-guided route 5 days / 4 nights including accommodation and breakfast for at least 2 people. Double room accommodation in hotel 2/3 stars or Bed & Breakfast 2. Itinerary: Girona – Sant Feliu de guixols – Torroella de Montgri – Santa Pau – Sant Feliu de Pallerols - Girona. 3. Transfer Banyoles Santa Pau on the 3rd day 4. Visit Olot or Garrotxa's volcanoes 5. Recumbent bike / trike rental included (with insurance) 6. Guided route Option 7. 4 days Option (joining days 3 y 4, without visit) 8. Option: Luggage transport		From Costa Brava to Garrotxa, experiment the recumbent bike or trike along the greenways, discover a delightful route between the Costa Brava, and the Garrotxa volcanoes. A 5-stage trip (mainly flat, with moderate climbs), with 3 full greenway stages, and 2 stages on quiet country roads. A transfer will be set up to avoid 20 to 25 km of hilly roads. Half day will be dedicated to visit the Garrotxa volcanic zone or Olot modernist city. Enjoy these beautiful routes and paths, the relaxing countryside along the greenways, and the lovely small villages like Sant Feliu de Guixols, Torroella de Montgri or Santa Pau.	
Coordinating company of the offer.		Marketing channel.	
Name of the company : Vida Bike Phone no : (+34) 670.552.590 Email address : info@vida-bike.com		<input type="checkbox"/> Travel agent <input checked="" type="checkbox"/> Specialized portals <input type="checkbox"/> Other:.....	
Prices			
Activity	Price Tariff (VAT incl.)		Company
Costa Brava - Garrotxa on recumbent bike – 5 days – self guided	530 €		Vida Bike
Costa Brava - Garrotxa on recumbent bike – 4 days - self guided	440 €		Vida Bike
Option guided route (base 3 people)	90 €		Vida Bike
Option luggage transport (base 3 people)	85 €		Vida Bike
Other conditions			
- Minimum 2 people (self-guided), or 3 people (guided) - Bike/trike rental and insurance included - Minimum height: 1m 52		Duration and timing of the offer.	- All year: No - From : March Until: October



Co-funded by the COSME programme of the European Union

“Greenways Outdoor ”

Diversify Tourism Offer



- ✓ Adaptation to the market and improvement of the competitiveness of SMEs. (meetings face to face / web tutorials)



“Greenways Outdoor”

Diversify Tourism Offer



Web Tutorials on cycle tourism in Europe and creating tourism product, based on greenways.

✓ Available in English and Spanish

Holidays by bike in Europe
Greenways Outdoor



Creating tourist product
Greenways



Keys Tourism Product in
Greenways



“Greenways Outdoor ”



Diversify Tourism Offer

- ✓ Sporting events on greenways
- ✓ Guide for organizing mass sporting events on greenways



GreenWays Outdoor

Guía para la organización de maratones en vías verdes



Co-funded by the COSME programme of the European Union

The sole responsibility of this publication lies with the author. The European Commission, The European Commission and the EASME do not accept any responsibility for use that may be made of the information it contains.



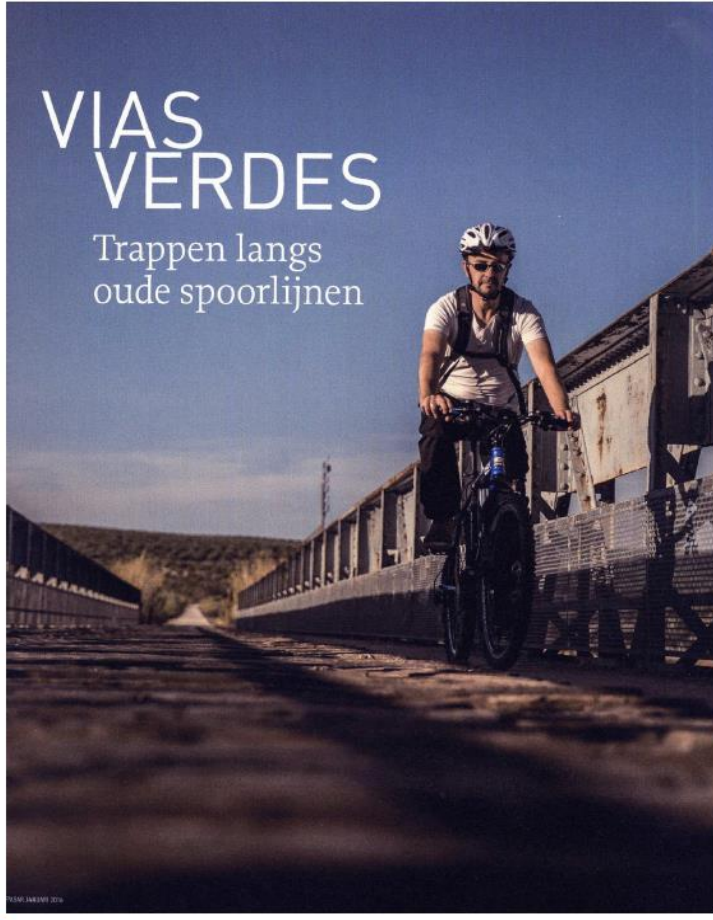
Co-funded by the COSME programme of the European Union

“Greenways Outdoor”

FAM/PRESS TRIP /



PRINT MEDIA
TOURISME ESP.15 A
Ref : 587



VIAS VERDES
Trappen langs oude spoorlijnen

FROM JANUARY 2014



© auxipress • +32 2 514 64 91 • info@auxipress.be • www.auxipress.be

2 / 10



Co-funded by the COSME programme of the European Union

Auf grünen Wegen: Europäisches Netzwerk trifft sich in Ostbelgien

20.5.2016 - 14:53 | Aktualisiert am: 20.5.2016 - 18:20

Die touristische Nutzung stillgelegter Bahnlinien und anderer „grüner Wege“ war Thema eines Workshops, zu dem die Tourismusagentur Ostbelgien europäische Partner aus Spanien, Portugal, Italien und Lettland eingeladen hat.



Im Mittelpunkt stand der grenzüberschreitende Vennbahn-Radwanderweg. Neben Fragen zur Infrastruktur ging es darum, wie sich touristische An...

14 EIFEL · ARDENNEN

Gemeinderat
Anderswo wird weniger investiert*

Wesseler/Rheinbach
Von Donnerstag bis Samstag fand Workshop im Zentrum der Vennbahn. Die Tourismusagentur Ostbelgien (TAO) hatte die Mitglieder des Europäischen Verbands der Grünen Wege (EVBW) und alle interessierten an einem dreitägigen Workshop im Rahmen des Projekts „Greenways Outdoor“ teilgenommen.
Die Teilnehmer aus Belgien, Lettland, Italien, Portugal und Spanien waren gekommen, um sich über die Möglichkeiten der Vennbahn als touristischer Radweg zu informieren. Die Teilnehmer haben bereits erste Maßnahmen ergriffen.
Die Vennbahn ist ein 120 km langer Radweg, der sich von der Vennbahn bis zum Rheinbach erstreckt. Die Vennbahn ist ein 120 km langer Radweg, der sich von der Vennbahn bis zum Rheinbach erstreckt. Die Teilnehmer haben bereits erste Maßnahmen ergriffen.
Die Vennbahn ist ein 120 km langer Radweg, der sich von der Vennbahn bis zum Rheinbach erstreckt. Die Teilnehmer haben bereits erste Maßnahmen ergriffen.

Wissens- und Netzwerke Viele europäische Länder haben lange Eisenbahntraktion - Radwege-Netz Ostbelgiens Vorzeigeprojekt Vennbahn ist international gefragt

Die Vennbahn ist ein 120 km langer Radweg, der sich von der Vennbahn bis zum Rheinbach erstreckt. Die Teilnehmer haben bereits erste Maßnahmen ergriffen. Die Vennbahn ist ein 120 km langer Radweg, der sich von der Vennbahn bis zum Rheinbach erstreckt. Die Teilnehmer haben bereits erste Maßnahmen ergriffen.



Viele heute stillgelegten Bahnstrecken sind wichtige Verbindungen in grenzüberschreitenden Personen- und Güterverkehr. Foto: G. Hofsch

Reinhartstein Burgführung in Deutsch

Die Vennbahn ist ein 120 km langer Radweg, der sich von der Vennbahn bis zum Rheinbach erstreckt. Die Teilnehmer haben bereits erste Maßnahmen ergriffen. Die Vennbahn ist ein 120 km langer Radweg, der sich von der Vennbahn bis zum Rheinbach erstreckt. Die Teilnehmer haben bereits erste Maßnahmen ergriffen.

NachSjéats, Tourismusdirektor der lettischen Region Vidzemes „Wir lernen von der Vennbahn“

Die Vennbahn ist ein 120 km langer Radweg, der sich von der Vennbahn bis zum Rheinbach erstreckt. Die Teilnehmer haben bereits erste Maßnahmen ergriffen. Die Vennbahn ist ein 120 km langer Radweg, der sich von der Vennbahn bis zum Rheinbach erstreckt. Die Teilnehmer haben bereits erste Maßnahmen ergriffen.



Wahle Gwinn, Leiter Lettlands, hat sich für die Vennbahn als Vorbild für die Entwicklung von Radwegen in Lettland interessiert. Foto: G. Hofsch

Christine
Montag, 23. Mai 2016

“Greenways Outdoor ”



Better information & marketing

- **Best practices guide** for the **marketing** and communication of the greenways tourism product.

Greenways Outdoor

BEST PRACTICE GUIDE

Top 10 Tips for Marketing and Communication



© vennbahn.eu



Co-funded by the COSME programme
of the European Union



The sole responsibility of this publication lies with the author. The European Commission and the EASME do not accept any responsibility for use that may be made of the information it contains.



Co-funded by the COSME programme
of the European Union

“Greenways Outdoor ”

Better information & marketing



Technical /reverse visits:

- ✓ Spain : Olive Oil and Sierra greenways
- ✓ Belgium: Vennbahn
- ✓ Italy: Delta Po
- ✓ Portugal : ecopista do Dao.



“Greenways Outdoor”

Better information & marketing



✓ joint participation in specialized fairs



Internationals (UNIBIKE, FITUR, FIETS, BTL, Balttour, TourNatur, COSMO BIKE), Nationals and regionals; sport – Marathon- specialized.

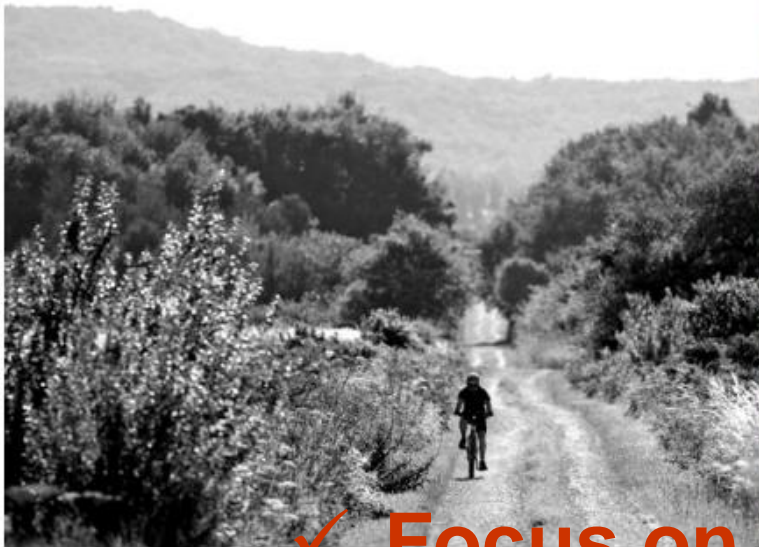
Co-funded by the COSME programme of the European Union



“Greenways Outdoor” Promotion & communication



European Greenways
Photo Contest
Until June 12
#EuropeanGreenways2016



With the special collaboration of:



And the cooperation of:



Co-funded by the COSME programme
of the European Union

✓ Focus on Social Networks

✓ Attractive awards



Co-funded by the COSME programme
of the European Union



European Greenways Product Outdoor Award (Namur, 2015)

7th EUROPEAN GREENWAYS AWARD – 2015

SPECIAL AWARD (*) - TOURISM PRODUCT IN GREENWAYS

European Greenways Award 2015 call for candidacies is now open - New EU funded Project Greenways Outdoor - News from members from Belgium, UK, Ireland, Spain, France, Latvia - New EGWA member -

EUROPEAN GREENWAYS INFO
MAY 2015



ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES



Take part in the 7th European Greenways Award 2015!

Greenways Outdoor will help the development and greater recognition of European greenways as excellent tools for developing sustainable and local tourism.

Call for candidacies for
the 7th European
Greenways Award
(deadline: Monday
22 June 2015)

Launch of new
"Greenways Outdoor"
project in 2015

Co-funded by the COSME programme
of the European Union





Best Outdoor Tourism Product

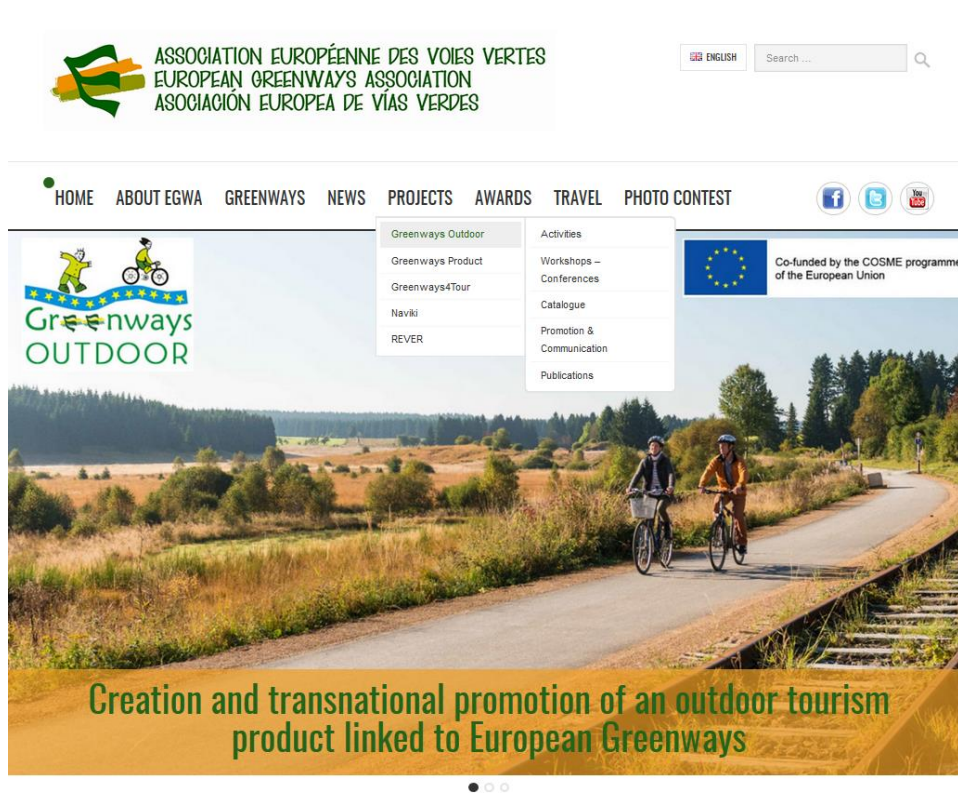
Maratón Vías Verdes (MVV)/Greenways Marathon

(Diversport SC, Spain)



“Greenways Outdoor ”

Promotion & communication



✓ Creation of a **website** and some communication 2.0 marketing.



Find out the best on-line resources to help you plan your travel

Co-funded by the COSME programme of the European Union
<http://www.aevv-egwa.org/travel/>



“Greenways Outdoor ”



Promotion & communication

Wide International broadcasting, in coincidence with other events

Opening the project to other groups not directly taking part of the project through participation in reference events, at national or international level.



Spain, France, Poland, Latvia, Lithuania and Russia



“Greenways Outdoor ”



Joint conference:

***Greenways,
EuroVelo and
Cycletourism
14/October/2016,
Vienna (Austria)***

To reinforce synergies
with other initiatives and
multipliers.

2016 **CYCLING FOR ALL**
Developing successful cycle tourism products for everyone

III EuroVelo, Greenways and cycle tourism Conference
Vienna, 14th October 2016

Hosted by:  
europis, The Business Agency of Lower Austria



Co-funded by the COSME programme
of the European Union



Co-funded by the COSME programme
of the European Union

“Greenways Outdoor ”



Main results, until now /1

- **Positive effects** have been achieved in **all the territories represented** in the consortium: more public-private involvement, more promotion, new travel packages.
- **New tools**: guides and tutorials to move forward.
- **European catalog** to encourage and facilitate travel.
- Enhanced **collaboration** between partners and stakeholders.
- The **impact** of the project extends **beyond the countries** of origin **of the partners** at European international level.



“Greenways Outdoor ”



Main results, until now / 2

- ✓ **Advances** are **not homogeneous** and logically vary depending on the starting point and the experience and ability of partners.
- ✓ Some concrete **examples of success** achieved through this project and others linked to the development of greenways, will be exposed during the conference.
- ✓ We have also **detected new needs** to be faced in future projects



Main results, main requests



Continue going forward in the right direction

- ✓ We want to move forward and continue raising awareness at local, regional, national and European level of the opportunities that the greenways offer and to achieve greater involvement in the territories.
- ✓ We need the **support of the EC to implement new projects** for further progress in diversifying the supply of sustainable tourism in Europe.
- ✓ **Greenways and cycle tourism have a real economic impact on the regions they pass through.**
- ✓ **This is why we ask for more European funds.**



Thanks for your attention!!



www.aevv-egwa.org

www.greenwaysoutdoor.org

Co-funded by the COSME programme
of the European Union



European Greenways Award 2015

Join EGWA!



 ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES

**There are thousands of km of fantastic greenways in Europe
Enjoy Greenways!**