



## EuroVelo 8 – Mediterranean Route

# Sustainable tourism in the MED Area: Workshop with decisions makers on developing cycling tourism

Wednesday, 19 February 2020

Croatian Permanent Representation, Brussels



EuroVelo 8 – Mediterranean Route  
Workshop on Sustainable Tourism in the MED Area



# MEDCYCLETOUR Project

A successful transnational cooperation along  
the Mediterranean Region



EuroVelo 8 – Mediterranean Route  
Workshop on Sustainable Tourism in the MED Area



# Main project objectives:

To use this EuroVelo 8 – Mediterranean route as a tool to influence regional and national policies in favour of sustainable and responsible tourism, providing transnational solutions in coastal areas across the Mediterranean



# EuroVelo 8 – Mediterranean Route



**7,500**  
km long

**23**  
UNESCO sites

**10**  
countries visited



EuroVelo 8 – Mediterranean Route  
Workshop with decision makers in Brussels



# MEDCYCLETOUR project:

2.5 M €

Project  
budget

2.19 M €

ERDF / IPA

36 Months

Project  
duration



EuroVelo 8 – Mediterranean Route  
Workshop with decision makers in Brussels

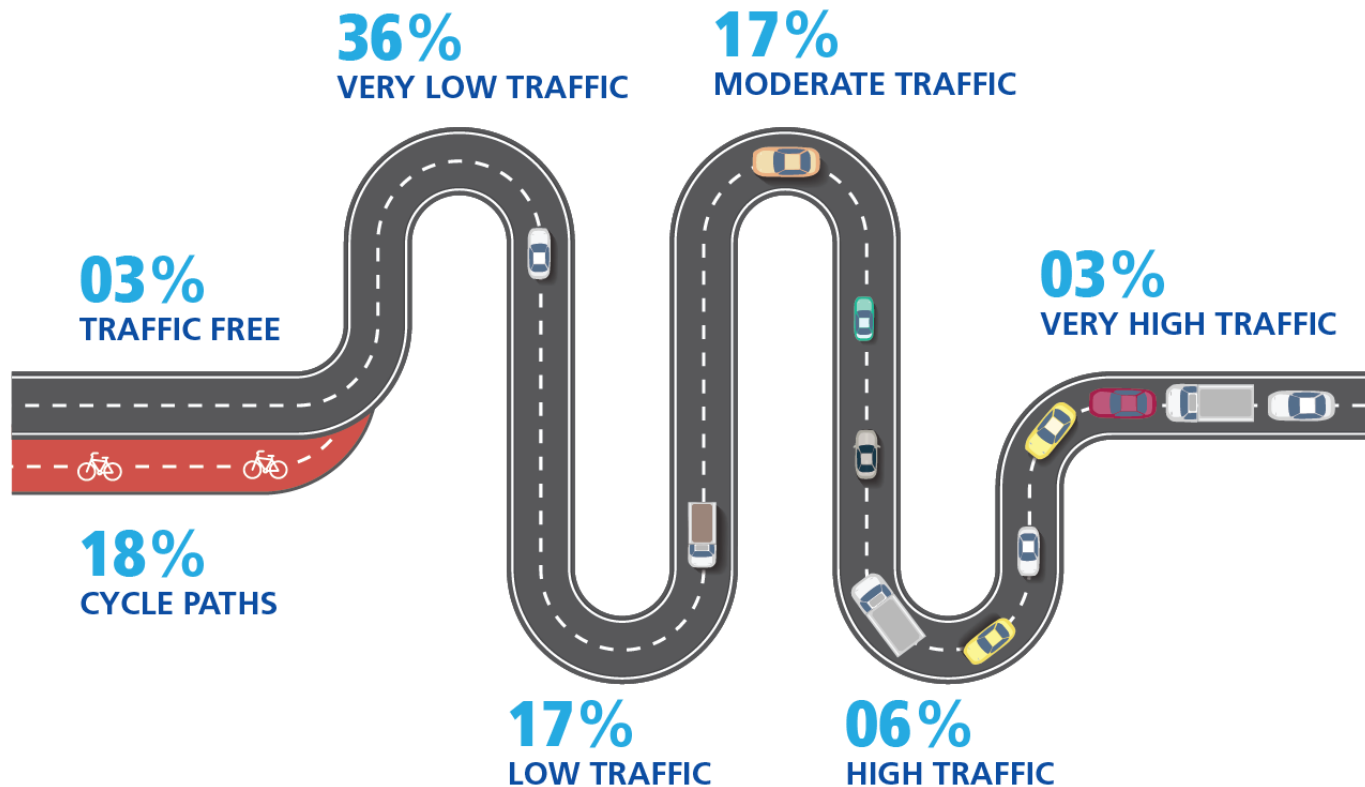


# Main project activities:

1. Testing
2. Capitalising

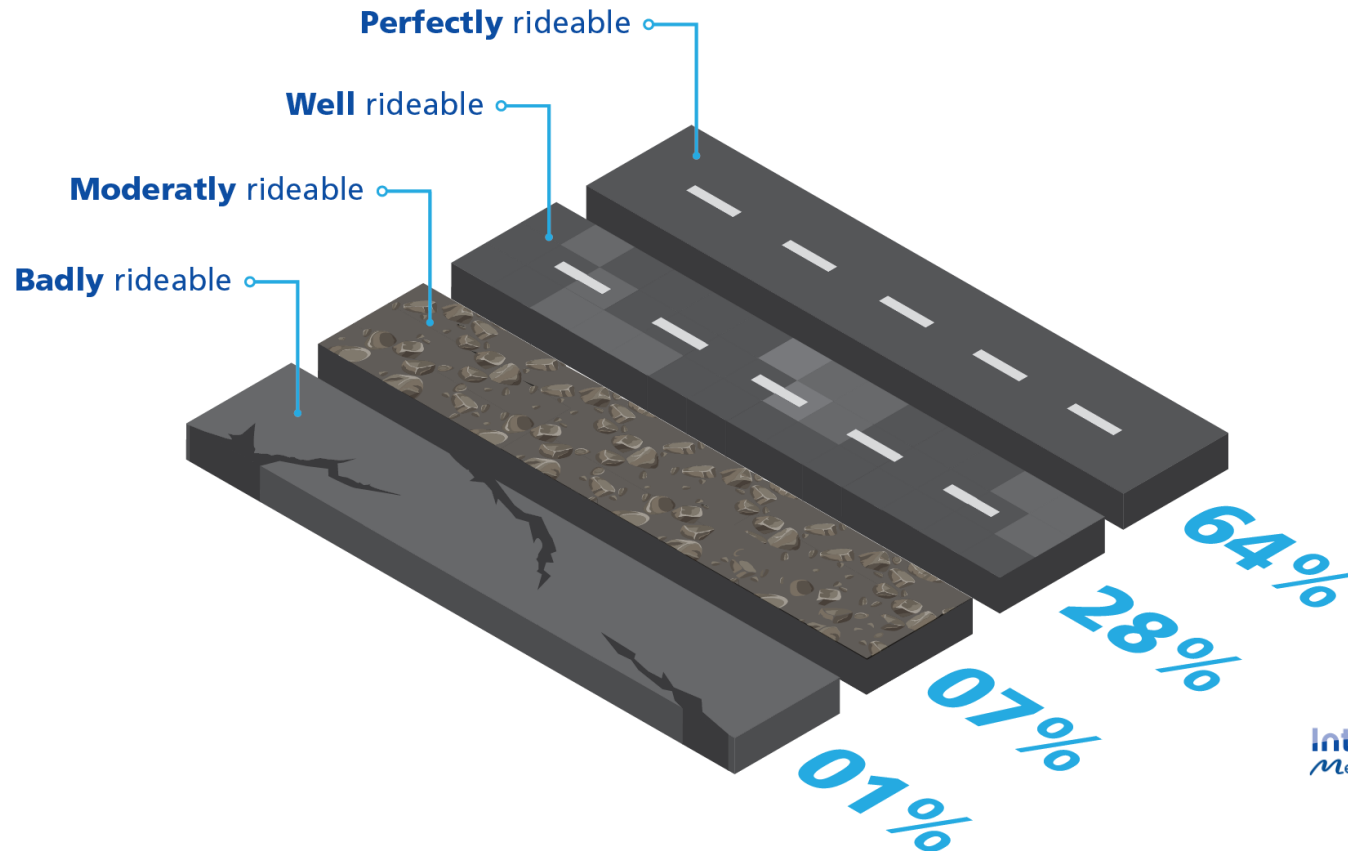


# Route evaluation (survey) according the European Certification Standard





# Route evaluation (survey) according the European Certification Standard



Surface quality





# Pilots (small scale investments):



## EuroVelo 8 – Mediterranean Route



# Actions planned in Spain

- Route survey
- Regional Action Plans
- Pilot implemented along EuroVelo 8:
  - Signposting
  - Counters



LENGTH  
**1217 km**

ACTIONS  
PLANNED  
**155**



## Actions planned in France



LENGTH  
**102 km**

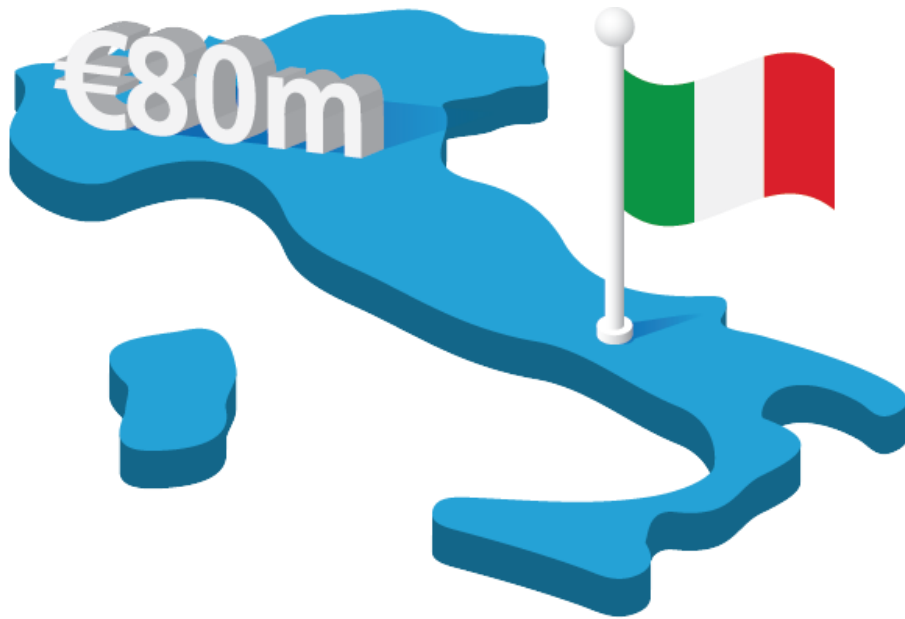
ACTIONS  
PLANNED  
**55**

- Route survey
- Action Plan
- Pilots implemented:
  - Signposting
  - Counters
  - Cycling friendly services





## Actions planned in Italy



LENGTH  
**391 km**

ACTIONS  
PLANNED  
**162**

- Route survey
- Regional Action Plans
- Pilot implemented along EuroVelo 8:
  - Signposting
  - Counters
  - Bike and public transport
  - Cycling friendly services



## Actions planned in Slovenia



LENGTH  
**35 km**

ACTIONS  
PLANNED  
**33**

- **Route survey**
- **National Action Plan**
- **Pilots implemented:**
  - **Bike and public transport**
  - **Counters**
  - **Cycling friendly services**



## Actions planned in Croatia

- Route survey
- National Action Plan
- Pilot implemented: signposting of EuroVelo 8 – Mediterranean Route

LENGTH  
**1116 km**

ACTIONS  
PLANNED  
**248**







## Actions planned in Greece



LENGTH  
**283 km**

ACTIONS  
PLANNED  
**223**

- Route survey
- Regional Action Plan
- Pilot implemented:  
Signposting of EuroVelo 8 –  
Mediterranean Route





## Actions planned in Cyprus

LENGTH  
**234 km**

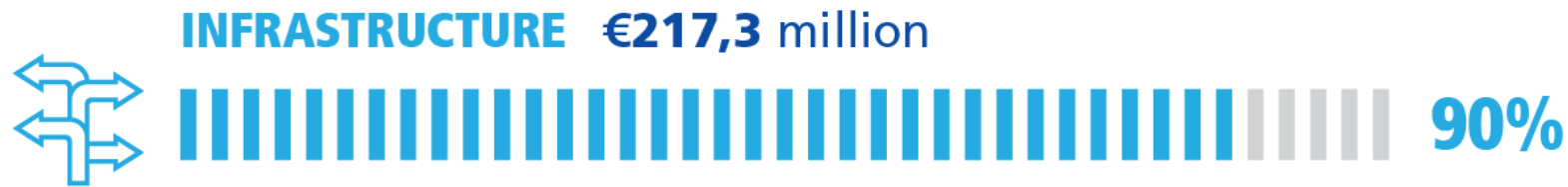
ACTIONS  
PLANNED  
**64**



- **Route survey**
- **National Action plan**



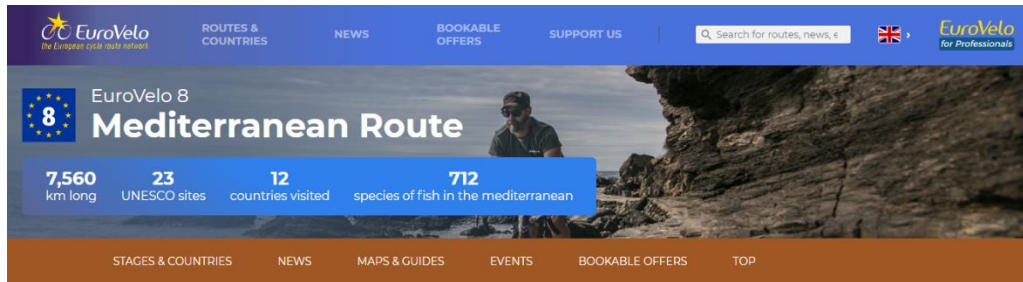
# Transnational Action Plan





## EuroVelo 8 – Mediterranean Route

[www.EuroVelo8.com](http://www.EuroVelo8.com) transnational website



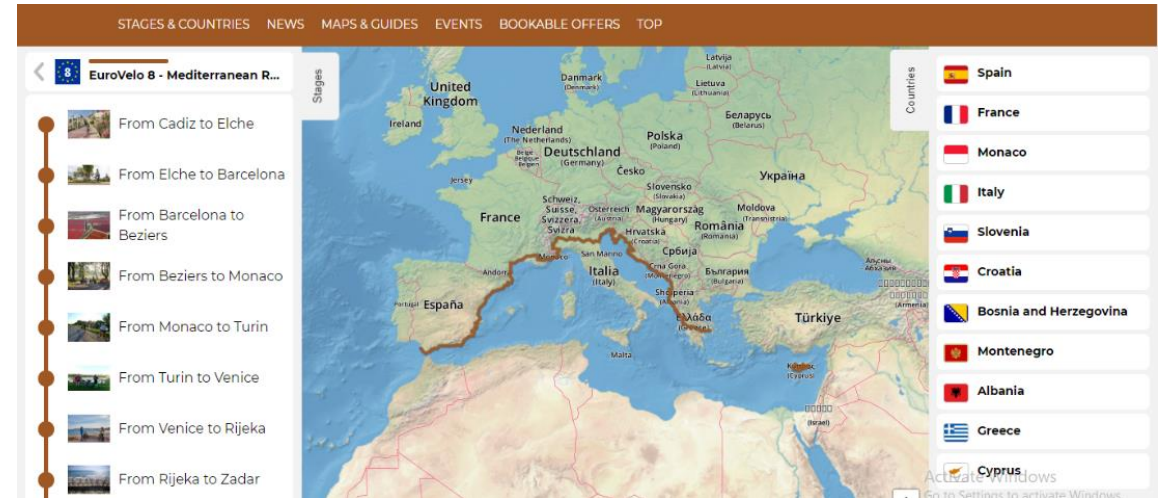
Sparkling emerald seas, kilometres of golden sand, mysterious islands, wonderful food, ancient cities... It isn't hard to find convincing reasons to travel along the Mediterranean! What better way to do it than by bike? Admire Granada's Alhambra, or Gaudi's mind blowing architecture in Barcelona, feel the romance of Venice's canals, Dubrovnik's old town, or pull your bike up alongside a waiting beach, inviting you to just relax. While EuroVelo 8 connects many already popular tourist destinations, there are still lots of undiscovered gems to be found along the way. So what are you waiting for? Get on your bike!



Interreg  
Mediterranean

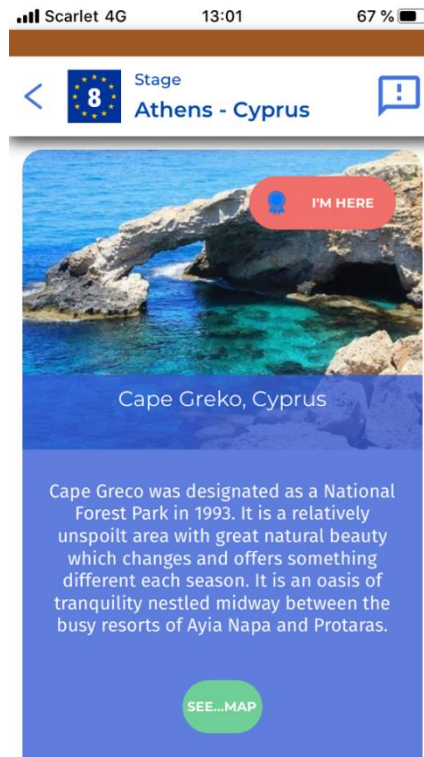
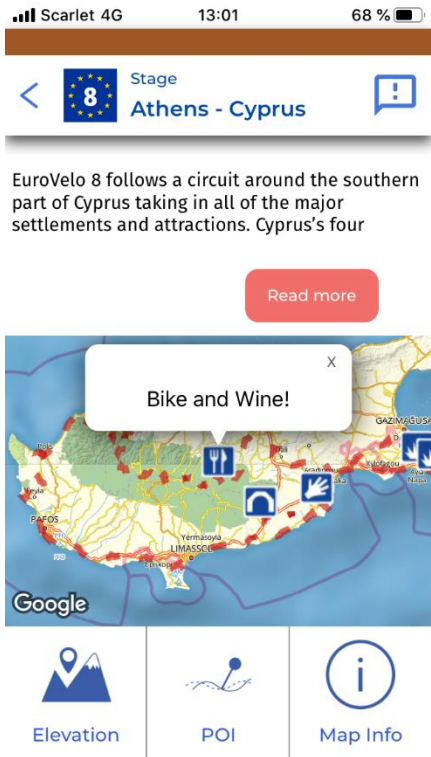
Project co-financed by the European  
Regional Development Fund

MEDCYCLETOUR



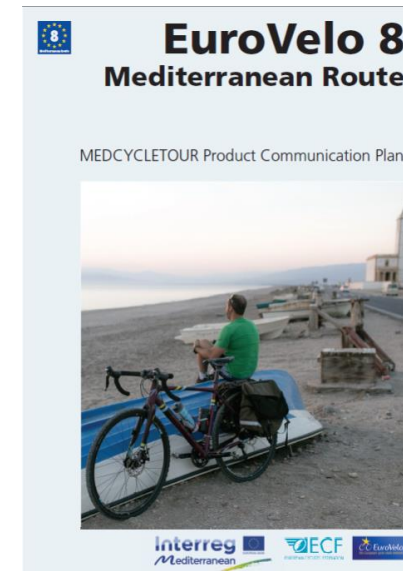


# Promotional app






# Promotional materials and publications:







# Best practices database

ORGANISATIONNEWS & EVENTSROUTES & PROJECTSBUSINESS OPPORTUNITIESRESOURCESPRESS CONTACT

Libraries and best practices


20 documentsBEST PRACTICE x

TITLE


TYPE

☒ BEST PRACTICE  
☐ STUDY  
☐ EUROVELO MANUAL  
☐ NEWSLETTER

TOPIC

BEST PRACTICESep 3, 2019

Ed Lancaster – Using EU Funds for Cycling

BEST PRACTICEAug 13, 2019

Outdoor tourism products in The Great Western Greenway

Activate Windows  
Go to Settings to activate Windows.



## Capitalizing project results

- Policy recommendations
- Charter for sustainable and responsible cycle tourism in the MED area
- Impact Assessment Report
- Transnational long-term management agreement

# Impact Assessment Report

Zona riservata all'analizzatore, no pass compiler  
Date / / 15 h: 09h 10h 11h 12h 13h 14h 15h 16h 17h 18h 19h

**Survey for Cyclists on the «Loire à Vélo» cycle trail**  
The Loire Valley and Pays de la Loire Tourist Board who have worked on developing the "Loire à Vélo" cycle trail since it was launched would like to find out more about how you use it in order to better meet your expectations.

**Your bicycle outing today**

Q1. You are riding on a :  
1. conventional bicycle (not electric)  
2. electrically assisted bicycle (EAB)  
3. You used the bicycle

Q2. You are on an outing on a bike for :  
1. one or two hours  
2. half a day  
3. several days

Q3. Which profile best corresponds to your current practice ?  
1. I am a sports enthusiast and have a racing bike  
2. I will be riding for more than 50 km  
3. I am on an outing for several days

Q4. How many kilometers are you going to cover today by bicycle ?  
1. less than 50 km  
2. between 50 and 100 km  
3. more than 100 km

Q5. Do you intend to make full liberty by bike if you are on an outing for more than one day ?  
1. a round trip (same path for the return trip)  
2. a loop (different path for the return trip)  
3. a one-way trip using another means of transportation either from or back to the starting point

Q6. Which other means of transportation did you use or are you going to use TODAY to come to or leave the Loire à Vélo ?  
1. car  
2. bus  
3. train  
4. local bus  
5. other, please specify : \_\_\_\_\_

Q7. What did you use to get to the starting point of your outing ?  
1. car  
2. bus  
3. train  
4. local bus  
5. other, please specify : \_\_\_\_\_

Q8. On today's outing, you are :  
1. on your own  
2. a couple  
3. a family with children  
4. a family without children  
5. other, please specify : \_\_\_\_\_

Q9. How many people are in your group, including yourself ?  
1. 1  
2. 2  
3. 3  
4. 4  
5. 5  
6. 6  
7. 7  
8. 8  
9. 9  
10. 10 or more

**Your appreciation of the «Loire à Vélo» during your outing today**

Q10. Regarding the quality of your itinerary «Loire à Vélo», please indicate your level of appreciation of the following points, 1 = excellent, 2 = good, 3 = fairly good, 4 = bad and 5 = not applicable

	1	2	3	4	5
Signage, on road					
Waymark, colored logos					
Route information, signage, signage...					
Presence of shops, bars, restaurants, etc.					
Quality of the accommodation					
Quality of the catering					
Availability of services (toilets, showers, changing rooms, etc.)					
Quality of the scenery					
Quality of the road surface of the itinerary					
Availability of the itinerary (signs, road surface, etc.)					



44 billion



38 billion





# Long-term Management Agreement Objectives:

- Ensure the sustainability of the project results in the long term
- Assume responsibilities on transnational level
- Position EuroVelo 8 among the top long-distance cycle tourism products



EuroVelo 8 – Mediterranean Route



# EuroVelo 8 Final Conference

## SAVE THE DATE!

22<sup>nd</sup> – 23<sup>rd</sup> April 2020  
Cádiz (Spain)





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Thank you for listening

