

Promotion and communication on European greenways



© Fundacion de los Ferrocarriles Españoles

GreenWays4tour



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.



Promotion and communication on European greenways

Due to their **easiness, safety, convenience** and appeal, greenways are a tourism destination which boasts an enormous number of potential users. There can be no doubt that European greenways are becoming established as sustainable tourism products in a number of countries, but there is still a lot of work to do if we are to ensure that all European citizens, and the tourists who visit us, are aware of their existence and can enjoy them.



For promotion, everything goes: Internet, social networks, apps...



The World Class 42km Great Western Greenway, in the West of Ireland



It is essential to implement a communication strategy for greenways on a local, regional, national and European scale. For the successful promotion and communication of greenways it is important to take into account the new channels of communication such as **social networks**, apps for **mobiles** and **video** channels on the Internet, all of which require an increasingly greater communication effort.

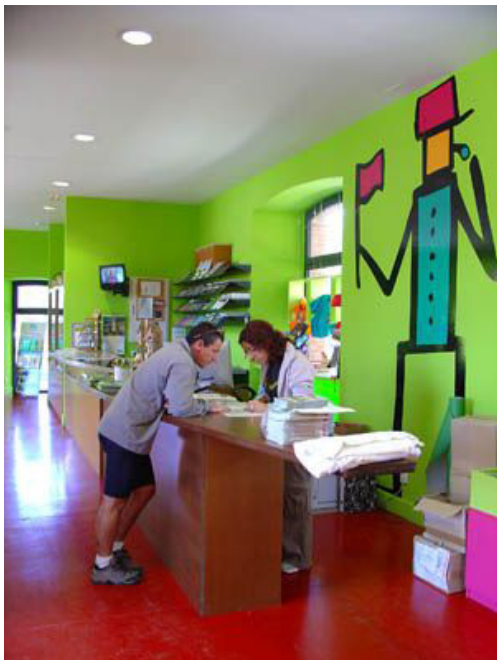
If we consider that **70% of tourists start to look for their tourism destination on the Internet and on mobile devices** without having any specific destination in mind, it is vital to develop online channels of communication in order to grab the attention of that enormous potential audience.

It is necessary to have a comprehensive **website** (on a local, regional, national and European scale) to provide users with the information they need. This objective is met with the website of the European Greenways Association (www.aevv-egwa.org), where there is already a European Greenways Observatory with abundant information.

It is also necessary to provide **printed material**, but in a very selective manner and with timely distributions targeting end users, since the environmental impact of printed publications is considerable. It is also very interesting to have a **digital bulletin or newsletter** or a periodical magazine to let readers know about greenway-related activities and projects.



Thus, for a greenway to be positioned as a tourist destination, it is necessary to offer interesting information and content to users, whether regular or potential, via different **online** and **offline** media, which will encourage them not only to visit a greenway, but to repeat the experience and tell their peers about it. It is therefore necessary for greenway managing authorities and promoters to “stay in touch” in order to win tourists’ loyalty to the greenway by offering them participatory activities, offers, and discounts on services.



Communication is one of the keys to the success of a greenway

It is essential to have **professionals** in the management organization to carry out the specific tasks of communication and promotion of the greenway in question. These professionals should bear in mind that it is necessary to disseminate information in such a way that it reaches its target, the citizen (whether from the local populace, a visitor or a tourist), with direct actions, but also through **information intermediaries**, such as tourist offices, and the local, regional and national authorities responsible for tourism in each territory. It is all too common that the efforts put into building a greenway or any tourist facility are not backed up by an effective advertising strategy, with the result that citizens are unaware of the existence of these resources.

CONSORCI
vies

LES RUTES

EL TERRITORI

LES RUTES

▼ RIPOLL > SANT JOAN DE
ABADESSES-OGASSA

Descripció

Fitxa tècnica

Zones d'interès

Informació útil

Com arribar-hi

Vol virtual

Galeria d'imatges

Estat de les rutes

MOBILITAT

SERVEIS TURÍSTICS

CONSORCI

Les mines de Toralles
Sant Joan de les mines, l'any
1900, es va mantenir en actiu fins a
l'any del seu centenari, el 1980.
La ruta uneix Ripoll, a 682 metres d'altitud, amb
Sant Joan de les mines, a 1.000 m.

Also tourism services companies should, firstly, have an in-depth knowledge of the greenways and, secondly, devote a major effort to the new channels of communication. Also, local enterprises such as those offering accommodation, restaurants, stores selling local products, bike rental services, etc. need to collaborate with the managing entities in the promotion of the destination and provide quality services to the visitors, thereby helping to give the greenway a **quality image**.

Live, experience, enjoy greenways



Since demand is increasingly focused on “**experiential tourism**” and not just on the consumption of a tourism resource or product, the promotion of greenways needs to focus not only on creating and selling traditional tourism packages but also on delivering experiences.

The uniqueness of greenways and the many differentiating advantages

they offer are key elements when it comes to attracting visitors. Their high levels of **accessibility**, which enable them to be used by disabled persons, opens up a world of possibilities for promotion targeted at those millions of people, including children and seniors.

Furthermore, the perfect integration of greenways in the natural environment and landscape due to their making use of existing infrastructures, the prohibition of the use of motorized vehicles, and their ability to drive local economies makes greenways a sustainable resource. **Sustainability** is undoubtedly one of the characteristics which differentiates hiking and cycle tourism from other tourist activities, and is a hallmark which we need to leverage in our communication campaigns.



European greenways are “Communication routes reserved exclusively for non-motorized 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, September 2000).

European greenways open up a future full of possibilities for the tourism sector.



UNIVERSITÀ
DEGLI STUDI
DI MILANO



BASQUETOUR

TURISMOAREN EUSKAL AGENTZIA
AGENCIA VASCA DE TURISMO



www.greenways4tour.org
www.greenwayseurope.org

European Greenways Association
www.aevv-egwa.org