

# “Greenways for the development of tourism” Workshop



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

## *Ecopista do Dão* *An opportunity to develop rural tourism*

### Greenways Product Workshop

8th May, Olvera



COMUNIDADE INTERMUNICIPAL DA  
REGIÃO DÃO LAFÕES

# INAUGURATION

## ■ July 01, 2011, Figueiró Station (Cooperation Protocol)

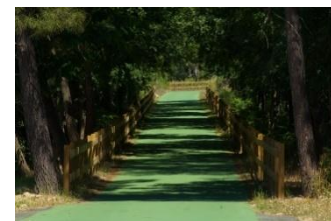


## ■ July 02, 2011 – Opening Walk



# CHARACTERISTICS

- 49, 2 Km, crossing the municipalities of Viseu, Tondela and Santa Comba Dão
- Diverse landscapes (forest, vineyard, intensive cultivation zone, river, ...)
- Weather conditions that provides the enjoyment in comfort and safety most of the year
- Unique and exceptional mobility conditions (average inclination of 0,5%)



# VALUE ADDED

## ■ At local level

- Important equipment for active recreation and sport available to the population
- Promote an health lifestyle
- Sustainable mobility





# VALUE ADDED

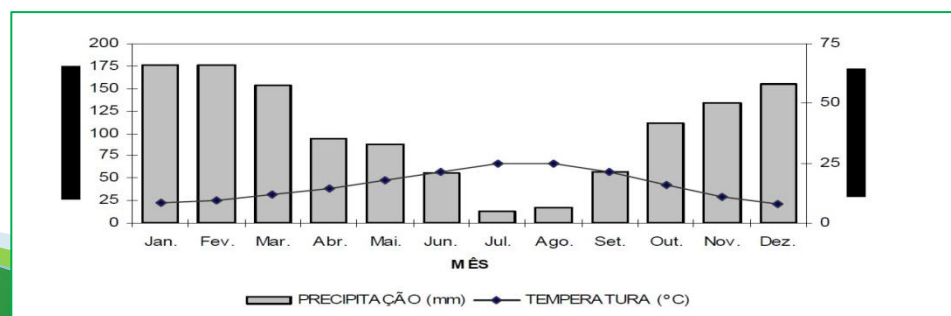
## ■ At regional level

- Booster of the Nature Tourism and Cultural and Landscaping Touring
- Improve the cities attractiveness of Viseu, Tondela and Santa Comba Dão
- Promotion of regional competitiveness



# STRENGTHS

- Pleasant and moderate climate throughout most of the year
- Rich and diverse surrounding landscape
- Proximity to urban centers of Santa Comba Dão, Tondela and Viseu
- Good access roads (Lisbon, Porto, Coimbra, Salamanca)
- Central Location
- Diversified touristic offer of the region
- Excellent gastronomic and landscape heritage

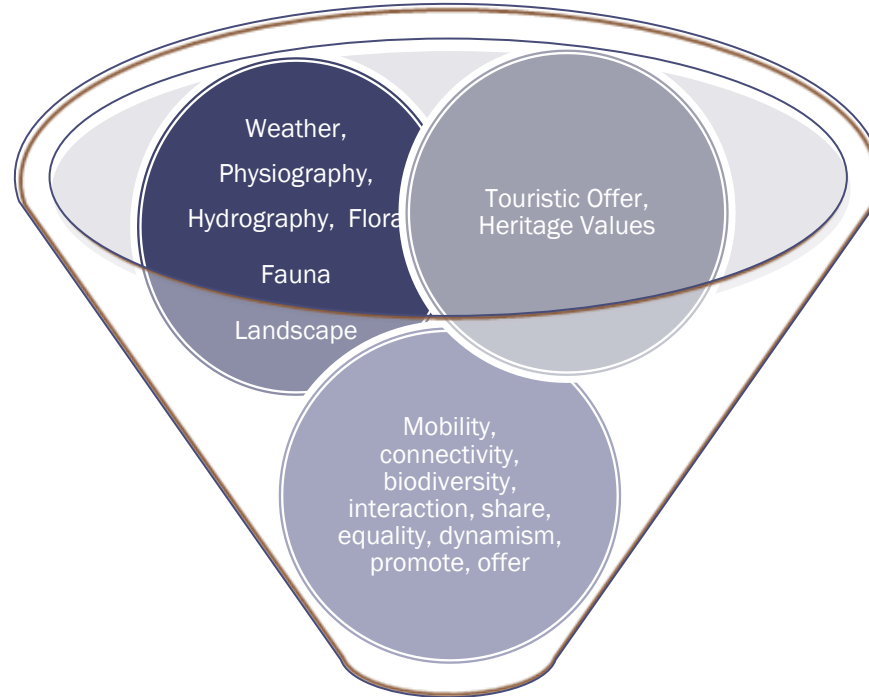


# OPORTUNITIES

- Creating new tourism opportunities
- Increase the visibility of the Região Dão Lafões and its heritage
- Promotion of villages micro-economy crossed by the greenway
- Promotion of regional products
- Promotion of new types of mobility between populations along the greenway
- Promotion of practices of sport and healthy recreation with impacts on public health



# STRATEGY TO ECOPISTA

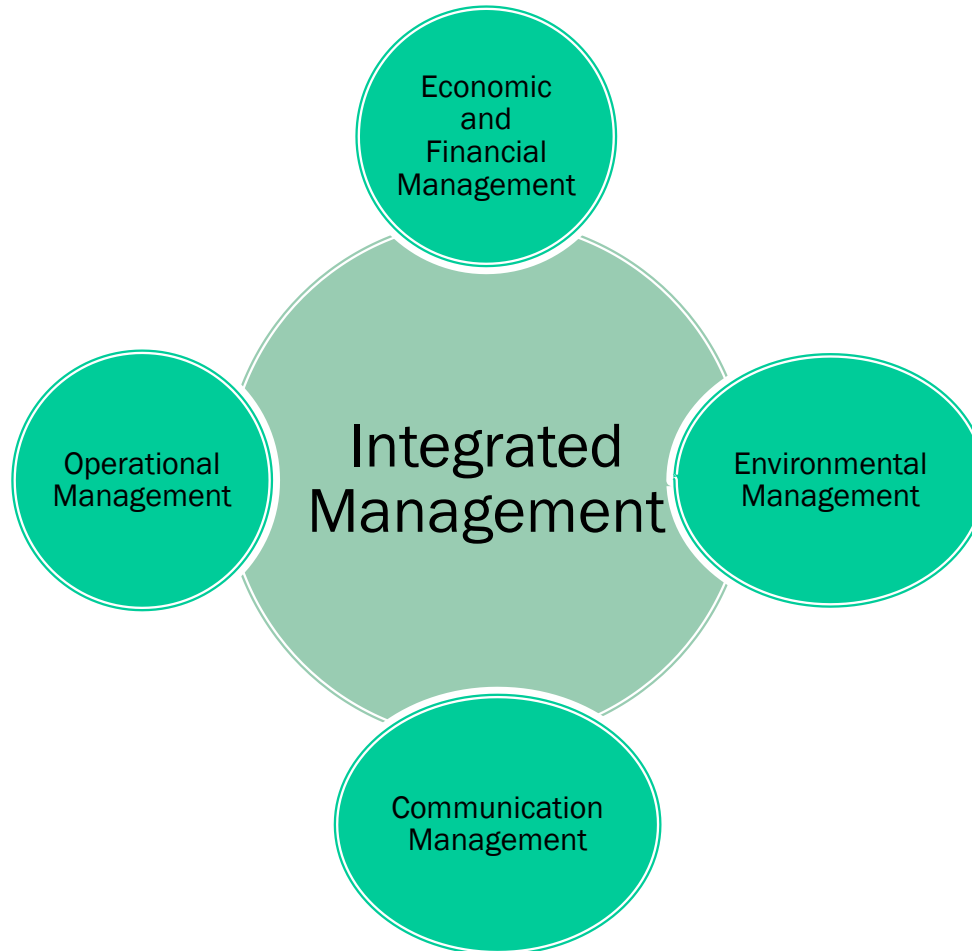


**Ecopista do Dão**



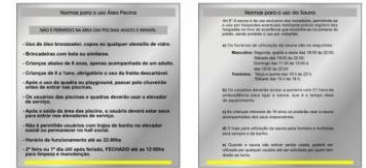
# STRATEGY TO ECOPISTA

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# INTEGRATED MANAGEMENT

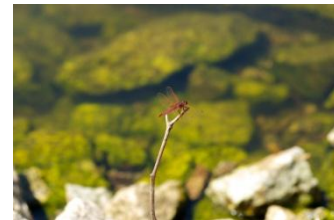
- Regulation
- Operator guide
- Maintenance plan
- Emergency plan
- Animation plan



# ANIMATION PLAN

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- Cultural events
- Sport events
- Events of environmental promotion and dynamization
- Other activities to promote demand and disseminate the greenway



# STRUCTURATION AND ORGANIZATION OF THE TOURISTIC PRODUCT

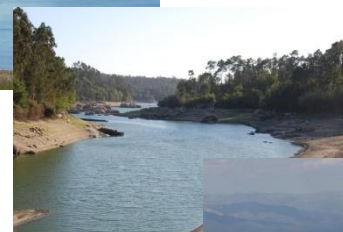
- Identify and characterize in detail the resources and touristic offer surrounding “Ecopista do Dão”
- Define the concept of the touristic product “Ecopista do Dão” and his position in the regional and thematic touristic offer
- Propose and plan a group of concrete actions to organize the offer of the “Ecopista do Dão” as a touristic product



# REDISCOVERING HERITAGE

## ■ Natural heritage

Albufeira da Aguieira  
Serra do Caramulo



## ■ Architectural heritage

Sé de Viseu  
Museu Grão Vasco





# Examples

Quinta da Abelenda | Two Lovely Bed and Breakfast and Self Catering cottages by the river Dão and by the Ecopista do Dão in central Portugal

**Quinta da Abelenda**  
By the Ecopista do Dão

Bed & Breakfast

Home

Two Cottages  
Four Campsites  
One Furnished Caravan

Horseback Riding  
Ecopista do Dão  
Canoeing  
Walks


Serra do Caramulo  
Serra do Bussaco  
Serra da Estrela  
Serra do Açor  
More

Location in Portugal  
Availability  
Contacts  
Prices  
Guests' Pictures

English-UK  
Português  
Nederlands

**Quinta da Abelenda**  
**Lovely Bed & Breakfast in central Portugal**

By the river Dão and by the Ecopista do Dão  
2 cottages, B&B or self catering, 4 campsites, 1 furnished caravan  
Horses, walks, cycling, canoeing. Peace and quiet in a beautiful setting



**Quinta da Abelenda, Portugal**

Very well located at just 200 meters from the river Dão, between Coimbra and Viseu, two lovely cottages, four campsites and a furnished caravan

**To do during your stay in Quinta da Abelenda**

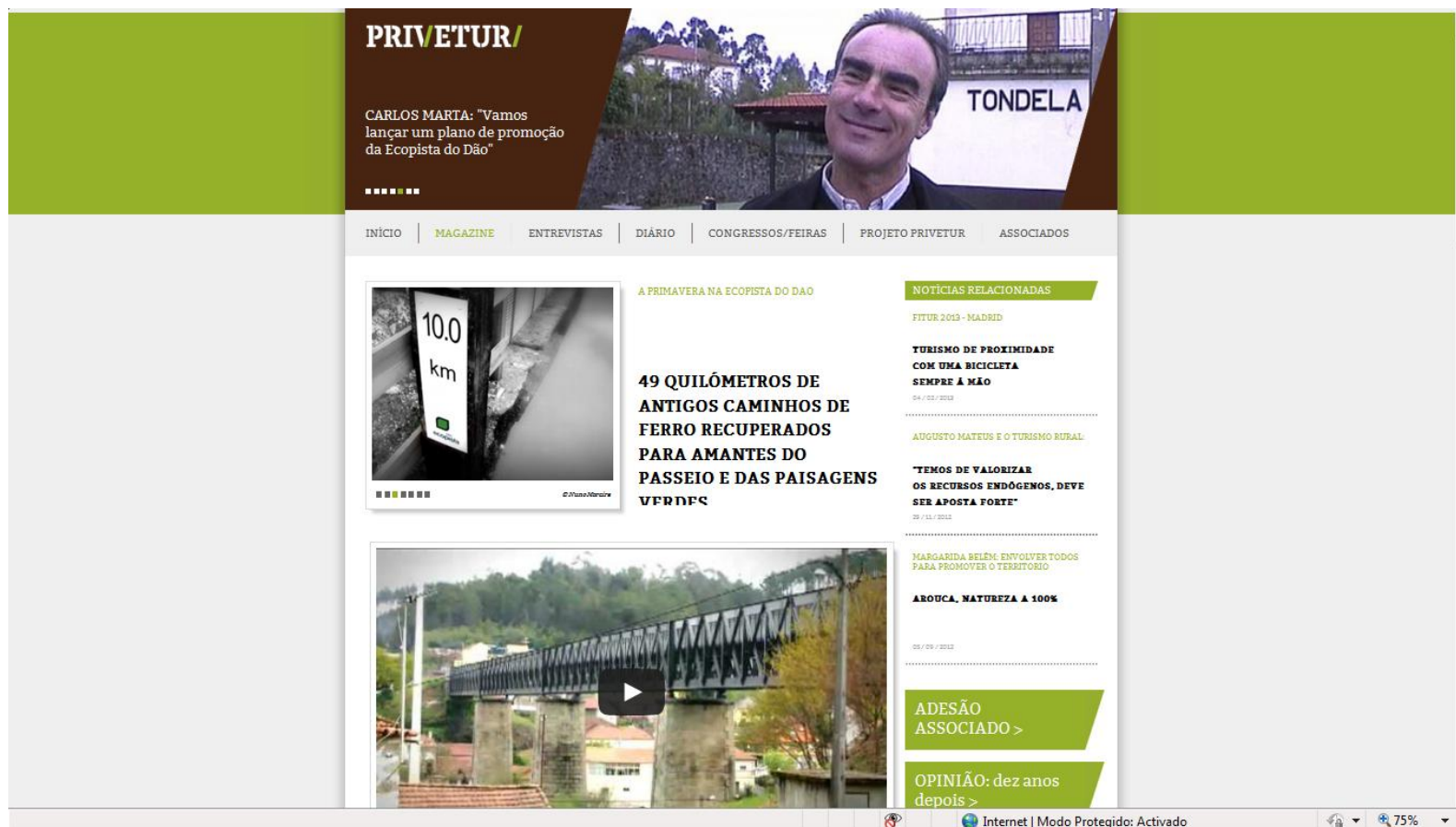
- Horseback Riding  
Ecopista do Dão

Concluido

Internet | Modo Protegido: Activado

85%

# Examples



**PRIVETUR/**

CARLOS MARTA: "Vamos lançar um plano de promoção da Ecopista do Dão"

TONDELA

INÍCIO | **MAGAZINE** | ENTREVISTAS | DIÁRIO | CONGRESSOS/FEIRAS | PROJETO PRIVETUR | ASSOCIADOS

**A PRIMAVERA NA ECOPISTA DO DÃO**

**49 KILÓMETROS DE ANTIGOS CAMINHOS DE FERRO RECUPERADOS PARA AMANTES DO PASSEIO E DAS PAISAGENS VERDES**

10.0 km

**NOTÍCIAS RELACIONADAS**

FITUR 2013 - MADRID

**TURISMO DE PROXIMIDADE COM UMA BICICLETA SEMPRE À MÃO**

04 / 02 / 2013

**AUGUSTO MATEUS E O TURISMO RURAL**

**"TEMOS DE VALORIZAR OS RECURSOS ENDÓGENOS, DEVE SER APOSTA FORTE"**

20 / 11 / 2012

**MARGARIDA BELÉM: ENVOLVER TODOS PARA PROMOVER O TERRITÓRIO**

**AROUÇA, NATUREZA A 100%**

05 / 09 / 2012

**ADESÃO ASSOCIADO >**

**OPINIÃO: dez anos depois >**

Internet | Modo Protegido: Activado | 75%



# Examples



 **rent-a-bike**

 Ecopista

 Aluguer

 Esplanada





 Inicio

 Cartão de Cliente

 Equipamentos

 Eventos

 Contactos

CONTACTOS: Ecopista do Dão km 0,4, Vildemoinhos -3510 Viseu    Telem:    Copyright © ecopista 2009

# *Ecopista do Dão*

## *An opportunity to develop rural tourism*

8th May, Olivera

