



NORTHWEST GREENWAY

NETWORK "ALVERDES" A TRAIN OF OPPORTUNITIES



. Map of The Northwest Greenway












- Etapa 1
- Etapa 2
- Etapa 3
- Etapa 4

- Patrimonio Cultural
- Señalización paisajística
- Estaciones de tren
- Antiguas estaciones

- Balneario
- Carreteras y Accesos
- Camping



. Characteristics

SITUACIÓN Y LONGITUD		TIPO DE FIRME	
 <p>78km. de Murcia a Caravaca de la Cruz.</p>		Vía Verde de firme mixto: asfalto y zahorra compactada.	
		USUARIOS	
		Peatones, ciclistas, caballistas y personas con movilidad reducida (PONER ICONOS MEJOR).	
MEDIO NATURAL			
		Paisajes de badlands, pinares y tres espacios naturales incluidos en la Red Natura 2000. 2 Lugares de Interés Comunitario (LIC): Río Mula y Pliego y Río Quípar. Zona de Especial Protección para Aves (ZEPA): Sierras de Burete, Lavía y Cambrón.	
PATRIMONIO CULTURAL			
		Cascos urbanos de Mula, Bullas, Ceghegín y Caravaca de la Cruz, Santuario de El Niño, Ruinas de Begastrí, Torre Vieja, Puente de Hierro sobre el río Segura, etc.	
INFRAESTRUCTURAS			
			
7 Albergues	13 Áreas de descanso	10 Viaductos	6 Túneles

Consorcio de las Vías Verdes de la Región de Murcia



Environment and Landscape

ORCHARDS OF EL RIO SEGURA
BADLANDS
MULA, QUIPAR AND ARGOS RIVERS
AGRICULTURAL LANDSCAPE
MOUNTAINS BETWEEN BULLAS AND CEHEGIN

R.P. SIERRA ESPUÑA
LICs - MULA AND PLIEGO RIVERS
ZEPAs - BURETE, LAVIA AND CAMBRON





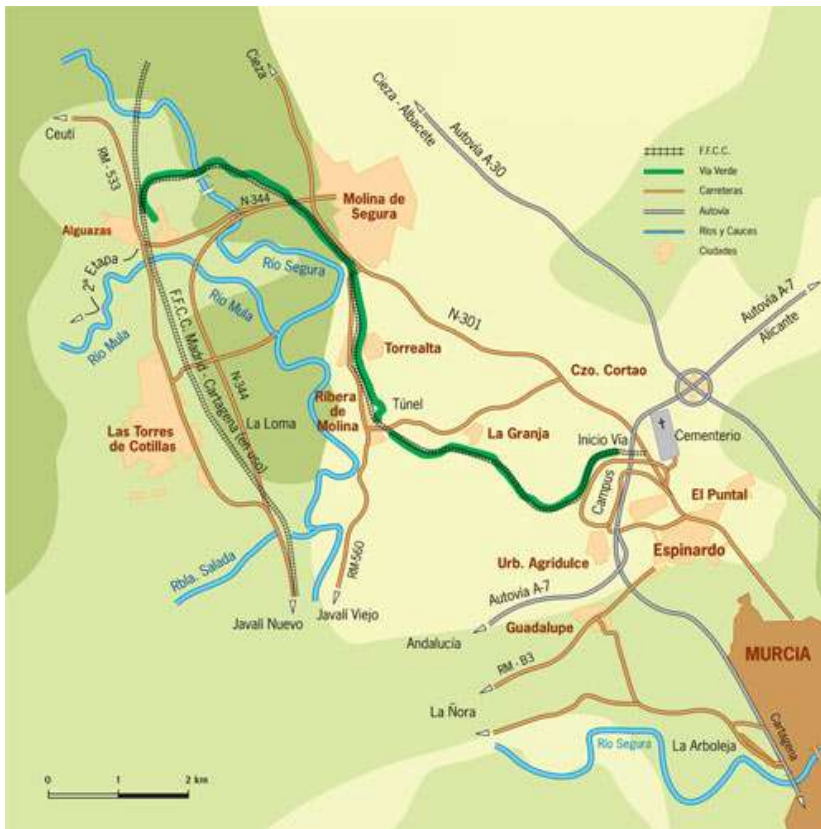
PLANTS AND WILDLIFE

Turdus merula *Oryctolagus cuniculus*
Vulpes vulpes *Hieracium pennatum*
Bubo bubo *Sus scrofa*
Sempervivum
Tamarix *Pinus halepensis*
Juniperus *Pistacia lentiscus*
Quercus coccifera



STAGE 1

Murcia - Alguazas (10 Km.)



RIBERA TUNNEL

STAGE 2

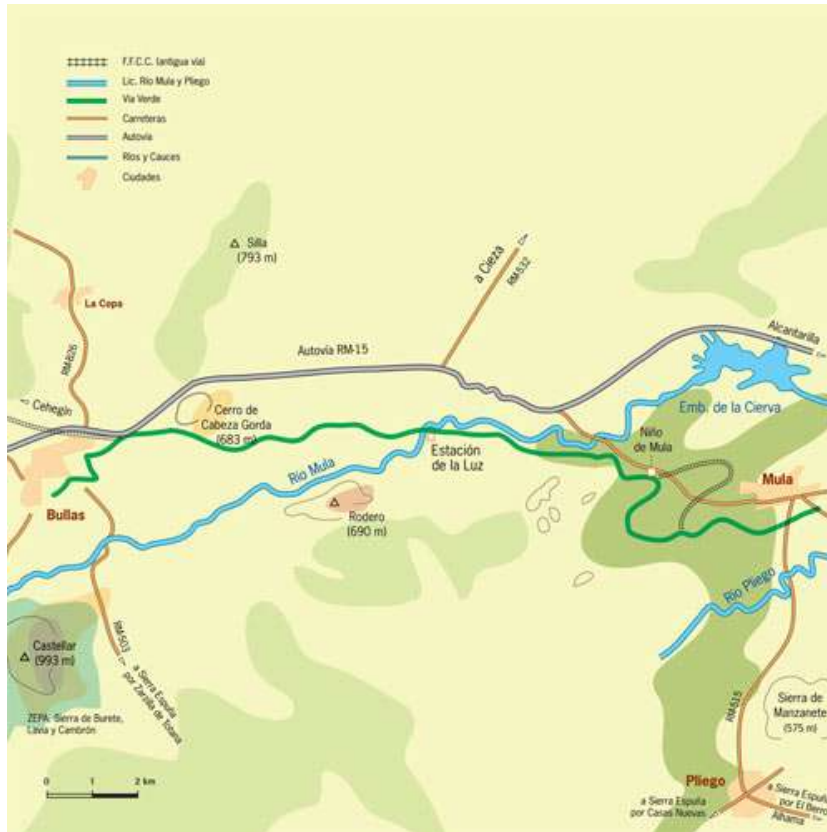
Alguazas - Mula (25 Km.)



BRIDGE OVER RIO SEGURA

STAGE 3

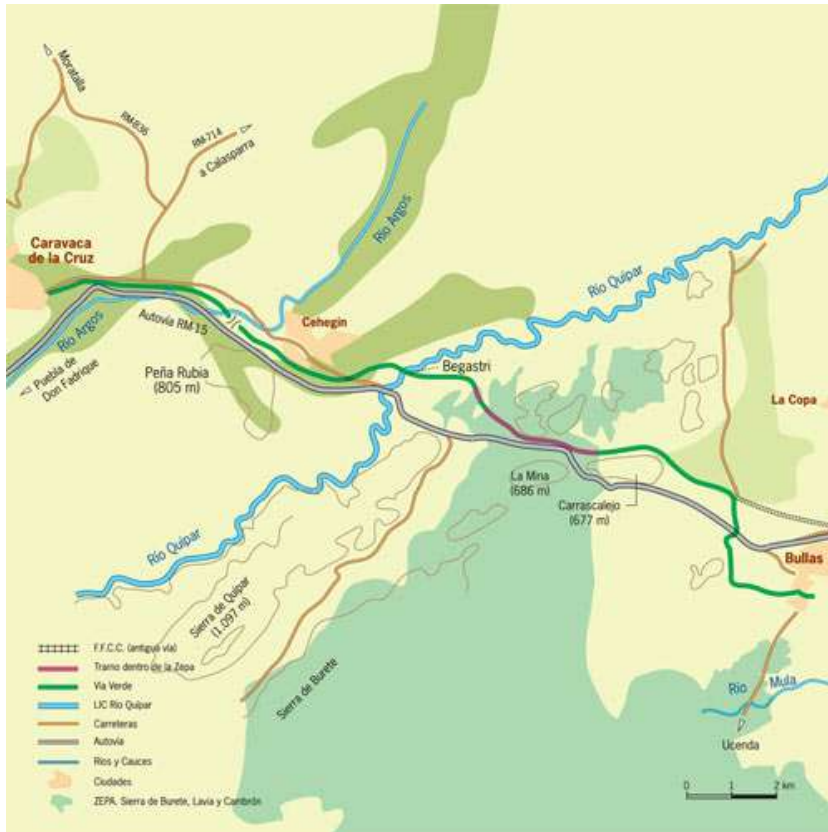
Mula - Bullas (23 Km.)



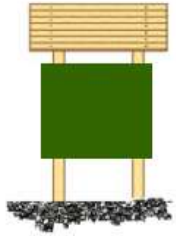
LA LUZ VIADUCT

STAGE 4

Bullas - Caravaca (22 km)



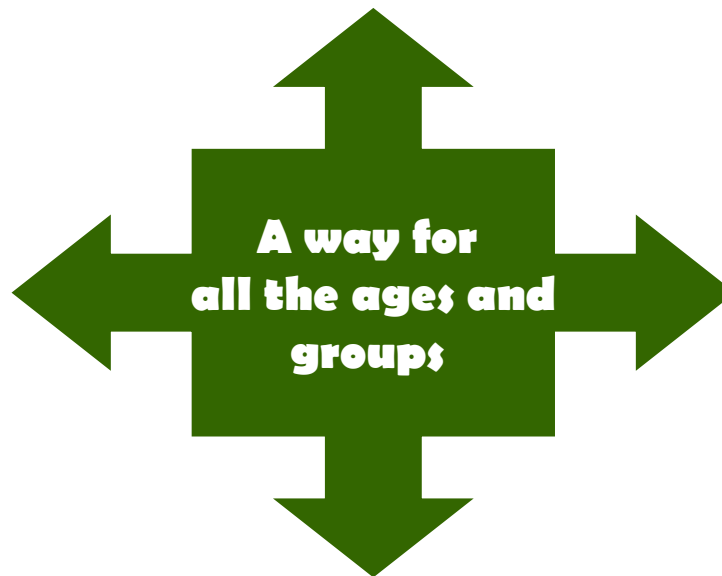
ONE WAY FOR ALL THE STATIONS



. Key activities

SPORTS AND SOCIAL ENTITIES

YOUNG PEOPLE



OLDER PEOPLE

PEOPLE WITH DISABILITIES

➔ Social Entities



I Association meeting “Mujeres en la Vía”



I Hiking trail "Proyecto Hombre"



I Route Archena's Bike Club



VVN: Alguazas-Murcia

Older people

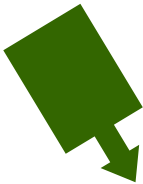


**“Elder people on the Greenway”:
Cartagena**



**Women’s associations,
Game: “Discover the
Greenway”**





Young people



ASCRUZ



Summer Workcamp

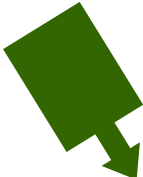


Project: “Yo te quiero verde, Vía Verde”

**I Children's drawing contest :
"Planting in the way"**



**Environment
education world day**



People with disabilities



Bullas



Cehegín



Alguazas

A way without walls ...

Consorcio de las Vías Verdes de la Región de Murcia



RELIGIOUS TOURISM



Badlands de la Vía

ENVIRONMENT
HEALTH
SPORT



A way for all the options

GASTRONOMY
FIESTAS

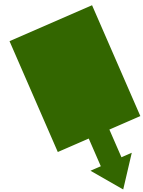


Yacimiento de Begastri



HERITAGE
CULTURE





Religious Tourism

- Pilgrimage way to Caravaca de la Cruz

The city of Caravaca de la Cruz is a very important place of christian religious tourism, it is recognized as: “Holy Place” by the Vatican with the concession to celebrate a Jubilee year in perpetuity every seven years.





Heritage and Culture

- Many places on the way of Cultural Interest.
- Important cultural towns: old cities of Caravaca de la Cruz, Cehegín and Mula.
- Network of Thematic Museums
- Music and Theatre Festival: Theatre Internacional Festival in Molina de Segura, Cuadrillas de Barranda, Folklore Nacional Festival Campos Village, etc...



WINE MUSEUM. BULLAS





Holidays and Gastronomy

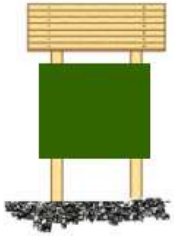


- Internacional tourist interest fiestas: Caballos del Vino, Bando de la Huerta.
- Gastronomy variety and local food: Yemas de Caravaca, Torrijas de Bullas, etc....
- Wines with denomination of Origen, Bullas.

Environment, Health and Sport

- Three environment places in the Natura Red 2000 (LIC Río Mula y Pliego, LIC Río Quípar y ZEPA Sierras de Lavia, Burete y Cambrón)
- Thermal waters places (Baños de Mula)





. Opportunities for employment



**responsible
tourism**



**new place
to work**



Dynamization program

Almadenes: monitoring and maintenance

Employment workshop Northwest Greenway

Hostel network Greenway

Eco-counters devices

Period analyzed: 19 April 2012 - 15 May 2013

Total Users (Section between Cehegín and Caravaca cities):

72.768 walkers plus 39.691 bikers.

Total Users (Section of Niño de Mula):

12.134 walkers plus 17.770 bikers

Total Users (Section between Murcia and Molina de Segura):

278.964 walkers y 195.386 bikers



The Northwest Greenway like tourism product

A way for all the ages...

... for all the travel options

A way for enjoy...



REHABILITATION OF THE OLD TRAIN STATIONS

The rehabilitation works were conducted since 2009 until 2011.

The total investment of the works were of:
4.058.654 €

The Consortium of the Northwest Greenway was the responsible of all the proyect. Actually, we can find 7 hostels where before had 7 old train stations.

These hostels are managed for the **ALVERDES PROYECT.**



ALVERDES: Red de Albergues de la Vía Verde del Noroeste



Inauguration of the Hostels Network. (ALVERDES.ES)



Alguazas



CHARACTERISTICS AND SERVICES OF THE HOSTEL:

ROOMS	BEDS	BATHROOMS	KITCHEN	TELEVISION/INTERNET	BAR/RESTAURANT	ANIMALS	ADAPTED DISABLED
12	48	YES	NO	YES	YES	NO	YES

CAPACITY: 48 PERSONS

Campos del Río



CHARACTERISTICS AND SERVICES OF THE HOSTEL:

ROOMS	BEDS	BATHROOMS	KITCHEN	TELEVISION/INTERNET	BAR/RESTAURANT	ANIMALS	ADAPTED DISABLED
3	16	YES	YES	YES	NO	YES	YES

CAPACITY: 16 PERSONS

Albudeite



CHARACTERISTICS AND SERVICES OF THE HOSTEL:

ROOMS	BEDS	BATHROOMS	KITCHEN	TELEVISION/INTERNET	BAR/RESTAURANT	ANIMALS	ADAPTED DISABLED
5	8	YES	YES	NO	NO	YES	NO

CAPACITY: 10 PERSONS

La Luz- Mula



CHARACTERISTICS AND SERVICES OF THE HOSTEL:

ROOMS	BEDS	BATHROOMS	KITCHEN	TELEVISION/INTERNET	BAR/RESTAURANT	ANIMALS	ADAPTED DISABLED
2	NO	YES	NO	NO	NO	YES	NO

CAPACITY: 60 PERSONS

Bullas



CHARACTERISTICS AND SERVICES OF THE HOSTEL:

ROOMS	BEDS	BATHROOMS	KITCHEN	TELEVISION/INTERNET	BAR/RESTAURANT	ANIMALS	ADAPTED DISABLED
2	44	YES	NO	NO	YES	NO	YES

CAPACITY: 44 PERSONS

Cehegín



CHARACTERISTICS AND SERVICES OF THE HOSTEL:

ROOMS	BEDS	BATHROOMS	KITCHEN	TELEVISION/INTERNET	BAR/RESTAURANT	ANIMALS	ADAPTED DISABLED
4	48	YES	NO	YES	YES	YES	YES

CAPACITY: 48 PERSONS

Caravaca de la Cruz



CHARACTERISTICS AND SERVICES OF THE HOSTEL:

ROOMS	BEDS	BATHROOMS	KITCHEN	TELEVISION/INTERNET	BAR/RESTAURANT	ANIMALS	ADAPTED DISABLED
3	22/24	YES	NO	YES	YES	NO	YES

CAPACITY: 44 PERSONS

Users of the Hostels

	ALGUAZAS	CAMPOS R.	ALBUDEITE	MULA	BULLAS	CEHEGIN	CARAVACA
MAYO 12	3	4	2		0	6	40
JUNIO 12	30	2	6		0	10	25
JULIO 12	3	6	3		6	6	11
AGOST. 12	8	5	2		8	13	9
SEPT. 12	10	2	4		4	27	23
OCTU. 12	12	3	10		8	5	18
NOVI. 12	4	4	10		6	8	18
DICI. 12	2	29	10		15	8	3
ENERO 13	2	11	2		6	40	5
FEBR. 13	6	16	4		6	2	6
MARZO 13	4	2	6		20	12	30
ABRIL 13	12	12	8		18	22	34

Alverdes Proyectos

- Rural development working days of the Greenway and employment:
 - **Jornada dedicada al estudio y revisión de las oportunidades, tendencias y experiencias de empleo.**
- The Hostels in TV, Radio and News:
 - **MEDIASET, Informativos Tele5, TVE, OR Murcia, Cadena SER, medios locales etc....**
- Participation and Organization of different activities:
 - **Alverdes en el día de las Vías Verdes, Bolsa de contratación de la CARM, Feria de asociaciones, Canicross, Summer Camps, FalcoTrail, etc....**
- Web page:
 - **www.alverdes.es**
- Videos and brochures.
- Social World:



Thank you for your attention !!!

Juan Soria Martínez

Gerente del Consorcio Vías Verdes de la Región de Murcia