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

Call: COS-TSUST-2014-3-15

“Greenways Outdoor” developing tourism product around greenways



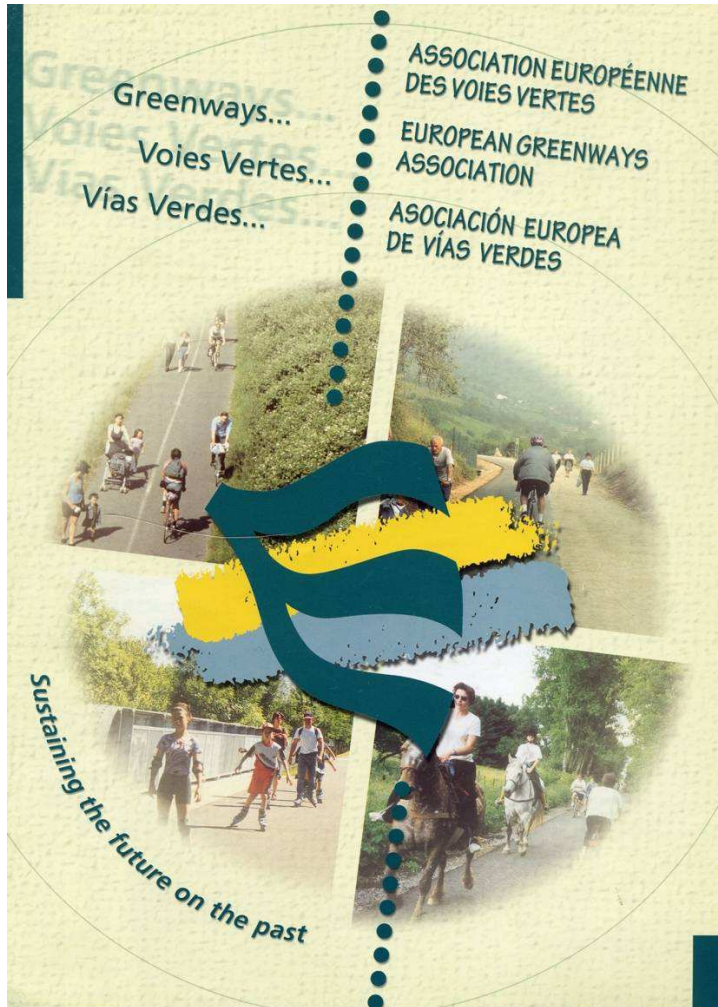
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www.aevv-egwa.org
www.greenwayseurope.org

20, May Bütgenbach (Belgium)



- **EGWA presentation**
- **What are Greenways?**
- **Greenways for sustainable tourism**
- **Greenways Outdoor: Developing tourism product around greenways**





In 1998 the European Greenways Association (EGWA) was created in Namur (Wallonia, Belgium)

Objectives: inventory, encouraging the creation and promotion of Greenways in Europe.

Secretariat and executive seat in Madrid (Spain).

51 members from 16 countries

EGWA MEMBERS

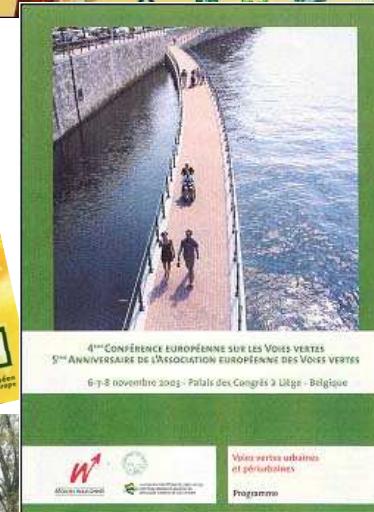
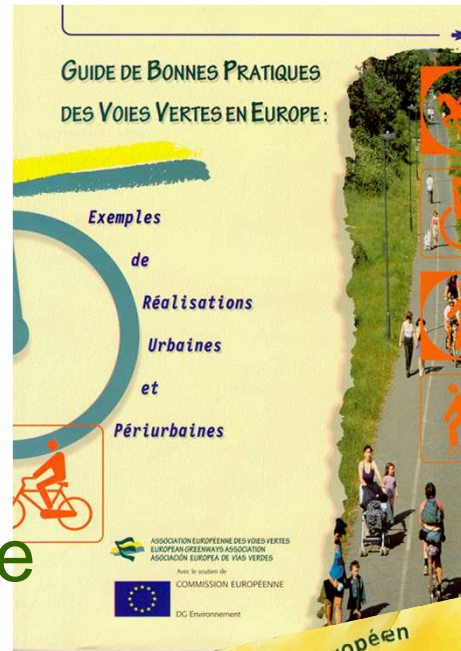
AUSTRIA : FUTURE BASE WEINVIERTEL (FBW) - **BELGIUM** : CHEMINS DU RAIL (CDR) ; INSTITUT BRUXELLOIS GESTION ENVIRONNEMENT (IBGE) ; REGIERUNG DER DEUTSCHSPRACHIGEN GEMEINSCHAFT ; RÉGION WALLONNE - D.G. OPÉR. ROUTES ET BÂTIMENTS ; - D.G. OPÉR. MOBILITÉ ET VOIES HYDRAULIQUES ; -D.G. OPÉR. AMÉNAGEMENT DU TERRITOIRE, DU LOGEMENT, DU PATRIMOINE ET DE L'ÉNERGIE ; PROVINCE ANTWERPEN ; VILLE DE CHARLEROI - **CZECH REPUBLIC**:ENVIRONMENTAL PARTNERSHIP for SUSTAINABLE DEVELOPMENT (EPSD) - **FRANCE** : ASSOCIATION DES DÉPARTEMENTS ET RÉGIONS CYCLABLES (DRC) ; ASSOCIATION FR. VÉLO ROUTES ET VOIES VERTES (AF3V) ; ASSOCIATION FRANÇAISE POUR LE DEVELOPPEMENT ET LA PROMOTION DE L'AVENUE VERTE LONDON/PARIS; CLUB DES VILLES CYCLABLES ; MINISTÈRE DE L'ÉCOLOGIE, DU DÉVELOPPEMENT DURABLE, DES TRANSPORTS ET DU LOGEMENT (MEDDTL) ; ECO-COMPTEUR; **HUNGARY** : GREENWAYS METHODOLOGY ASSOCIATION (GMA); - **IRELAND**: GREAT WESTERN TRAIL ; GREAT SOUTHERN TRAIL; HERITAGE COUNCIL OF IRELAND - **ITALY**: ASSOCIAZIONE ITALIANA GREENWAYS (AIG) - **LATVIA**: VIDZEME TOURISM ASSOCIATION - **LUXEMBOURG**: MINISTÈRE DU TOURISME - **NORWAY** ROGALAND COUNTY COUNCIL; **POLAND**: STOWARZYSZENIE GREENWAYS POLAND (GREENWAYS POLAND ASSOCIATION- **PORTUGAL**: ASSOCIAÇÃO PORTUGUESA DE CORREDORES VERDES; CÂMARA MUNICIPAL DE MONTEMOR-O-NOVO; CÂMARA MUNICIPAL DE VALENÇA ; COMUNIDADE INTERMUNICIPAL DA REGIÃO DÃO LAFÕES; COMUNIDADE INTERMUNICIPAL DO MINHO-LIMA (CIM-ALTO MINHO) MUNICIPIO DE MONÇÃO; REDE FERROVIARIA NACIONAL (REFER); - **ROMANIA** ASSOCIATION FOR SOCIAL & HEALTH TOURISM ASSOCIATION ; - **SPAIN**: ADMINISTRADOR DE INFRAESTRUCTURAS FERROVIARIAS (ADIF); BASQUETOUR-AGENCIA VASCA DE TURISMO ; CONSELL COMARCAL DE LA TERRA ALTA ; CONSORCI VIES VERDES DE GIRONA ; CONSORCIO TURISTICO PLAZAOLA; CONSORCIO TURÍSTICO VÍA VERDE DEL NOROESTE ; CONSORCIO VIA VERDE DEL TARAZONICA ; DIPUTACIÓN FORAL DE ALAVA; DIPUTACION PROVINCIAL DE JAEN; FUNDACION FERROCARRILES ESPAÑOLES (FFE) ; FUNDACION VIA VERDE DE LA SIERRA ; GENERALITAT VALENCIANA. D. G. DE TRANSPORTES, PUERTOS Y COSTAS; MANCOMUNIDAD VÍA VERDE DE LA JARA - **UNITED KINGDOM**: SUSTRANS.

Honorary members: **BELGIUM**: SNCB-HOLDING - **SPAIN**: ADMINISTRADOR DE INFRAESTRUCTURAS FERROVIARIAS (ADIF); MINISTERIO DE MEDIO AMBIENTE Y MEDIO RURAL Y MARINO; **USA**: RAILS TO TRAILS CONSERVANCY (RTC).



What EGWA does? To promote greenways

- Awards
- Conferences
- Observatory
- Greenways Day, within the European Mobility Week
- Best Practices Guides,
- European projects (REVER, Greenways4Tour, Naviki, Greenways Product, Outdoor)
- information exchange, initiatives diffusion, networking, cooperation, advise, **lobbying**, (...)



Biennaly: European Greenways Awards

2003. I EGA was handed by Environmental Commissioner Margot Wallström. (Brussels).



7th EGA Award ceremony Namur, Belgium, in cooperation with the Wallonie. 16 October 2015

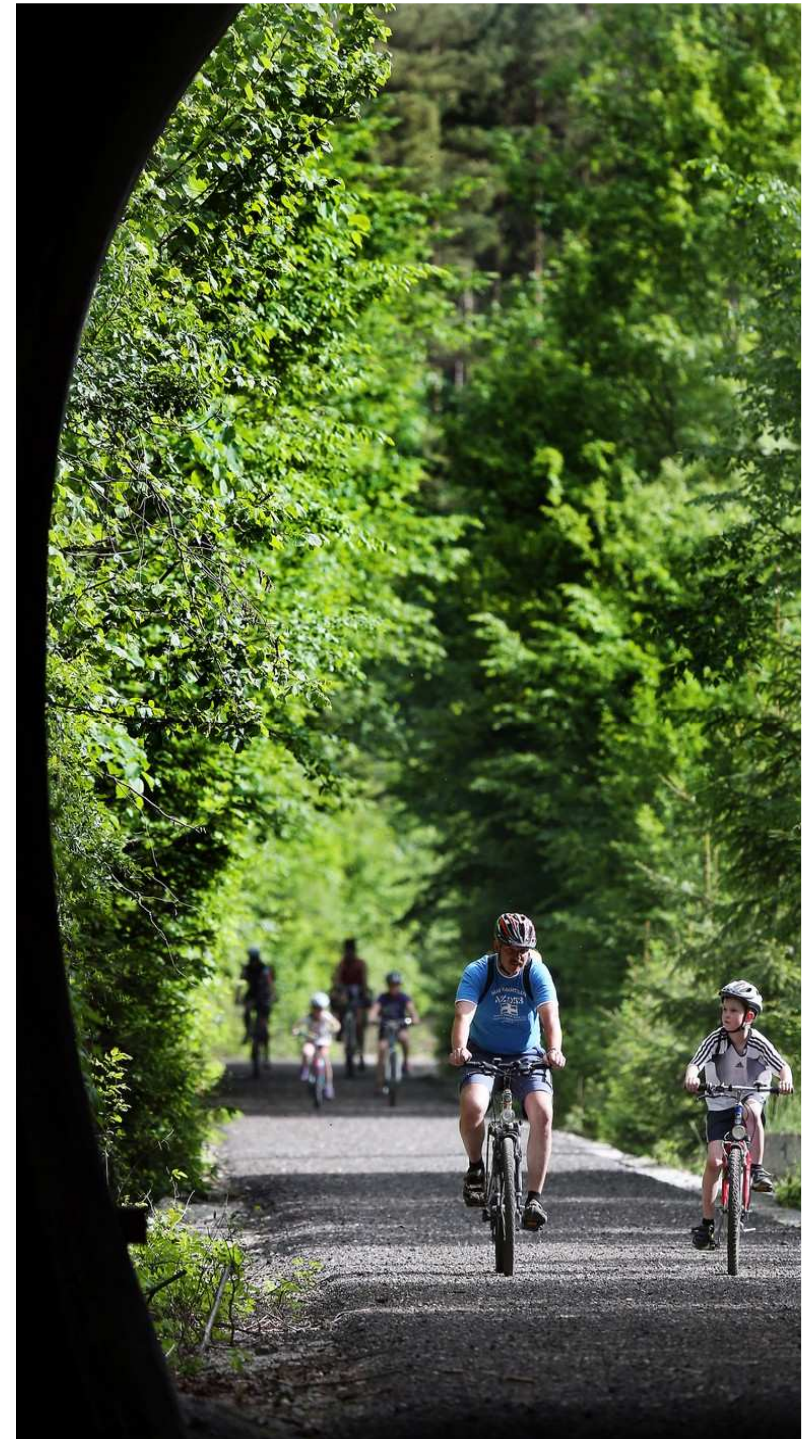
Greenways

Communication **car-free routes**

Satisfactory standards

- width,
- gradient, and
- surface condition...

user-friendly and **low-risk**
for users of all abilities.



Greenways

Refitted infrastructures,
such as:

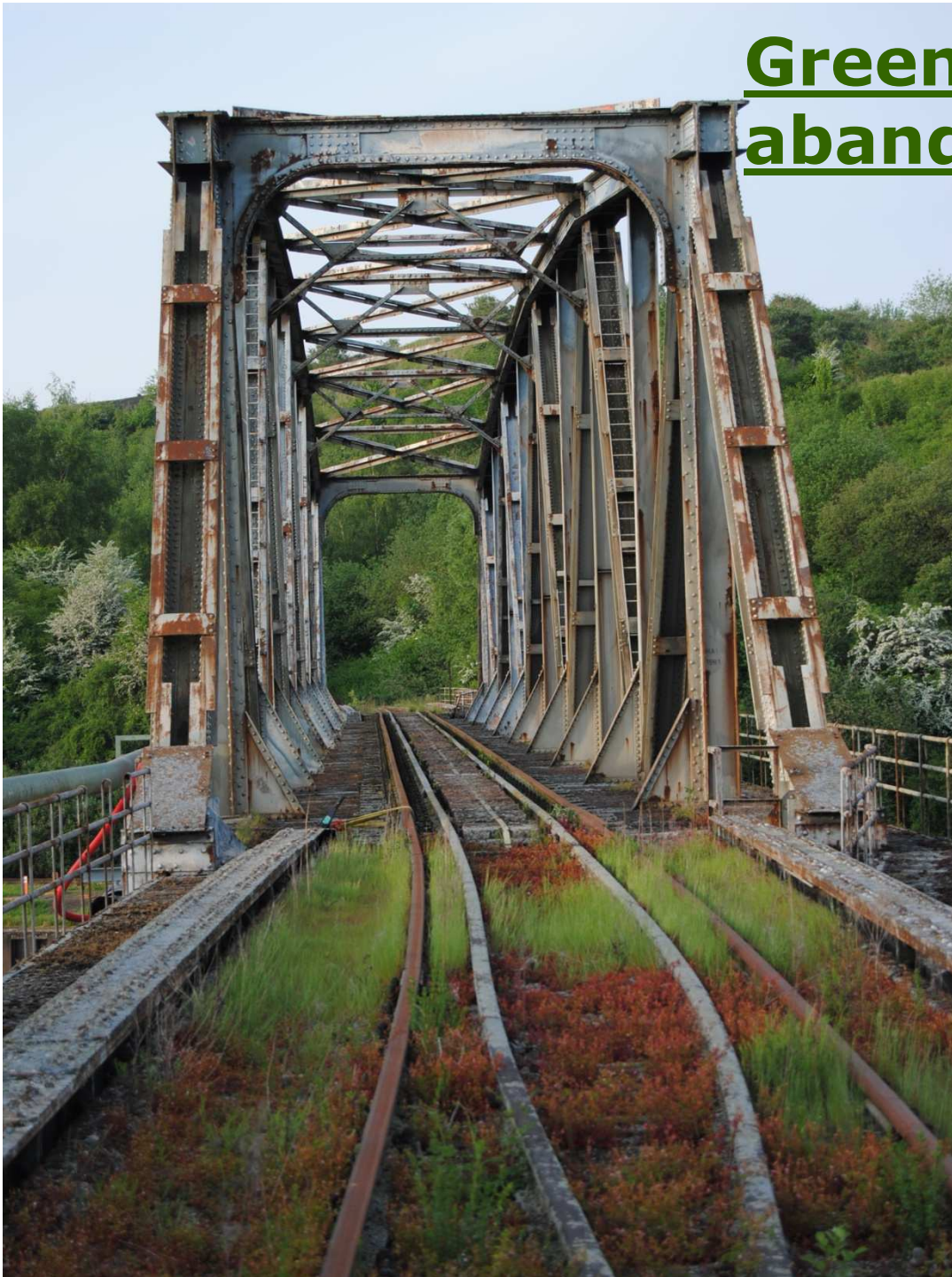
- **abandoned railways**
- **canal towpaths**
- disused military roads
- other paths closed to motorized traffic

Daily mobility, **active tourism**, healthy leisure, sport and exercise for everyone

urban or rural



Greenways and abandoned railway lines



Europe possesses thousands of kilometres of disused railway lines which form part of the cultural and industrial heritage of the continent

Greenways:

a way to preserve the cultural and industrial heritage of the disused railway lines in Europe, thanks to the restoration and maintenance of structures such as tunnels, viaducts and station buildings.



Greenways safeguard the continuity of transport corridors; the trails could revert to their original use as railway lines.



Infrastructures facilitating access



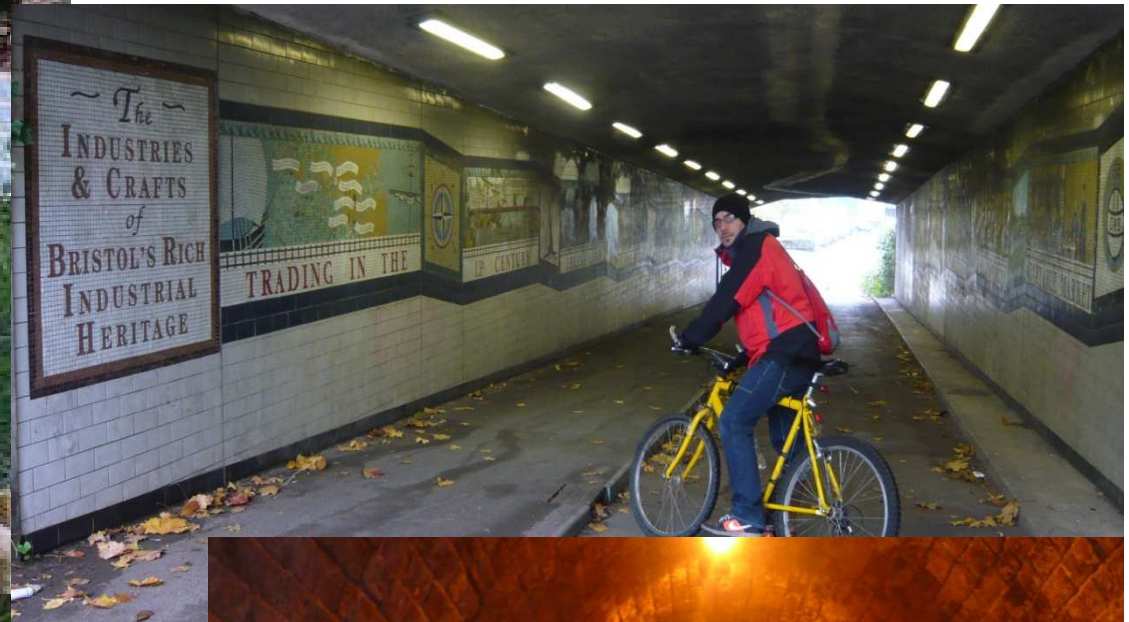
Reconditioning of railway bridges



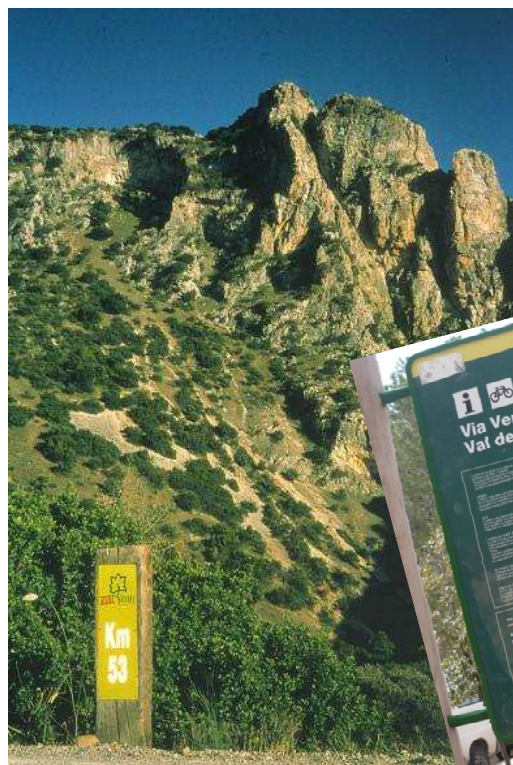
Infrastructures facilitating access



Tunnels



Signposting of the Greenways



Rehabilitation of disused railway stations To install Services and tourism equipment for

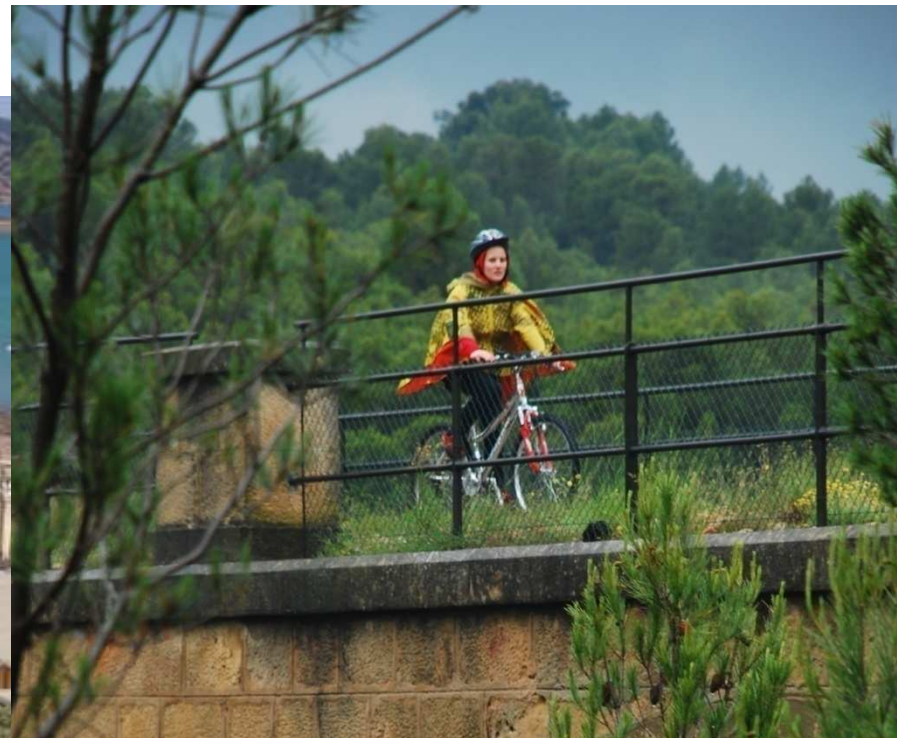


Innumerable examples in Europe.

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**



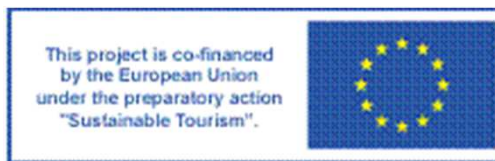


European Greenways Award 2015

There are thousands of km of fantastic greenways in Europe



Greenways4Tour



Aim of the project: to promote and increase international awareness of European greenways as excellent facilities for **cyclists, walkers and people with disabilities** and to greatly improve **sustainable tourism choices in Europe.**



UNIVERSITÀ
DEGLI STUDI
DI MILANO



BASQUETOUR

TURISMOAREN EUSKAL AGENTZIA
AGENCIA VASCA DE TURISMO



COMUNIDADE INTERMUNICIPAL DA
REGIÃO DO LITORAL ALENTEJANO



"Greenways4tour"

Products:

• best practices guides,

• leaflets,

• video

The image shows a brochure for Greenways4tour. The top part is the cover, featuring a scenic view of a stone bridge over a river with the text "Greenways! Discover and enjoy a different Europe" and "GreenWays4tour". The bottom part is an information page with the title "European Greenways for Tourism" and a list of characteristics:

- Ease of passage: their routes, either on foot or by bicycle, allow their use by all types of users, including mobility-impaired people.
- Safety: due to their separation from roads, and to strategic advantages of the infrastructures.
- Continually meeting suitable solutions for different users and facing environmental needs.
- Respect for the environment: along Greenways and encouraging to respect by the users.

Other text on the page includes "European Greenways Association", "www.greenways4tour.org", and "www.eavv.org".

This block contains three separate guide covers:

- Best Practices Guide for the Promotion and Communication of European Greenways**: Features images of a Greenways observatory, a cyclist on a path, and a smartphone displaying a Greenways app.
- Best Practice Guide on Cycle Friendly and Other Certifications for Services Along Greenways**: Features images of a bicycle repair station, a person at a service counter, and a person with a bicycle.
- Guide to best practices and recommendations for accessible Greenways**: Features images of a paved path, a person in a wheelchair, and a tunnel entrance.

Each guide includes the European Union flag and the Greenways logo.



GreenWays4Tour

A leaflet titled "Promoción y Comunicación en Vías Verdes Europeas" (Promotion and Communication in European Greenways). It features a group of people, including children, gathered around a red train car. The text "GreenWays4tour" is at the bottom.

A leaflet titled "GREENWAYS AND RURAL TOURISM". It features a modern wooden building next to a swimming pool. The text "Extending opportunities for European Rural Tourism" and "GreenWays4tour" are visible.

A leaflet titled "Accessible Tourism on European Greenways". It features a person in a wheelchair being pushed by another person on a paved path. The text "GreenWays4tour" is at the bottom.

European Greenways Observatory:

www.greenwayseurope.org



ASSOCIATION EUROPÉENNE DES VOIES VERTES

HOME | SEARCH A GREENWAY | CONTACTS

The European Greenways Observatory

Greenways are "Communication routes reserved exclusively for non-motorised journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient, and surface condition to ensure that they are both user-friendly and low-risk for users of all abilities. In this respect, canal towpaths and disused railway lines are a highly suitable resource for the development of greenways" (Declaration of Lille, 12th September 2000).

EGWO is a consultancy and inventory platform for greenways. Its objective is to record all possible greenways in Europe in order to provide a useful database for the public and associations which are working to create or promote these infrastructures.

More

Register a Greenway

You are managing a greenway and you want publicise your work to as many users as possible. Your information is of great interest to us and we ask you to contribute to help complete this database.

Go to registration

News

New greenway: Parco Costiero del Ponente
Ligure (Italy) - 07-11-2013

More news

Newsletter

Sign up for the newsletter

Videos

TREASURES TO DISCOVER

YouTube

Greenways Outdoor

Co-funded by the COSME programme of the European Union

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.

This project is co-financed by the European Union under the preparatory action "Sustainable Tourism".

The sole responsibility of this publication lies with the author. The European Commission is not responsible for any use that may be made of the information contained therein.

ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACION EUROPEA DE VIAS VERDES

Greenways

Association Européenne des Voies Vertes | C/ Santa Isabel, 44 - E-28012 Madrid | Tél.: +34 91 151 10 98

To become the European reference for greenways.

Greenways Product

From “Tourism Resource” to Tourism Product”

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.

www.visitgreenways.org



Project co-financed by the Competitiveness and Innovation
Framework Programme of the European Union



Greenways Outdoor

Greenways Outdoor



New project 2015-16

ASSOCIATION EUROPEENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VIAS VERDES

The objective of "Greenways Outdoor" project is 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

L'objectif du projet "Voies vertes Outdoor" est la création et la promotion transnationale d'un produit de tourisme de plein air lié à des voies vertes européennes et une amélioration dans le renforcement des capacités des PME situées aux alentours afin qu'elles puissent adapter leurs services aux demandes des clients et donc devenir plus

El objetivo del proyecto de "Vías Verdes Outdoor" es la creación y promoción transnacional de producto turístico de aire libre vinculado a las Vías Verdes europeas y la mejora de las capacidades de las PYMEs localizadas en su entorno. La finalidad es que estas empresas puedan adaptar sus servicios a las demandas de los clientes y ser más



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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.**

Greenways Outdoor - ACTIONS AND EVENTS:

Diversify Tourism Offer:

- ✓ **European catalogues of tourism products** based on **Greenways**, and **professional services**;
- ✓ **Meetings with companies and web tutorials**;
- ✓ **Sporting events**; Fam/Press trips;
- ✓ **Meetings with public-private stakeholders**.

Better Information & Marketing:

- ✓ **Join participation in trade fairs** ;
- ✓ **Workshop**, technical visit and fam/press trip;
- ✓ **Top ten tips** for the marketing and communication;
- ✓ **Reverse visit and workshops** on greenways.

Promotion & Communication:

- ✓ **Workshops and conferences**;
- ✓ **Awards and campaigns**
 - ✓ best outdoor tourist product;
 - ✓ European photo competition;
- ✓ **New website**, travel-oriented;
- ✓ **Social media**.

“Greenways Outdoor ”



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- ✓ **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**



✓ **Implementation period : June 215 – November 2016.**

✓ **Budget : 320,000- €**



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“Greenways Outdoor”



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WP2: Diversify Tourism Offer. *Lead: FFE*

- Workshops
- Diversify Tourism Offer :
 - Tourism packages and European catalogue of outdoor tourism products on Greenways.
 - Adaptation to the market and improvement of the competitiveness of SMEs. (meetings face to face / web tutorials)

GREENWAYS OUTDOOR



THE OLD TRAIN STATION AT BENIFALLET & ESGAMBI: DISCOVERING THE ZAFÁN VALLEY GREENWAY

What does this offer include?	Description of the offer			
<ol style="list-style-type: none"> One night's accommodation for two people, with breakfast included, in the OLD BENIFALLET TRAIN STATION. Two days Bike Route along the Zafán Valley Greenway for two persons. Bike hire is included. Dinner in the old station restaurant for two persons. Transfers in minivan from the Benifallet station to Horta de Sant Joan and from Tortosa to the Benifallet Station. 	<p>Rehabilitated with accommodation and catering, the Old Benifallet Station is situated in the heart of the Zafán Valley Greenway, perfectly located for exploring this spectacular and surprising Greenway. At the same time, it is also the perfect resting place for this two days and one night proposal: www.estaciodebenifallet.com</p> <p>From Horta de Sant Joan to Tortosa, joining the two natural parks of Els Ports and the Ebro Delta and travelling 50km spread over two days, the Zafán Valley offers many contrasts. Through numerous tunnels descend from the highlands to find the majestic river Ebro.</p>			
Coordinating company of the offer.	Marketing channel.			
AMFIVIA OEM S.L./ESTACIÓ DE BENIFALLET/ESGAMBI Phone no.: 632 940 703 info@estaciodebenifallet.com	<input checked="" type="checkbox"/> Travel agent <input checked="" type="checkbox"/> Specialized portals <input type="checkbox"/> Other:..... <input type="checkbox"/> Flash sale <input type="checkbox"/> Gift box			
Prices				
Activity	Price Tariff (VAT ind.)	Activity	Commission %	Company offering activity
Accommodation + breakfast+ picnic second	46€			BENIFALLET STATION
Hire of bicycles x 2 days	30€			ESGAMBI
Dinner in Benifallet station	24€			BENIFALLET STATION
Minivan transfers x 2	30€			ESGAMBI
TOTAL	130€ per person		15%	
Other conditions				
MINIMUM: 2pax Maximum 20pax Recommended ages: from 8 years upwards Accident insurance & public liability included Recommended: -bring a head torch -Avoid the months of January, February & August		Duration and timing of the offer.	All year: Yes	



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“Greenways Outdoor”

WP2: Diversify Tourism Offer.

Services around greenway

- Catalogue of professional services on GW (Data base. 1.200 contacts of providers).

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VENNBahn GREENWAY (BELGIUM, LUXEMBURG, GERMANY)

ENTERPRISE	SERVICE	LOCATION	REGION / COUNTRY	ADDRESS	TELEPHONE	WEB SITE	EMAIL
13 Jugendherberge Aachen	Accommodation	Aachen	Germany	Maria-Theresia-Allee 260 D-52074	49241711010	www.aachen.jugendherberge.de	
14 Hotel-Restaurant Brunnenhof	Accommodation & Restaurant	Aachen	Germany	Schleidener Str. 132 D-52076	49240858850	www.brunnenhof-aachen.de	
15 Hotel restaurant Tychon	Accommodation & Restaurant	Eynatten	Belgium	Aachener Straße 30, B-4731	32 87 85 12 38	www.eastbelgium.com/unterkunft/Hotel-Restaurant-Tychon-AG-Raeren	
16 Hotel Bosten	Accommodation & Restaurant	Eupen	Belgium	Haasstraße 81, B-4700	32 87 74 08 00	www.eastbelgium.com/unterkunft/Best-Western-Ambassador-Hotel-Bosten-Eupen	info@ambassador-bosten.be
17 Zur Buche	Accommodation	Mützenich	Germany	Im Brand 39, D-52156	49 2472 1497	www.vennagasthof-zurbuche.de	
18 Jugendherberge Monschau-Hargard	Accommodation	Monschau	Germany	Hargardsgasse 5, D-52156	49 2472 2180		monschau-haragard@jugendherberge.de
19 Pension Dunkel	Accommodation	Monschau	Germany	Bergstraße 47, D-52156	49 2472 3933		E.U.Dunkel@t-online.de
20 B&B Eleganza	Accommodation	Monschau	Germany	Eschbachstraße 45, D-52156	32 475 980 890	www.eleganzamonschau.com	
21 Hotel Lindenhof	Accommodation & Restaurant	Monschau	Germany	Laufenstraße 77, D-52156	49 2472 41	www.lindenhof.de	
22 Hotel Royal und Scholob Café	Accommodation & Restaurant	Monschau	Germany	Stadstraße 4-6, D-52156	+49 2472 98770	www.hotelroyal.de	
23 Carat Hotel	Accommodation & Restaurant	Monschau	Germany	Laufenstr. 82, D-52156	+49 2472 980	www.carathotel.de	
24 Hotel Horchem	Accommodation & Restaurant	Monschau	Germany	Rurstraße 14, D-52156	+49 2472 80580	www.hotel-horchem.de	
25 Ferienwohnung "Buch Uns"	Accommodation	Monschau	Germany	Menzerath 25, D-52156	+49 2472 3688	www.buch-uns.de	
26 Hotel Hirsch	Accommodation & Restaurant	Kalterherberg	Germany	Monschauer Str. 7, D-52156	49 2472 2283	www.hotel-hirsch-eifel.de	
27 Douanehof Eifelberg	Accommodation	Leykaul	Belgium	Am Breitenbach 33a, B-4750	+32 80 22 96 48	www.eastbelgium.com/unterkunft/BB-Douar	info@douanehofeifelberg.be
28 Landhauszimmer	Accommodation	Raeren	Belgium	Kreuzstraße 28, B-4730	+32 87 86 67 23	www.eastbelgium.com/unterkunft/BB-Landhauszimmer	
29 Gîte d'Etape des Hautes Fagnes	Accommodation	Ovifat	Belgium	Rue des Charmilles 69, B-4950	+32 80 44 46 77	http://www.eastbelgium.com/unterkunft/Gite_gite_ovifat@gitesdetape.be	
30 Hotel Domaine des Hautes Fagnes	Accommodation & Restaurant	Ovifat	Belgium	Rue des Charmilles 67, B-4950	+32 80 44 69 87	http://www.eastbelgium.com/unterkunft/Hotel-Domaine-des-Hautes-Fagnes	info@dhf.be
31 Hotel-Restaurant La Chaumière	Accommodation & Restaurant	Ovifat	Belgium	Rue du Barrage 23, B-4950	+32 80 44 63 39	http://www.eastbelgium.com/unterkunft/Hotel-La-Chaumiere	info@chaumieredulac.be
32 Hotel Lindenhof	Accommodation & Restaurant	Viehwertz	Belgium	Neuer Weg 3, B-4750	+32 80 44 50 86	http://www.eastbelgium.com/unterkunft/Hotel-Lindenhof	info@skynet.be
33 Auberge de Jeunesse des Hautes Fagnes	Accommodation	Malmédy	Belgium	Route d'Eupen 36, B-4960	+32 80 33 83 88	http://www.eastbelgium.com/unterkunft/Auberge-de-Jeunesse-des-Hautes-Fagnes	malmedy@laj.be
34 Val d'Armont Hotel Resort	Accommodation & Restaurant	Armont	Belgium	Chemin du Val 30, B-4960	+32 80 33 07 81	http://www.eastbelgium.com/unterkunft/Val-d-Armont	info@val-arмонт.be
35 Auberge de la Warchenne	Accommodation & Restaurant	Walmes	Belgium	Rue du Centre 20, B-4950	+32 80 67 93 63	http://www.eastbelgium.com/unterkunft/Hotel-Warchenne	info@warchenne.skynet.be
36 La Nuit d'Or	Accommodation	Thirimont	Belgium	Rue des Hauts Sarts 17, B-4950	+32 80 67 81 31	http://www.eastbelgium.com/unterkunft/BB-La-Nuit-d-Or	bernadette@lanuidor.com
37 Hotel Restaurant LE Cyrano	Accommodation & Restaurant	Walmes	Belgium	Rue de la Gare 23, B-4950	+32 80 67 99 89	http://www.eastbelgium.com/unterkunft/Hotel-Cyrano	info@cyrano.be
38 Hotel HotLeu	Accommodation & Restaurant	Walmes	Belgium	Rue de Hotleux 106, B-4950	+32 80 67 97 05	http://www.eastbelgium.com/unterkunft/Hotel-HotLeu	info@hotleu.be
39 Ferienhaus Arnika	Accommodation & Restaurant	Bütgenbach	Belgium	Hinter den Lehen 1, B-4750	+32 80 44 59 45	http://www.eastbelgium.com/unterkunft/Ferienhaus-Arnika	info@ferienhaus-arnika.be
40 Camping Worriken	Accommodation & Restaurant	Bütgenbach	Belgium	Worriken 8, B-4750	32 80 44 69 61	http://www.eastbelgium.com/de/campings/Camping-Worriken	info@worriken.be
41 Bütgenbacher Hof	Accommodation & Restaurant	Bütgenbach	Belgium	Marktplatz 8, B-4750	+32 80 44 42 12	http://www.eastbelgium.com/unterkunft/Butenbacher-Hof	info@nbh.be
42 Sporthouse Hotel	Accommodation & Restaurant	Bütgenbach	Belgium	Worriken 9, B-4750	+32 80 44 69 61	http://www.eastbelgium.com/unterkunft/Sporthouse-Hotel	info@worriken.be
43 Snowview Lodge	Accommodation & Restaurant	Büllingen	Belgium	Medendorf 11, B-4760	+32 474 24 48 88	http://www.eastbelgium.com/unterkunft/Snowview-Lodge	info@snowviewlodge.be
44 Begegnungsstätte St. Raphael	Accommodation & Restaurant	Montenau	Belgium	Klosterstraße 66, B-4770	+32 80 34 95 77	http://www.eastbelgium.com/unterkunft/Begegnungsstaette	info@skynet.be
45 Camping Oos Heem	Accommodation & Restaurant	Deidenberg	Belgium	Zum Schwarzenvenn 6, B-4770	+32 80 34 97 41	http://www.eastbelgium.com/n/camping/Oos-Heem	info@campingoosheem.be
46 Herberg de Lanterfanter Sporthotel	Accommodation	St.Vith	Belgium	Wingerscheid 1, B-4782	+32 80 39 98 77	http://www.eastbelgium.com/unterkunft/Lanterfanter	info@lanterfanter.be
47 Hotel Zum Burghof	Accommodation & Restaurant	Schönberg	Belgium	K.-F.-Schinkelstraße 11, B-4782	+32 80 54 81 59	http://www.eastbelgium.com/unterkunft/Hotel-Zum-Burghof	info@burghof.be
48 Hotel Pip-Margraff	Accommodation & Restaurant	St.Vith	Belgium	Hauptstraße 7, B-4780	+32 80 22 86 83	http://www.eastbelgium.com/unterkunft/Hotel-Pip-Margraff	info@pip.be
49 Eifel-Ardennen Jugendherberge	Accommodation & Restaurant	St.Vith	Belgium	Rodter Straße 13a, B-4780	+32 80 22 93 31	http://www.eastbelgium.com/unterkunft/Eifel-Ardennen	sankt-vith@vjh.be
50 Hotel Zur Post	Accommodation & Restaurant	St.Vith	Belgium	Hauptstr. 39, B-4780	+32 80 22 80 27	http://www.eastbelgium.com/unterkunft/Hotel-Zur-Post	info@hotelzurpost.be

“Greenways Outdoor ”



Co-funded by the COSME programme
of the European Union

WP2: Diversify Tourism Offer. *Lead: FFE*

- ✓ **Adaptation to the market and improvement of the competitiveness of SMEs.**
(meetings face to face / web tutorials)



“Greenways Outdoor”



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WP2: Diversify Tourism Offer. *Lead: FFE*

Web tutorials

- They will be available in English and different languages

European Greenways Association EGWA

Suscribirse 0

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"Greenways Outdoor" Project - Web Tutorials

European Greenways Association EGWA • 3 videos • 9 visualizaciones • Actualizado por última vez el 15 abr. 2016

The "Greenways Outdoor" project consists of the creation and transnational promotion of an outdoor tourism product linked to European greenways.
www.greenwaysoutdoor.org
Web Tutorials on cycle tourism in Europe and creating tourism product, based... más

▶ Reproducir todo < Compartir + Guardar

- 1 Claves del producto turistico3 de rutas pangea 2:22
- 2 Creando Producto Turistico2 de rutas pangea 1:56
- 3 TURISMO EN BICICLETA EN EUROPA1 de rutas pangea 2:56

“Greenways Outdoor ”



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of the European Union

WP2: Diversify Tourism Offer. *Lead: FFE*

- Sporting events on greenways.
Guide / methodology for organizing and evaluating mass sporting events on greenways.
- Fam/Press trips will accompany the sporting events.
- Promoting public-private collaboration.



Guide / methodology for organizing mass sporting events on greenways.



Greenways Marathon Guide 10 steps to organize a sporting event

Coordination meeting: Thursday 19th May 2016



PROVISIONING

AV1 - KM6	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV2 - KM9,3	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV3 - KM15	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV4 - KM21,9	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV5 - KM25,7	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV6 - KM31,4	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV7 - KM36,4	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV8 - KM39,5	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV9 - KM42	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
META	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party

30K

AV3 - KM 2,8
AV4 - KM 9,7
AV5 - KM 13,5

21K

AV6 - KM 19,2
AV7 - KM 24,2
AV8 - KM 27,3

10K

AV5 - KM 4,6
AV6 - KM 10
AV7 - KM 15,3
AV8 - KM 18,4

10K


AV7 - KM 4,2
AV8 - KM 7,3

La organización no ofrece geles. Cada participante es responsable de su alimentación y suplementación nutricional.



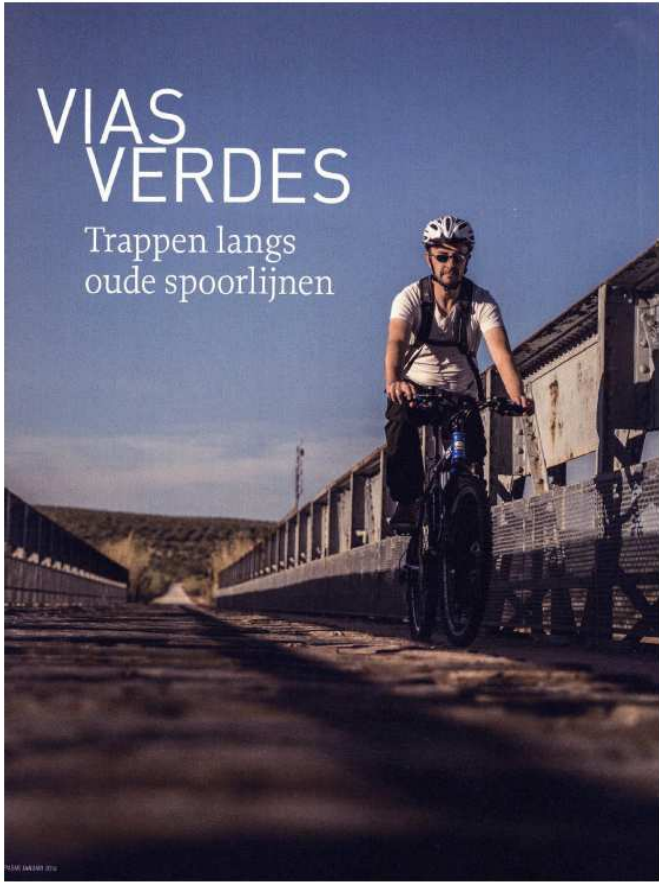
FAM/PRESS TRIP: some results

PRINT MEDIA
TOURISME ESP.15 A
Ref : 587



VIAS VERDES

Trappen langs oude spoorlijnen



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2 / 10

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PRINT MEDIA
TOURISME ESP.15 A
Ref : 587



Pasar

Date : 01/01/2016
Page : 59-68
Periodicity : --
Journalist : De Zitter, Aart

Circulation : 51156
Audience : --
Size : 5522 cm²



Op twee wielen in Spanje

Op de fietsbeurs Velofairies in Kortrijk én op de Fiets- en Wandelbeurs in Antwerpen stelt gastland Spanje zijn fietsstreeven tentoon. Maar omdat je nooit op promopraatjes alleen mag afgaan, trekken reporter Aart De Zitter en fotograaf Thomas De Boever met hun tweewieler naar het Iberische schiereiland. Van hypersportieve fietser aan de Costa Blanca tot langzaam schuifende oliefotopreiver langs de Vias Verdes: Spanje op twee wielen is ole, euh, dik oké!

TEXST: AART DE ZITTER - FOTOS: THOMAS DE BOEVER



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“Greenways Outdoor ”



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WP3: Better information & marketing

Lead: Tourismusagentur Ostbelgien

- **Workshop.**
"Greenways: Attracting new clients and selling the outdoor product"
(Bütgenbach 20 May, 2016)
- **Best practices guide** for the **marketing** and communication of the greenways tourism product.



“Greenways Outdoor”



Co-funded by the COSME programme of the European Union

WP3: Better information & marketing

Lead: *Tourismusagentur Ostbelgien*

- **Technical visit** to a transnational success story in terms of product and marketing development.

Vennbahn (Belgium)

Tourism Product

6th
European
Greenways
Award-2013

Gîte d'Etape des Hautes Fagnes



Rue des Chamilles 69
B-4950 Ovipat

T +32 (0)80 444 677
F +32 (0)80 444 762
gite.ovifat@gitesdetape.be
www.gitesdetape.be/fr/gites/ovifat

MO-SO / MA-ZO / LU-DI
09.00-21.00

Naturparkzentrum Botrange



Route de Botrange 131
B-4950 Robertville

T +32 (0)80 440 300
F +32 (0)80 444 429
info@botrange.be
www.botrange.be

MO-SO / MA-ZO / LU-DI
10.00-18.00



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WP3: Better information & marketing *Lead: Tourismusagentur Ostbelgien*

- Fam trip / press trip.
- joint participation in specialized fairs.



→ <https://es-es.facebook.com/Vías-Verdes-Fundación-de-los-Ferrocarriles-Españoles-196716947008558/timeline/>

Instituto Geográfico Nacional de España
Organización gubernamental

Ecosofía
Organización sin ánimo de lucro

Salva la Selva
Organización sin ánimo de lucro

Ver más lugares en Madrid

“ME GUSTA” DE ESTA PÁGINA

Via Verde Manacor-arta

EuroVelo

Turisme Familiar Accesible i Adaptat

Español (España) · Privacidad · Condiciones · Cookies · Publicidad · Gestión de anuncios (P) · Más · Facebook © 2015

may que trabajar mas para lograr itinerarios de mayor longitud.

Crear un

Reciente

2015

2014

2013

2012

2011

1993

Vías Verdes Ffe ha añadido 2 fotos nuevas.

Inmersos en el Workshop de comercialización con turoperadores y agencias de viajes de diversos países europeos.

Me gusta Comentar

A Consorcio Plazaola Partzuergoa, Juan Jesus Flores Castellano, Turismo Comarca Cuencas Mineras-Teruel y 30 personas más les gusta

“Greenways Outdoor”



Co-funded by the COSME programme of the European Union

WP 4. Promotion & communication.

Lead: EGWA.

- Workshop's

https://www.facebook.com/European.Greenways.Association/

European Greenways Association
Organización no gubernamental (ONG)

18 de abril a las 3:27

We are launching the European Greenways Photo Contest. Prepare your camera and dare to participate!!! #europeangreenways2016
Read all the contest rules here: <http://www.aevv-egwa.org/photo-contest/>

Nous lançons le Concours européen « Photos sur les Voies vertes ». Préparez votre appareil photo et osez participer!!!
<http://www.aevv-egwa.org/language/fr/concours-photo/>... Ver más

European Greenways Photo Contest
Until June 12
#EuropeanGreenways2016

With the special collaboration of: renfe, svcc, VIA VERDE, MAIER, and ostbelgien.

Photo Contest | European Greenways Association
This contest is part of the EU funded project Greenways Outdoor.
AEVV-EGWA.ORG

Me gusta Comentar Compartir

European Greenways Association
2 h

The workshop "Greenways: Attracting new clients and selling the product"



European photo competition.

- ✓ Currently open.
- ✓ Bring your camera at the Vennbahn visit and take part!!



7th
European
Greenways
Award - 2015



European Greenways Product Outdoor Award
(Namur, 2015)

7th EUROPEAN GREENWAYS AWARD – 2015

SPECIAL AWARD (*) - TOURISM PRODUCT IN GREENWAYS

(*) This special award is part of the activities included in the **Greenways Outdoor** project, co-financed by *COSME Programme 2014. Call for proposals COS-WP2014-3-15.03. Diversifying the EU Tourism Offer and Products. Sustainable Transnational Tourism Products 2014*



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



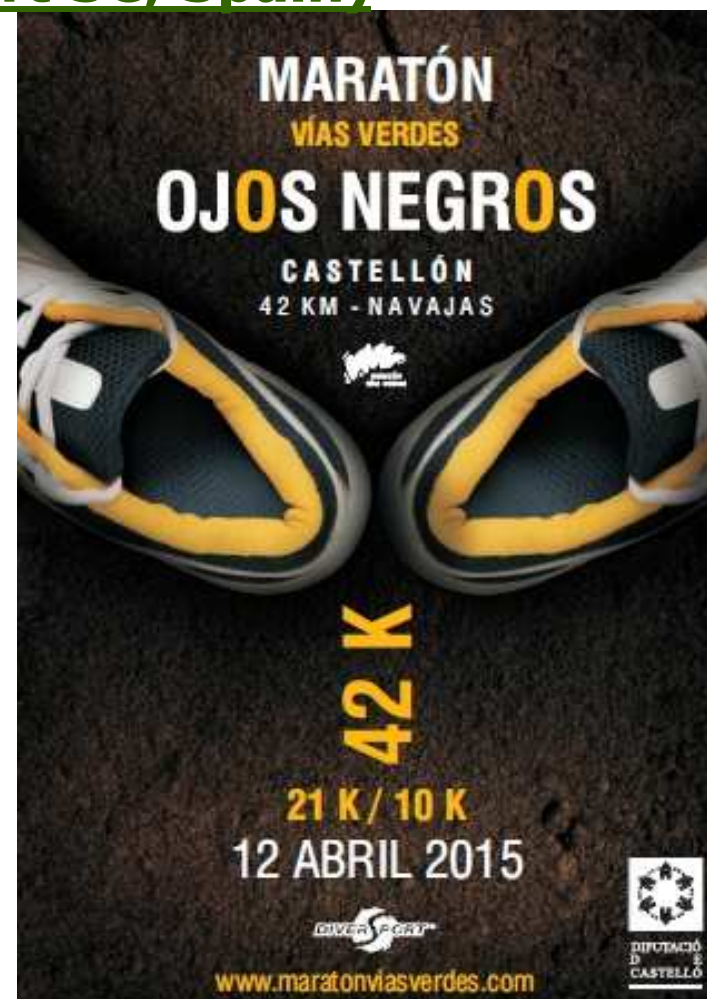
7th
European
Greenways
Award - 2015



Best Outdoor Tourism Product

Maratón Vías Verdes (MVV)/Greenways Marathon

(Diversport SC, Spain)



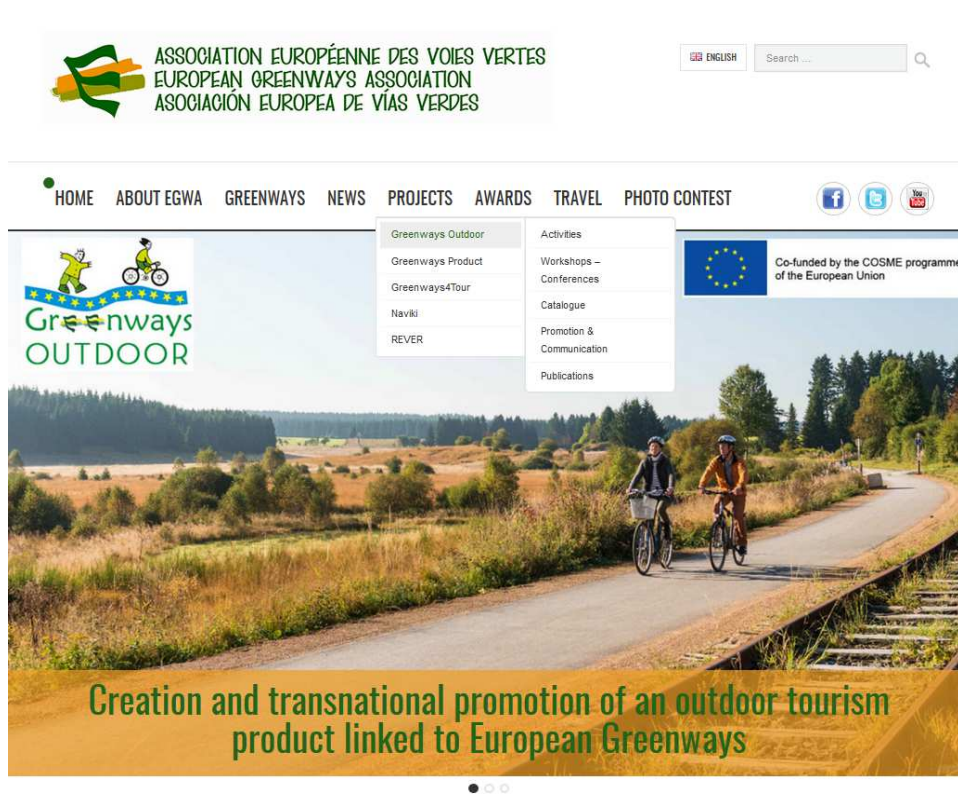
“Greenways Outdoor”



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WP 4. Promotion & communication.

Lead: EGWA.



✓ 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/>

“Greenways Outdoor ”



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WP 4. Promotion & communication.

Lead: EGWA.

EUROPEAN MOBILITY WEEK
16-22 SEPTEMBER 2016

- **Greenways outdoor campaign at European Mobility Week. European Greenways Day**



Includes your activities in the campaign

We will promote them!
on the web and social networks

Benefits of walking & cycling

Research has proven that employees who undertake sufficient physical exercise are healthier, perform better and take less sick leave each year. Activities can include to:

- Invite health insurance organisations to provide information about health benefits of physical activity, health risks and the economic costs of physical inactivity, how to integrate physical activity into one's daily routine, etc.
- Organise a discussion with doctors to highlight the negative impact of transport on health.
- Ask a hospital/doctor to offer 'health checks' (blood pressure, circulation, weight, bone mass, etc.) to encourage health awareness.
- Get sport associations to present their activities.
- Invite sport associations, businesses, schools, etc. to participate in contests, races or relays.
- Request the relevant organisations to install playgrounds encouraging physical exercise and agility amongst children.
- Ask 'health walk' groups to hold presentations encouraging walking.
- The Health Minister/deputy mayor responsible for health issues should join a 'health walk'.
- Present measures already implemented or being planned to improve the situation of pedestrians and cyclists (traffic calming, pedestrian zones, direct/extra routes or network for cyclists and pedestrians, etc.).
- Organise fitness training (in conjunction with health insurance companies).

Greenways

A Greenway is a 'communication route reserved exclusively for non-motorised journeys, developed in an integrated manner, which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient, and surface condition to ensure that they are both user-friendly and low-risk for users of all abilities.' (Lille Declaration, 12 September 2000)

The aim is to encourage organisations to implement Greenways and the general public to discover them.

General awareness raising

- Organise walks/bicycle trips or picnics on existing and unofficial (with precautions) Greenways accompanied by local representatives. Various interest groups can profit from Greenways as a meeting point:
 - People with reduced mobility, the elderly, etc.
 - Artists, athletes, politicians, local personalities, etc.
 - Second-hand bikes retailers.
 - Media and journalists.
- Use a Greenway as an open-air classroom for maths, geography, local history, natural environment lessons.
- Organise a clean-up of Greenways by volunteers.

“Greenways Outdoor”



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WP 4. Promotion & communication.

Lead: EGWA.

- ✓ Press releases/Articles in newsletters
- ✓ Brochure on the European Greenways Outdoor project.
- ✓ Pan-European workshop
- ✓ European conference about **Greenways, EuroVelo and Cyletourism 14/October/20 Vienna (Austria)**

European Greenways Award 2015 call for candidacies is now open- New EU funded Project Greenways Outdoor - News from members from Belgium, UK, Ireland, Spain, France, Latvia - New EGWA member -

EUROPEAN GREENWAYS INFO
MAY 2015



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



Take part in the 7th European Greenways Award 2015!



Greenways Outdoor will help the development and greater recognition of European greenways as excellent tools for developing sustainable and local tourism.

Call for candidacies for the 7th European Greenways Award (deadline: Monday 22 June 2015)

Launch of new “Greenways Outdoor” project in 2015

Some conclusions about greenways and tourism



- **Greenways are greatly advancing in Europe**
- They are an **tourism initiative** from the **EU**
- The creation and promotion of **Greenways** can greatly help to **diversify** the **economy** in rural areas attracting **visitors**, but also to be **used for local people**.
- The **economic impact** that **tourism** generates is a reality for a growing number of greenways.



Some conclusions about greenways and tourism

- The **Greenways Outdoor project** will help this to be true for other European greenways, many of which still have a long way to go before they can **turn** what is an **attractive resource into** an excellent greenway **product**.
- The **success stories** and the conditions that have made them possible will serve as an **inspiration** to embark on **new initiatives in other European countries** that do not yet have a greenways program but have a strong potential for setting one up.



How collaborate?

- ✓ Helping us to broadcast this project and Greenways concept amongst your members and network.
- ✓ Participate in the activities and campaigns organized within the project.
- ✓ Include your products on the catalogues
- ✓ Follow us in FB and share the post

What do we offer?

Reciprocity – assistance in broadcasting your Project in those aspects relevant to Greenways



Thanks for your attention!!



www.aevv-egwa.org
www.greenwaysoutdoor.org