EuroVelo and Cultural Designations Workshop
Overview

1. EuroVelo 13 – Iron Curtain Trail joining the Council of Europe’s Cultural Routes
2. Changing Gear: Reducing the impact of visitor travel on cultural and heritage sites
EuroVelo 13 – Iron Curtain Trail joining the Council of Europe’s Cultural Routes

• What has happened?
• What does it mean?
  • Support from Member States
  • Communication tool
  • Strengthen connections with cultural sites and institutions
• Questions
Changing Gear: Reducing the impact of visitor travel on cultural and heritage sites

The problem: unsustainable transport patterns related to tourism.

The result:
- Congestion
- Increased demand for car parking
- Illicit parking leading to conflict with local residents
- Pollution (air, noise, visual and vibration).

The solution: Encourage more visitors to travel by alternatives to the private car.
Changing Gear: Reducing the impact of visitor travel on cultural and heritage sites

Every site is different, so develop a (travel) plan
- Find out about your visitors
- Carrot vs stick approaches
- Make it easy and fun to use alternatives
Thank you