

International Workshop Greenways Heritage Milan (Italy) 24/October 2019



Co-funded by the COSME programme
of the European Union



UNIVERSITÀ
DEGLI STUDI
DI MILANO



MECHELEN



“Greenways Heritage”

Touristic Product

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 accessible, safe and easy-to-use for walkers and cyclists.

SPANISH GREENWAYS (2019)



- 2019 October
- 125 Greenways
 - + 2.800 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, maintenance and promotion**





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 last year,



Vías Verdes are promoting **rural, sustainable and active tourism**



Economic importance of cycling tourism

€44 billion



€39.4 billion



Vs

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 €

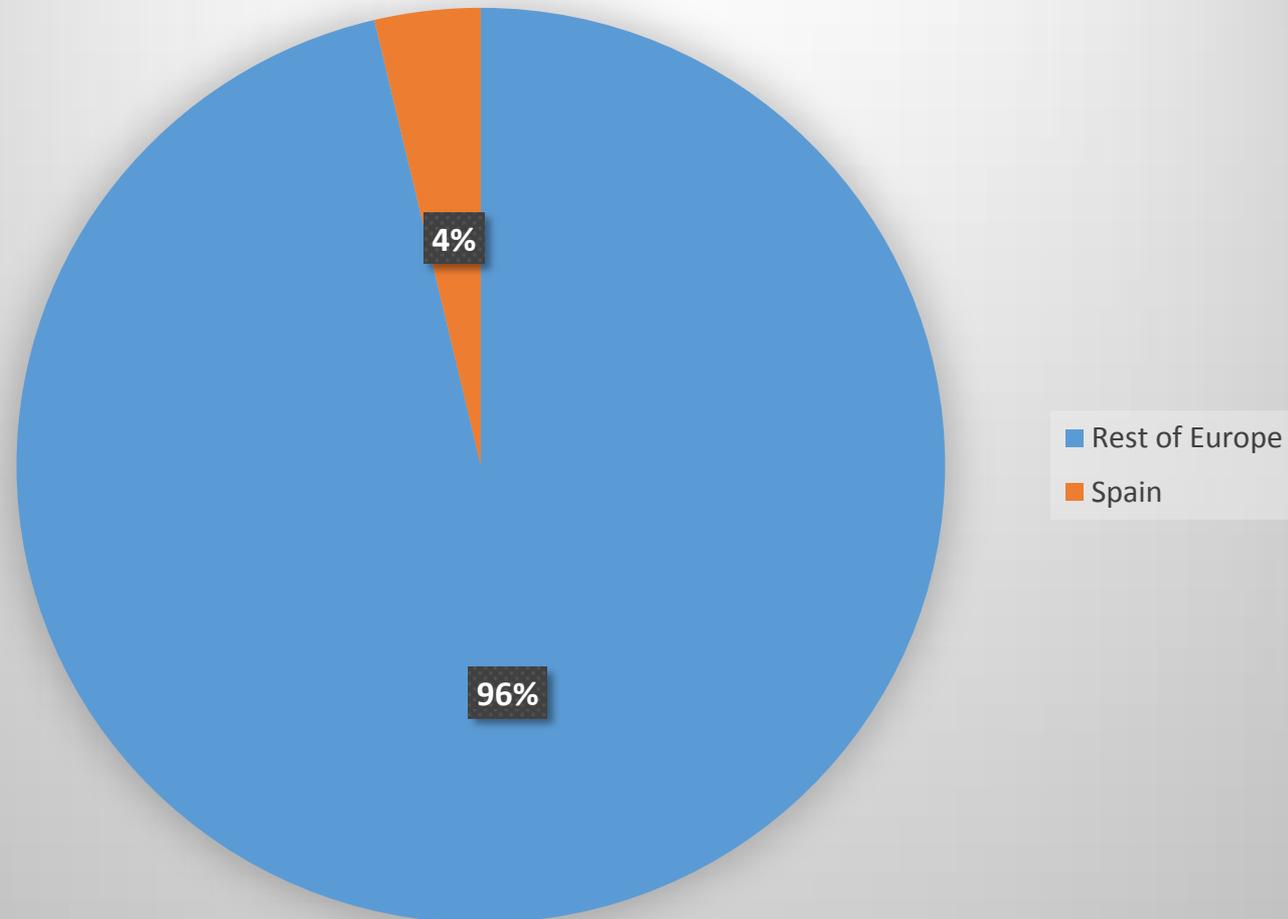
Cycling tourism in Europe. International markets.

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

We have a lot more to grow.



Tourism by bike. Economic Impact



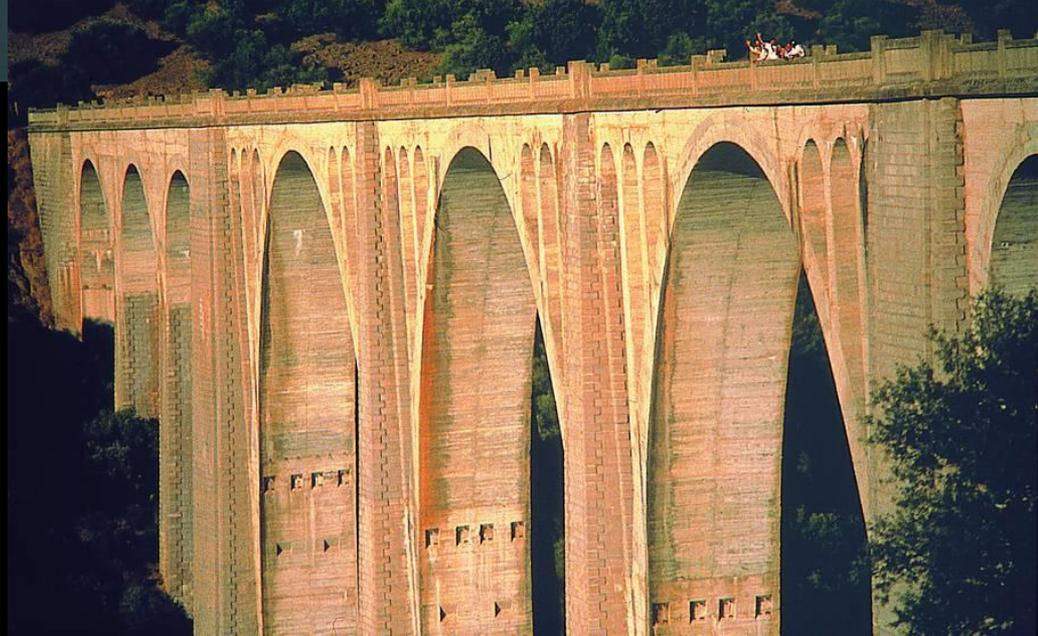
 **Different working areas, complementaries and simultaneous:**

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





Infraestructure: Impressive heritage, engineering structures, viaducts, bridges and buildings



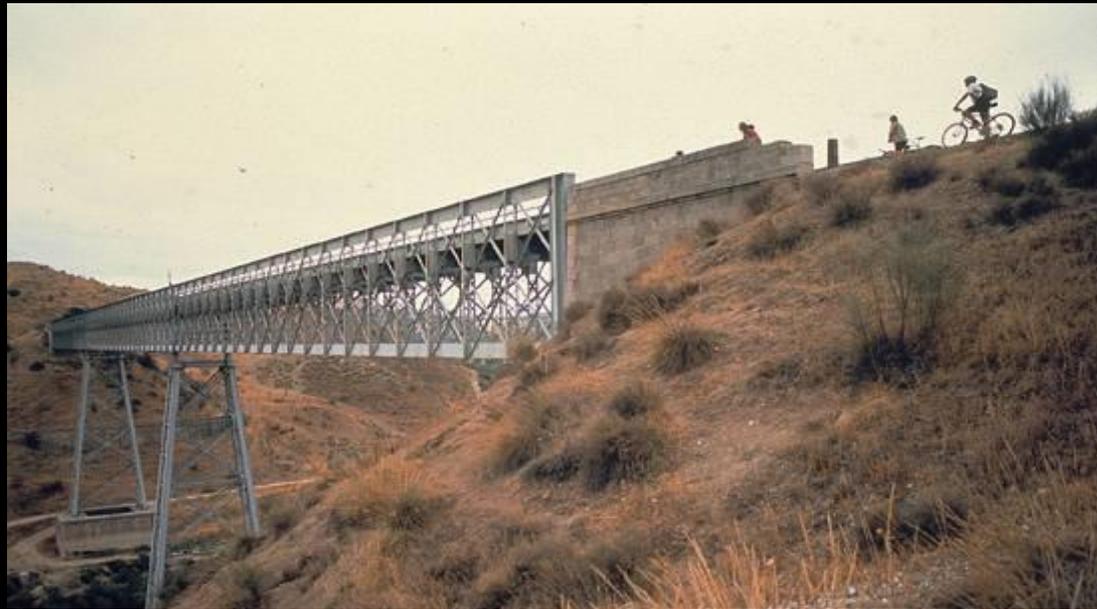


In 1993 there were **1.070** railways abandoned **viaducts** and bridges





Rehabilitation of viaducts and railway bridges

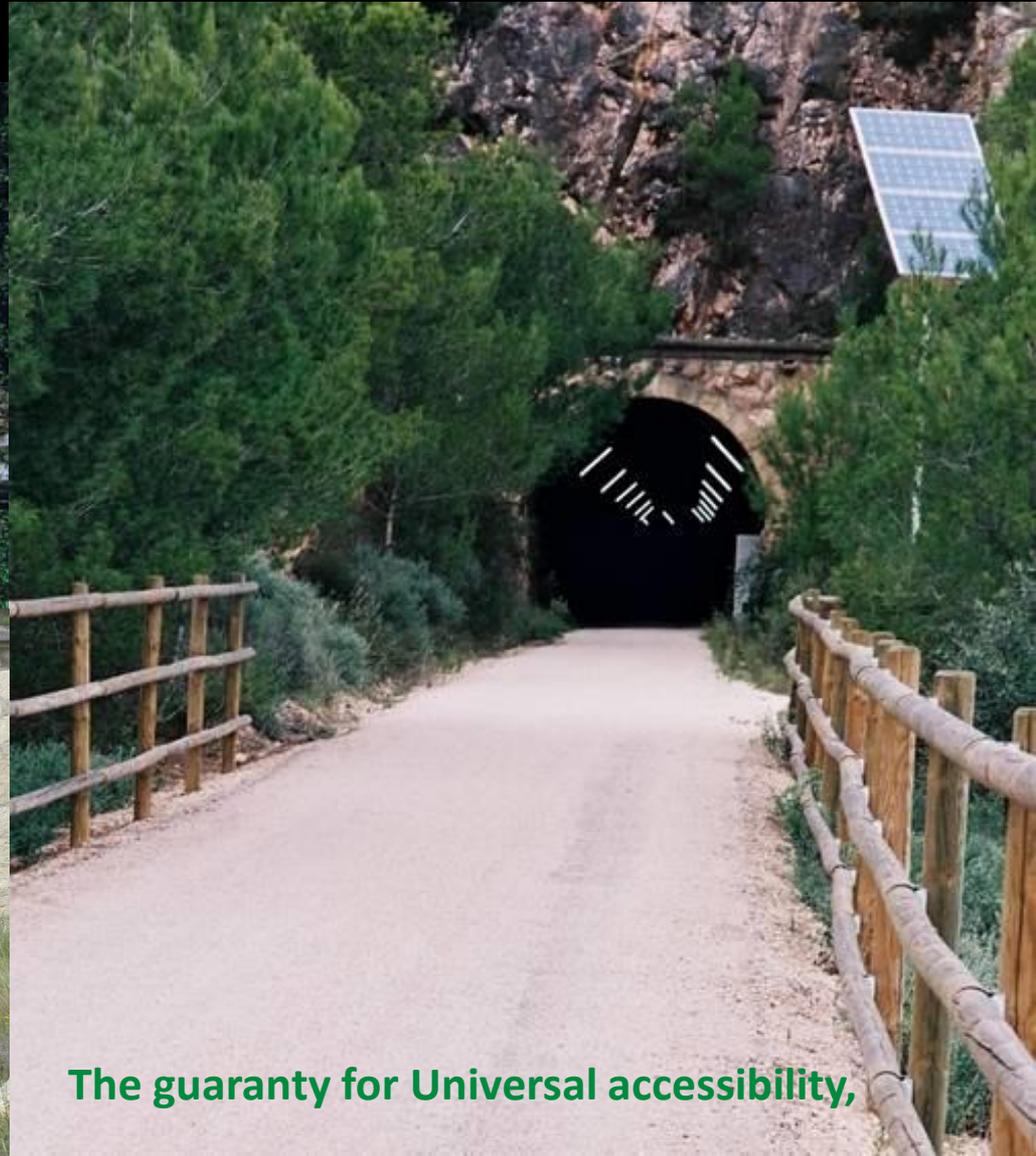


 **Attractive design** for new footbridges





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



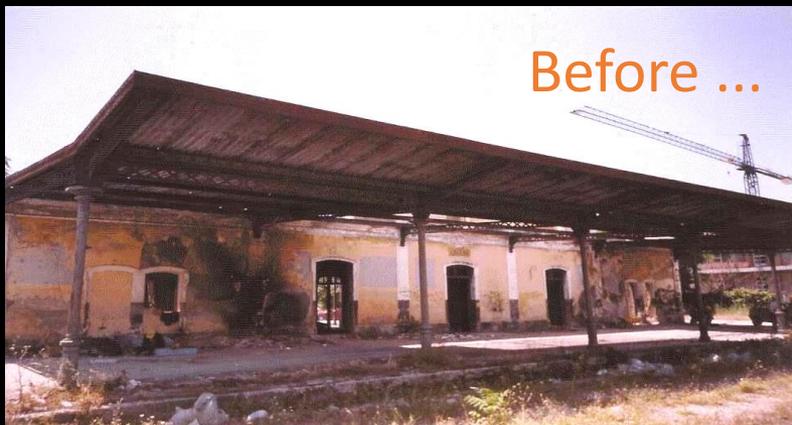
The guaranty for Universal accessibility,

Facilities and services: restoration of disused railways stations



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

In 2019 there are **110** railways stations restored and with touristic uses



Before ...



After ...





Restored stations ... also Railway Heritage !!!

Facilities

Before ...



After ...



They are being reused as tourist housing facilities





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





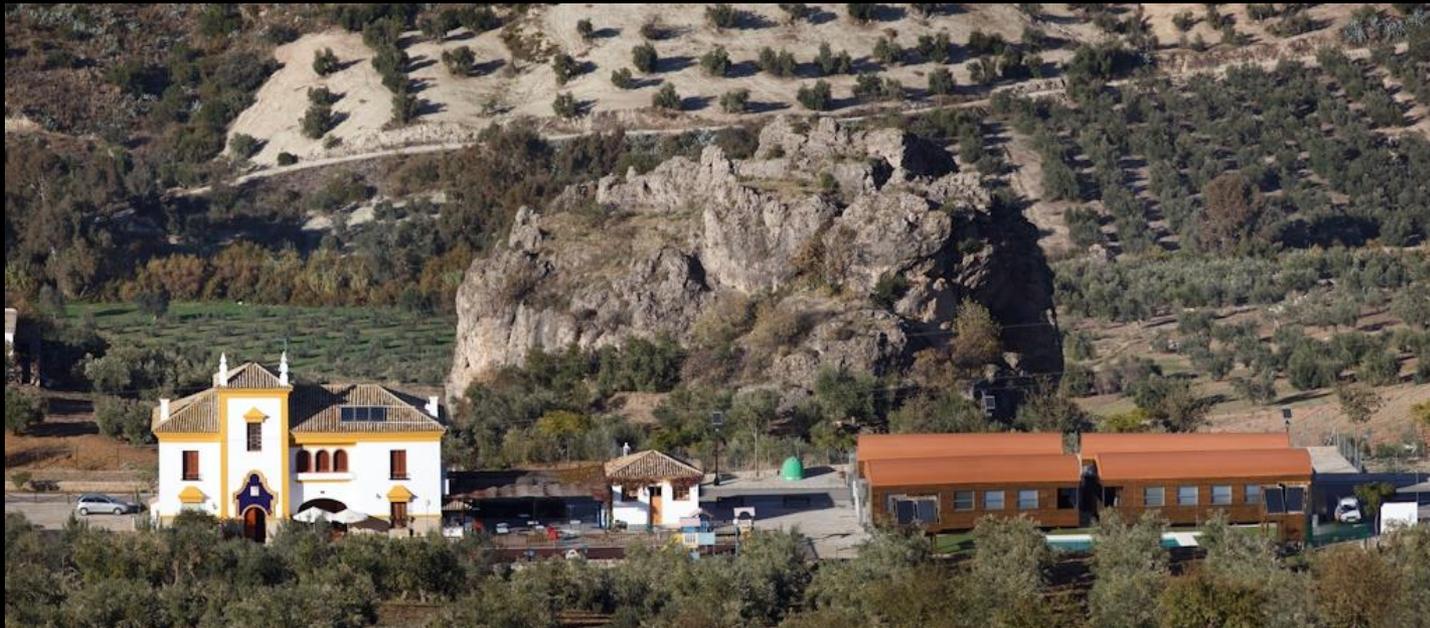
Hotels (****)

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**





And not only buildings but also **mobile railway equipment**: locomotives, wagons, railway carriage. Now with new uses.





The Spanish Railways Foundation (PUBLIC) 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!

VÍAS VERDES

QUALITY BRAND



¡Vive la Vía!

En España, existen más de 2.100 kilómetros de infraestructuras ferroviarias en desuso que han sido reconvertidas en itinerarios cicloturísticos y senderistas en el marco del Programa Vías Verdes, coordinado por la Fundación de los Ferrocarriles Españoles.

ITINERARIOS VIAS VERDES

Última hora

Acuerdo de colaboración entre la Agencia Vasca de Turismo, Basketur, y la Fundación de los Ferrocarriles Españoles

Basketur y la Fundación de los Ferrocarriles Españoles, han firmado un acuerdo de colaboración para el desarrollo de acciones conjuntas de promoción de las Vías Verdes de Euzkadi a nivel nacional e internacional.

III Jornada divulgativa Vías Verdes de Andalucía

La Consejería de Fomento y Vivienda de la Junta de Andalucía, junto con la Fundación de los Ferrocarriles Españoles (FFE) y la Universidad de Sevilla, está organizando la "III Jornada divulgativa sobre Vías Verdes de Andalucía: Gestión, mantenimiento y promoción de Vías Verdes".



Actions by the FFE promoting Greenways

www.viasverdes.com

¡Vive la Vía!

1993 - 2018
25 Años
#VV25

FUNDACIÓN de los FERROCARRILES ESPAÑOLES **VÍAS VERDES**

Home
Itineraries & Maps
Television Series
About Greenways
Contact

Visit our Travel Guides

Vias 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 Video

GREENWAYS ITINERARIES

UK Vias Verdes Leaflet | FR Brochure Voies Vertes | DE Vias Verdes Broschüre | NL Vias Verdes Brochure | IT 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 Via 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

Viales Organizados

Greenways4ALL

SILVER CYCLISTS

Greenways Product

Greenways

- 626.000 unique visitors in 2018
- 5 million pages seen / year
- Spanish and English
- Thanks also to the support of many managers through annual fees ...
- Some are still missing!

InfoVías Verdes

- ✓ Monthly news bulletin. 12,000 subscribers
- ✓ Over 1,000 from the media
- ✓ Agenda of Activities

Suscríbete al Boletín 



Boletín InfoVías Verdes
nº 200 -

Noticias > Actualidad

Actualidad

Último Workshop Internacional sobre el proyecto europeo "Greenways Heritage"

El Área de Vías Verdes de la Fundación de los Ferrocarriles Españoles viajará a Milán para asistir a una jornada internacional sobre patrimonio de las Vías Verdes centrado en el desarrollo y promoción de un producto de turismo cultural transnacional vinculado a las Vías Verdes y sitios patrimonio UNESCO. Organizada por la Universidad de Milán. El desarrollo del taller tendrá lugar el día 24, mientras el 25 de octubre se realizará una visita técnica a la italiana Vía Verde de Naviglio Pavese.

03/10/2019

El taller del 24 de octubre se dividirá en dos sesiones, la primera tratará sobre los resultados obtenidos en el proyecto "Greenways Heritage" que finalizará el 31 de octubre.

Abrirá la sesión la directora de la Asociación Europea de Vías Verdes, quien presentará el proyecto "Greenways Heritage" y seguidamente se expondrán los resultados:

- El SIG turístico y la aplicación web del proyecto
- Las Vías Verdes y sitios Patrimonio UNESCO en Flandes
- Experiencia 360º y realidad aumentada en Greenways Heritage y el Programa de Vías Verdes UNESCO y Vías Verdes

[\(Clic para ampliar\)](#)

International Workshop Greenways Heritage
Milan (Italy) 24/October 2019

Presentado por la FFE

But ... Nowadays no adapted for mobile devices



NEW APP !! – From April 2019



Vías Verdes and Nature2000 Network



APP for mobile devices (Android System) about the **Spanish Greenways** and the **Protected Natural Spaces** that allows the user and visitors to discover the rich biodiversity of the Natural Spaces, “Nature2000 Network”, Biosphere Reserves and the Geoparks Network



FREE

First version:

- Android. iOs in future
- Spanish



More than 3.200 users in 6 months

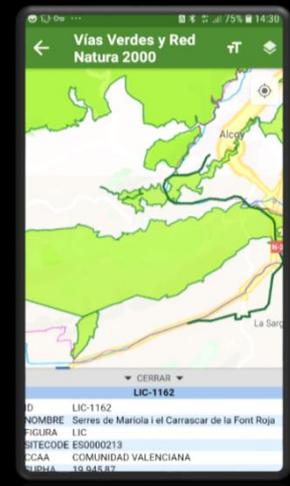
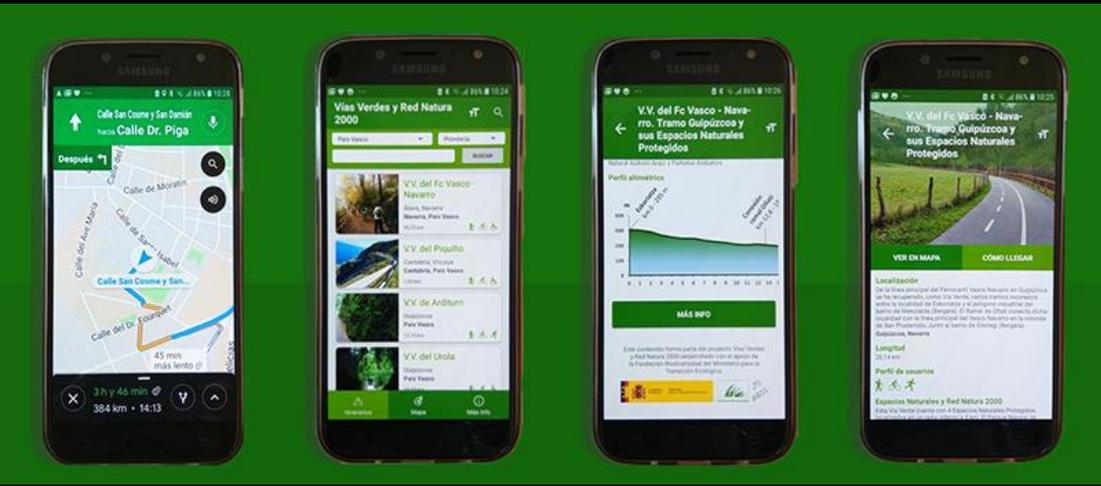




NEW APP !! - 2019



Vías Verdes and Nature2000 Network



IX European Greenways Award 2019 Special Prize*

(*) The special award is organized as part of the Greenways Heritage project co-funded by COSME program of the European Union.

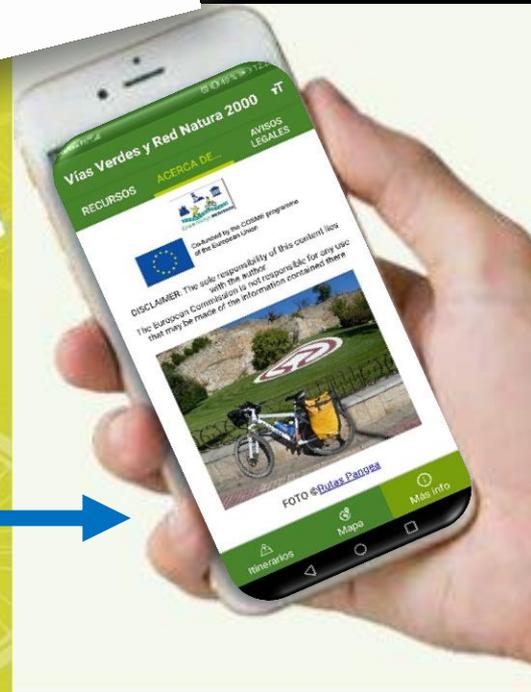




NEW APP !! - 2019



Now with info on UNESCO sites in Greenways at www.viasverdes.com and in the APP





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 a navigation bar with 'Televisión', 'La 2', 'Vive la vía', and 'Vive la vía - Vía verde del Plazaola y vía verde del...'. A video player is embedded, showing a man in a patterned shirt in the foreground and a cyclist on a path in the background. The video title is 'Vive la vía - Vía verde del Plazaola y vía verde del Tarazónica' and the date is '06 nov 2005'. Below the title is 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'.

Thanks also to the support of many tourism managers

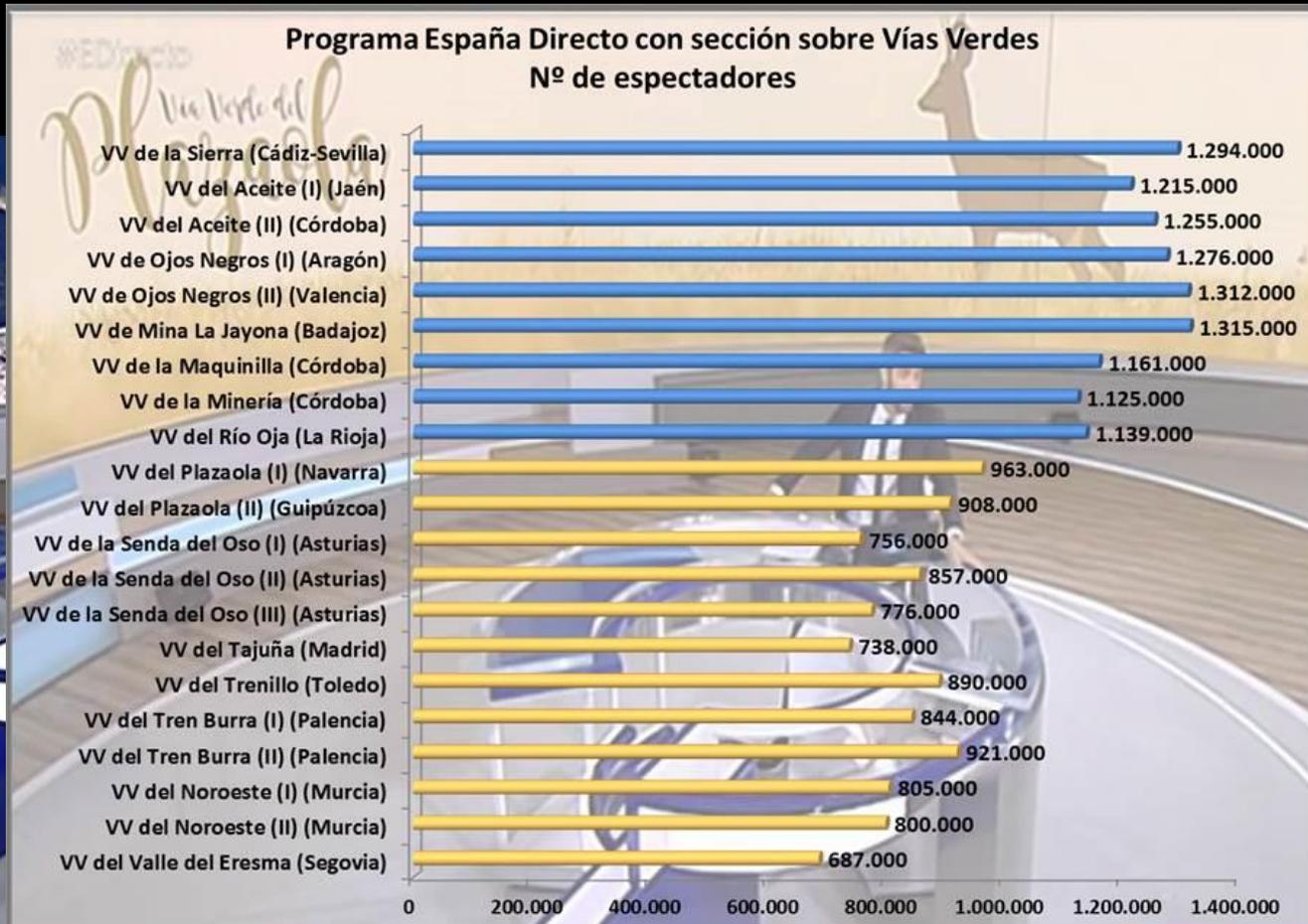


Available on the YouTube video channel
Over 883,000 downloads



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

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



Reproducción



56:05

21:32



1993 - 2018
25 Años
#VV25



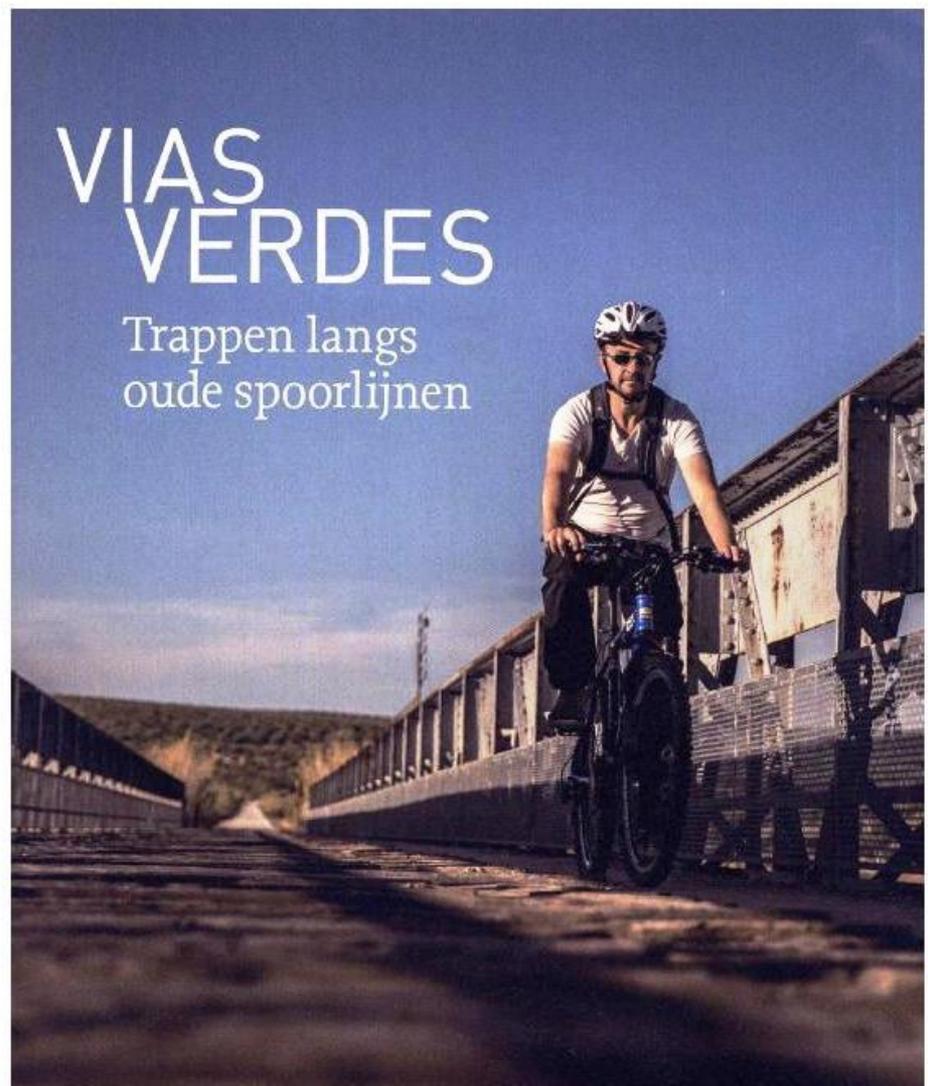


Media contact, press, radio interviews, magazine articles...

Free Collaboration



PRINT MEDIA
TOURISME ESP. 15 A
Ref : 587





... or even Monography Editions, Magazines and Radio Programs

Free Collaboration



Radio 5 Caminantes
 Sábado a las 18.35 horas y domingo a las 12.20 horas
 Presentado por: Paula Mayoral Dirigido por: Paula Mayoral
 Nos calzamos las botas, abrimos la puerta y salimos al exterior. Nos vamos de ruta, a recorrer nuestro paso: naturaleza, historia, cultura y patrimonio. Bienvenidas y bienvenidos al programa.
 Mostrar más información sobre "Caminantes"
 Reproducir 00:00 / 04:54
 Caminantes - Vía verde de La Jara - 07/06/15
 Los Últimos 70 programas de Caminantes

Título	Tipo	Duración
Nuevo Vía verde de La Jara	Completo	4:54
Nuevo Vía verde terra alta	Completo	5:10
Vía Verde del Mar	Completo	6:42
Concello de Carral	Completo	4:59
Vía Verde Sierra Norte de Sevilla	Completo	4:19



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



More actions by the FFE promoting Greenways



Visita la Spagna e goditi le Vías Verdes!

Itinerarios

Buscador de Vías Verdes
 Sigue una Vía Verde por comunidad o provincia.

Comunidad autónoma:

Provincia:

Buscar

Prima di percorrere una Via Verde è consigliabile informarsi bene delle caratteristiche dell'itinerario per sfruttare al massimo l'esperienza: mappe dettagliate, altimetriche, risorse naturali e storiche, servizi di alloggio e ristorazione... Per saperne di più: www.viasverdes.com

Ulteriori informazioni:

- "Guida delle Vías Verdes": 3 vol. Edizione in spagnolo per la FFE con Anaya Touring.
- Mappa Ufficiale scaricabile pubblicato dal Ministero delle Infrastrutture
- Visualizzatore di Cartografia Ufficiale (IGN, Instituto Geográfico Nacional) <http://nco.ign.es/VisorNCOConMarco/>
- Reti Sociali: Facebook, Twitter, Instagram



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

SOCIAL NETWORKS

Comparison / Pages to watch

Followers

TÚ			
1		Vías Verdes - Fundación...	38,3K
2		European Cyclists' Fede...	23,2K
3		EuroVelo 6	20,1K
4		France Vélo Tourisme	17,2K
5		Vies Verdes de Girona	11,3K
6		Vías Verdes de Andalucía	4,7K
7		Vía Verde De La Sierra ...	4,2K
8		Vías Verdes Región de ...	1,9K

Facebook Vías Verdes España: 38.613
Facebook Vías verdes Andalucía: 4.917
Twitter: 5.894
Instagram : 1.015
YouTube suscribers: 2.760

- More than **53.100 followers!**
- Very well positioned !

Vías Verdes - Fundación de los Ferrocarriles Españoles
22 de marzo a las 22:00 · 🌐

La Vía Verde del Ferrocarril Vasco Navarro, la más larga de #Euskadi. ¡Una de las imprescindibles!
 Más info <http://owl.li/NXqn30nRUYZ>
 Basquetour Visit Euskadi



La Vía Verde del Ferrocarril Vasco Navarro, la más larga de #Euskadi. ¡Una de las imprescindibles!
00:21

👍 Consigue más Me gusta, comentarios y contenido compartido
 Promociona esta publicación por 50 € para llegar a un máximo de 74 000 personas.

4061 Personas alcanzadas 208 Interacciones [Promocionar publicación](#)

Rendimiento de tu publicación

4061 Personas alcanzadas

1299 Reproducciones de vídeo de 3 segundos

51 Reacciones, comentarios y veces que se ha compartido

38 Me gusta	34 En la publicación	4 En veces compartido
5 Me encanta	3 En la publicación	2 En veces compartido
0 Comentarios	0 En la publicación	0 En el contenido compartido
8 Veces compartido	8 En la publicación	0 En el contenido compartido

158 Clics en publicaciones

18 Clics para reproducir	62 Clics en el enlace	78 Otros clics
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COMENTARIOS NEGATIVOS

0 Ocultar publicación	1 Ocultar todas las publicaciones
0 Denunciar como spam	0 Ya no me gusta esta página

Without budget

Organic impact

And many more actions....



- Management of European and other projects



- Fairs (Eg. Fitur. free Stand)



- Publications



- Workshops & Conferences



- 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. **2019: 6.500 participants**



DOMINGO, 12 de mayo 2019
XXI DÍA NACIONAL DE LAS
VÍAS VERDES!

¡Vive la fiesta de las Vías Verdes!

www.viasverdes.com **#DNViasVerdes2019** Convoca:   Colabora:  **HI-TEC**



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

But it's not enough! – We would like further support



NEWSLETTER KONTAKTADRESSEN ÜBER UNS PRODUKTE SELECT COUNTRY International (Deutsch) ▼

LOHNENDE ZIELE FREIZEITTIPPS PRÄKTISCHE INFORMATION SPANIEN FÜR...



Die Grünen Wege Spaniens

Die Grünen Wege sind Eisenbahntrassen, umgewandelt zu idealen Wegen zum Wandern und Radfahren. Es sind bequeme Wege für jeden Reisenden durch wunderschöne Naturlandschaften.

[Weiterlesen](#)

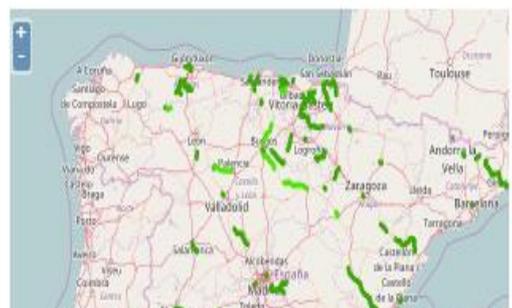
- 4 Languages (SP / EN / DE / FR)
- Interactive Map
- Vías Verdes video
- Tourism Products / Packages / Experiences “to Sell”

HOME

KARTE DER GRÜNEN WEGE

Auf dieser Karte sind die einzelnen Strecken der Grünen Wege verzeichnet. Um mehr über die jeweiligen Strecken zu erfahren, müssen Sie nur auf den Bereich klicken, der Sie am meisten interessiert.

Weitere Informationen können Sie der [folgenden Broschüre](#) (PDF 3,2 MB) entnehmen.



HERAUSRAGENDE GRÜNE WEGE

Grüner Weg der Eisenbahntrasse zwischen dem Baskenland und Navarra

Grüner Weg Ojes Negro

toeractief

Overdruk uit Toeractief

VIA VERDES

ESPAÑA

Without budget



Promotion at Internacional Level

Support from Turespaña / OETS

- Social Networks Campaignes
- Advertorials
- Fam / Press trips
- Support on international fairs

Vías Verdes FFE retwiteó



Spanien Tourismus @SpanienTourism · 29 sept.
Auf dem "Grünen Weg des Öls" in #Andalusien - #Spanien.
#Wandern #Radeln @viasverdes_ffe @VVdeAndalucia
spanien-newsletter.de/index.php?id=1...

Vías Verdes FFE retwiteó



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

Vías Verdes FFE retwiteó



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

Vías Verdes FFE retwiteó



Spagna in Italia @SpagnaInItalia · 24 sept.
La #ViaVerde di Ojos Negros è la più lunga: ben 150 chilometri nelle provincie di #Teruel e #Castellón! #visitspain @viasverdes_ffe



Without budget



Some Greenways and regions have their strategies of promotion. Others no ... so **FFE play this role** for all Spanish Greenways.

Tipos de promoción

- Señalización comercial a pie de vía
- Prensa escrita en publireportajes, blogtrips, famtrips, presstrips.
- Mapa turístico con los servicios
- Ferias especializadas
- Folleto, DVD, juego interactivo, merchadising, mapas,
- Actividades, congresos, conferencias...
- Publicidad

Eventos / Actividades

- Maratón Vías Verdes Girona
- Trailwalker - carrera solidaria
- Día Europeo de las Vías Verdes - Semana de la Movilidad + Salidas bici adaptada
- Pirinexus360 Challenge!
- Ferias y Jornadas
- Sea Otter Girona - 2a ed. 2018!
- ...

THE PIRINEXUS 360 CHALLENGE

SEA OTTER EUROPE

Vías Verdes 10

Via Verde de la Sierra

SEMANA DE LA VÍA VERDE DE LA SIERRA

Ven a la Vía Verde de la Sierra

Semana De la Via Verde de la Sierra

Via Verde de la Sierra

Dinamización del territorio.

marcha

venalavía

Smaramatón

la Sierra

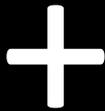
Dinamización del territorio.

Programa de Actividades Via Verde de la Sierra

#Greenways Heritage – Creating Tourism Products



VÍAS VERDES



Co-funded by the COSME programme of the European Union



Vías Verdes in Spain connecting with UNESCO sites.



Even on the home web page of Public Works Ministry !!

GOBIERNO DE ESPAÑA MINISTERIO DE FOMENTO

AGENDA 2030

ThisIsTheRealSpain.com ESTA ES LA ESPAÑA DE VERDAD

FOMENTO

Twitter YouTube Facebook

Ministerio Transporte Terrestre Carreteras Ferroviario Aéreo Marítimo Vivienda Geo-información

Mapa de las Vías Verdes españolas

www.viasverdes.com

Patrimonio Mundial UNESCO Itinerario Cultural Europeo Camino de Santiago



Vías Verdes + sitios patrimonio cultural de la UNESCO

"Greenways Heritage" es un proyecto europeo de diversificación de la oferta turística que une ocio saludable y cultural.



Convocatoria concurso para diseño del Pabellón de España la Bienal Internacional de



ALQUILA BIEN

✓ Meetings - key stakeholders

Meetings with SMEs, tourism companies talking about how to integrate UNESCO + GW, how to integrate the tourist information on the Touristic GIS and how to include the TIC to promote GW, in all the partners countries

✓ Other activities:

- Workshops (FITUR 2019, Milano today), Conferences, etc.



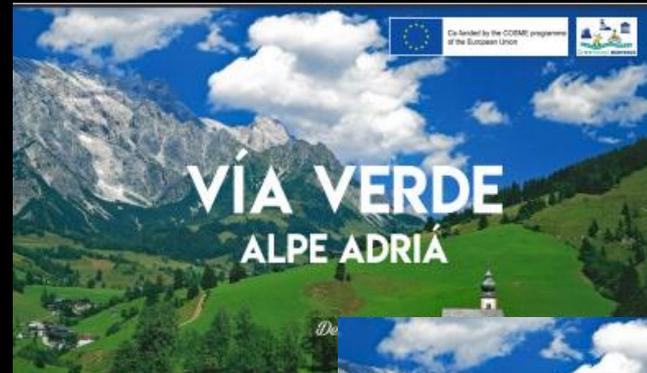
	Private Body	Public body	Public-Private (together)	Total stakeholder s involved
Performance Indicators:	160	80	'-	240
Results:	49	105	254	408

Tourism product; Competitiveness of SMEs; Public-private cooperation



✓ Tourism product packages and travel proposals

- **15 UNESCO + Greenways** Tourism Products.
 - Packages from **9 countries**
 - **199 SME** tourism providers involved
 - Collaboration of all the partners with **TUVI**
 - Prepared to be sold !





✓ Tourism product packages and travel proposals

- **15 “go as you please”** (auto-guided) trip proposals
Greenways + UNESCO sites

- From **10 countries**

- With the collaboration of all the partners

- Prepared to be promoted !

UNESCO and Greenways common destinations

Greenways HERITAGE

Visits that should form a part of all itineraries	How to get there
Segovia Historic Quarter and aqueduct Built probably around 50 AD, Segovia's Roman aqueduct is exceptionally preserved. This imposing double-arched construction is integrated in Segovia's magnificent historic quarter, where you can admire other superb monuments such as the Alcazar, whose construction began in the eleventh century, and the sixteenth-century Gothic cathedral.	By train: If you Segovia-Gulon is 6 km from the You can also conventional ne Segovia and M By bus: Linecar Compa Segovia – Horn Omedo. Information: Bus Tel. (+34) 921 4
Other useful information	Altimetric profile
Terrain type on the Greenway: compacted aggregate	Type of users: *Able and practicable. There are some slopes
Length of the Greenway: 75 km	Bicycle rental: Naturcicla www.naturciclaagranja.com Tel. (+34) 609 965 148
Further information: http://www.viesverdes.com/itinerarios/itinerario.asp?ci=120 http://www.turismodesegovia.com/es/	Greenway map Eresma Valley Tel. (+34) 921 1 http://www.dg.de/eresma

UNESCO and Greenways a common destination

Greenways HERITAGE

Photo Gallery:

Photo Credits: Archivo Fotografico Provincia de Ferrera

Video (include if available)

UNESCO and Greenways a common destination

UNIVERSITÀ DEGLI STUDI DI MILANO

Disclaimers:

Disclaimers: The content of this trip proposal represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

Greenways Heritage project aims to promote greenways and UNESCO heritage sites in the vicinity as common destinations. For more information: www.greenwaysheritage.org



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Tourism product; Competitiveness of SMEs; Public-private cooperation



✓ Key stakeholders survey

- Online survey.

English surveys

The purpose of these surveys is to gather quantitative information from current data, the analysis and conclusions of which will show us the current situation and allow us to take better advantage of the combination of these two resources (Greenways + UNESCO Heritage) and so move forward in the planning, management and promotion of these itineraries as common destinations. The results will also be useful for promoters and managers of European greenways, and UNESCO sites and private companies, so that they can learn more about greenway resources and promote the inclusion of UNESCO World Heritage sites in greenway-related thematic itineraries and so contribute to sustainable tourism throughout Europe.

We kindly ask you to take a few minutes to fill in this questionnaire, in the knowledge that you are helping us to move forward in the enhancement of the touristic and cultural offer of European greenways combined with UNESCO Heritage sites in Europe.



GREENWAYS STAKEHOLDERS SURVEY

➤ Complete the Survey online



➤ Download the Form in PDF



UNESCO STAKEHOLDERS SURVEY

➤ Complete the Survey online



➤ Download the Form in PDF



PRIVATE SECTOR STAKEHOLDERS SURVEY

➤ Complete the Survey online



➤ Download the Form in PDF



Quantitative information
about the current situation of
the binomial Greenways +
UNESCO

It will allow us to go further in
the promotion of these
itineraries as common
destinations.

- The results will be useful for
GW managers across Europe
and for UNESCO sites managers
and private companies.

Encuestas en español

#Greenways Heritage



Co-funded by the COSME programme
of the European Union



Some questions as:

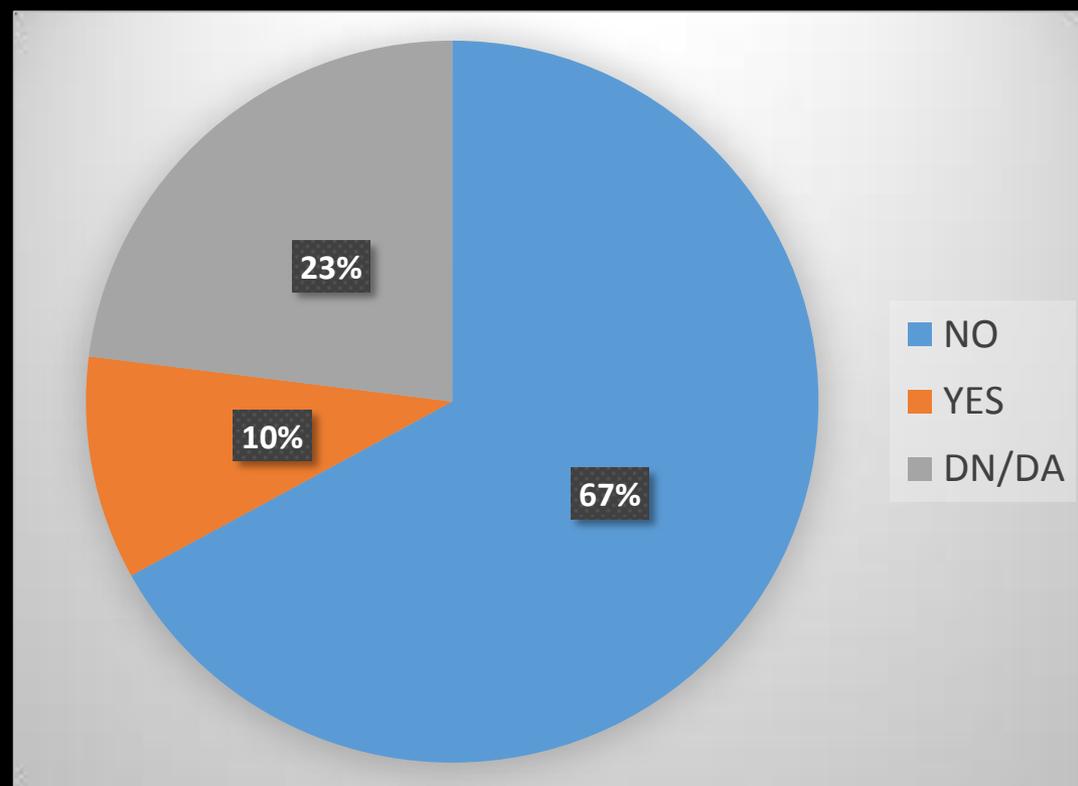
- Is there any kind of cooperation between the managers of the UNESCO Heritage site and your greenway?
- Do you think that the visitors to your greenway are interested in visiting the UNESCO Cultural Heritage site?
- Do you know of any tourism packages offering both resources (Greenway + UNESCO Heritage) in the same product?
-

✓ Key stakeholders survey

- Online survey.

Greenways Managers Survey:

Is there any kind of cooperation between the managers of the UNESCO Heritage site and your greenway (structured or informal)?

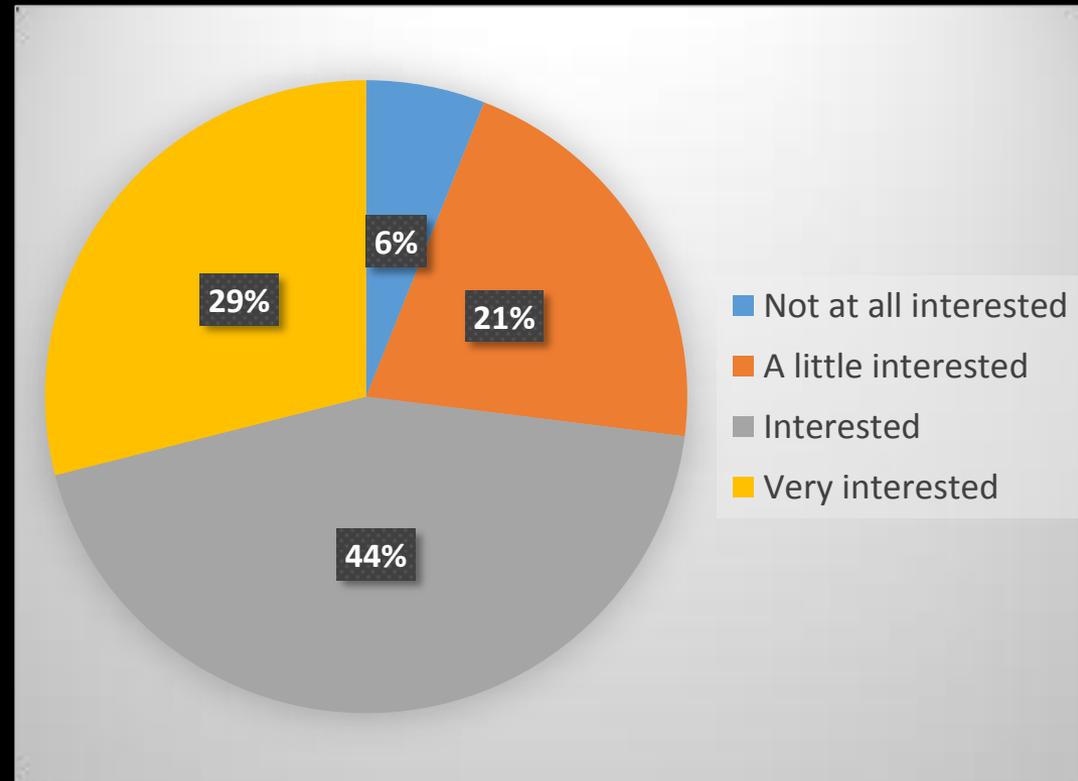


✓ **Key stakeholders survey**

- **Online survey.**

Greenways Managers Survey:

*Do you think that
the visitors to your
greenway are
interested in visiting
the UNESCO
Cultural Heritage
site?*

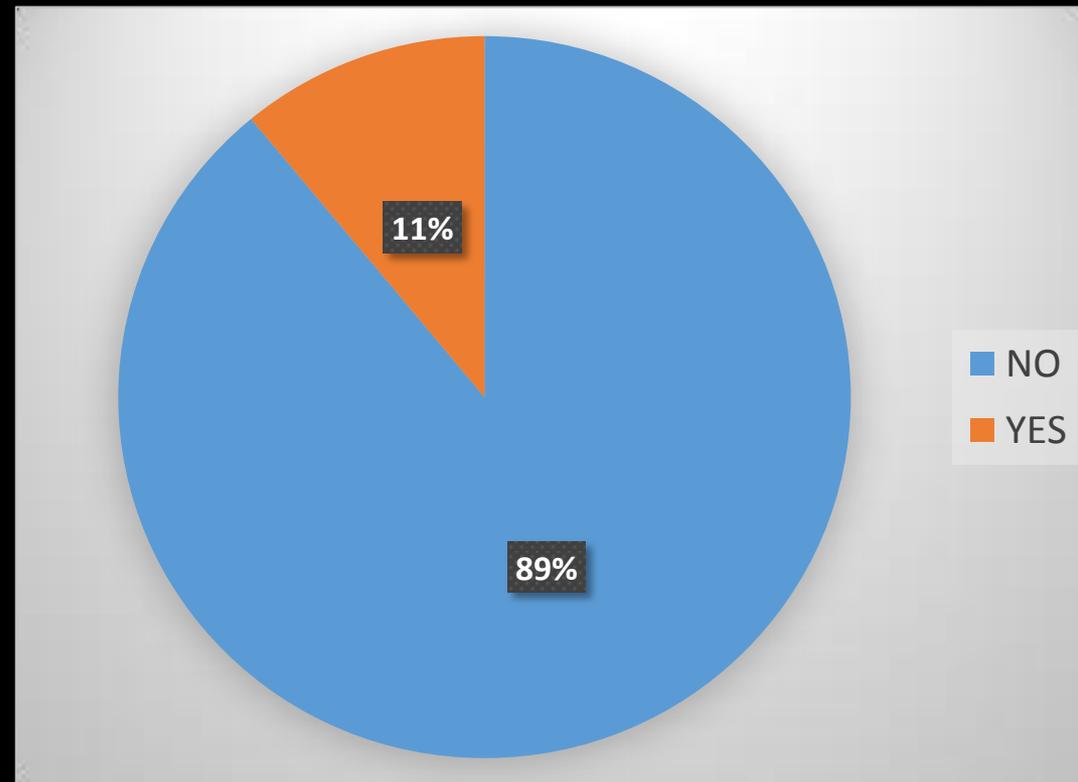


✓ Key stakeholders survey

- Online survey.

Greenways Managers Survey:

Do you know of any tourism packages offering both resources (Greenway + UNESCO Heritage) in the same product?

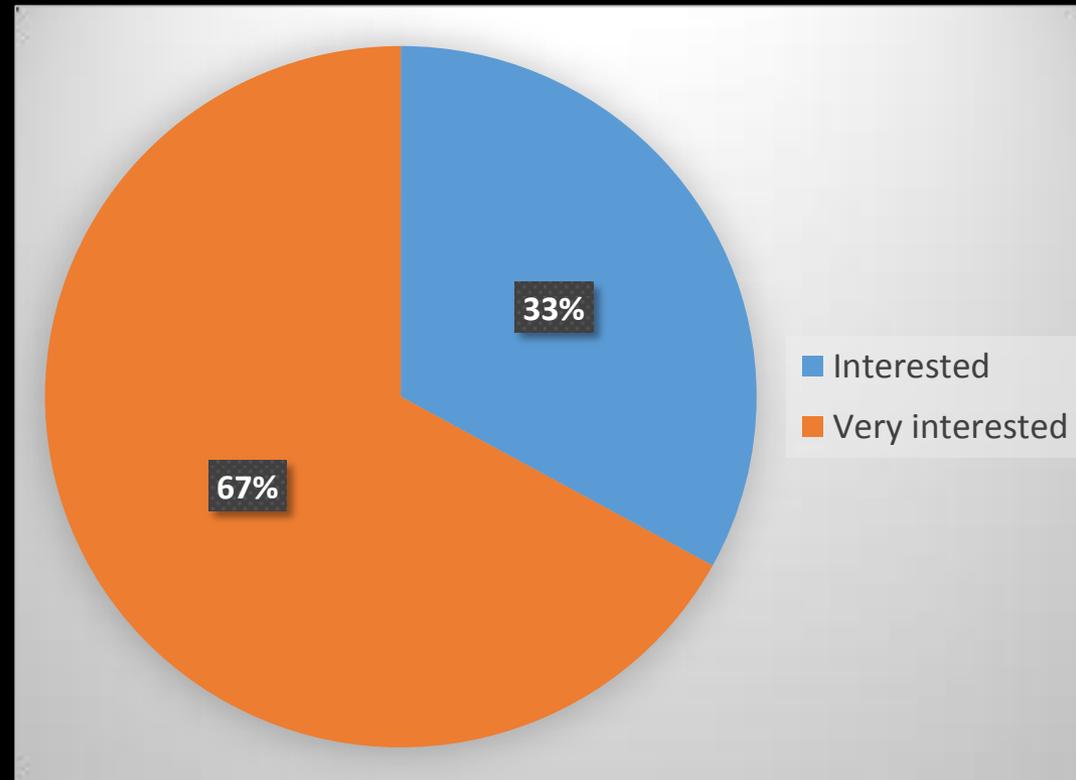


✓ Key stakeholders survey

- Online survey.

UNESCO Managers Survey:

Do you think that the profile of visitors of the UNESCO Cultural Heritage site would be interested in using the Greenway?

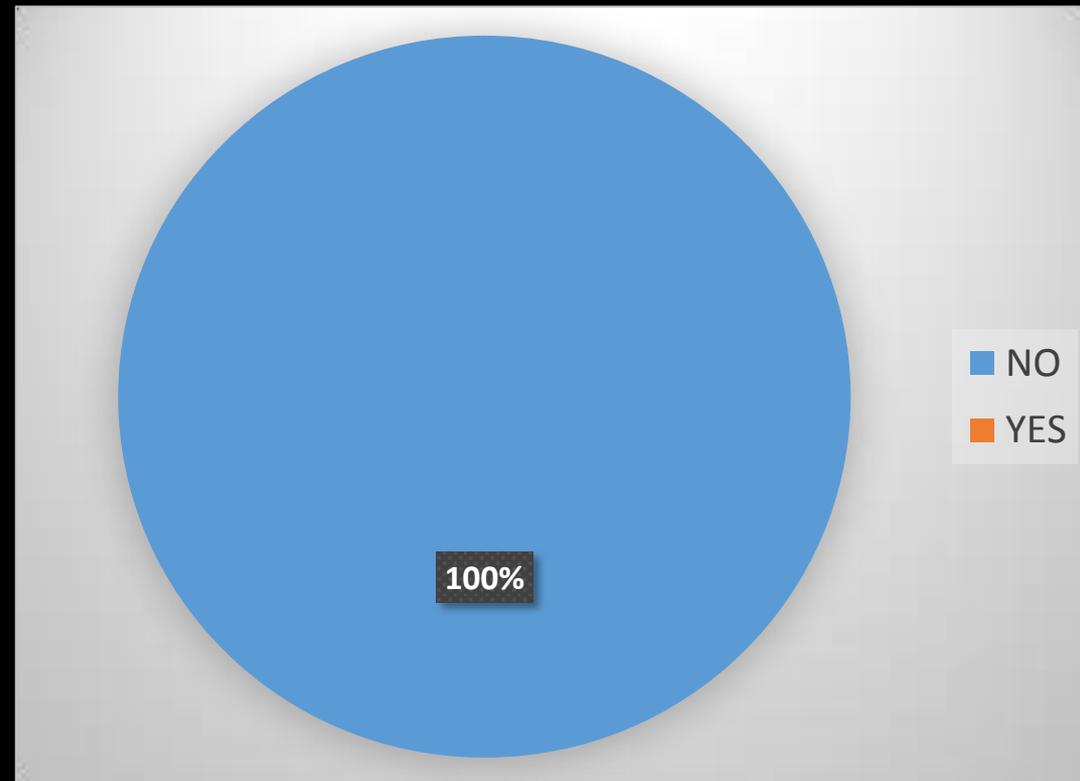


✓ Key stakeholders survey

- Online survey.

UNESCO Managers Survey:

Does the information about the UNESCO heritage site make any reference to the Greenway?

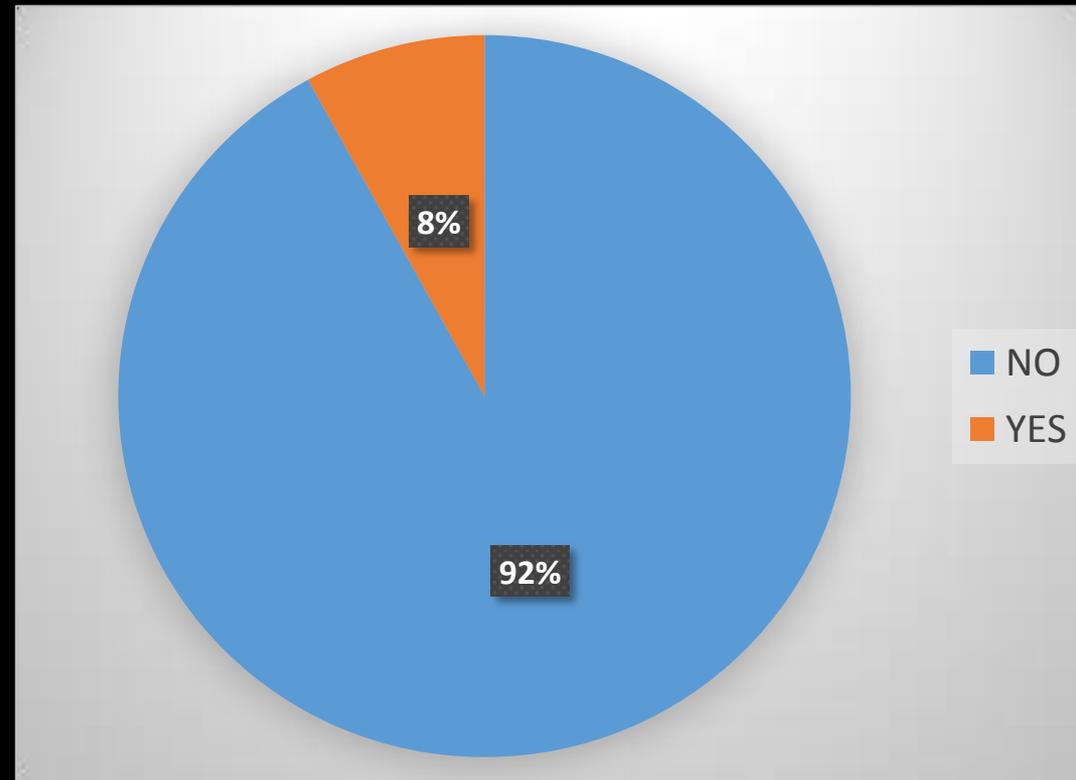


✓ Key stakeholders survey

- Online survey.

Tourism Private Sector Survey:

Do you think that the two resources (Unesco Heritage + Greenways) are integrated as a Tourism product?

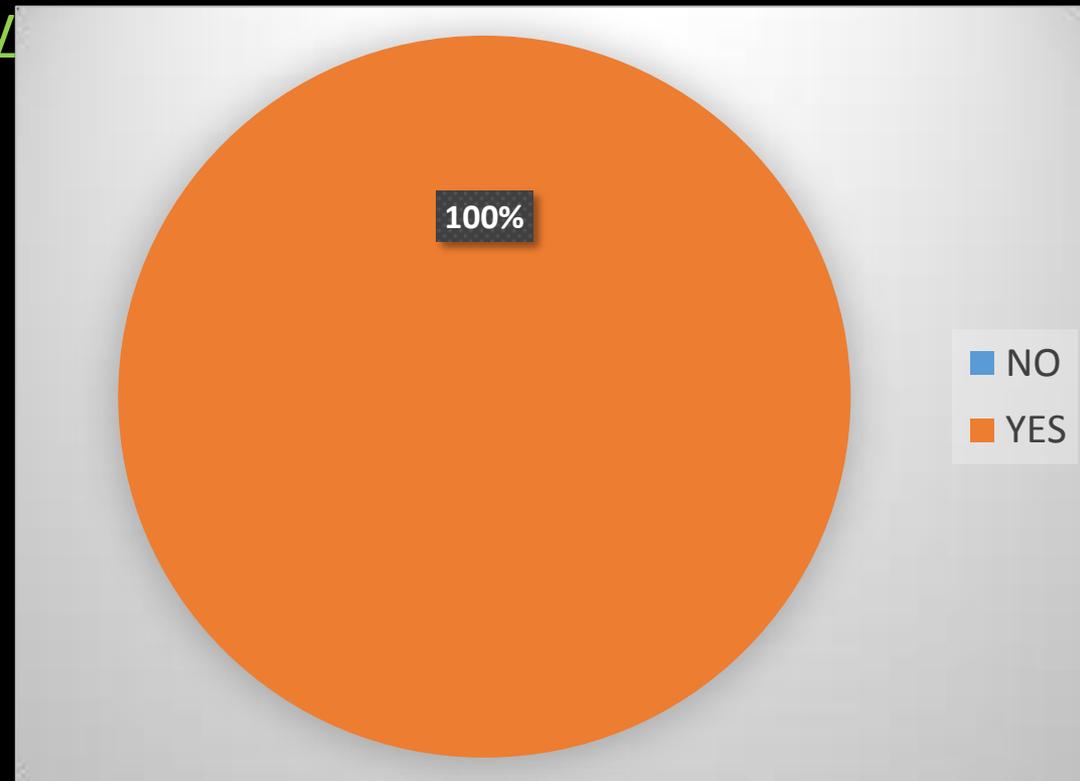


✓ Key stakeholders survey

- Online survey.

Tourism Private Sector Survey

Do you think that the integration of the two resources would improve the competitiveness of tourism companies?





Greenways Heritage

Contributing to the
development of our tourism

Grazie mille
Thanks for your attention



Arantxa Hernández Colorado

www.viasverdes.com



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