Eurovelo in Greece:
A small step for Eurovelo a huge leap for Greek tourism

Annual NECC/Cs Meeting 2018
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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
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 and 3 challenging races to test your mettle. For the last 4 years, Loutraki has been the perfect host to the Academy's training camps in the winter. Not only does it offer great rides and a pleasant climate but also a scenic 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)
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...)

ATHENS

Weather from OpenWeatherMap

Map  Satellite

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!
Bicycle tourism

- Since several decades an increase of 20% per year
- Bicycle tourism: Only for students and poor people? The opposite is reality.
- Bicycle tourists spend 35 € a day, car tourists only 10 € and therefore support the local economy
- Investment costs for bicycle infrastructure are low while benefits are high
- Finnish study (Helsinki): For one invested Euro, the return is eight (!) times more
- Example of the Danube cycle route: an increase from 1 thousand cycle tourists in 2008 to 13 000 in 2012
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…