



Co-funded by the COSME programme of the European Union

www.greenwaysoutdoor.org

The "Greenways Outdoor" project consists of the creation and transnational promotion of an outdoor tourism product linked to European greenways, and 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.



OBJECTIVES:



The general **objective** of the project is the **diversification** of the **tourism offer in Europe** by generating new products relating to greenways and capitalizing on existing ones, thereby **improving** the **competitiveness** of the European greenway-based tourism industry, together with

the **joint promotion** of greenways tourism products to make them better known internationally and so attract more visitors. The aim is also to strengthen **public and private cooperation** to facilitate the creation and promotion of the greenways tourism product.

ACTIONS AND EVENTS:

Diversify Tourism Offer:

- ✓ European catalogue of outdoor tourism products based on **Greenways**.
- ✓ European catalogue of **professional services on Greenways**
- ✓ **Meetings with companies and web tutorials**
- ✓ **Sporting events** and a **guide** for organizing mass sporting events.
- ✓ **Greenways Outdoor + wellness...** map;
- ✓ **Fam/Press trips**;
- ✓ **Meetings with public-private stakeholders**.

Better Information & Marketing:

- ✓ Participation in at least 6 reference **trade fairs** ;
- ✓ A **workshop** entitled "Greenways: Attracting new clients and selling the product", a technical visit and a fam/press trip;
- ✓ **Top ten tips** for the marketing and communication of the greenways tourism product;
- ✓ **Reverse visit** and **workshops** on greenways.

Promotion & Communication:

- ✓ **Workshops and conferences**; mainly organized as part of a global thematic event so as to engage international multipliers;
- ✓ **Awards and campaigns** to promote European Greenways as an outdoor tourism product:
 - Award for the best outdoor tourist product;
 - European photo competition;
 - Greenways outdoor campaign;
- ✓ **New website**, travel-oriented.

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- € .

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

Greenways are independent **non-motorized routes**, mainly using **disused railways and canal towpaths**. **Safe, accessible and very attractive**, they provide easy access to areas of outstanding natural beauty (e.g. mountainous areas, by way of tunnels and viaducts). There are thousands of kilometres of greenways in Europe with a great potential for development, and they are a very useful tool for the development of tourism in rural areas.



The European Greenways Association (EGWA) was created in 1998 in Namur (Belgium) with the aim of encouraging the creation and promotion of greenways in Europe. It brings together 50 organizations from 15 European countries involved in the development of greenways.

www.aevv-egwa.org 0

Contact us at: info@aevv-egwa.org (ref: Outdoor)

Greenways: Enjoy and discover a different Europe!

