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)

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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

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.

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.

To become the European reference for greenways.
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.
<table>
<thead>
<tr>
<th><strong>Diversify Tourism Offer:</strong></th>
<th><strong>Better Information &amp; Marketing:</strong></th>
<th><strong>Promotion &amp; Communication:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ European catalogues of tourism products based on Greenways, and professional services;</td>
<td>✓ Join participation in trade fairs;</td>
<td>✓ Workshops and conferences;</td>
</tr>
<tr>
<td>✓ Meetings with companies and public-private stakeholders;</td>
<td>✓ Workshop, technical visit and fam/press trip;</td>
<td>✓ Awards and campaigns</td>
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<tr>
<td>✓ Web tutorials;</td>
<td>✓ Top ten tips for the marketing and communication;</td>
<td>✓ best outdoor tourist product;</td>
</tr>
<tr>
<td>✓ Fam/Press trips;</td>
<td>✓ Reverse visit and workshops on greenways.</td>
<td>✓ European photo competition;</td>
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<tr>
<td>✓ WSporting events &amp; marathons guide</td>
<td></td>
<td>✓ New website, travel-oriented;</td>
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</tbody>
</table>

**Lead: FFE**

**Lead: TAO**

**Lead: EGWA**
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 privates, coordinated by the European Greenways Association

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

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### From Costa Brava to Garrotxa volcanoes on Recumbent bike – 5 days

<table>
<thead>
<tr>
<th>What does this offer include?</th>
<th>Description of the offer</th>
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<tbody>
<tr>
<td>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 &amp; Breakfast.</td>
<td>From Costa Brava to Garrotxa, experience 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 1 full greenway stage, and 2 stages on quiet country roads. A transfer will be set up to avoid 20 to 35 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 Guíxols, Tormoia de Montgrí or Santa Pau.</td>
</tr>
<tr>
<td>3. Transfer santa pua on the 3rd day</td>
<td></td>
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<tr>
<td>4. Visit Olot or Garrotxa's volcanoes</td>
<td></td>
</tr>
<tr>
<td>5. Recumbent bike / trike rental included (with insurance)</td>
<td></td>
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<tr>
<td>6. Guided route Option</td>
<td></td>
</tr>
<tr>
<td>7. 1 days Option (joining days 3 y 4, without visit)</td>
<td></td>
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<tr>
<td>8. Option: Luggage transport</td>
<td></td>
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</tbody>
</table>

**Coordinating company of the offer:** Vida Bike

**Marketing channel:**

- Travel agent
- Specialized portals
- Flash sale
- Gift box

**Prices**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Price Tariff (VAT included)</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Costa Brava - Garrotxa on recumbent bike – 5 days – self guided</td>
<td>530 €</td>
<td>Vida Bike</td>
</tr>
<tr>
<td>Costa Brava - Garrotxa on recumbent bike – 4 days – self guided</td>
<td>440 €</td>
<td>Vida Bike</td>
</tr>
<tr>
<td>Option guided route (base 3 people)</td>
<td>90 €</td>
<td>Vida Bike</td>
</tr>
<tr>
<td>Option luggage transport (base 3 people)</td>
<td>85 €</td>
<td>Vida Bike</td>
</tr>
</tbody>
</table>

**Other conditions**

- Minimum 2 people (self-guided), or 3 people (guided)
- Bike/trike rental and insurance included
- Minimum height: cm 152
- Duration and timing of the offer: From: March Until: October
- All year: No
“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

Co-funded by the COSME programme of the European Union
“Greenways Outdoor”
Diversify Tourism Offer

✓ Sporting events on greenways

✓ Guide for organizing mass sporting events on greenways

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 does not accept any responsibility for the use
that may be made of the information it contains.
"Greenways Outdoor "
FAM/PRESS TRIP /
“Greenways Outdoor”

Better information & marketing

- Best practices guide for the marketing and communication of the greenways tourism product.
“Greenways Outdoor”

Better information & marketing

Technical /reverse visits:

✓ Spain: Olive Oil and Sierra greenways

✓ Belgium: Vennbahn

✓ Italy: Delta Po

✓ Portugal: ecopista do Dao.

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“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.
Focus on Social Networks

Attractive awards
European Greenways Product Outdoor Award  
(Namur, 2015) 

7th EUROPEAN GREENWAYS AWARD – 2015 

SPECIAL AWARD (*) - TOURISM PRODUCT IN GREENWAYS 

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

http://www.aevv-egwa.org/travel/
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.
“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.
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
There are thousands of km of fantastic greenways in Europe.

Enjoy Greenways!

Join EGWA!