

we binar

European webinar on cycling tourism

Date / Fecha

Tuesday, 6th October
Martes, 6 de octubre
2020

Time / Hora

11 - 13.30 h

Place / Lugar

Virtual session on Zoom
Sesión virtual en Zoom

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**Generalitat
de Catalunya**



EUROPEAN CYCLISTS' FEDERATION



The ability of territories to adapt to the COVID-19 context and the importance of specialization in the cycling tourism sector. Includes the presentation of the EuroVelo and Cycling Tourism Conference 2021 in Barcelona.

La capacidad de adaptación de los territorios al contexto del COVID-19 y la importancia de la especialización en el sector del cicloturismo. Incluye la presentación del EuroVelo and Cycling Tourism Conference 2021 en Barcelona.

Programme / Programa

11.00 h **Welcome and introduction to EuroVelo and Cycling Tourism Conference 2021** (English)

Isidre Gavín, Secretary of Infrastructures and Mobility, Generalitat de Catalunya

Octavi Bono, General Director of Tourism, Generalitat de Catalunya

Jill Warren, co-CEO of European Cyclists' Federation (ECF)

11.15 h **Part 1. The ability of territories to adapt to the COVID-19 context** (English)

- **Communication campaigns, good practices and data on the impact of cycling tourism at the European level in the COVID-19 context.**

Jill Warren, co-CEO of ECF

- **First finding regarding the effects of COVID -19 in France: usage of the national network, implemented actions, promised investments and regional examples.**

Camille Thomé, Director (Vélo & Territoires) - France

- **Lisbon's commitment to connect its urban and metropolitan cycling network to the EuroVelo system, promoting safe and sustainable urban tourism in a COVID-19 context.**

Gonçalo Peres, Advisory Board Member for Federação Portuguesa de Cicloturismo e Utilizadores de Bicicleta (FBCUP) - Portugal

- **Questions and Answers**

12.15 h **Parte 2. La importancia de la especialización en el sector del cicloturismo** (castellano)

- **Plan estratégico de desarrollo del cicloturismo**

Ana Bastida / Rosalía Pont, Agencia Catalana de Turismo (ACT)

- **Mesa redonda**, moderada por David Esteller (ACT)

- Xavier Font, Turismo de la Diputación de Barcelona
- Àngel Planas, Consorcio de les Vies Verdes de Girona
- Josep Rodrigo, Hotel SB Corona (Tortosa)
- Laura Moreno, Cycling Holidays Rodabike (Cambrils)

- **La visión y la acción de las entidades en el marco del cicloturismo**

Laura Vergara (ConBici) i Benjamí Aguilar (FEM Bici)

13.25 h **Clausura**

Xavier Flores, director general de Infraestructuras de Movilidad