



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

