



Co-funded by the COSME programme
of the European Union



Comunidade
Intermunicipal
do Ave



ASSOCIATION EUROPÉENNE DES VIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES



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Workshop:

UNESCO sites and Greenways, a common destination

Visit by bike 28 November - Workshop 29 November 2018

Sociedade Martins Sarmento, Guimarães (Portugal)

**Vías Verdes y Patrimonio UNESCO en
España y estructuración de la oferta
europea “Greenways Heritage”.**

Arantxa Hernández Colorado

*Head of Vías Verdes Department
Spanish Railways Foundation*

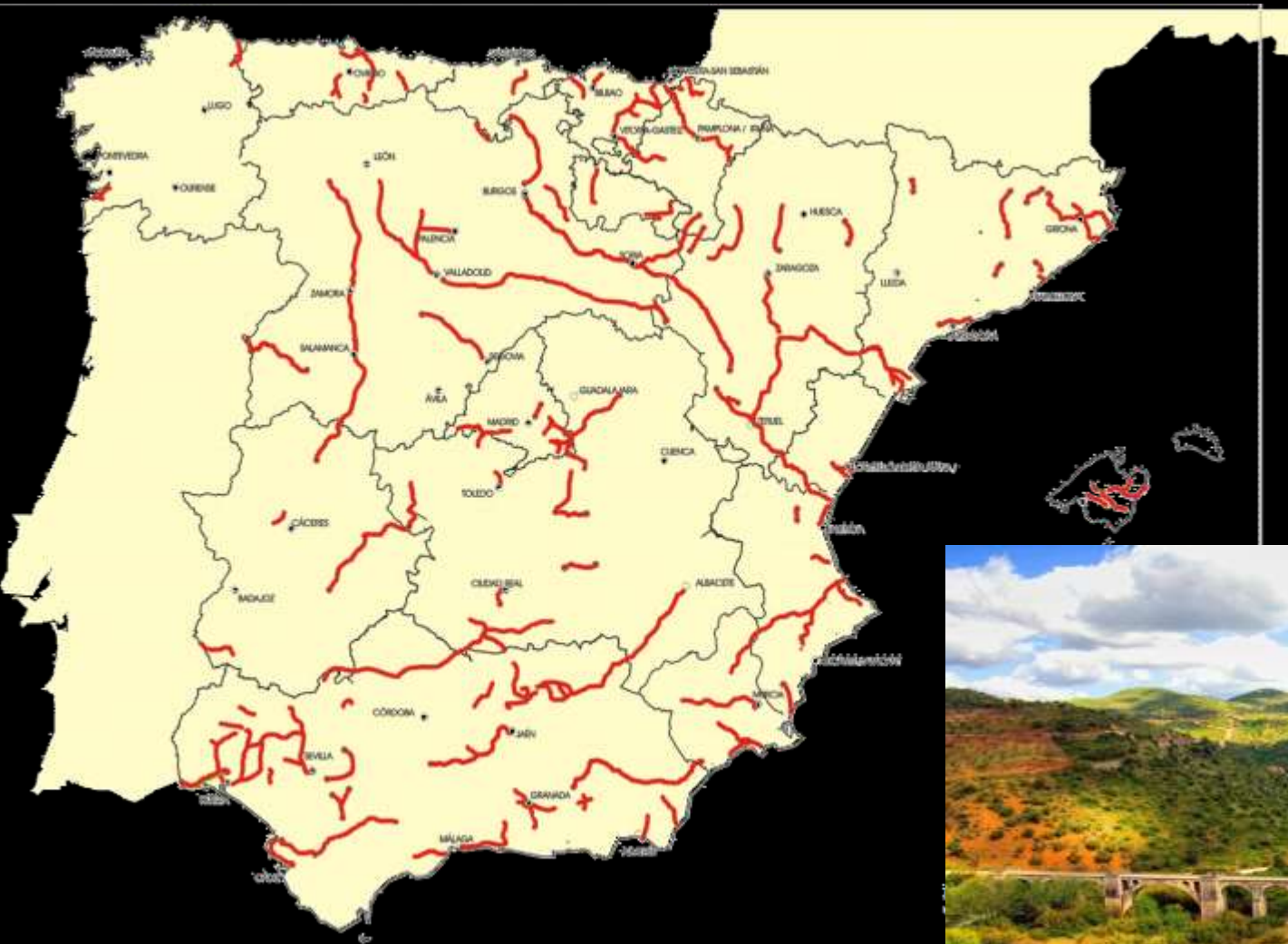


- 🌿 **Spanish Railways Foundation**, a public entity since 1985
- 🌿 **Patronage:** its President is **RENFE's** President (Public Railway Company), and its Vice-President is **ADIF's** President (Railways Infrastructures Manager). Other members: Regional railway companies, subways,
- 🌿 **Objectives:** research, maintenance of railways' cultural heritage, and the coordination and promotion of the Spanish **Vías Verdes / Greenways Programme** since 1993



Vías Verdes in Spain are the result of converting disused railway lines into car free routes suitable for non-motorised transport

DISUSED RAILWAYS LINES (1993)



- 7.600 km disused railway lines
- 954 stations
- 501 tunnels
- 1.070 bridges





Vías Verdes in Spain are accessible, safe and easy-to-use for walkers and cyclists.

SPANISH GREENWAYS (2018)



- 2018 November**
- 125 Greenways
 - + 2.770 km
 - More than 110 old-stations recovered as touristic use

 **Close collaboration between bodies of Public Administration:**

- **Ministry of Environment** : has a specific budget each year for building non-motorised infrastructures.
- **Public Railways Companies** : ADIF and (FEVE) offer their abandoned lines, by rent.



- Spanish Railways Foundation.

Greenways Department make the promotion, coordination and marketing at national and international level



1993 - 2018
25 Años
#VV25

Close collaboration between bodies of Public Administration:

- **Regional Governments (16 out of 17)**
- **22 county councils**
- **More than 500 Local Authorities**
- **20 Communities or “consortium” of local authorities**

They are responsible for:

- ✓ **Preparation of studies and engineering projects**
- ✓ **Obtaining patrimonial disposal over buildings and infrastructure.**
- ✓ **Managing, maintainance and promotion**



Promoting rural and active tourism





The Vías Verdes are part of the **new tourism markets**

Tourism is the first economical activity in Spain (15% of GDP- 11% in 2014)
but still nearly based on a “Sun & Beach” model.

80 Millions of tourists



Economic importance of cycling tourism

€44 billion



Vs

€39.4 billion



Not only more, but better distributed throughout the territory and with impact on local economies



The economic impacts. EUROPE



Cycling tourism in Europe produces a direct economic impact of **44.000 millions of € / year** and another **44.000 € millions of €** in indirect impact

In Spain, cycling tourism generates an annual turnover of **1.620 M**

€:

- 890.000 overnight stays, by value of 390 M €
- 80 million daily excursions, worth 1.230 M €

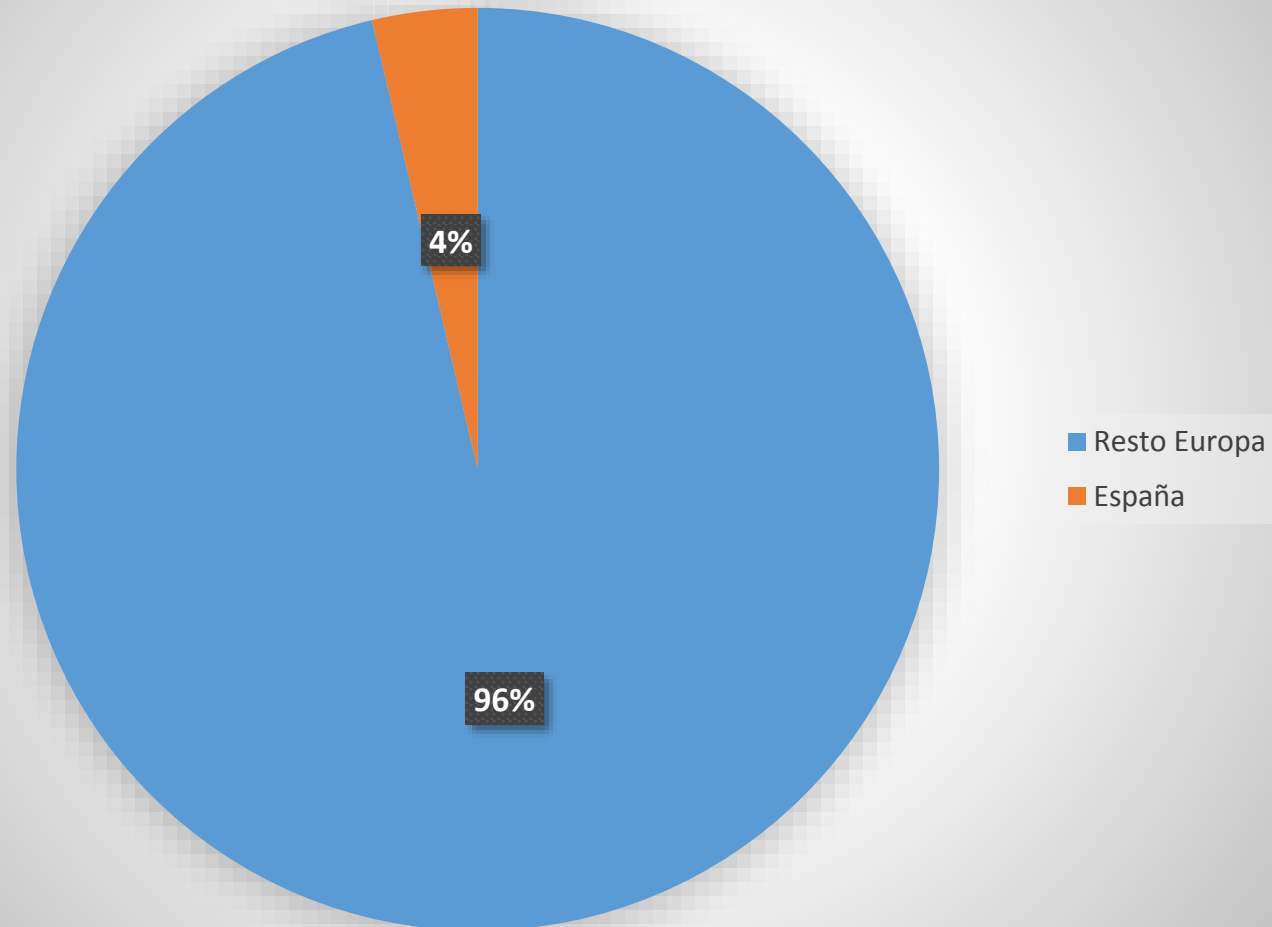
Cycling tourism in Europe. International markets.

Only 4% of that benefit occurs in Spain...

We have a lot more to grow.

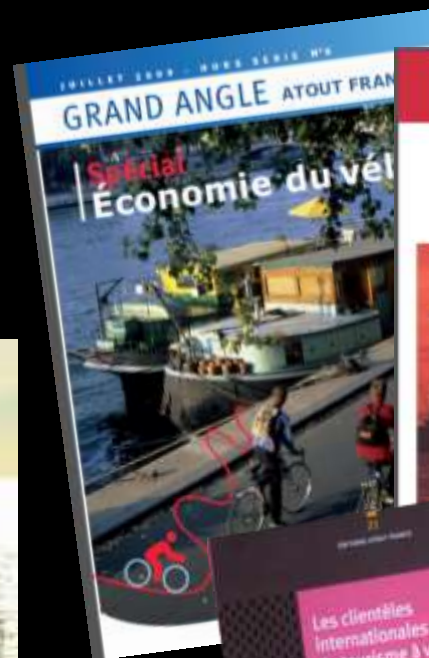


Impacto Cicloturismo.



Report in Spanish on the Economic Impact of Cycling Tourism in Europe. *Summary of the main studies carried out. 2014. (100 pages in Spanish)*

On: www.viasverdesandalucia.es
www.viasverdes.com



 **Different working areas, complementaries and simultaneous:**

- 1. Infrastructure**
- 2. Facilities and services**
- 3. Promotion and Communication**
- 4. Management**





Infraestructure: Impressive heritage, engineering structures and buildings

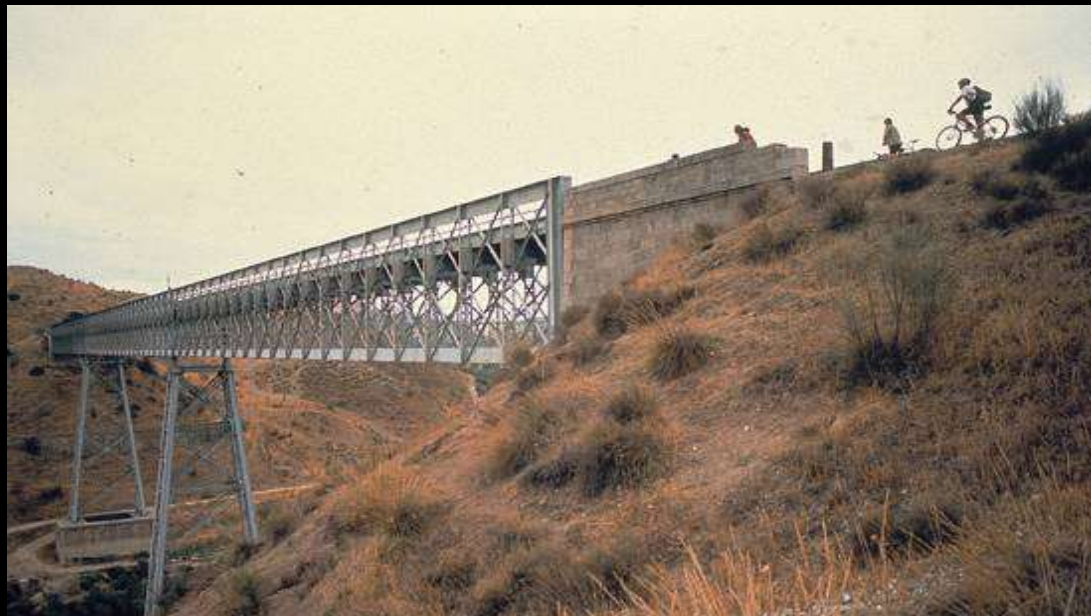


 In 1993 there were **1.070** railways abandoned **viaducts** and bridges





Rehabilitation of viaducts and railway bridges

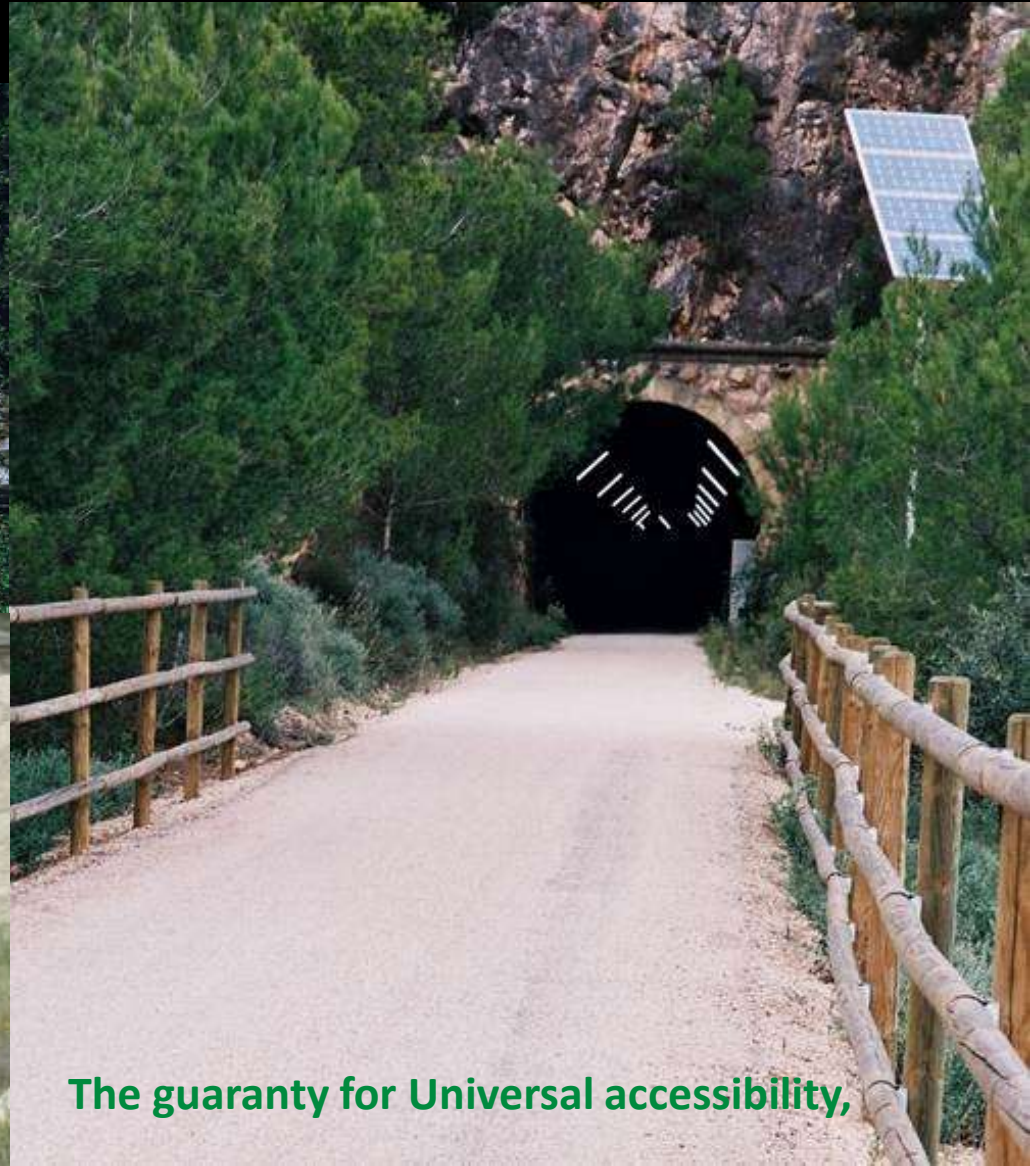


 Attractive design for new footbridges





In 1993 Spain had **501 tunnels** in abandoned railways lines. Spain is, after Switzerland, the second most mountainous country in Europe ...



The guaranty for Universal accessibility,

Facilities and services: restoration of disused railways stations



In 1993 there were **954** railways stations in desuse

In 2018 there are **110** railways stations restored and with touristic uses





Stations restaured ... also Railway Heritage !!!

Facilities

Before ...



After ...



They are being reused as tourist housing facilities





They provide many services: bike rentals, information offices, local museums...





Hotels, (****)

Facilities





Some others are small charming hotels, hostels, Caravan places, campings sites...





Restaurants, cafés





Bike points, Natural or Railway Museums ... even swimming pools





The preservation of the **railway heritage** is the identity sign that defines the Vías Verdes as a very specific and **genuine touristic resource**





The preservation of the **railway heritage** is the sign that defines the Vías Verdes as a very specific and **genuine touristic resource**





The Spanish Railways Foundation is responsible for the **promotion and communication** of the Spanish Greenways Programme at a national level.

www.viasverdes.com



The Spanish Greenways Programme has a common logo and a unique name used for converted disused railway lines. **A great marketing aid!**



QUALITY BRAND



www.viasverdes.com



➤ 700,000 unique visitors in 2017

➤ 5 million pages seen in 2017

➤ Spanish and English

- Home
- Itineraries & Maps
- Television Series
- About Greenways
- Contact

Vías Verdes (literally, "green-ways") are old disused railway lines that have been recovered and reconditioned for use by walkers and cyclists. Exploring them is a different, enjoyable and environmentally friendly way of getting to know Spain, its culture and its landscapes. This is an alternative ideal for all ages, that respects the environment and brings together sport and the great outdoors. Sounds good? .



- Vias Verdes Leaflet
- Brochure Voles Vertes
- Vias Verdes Broschüre
- Vias Verdes Brochure
- Brochure Vias Verdes

When the trains stopped rolling over these tracks once and for all, they fell into disrepair and were forgotten. The old lines have now lost their rails, and what was once the domain of wagons and locomotives is the realm of cyclists, walkers and day-trippers. There are 2,400 kilometres of Vía Verde all over Spain. They are easy to get to, and being flat and even, provide no technical difficulties - ideal for all kinds of people: adults, children, and the elderly and disabled too.

It is well worth taking a trip on one of these trails where motor vehicles are forbidden. Not even mopeds are allowed on these routes, which are synonymous with safety and respect for the environment. From north to south and east to west, there are 117 itineraries and thousands of kilometres to be covered on fascinating routes that will

Greenways Agenda

June - 2018

Lu	Ma	Mi	Ju	Vi	Sa	Do
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

See more (in spanish)...

- 1993 - 2013 20 años
- Vías Verdes Organizados
- Greenways4ALL
- SILVER CYCLISTS
- Greenways Product
- Greenways





InfoVías Verdes

- ✓ Monthly news bulletin. 11,000 subscribers
- ✓ Over 1,000 from the media
- ✓ Agenda of Activities

Suscríbete al Boletín

Miércoles, 13 de junio de 2018

Guimarões (Portugal)

Taller "UNESCO sites and Greenways, a common destination" y visita a la Ecopista do Guimarões

SAVE the DATE!!

Workshop: UNESCO sites and Greenways, a common destination
 Visit by bike 28 November - Workshop 29 November 2018
 Sociedade Martins Sarmento, Guimarões (Portugal)

En el marco del proyecto Greenways Heritage, la Asociación Europea de Vías Verdes y la Comunidad Intermunicipal do Ave en colaboración con Sociedade Martins Sarmento, organizan en Guimarões (Portugal) dos eventos que no puedes perderte:

- 28 de noviembre - Visita en bici por la Ecopista do Guimarões
- 29 de noviembre - Taller "UNESCO sites and Greenways, a common destination".

Más info>>

Jornada "Las Vías Verdes y el patrimonio UNESCO una oportunidad para el desarrollo local y el turismo sostenible"

Greenways HERITAGE
 Jornada Técnica y Debate
 Pineda de la Sierra (Burgos)
 21 de Noviembre de 2018
 9-12h

V.V. Sierra de la Demanda (Pineda de la Sierra, Burgos)

Hemeroteca

Selecciona el año y el boletín que quieras ver

Selecciona año

Año 2018

- Nº 184 - Junio 2018
- Nº 183 - Mayo 2018
- Nº 182 - Abril 2018
- Nº 181 - Marzo 2018
- Nº 180 - Febrero 2018
- Nº 179 - Enero 2018

Suscríbete al Boletín

mapa web | aviso legal | English version

Vive la Vía!

20th Anniversary of the Spanish Greenways Federation (FFE) celebrated the 20th edition of the Day of the Greenways



Television series "Vive la Vía". 18 thirty minute chapters, shown 11 times in National TV (TVE) since 2004

The screenshot shows the RTVE website interface. At the top left is the 'rtve.es' logo and a dropdown menu for 'Otras secciones en RTVE.es'. Below this is the 'A la carta' section with 'Televisión y Radio' and navigation tabs for 'Televisión', 'La 2', 'Vive la vía', and 'Vive la vía - Vía verde del Plazaola y vía verde del...'. A 'tve TV en directo' button is visible. The main content area features a large video player showing a scenic view of a dirt path through a dense forest. To the right of the main player is a smaller video thumbnail showing a man in a brown jacket holding a small animal. Below the video player, the title 'Vive la vía - Vía verde del Plazaola y vía verde del Tarazónica' is displayed, along with the date '06 nov 2005' and a short description: 'De Navarra a Guipuzcoa por los parajes mas vírgenes del valle de Leitzarán, la vía verde del Plazaola nos invita a disfrutar de su dulce recorrido sobre el antiguo'.

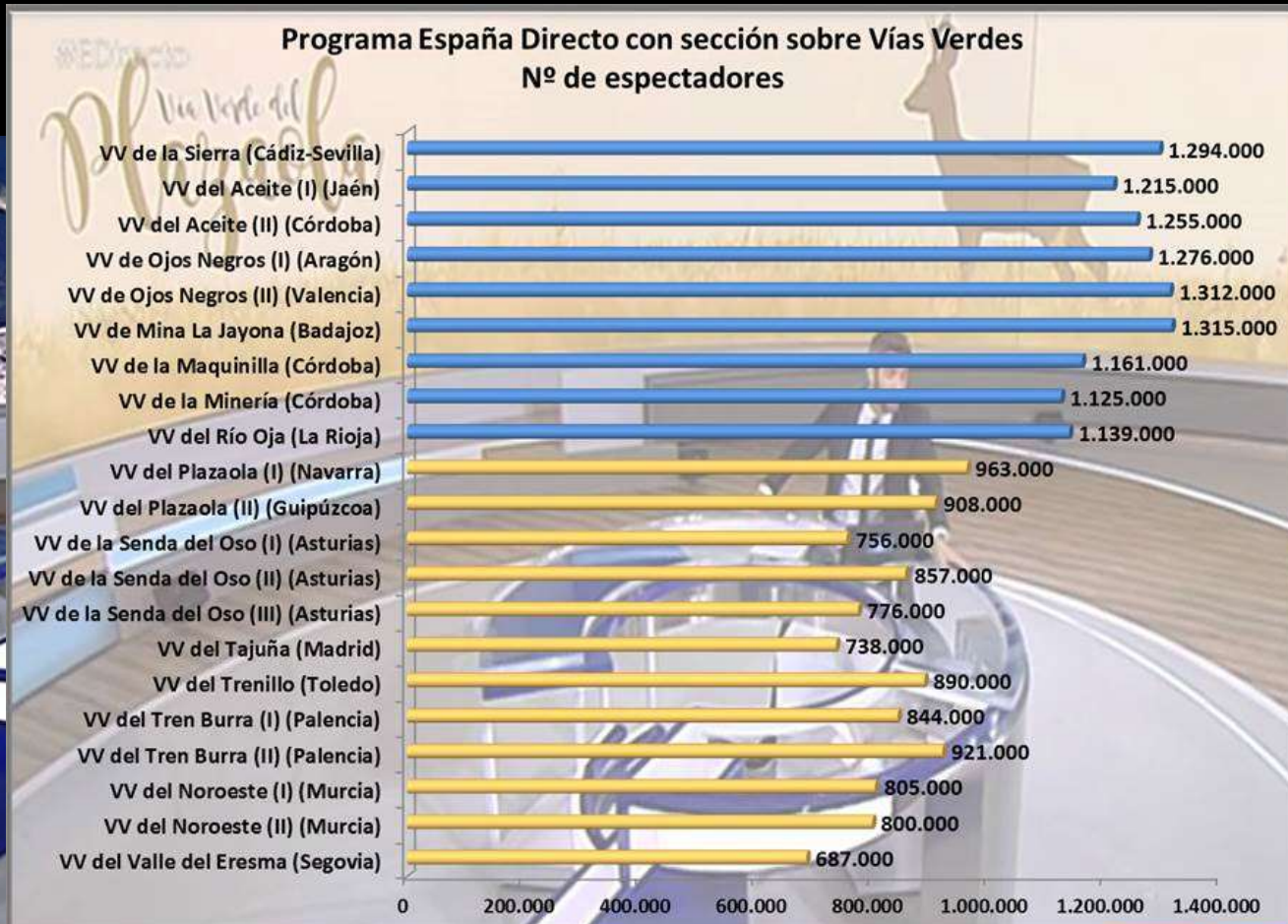


Available on YouTube video channel
Over 780,000 downloads



2018: Vías Verdes en "España Directo". National TV Programme.

20 chapters. Audience: 1 Millions/chapter. Shares: 10%



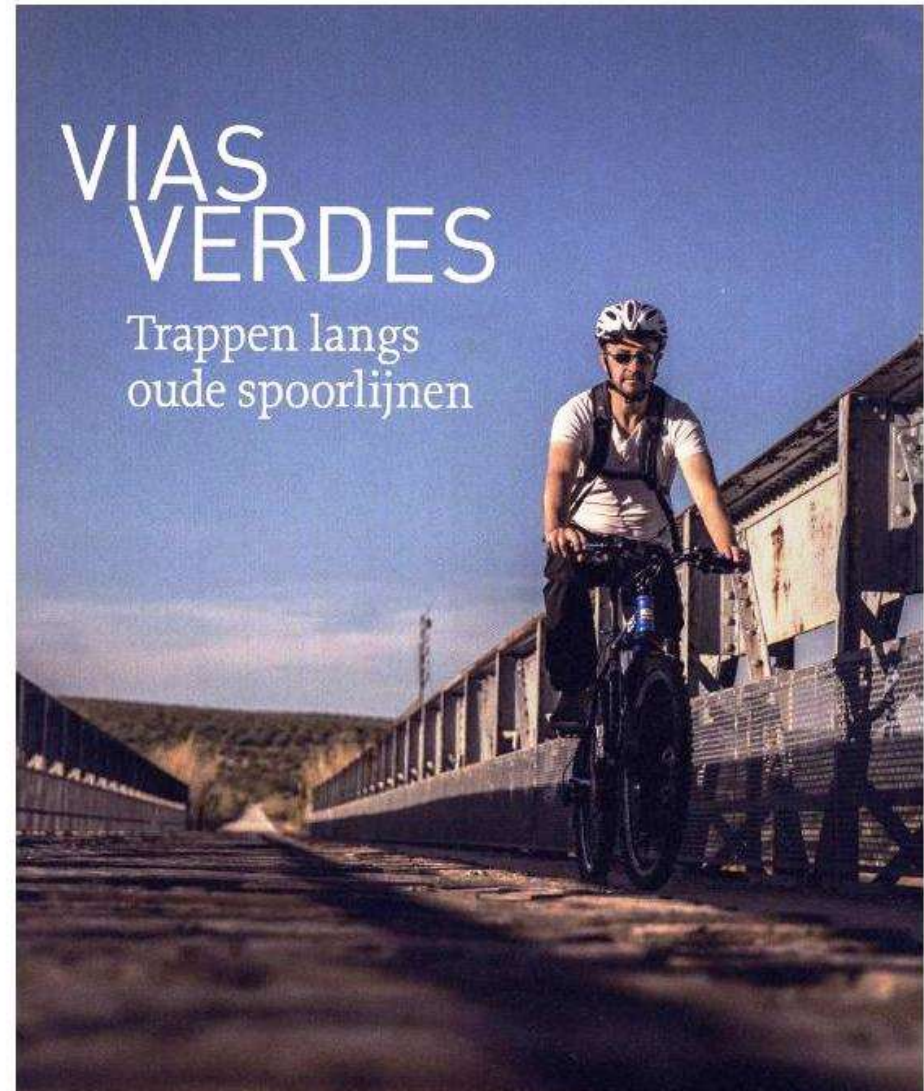
Reproducción



Media contact, press, radio interviews, magazine articles...



PRINT MEDIA
TOURISME ESP. 15 A
Ref : 587



Promotion at a national / internacional level

This year, on the occasion of the 25 Years...

Ediciones: Contacto: ¿Quiénes son

EFE: VERDE

Búsqueda

Búsqueda

Biodiversidad ▾ Clima ▾ Desarrollo Sostenible ▾ Energía ▾ Life ▾ Periodismo ambiental ▾ Agua

NATURALEZA FERROCARRIL
LAS VÍAS VERDES CUMPLEN 25 AÑOS CON 2.700 KILÓMETROS DE SENDAS ACCESIBLES



EL PAÍS EL BLOG DE VIAJES

Las Vías Verdes se tiñen de plata

Este año se cumple el 25 aniversario de una de las iniciativas más exitosas de patrimonio con fines turísticos: la de convertir viejas líneas férreas en carriles v







... or even Monography Editions and Radio Programs



Radio 5
 Radio Nacional de España.
 Radio Exterior (National Radio)





More actions by the FFE promoting Greenways



¿Que son las Vias Verdes?

Las Vias Verdes son antiguas vías de ferrocarril que han sido restauradas para ser utilizadas por actividades recreativas y deportivas. Estas vías son muy seguras y cómodas, ya que están libres de tráfico de vehículos y de obstáculos. Además, están rodeadas por paisajes naturales muy atractivos, lo que las convierte en un lugar ideal para disfrutar de la naturaleza y hacer ejercicio.

Las Vias Verdes son un recurso muy valioso para el turismo activo y el bienestar. Ofrecen una forma segura y saludable de disfrutar de la naturaleza y hacer ejercicio. Además, contribuyen a la conservación del medio ambiente y a la creación de empleo en zonas rurales.

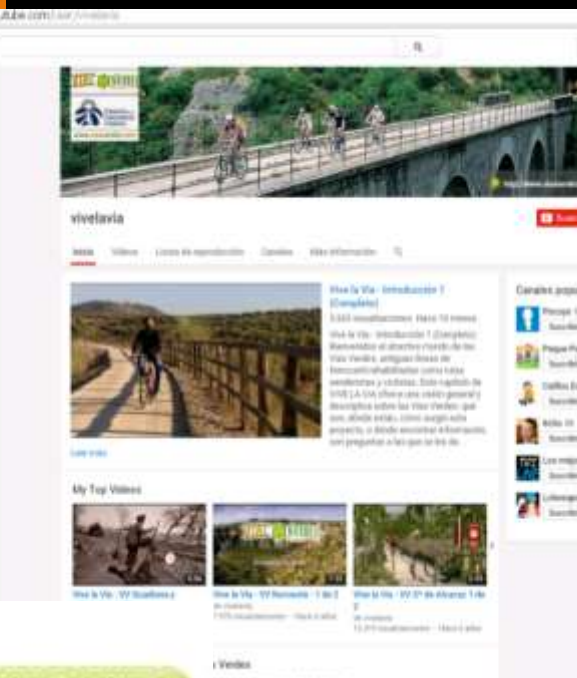
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www.viasverdes.com

El Proyecto Vias Verdes de España

El Proyecto Vias Verdes de España es un proyecto que tiene como objetivo promover y desarrollar el uso de las Vias Verdes en todo el territorio nacional. Este proyecto incluye la creación de una red de Vias Verdes que conecte diferentes zonas rurales y naturales, así como la realización de actividades de promoción y sensibilización.

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Vias Verdes Leaflet

Brochure Voies Vertes

Vias Verdes Broschüre

Vias Verdes Brochure

[Further information](#)

[Plus d'informations](#)

[Weitere Informationen](#)

Brochure Vias Verdes

General Greenways brochure. 6 languages. Downloadable in PDF. Official Cartography

SOCIAL NETWORKS

Comparison / Pages to watch

Página		Total de Me gusta	De la semana pas	Publicaciones de	Interacción de esta semana
TÚ		37,8K	0%	16	318
1		21,9K			
2		19,2K			
3		13,2K			
4		10,5K			
5		4K	▲ 0,1%	0	0
6					

Followers

Facebook Vías Verdes España: 36.884
Facebook Vías verdes Andalucía: 4.237
Twitter: 5.286
Instagram : 719

➤ **More than 47.000 followers!**
 ➤ **Very well positioned !**



NEW APP! Very soon !

Spanish Vías Verdes



APP Vías Verdes y Red Natura 2000

- Android
- FREE

And many more actions....



- Fairs
- Publications
- Workshops & Conferences
- Management of European and other projects
- Call for citizen activities



Andalucía se mueve por las Vías Verdes



Spanish Greenways Day : in May. Since 1999 ... and local activities during all year long. **2018: 6.000 participants**



XX Día Nacional de las Vías Verdes



#VVyRedNatura2000
#DNViasVerdes2018

Convoca



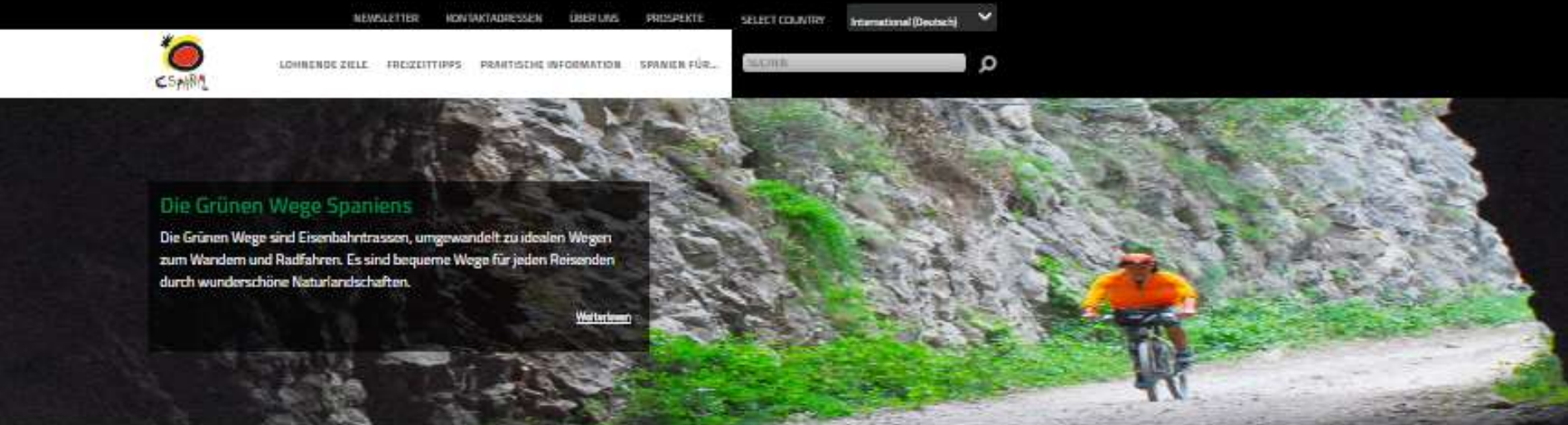
Con el apoyo de





Promotion on Spain.info portal. Official Tourism Abroad ...

But it's not enough! – poor support from the institutions



- 4 Languages (ES / EN / DE / FR)
- Interactive map
- Video Vías Verdes
- Tourism Products / Packages / Experiences “to Sell”



Promotion at Internacional Level

Support from Turespaña / OETS

- Social Networks Campaignes
- Advertorials
- Fam / Press trips

Vías Verdes FFE retwitteó



Spanien Tourismus @SpanienTourism · 29 sept.
Auf dem "Grünen Weg des Öls" in #Andalusien - #Spanien.
#Wandern #Radeln @viasverdes ffe @VVdeAndalucia
spanien-neu



Spagna in Italia @SpagnaInItalia · 24 sept.
La #ViaVerde di Oios Nearos è la più lunaa: ben 150 chilometri nelle provincie di #Ter



2



Spagna in Italia @SpagnaInItalia · 20 sept.
98 antiche stazioni ferroviarie nelle #viasverdes adesso sono ristoranti, infopoint, alberghi o pic



2



Spain in Switzerland @Spain_in_CH · 14 sept.
Grüne Wege im Baskenland zum entdecken: bit.ly/2vS1a5y #VisitSpain #natur @viasverdes_ffe @i_Euskadi 🇪🇺



#Greenways Heritage – Creating Tourism Products



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Mapa de las Vías Verdes españolas



	Vía Verde acondicionada
	Vía Verde en obras
	Línea de ferrocarril en activo
	Capital de comarcas autónomas
	Capital de provincia
	Hudob ferroviarias o fer de via
	Línea de comarcas autónomas
	Parque Nacional
	Parque Natural o Regional
Visitador de Patrimonio, Cultura y Ocio http://viasverdes.es/visitador Datos actualizados enero 2018	



www.viasverdes.com

 Patrimonio Mundial
 UNESCO
 Itinerario Cultural Europeo Camino
 de Santiago

#Greenways Heritage



✓ Meetings - key stakeholders

Meetings with SMES, tourism companies – How to integrate UNESCO+GW, how to integrate the info on Touristic GIS and how to include the TIC to promote GW.

16 meetings including 160 companies

- **21/11/2018. Burgos**
- **17/12/2018. Navarra**
- **Next: Murcia? Segovia?**



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#Greenways Heritage



✓ Key stakeholders survey

- Online survey + database of key stakeholders

- Report to provide info about tourists and their impact on the territory

- ✓ 1 data base of key stakeholders – 400 entries

Zona Verde	Municipio	Comarca	Código Postal	País

Zona Verde	Municipio	Comarca	Código Postal	País



*Greenways / Ecopistas +
Heritage*

**Contributing to the
development of our tourism**

**Muito obrigada
Thanks for your attention**



Arantxa Hernández Colorado

www.viasverdes.com



@viasverdes_ffe