Greenways Product project

43G/ENT/CIP/12/B/N/02S022 SUSTAINABLE TOURISM
Grant Agreement SI2.648445

Workshop " European Greenways: New Clients, New Business"
Madrid, FITUR Trade Fair
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FUNDACIÓN DE LOS FERROCARRILES ESPAÑOLES

1993 2013
20 años
VÍAS VERDES
2.000 km

Greenways are "**independent communication paths"** for the exclusive use of **non-motorized traffic** which are very accessible for any type of user because they have few or no slopes and are often built on disused railway lines and canal towpaths.

They give easy access to places in all Europe (through tunnels and over viaducts). These infrastructures are the most commonly used in cycle tourism networks because they are safe, accessible and user-friendly.

Greenways Product project:

The <u>main objetive</u> of the project is the **development and consolidation of the tourism product "Greenways of Europe"**, with the purpose of helping to establish, promote and market the tourism offer of European Greenways.

In this way the idea is to pass **from "tourism resource" to "tourism product",** through the creation of integrated tourism packages based on these trails.

For this purpose the project includes **initiatives to drive public-private collaboration** and the integration of micro and small local enterprises.

Partners' Organizations

Lead partner/coordinator:

Spanish Railways Foundation (FFE) (Spain)

Partners :

- European Greenways Association (European level). www.aevv-egwa.org
- Rogaland County Council (Norway). www.rogfk.no
- University of Central Lancashire. Institute of Transport & Tourism. (UK) www.uclan.ac.uk
- Grupo de Accion Local Polinesine Delta Po (Italy) www.galdeltapo.it
- Federazione Italiana Amici della Bicicletta (Italy). www.fiab-onlus.it
- Comunidade Intermunicipal da Região Dão Lafões (Portugal). www.cimrdl.pt
- Associação Portuguesa de Corredores Verdes (Portugal). www.apcverdes.org
- Vidzeme Tourism Association (Latvia) www.vidzeme.com
- Sierra Greenway Foundation (Spain) .www.fundacionviaverdedelasierra.com
- Madrid Regional Transport Consortium (Spain). www.ctm-madrid.es

Besides, the following Small Enterprises (Spain):
- Rutas Pangea www.rutaspangea.com
- Iberus www.iberusmedioambiente.com
- Deporventura. www.deporventura.es

Budget: 280.000 €
EU Co-financed: 75 %
Duration: Abril 2013 – Sept 2014

14 partners from 6 countries

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

Greenways Product project

Objectives:

- To **Position Greenways in the regional, national and international tourism market** through the creation of integrated tourism packages.

- To **increase the flow of tourists** (domestic and international) who visit the Greenways of Europe by promoting sustainable, active and quality tourism.

- To establish the **brand image of "European Greenways**" stressing the great value of these trails **as environmentally sustainable tourist destinations.**

- To **Promote Intermodality with public transport** as a sustainable means of accessing Greenways.

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Greenways Product project

Target Groups / Destinatarios:

- **Local service and equipment providers:** Essential for providing a full offer for Greenways, mainly in rural areas.

- **Tour operators and agencies specialized in nature and activities tourism.** Essential for the sector's professionals who specialize in selling organized tourism packages.

- **Greenway management authorities.** Directly influence promotion policies and the tailoring of services to Greenway users.

- **Users and Potential Greenways tourists:** Growing interest in active tourism and cycle tourism and, in particular, in Greenways. Just some examples:

  ✓ **Bristol-Bath Greenway (UK, 27 km): more than 2.8 million trips in 2010**

  ✓ **Bourgogne en Vélo (France): network of nearly 700 km of cycle paths, 60% of which are Greenways: 1 million users a year in 2009.**

  ✓ **Girona Greenways (Spain, 125 km): 1.8 million users a year in 2012.**

Greenways Product

Resume of Activities
(Work packages)

Methodology for creating a tourism product – Workshops and Training:
- Report on specific methodology to create a Greenways-based tourism product
- 4 Workshops often coinciding with other events.

Creation and development of concrete tourist offers / packages:
- 5 meetings with public and private agencies concerning local / regional enterprises and managers of Greenways
- Design of 5 tourism packages/offer for different targets and with diverse themes.

Greenways Product

Resume of Activities
(Work packages)

Marketing and Sales Tourism Product:

- 4 Fam trip + press trip (both targets together)
- Report on the main tour operators interested in cycle tourism (Europe, Canada, USA).

Transnational Trails Network - Cycle routes and Long Routes:

-"Branching out Eurovelo through European Greenways" : 3 Maps of Eurovelo routes + Greenways
- Mobile Conference on Greenways and Eurovelo Trail (in the North Sea Cycle Route - Norway)

Greenways Product

Resume of Activities
(Work packages)

Communication and Dissemination:

-Internet (microsite, social networks, YouTube Channel) + Brochure

- Activities for diffusion:

    - European Greenways Product Award

    - European Greenways Day (European Mobility Week)

    - FestiBike Trade Fair (Madrid).

Intermodal Transport & Access to Greenways:

- Best Practices Guide on intermodal cases of public transport in Europe + Greenways.
- Workshop on Intermodality and slow tourism

Economic and other Impacts of Greenways:

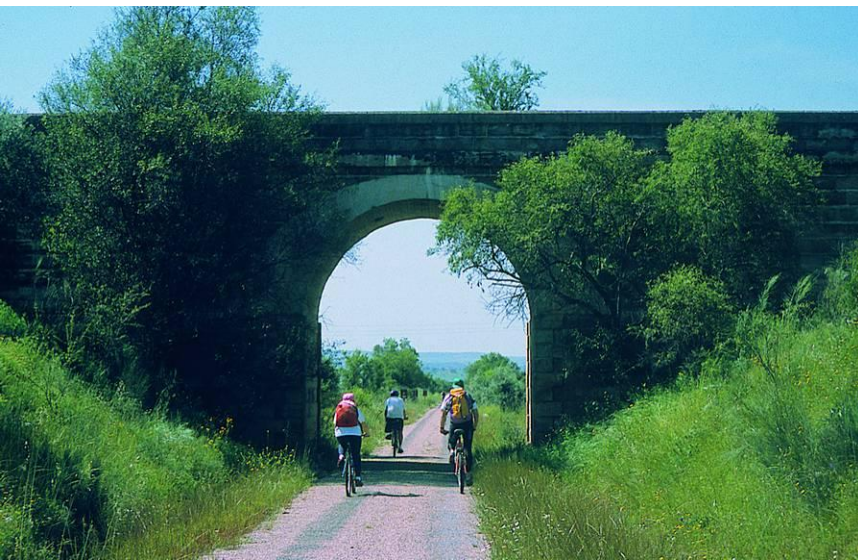- Guide of economic and other impacts of Greenways

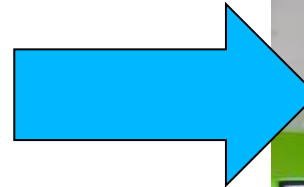# In a nutshell, the Greenways Product project ...

Will help developing and promoting competitive and sustainable transnational tourism products as **"Greenways of Europe"**.

So this project is transnational, thematic, sustainable, visible and competitive.

Greenways Product project :

From the **Resource** …

… to the **Product** :

Thanks for your attention
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