



Project co-financed by the European  
Regional Development Fund

## DELIVERABLE DT 3.4.1 - Pilot actions bus and bike

### FINAL REPORT





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**Title: Bike Shuttle EuroVelo 8**

**Partner: Consorzio Oltrepò Mantovano (PP5)**

## 1. Objectives

The Oltrepò Mantovano Region is a rural area with a high youth unemployment rate and where public transport are missing and in general, there is a lack of services for cycle tourists.

The object was to implement a pilot action in the area, consisting in a service managed by territorial operators to start a bike-people-luggage transfer service.

The service tried to make the territory more accessible for cycle tourists who travel on local EV8 stretch giving the possibility to move from the route to explore the neighboring countryside and villages with the least loss of time by activating a call/reservation transport service for bicycles or luggage.

At the present moment, It is not possible to implement the bike transport service on public train or bus services, but through this pilot action, that consisted in the renting of a dedicated vehicle for about 14 months, that can be directly booked by cycling tourists, it is possible to move bicycles or luggage at any time and any place.

At the same time, a new economy and new job opportunities related to the tourism services could arise in the area.

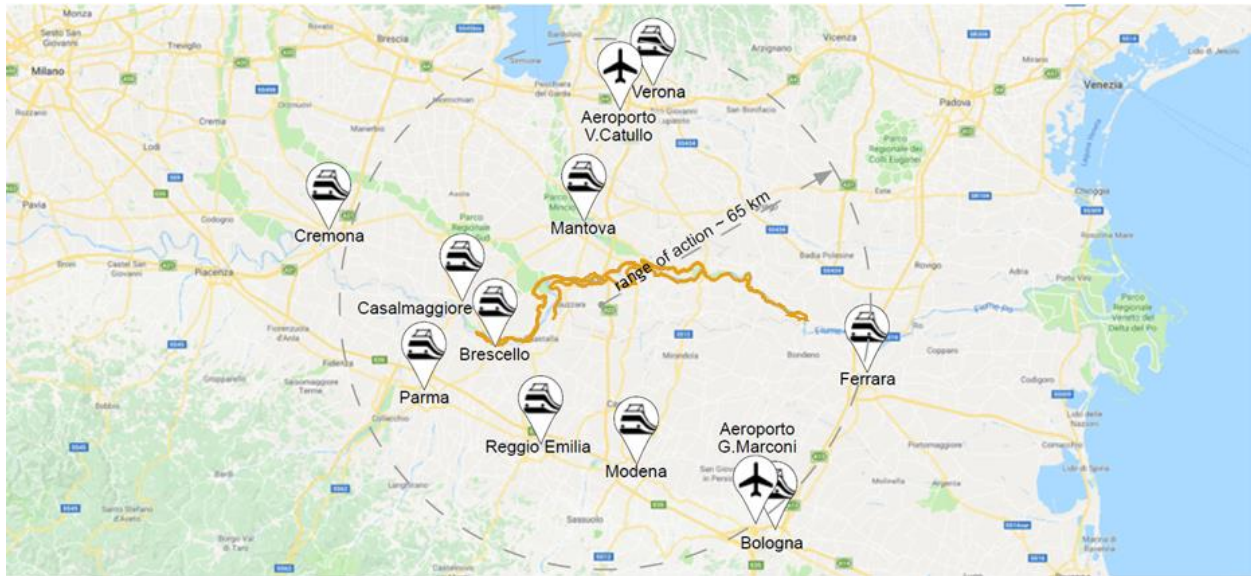
## 2. Description

To support cycle tourism in the Oltrepò Mantovano territory, the Consorzio Oltrepò Mantovano promoted, from mid-September 2018 until December 2019, the "EuroVelo8 Bike Shuttle": a service for the transportation of cycling tourists from and to the Mantuan municipalities near the river Po stretch of the EuroVelo 8 Route, which connects Cadiz to Cyprus.

The Bike Shuttle allowed cyclists arriving in Verona and Bologna airports and in the train stations of Modena, Reggio Emilia, Parma, Ferrara, Verona, Mantova, Cremona, Casalmaggiore and Brescello (see below map) to reach the Mantuan stretch of Eurovelo 8 Route and to move easily with their bikes, visiting the main points of interest and spending nights in the accommodation facilities of the territory (hotels, farmhouses, guesthouses and restaurants).



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*Bike Shuttle EV8 – range of action*

The pilot service, which was tested from mid-September 2018 to the end of 2019 and free-of-cost for all cycle tourists, has been realized as part of the European project “Medcycletour”.

## 2.1 Target groups

The action was addressed to cycle tourists, political decision makers, farmhouse, technicians, commercial operator, hotels, B&B, restaurants,... and users (in particular those who travel many kms and/or wants to see many places in a short time).

The Oltrepò Mantovano area is interested by tourism coming mainly from north Europe and France: EV8 is the Italy crossing axis that allows travelling from East to West and viceversa.

## 3. Bike Shuttle EuroVelo 8 – Implementation

The service started on September 15th 2018 and ended on December 31st 2019. The service was managed by two local transport enterprises and the shuttle was available to tourists for free from Friday to Sunday, every week, thanks to the Medcycletour co-financing. The service must be paid for the other days of the week and the cost is fixed by operators in charge and depends on kms to travel and number of people/bicycle to carry.



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One of the aims of the pilot action was that, after its pilot testing ending in December 2019, the service could have demonstrated its sustainability to be carried out autonomously by the private operators in charge.

The van and trolley maintenance service was in charge to selected operators.

### 3.1 Tendering

During June 2018, Consorzio Oltrepò Mantovano worked to publish a public tendering to receive offers from private transport operators to implement the pilot action, in accordance to Italian "Codice degli Appalti" (Dlgs. 50/2016).



## **RICHIESTA DI OFFERTA**

**Per la selezione di un fornitore di servizio  
TRASPORTO PERSONE E BICICLETTE  
NELL'AREA DI INFLUENZA DEL TRATTO MANTOVANO DI EUROVELO 8**

**WP 3 "TESTING" - ACTIVITY 3.4  
"BIKE AND PUBLIC TRANSPORT PILOTS ALONG THE MEDITERRANEAN ROUTE"**

**Settore Servizi Progetti EUROPEI  
del Consorzio Oltrepò mantovano**

**PROGRAMMA INTERREG MEDITERRANEAN 2014-2020**

**PROGETTO MEDCYCLETour RIF N. 629**

**Mediterranean CYcle route for sustainable coastal TOURism**

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*First page of public tender document*

The tendering procedure remained open until 15<sup>th</sup> July 2018.

After the tender's closure, Consorzio Oltrepò Mantovano carried out related administrative procedures to select the private operator(s) in charge of managing the pilot service. The service was awarded to a network of two local private operators, with consolidated experience in transportation services addressed to tourists.

The selected companies group was constituted by the two following companies:

- SEVENT di S. Cabrini & C SAS;
- Leonardi Davide individual company.





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*Photos of Bike Shuttle EV8 (van and trolley)*

### 3.2 Promotion and dissemination of “Bike Shuttle EuroVelo 8”

After the tendering procedure, the service officially started on 15<sup>th</sup> September 2018. Consorzio Oltrepò Mantovano started promotion and dissemination actions that consisted in:

#### **a. Promotional material**

A brochure to promote the service, containing all main info to book a reservation, has been realized in Italian and English language. The brochure has been disseminated through Consorzio’s online channels (website, social media) and all “Bike friendly tourist operators” have been asked to insert it in their website and social media.



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## Parte il Bike Shuttle, il servizio di trasporto gratuito per i cicloturisti di EuroVelo 8

DA SETTEMBRE 2018 A DICEMBRE 2019

Per sostenere il cicloturismo nell'Oltrepò Mantovano il Consorzio attiverà da metà settembre il **"Bike shuttle EuroVelo 8"** un servizio per il trasporto dei turisti in bicicletta nei comuni mantovani prossimi all'asta del Po sui cui argini si sviluppa la EuroVelo 8, la Ciclovía del Mediterraneo che collega Cadice a Cipro. Il bike shuttle consentirà ai cicloturisti in arrivo negli aeroporti di Verona e Bologna e nelle stazioni ferroviarie di Modena, Reggio Emilia, Parma, Ferrara, Verona, Mantova, Cremona, Casalmaggiore e Brescello di raggiungere la Ciclovía Eurovelo 8 e di spostarsi in modo agevole con le loro biciclette tra i luoghi di interesse e le strutture ricettive del territorio (hotel, agriturismi, b&b e ristoranti). Il servizio, che sarà operativo da metà settembre fino alla fine del 2019 e gratuito per tutti i cicloturisti, rientra nell'ambito del **progetto europeo Medcycletour**.



**DURATA SERVIZIO:** Dal 15/9/2018 al 31/12/2019

**COSTO SERVIZIO:** Gratuito

**DOVE:** Tratto mantovano EuroVelo 8

**QUANDO:** Dal venerdì alla domenica

**COME:** Su prenotazione all'indirizzo mail: [shuttleeurovelo8@gmail.com](mailto:shuttleeurovelo8@gmail.com)  
oppure tel. +39 338 621151

**PER CHI:** Cicloturisti







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## EuroVelo 8 Bike Shuttle, the free transportation service for EuroVelo 8 cycling tourists

FROM SEPTEMBER 2018 TO DECEMBER 2019

To support cycle tourism in the Oltrepò Mantovano territory, the Consorzio Oltrepò Mantovano promotes, starting from mid-September 2018, the “EuroVelo 8 Bike Shuttle”: a service for the transportation of cycling tourists from and to the Mantuan municipalities near the river Po stretch of the EuroVelo 8 Route, which connects Cadiz to Cyprus. The Bike Shuttle will allow cyclists arriving in Verona and Bologna airports and in the train stations of Modena, Reggio Emilia, Parma, Ferrara, Verona, Mantova, Cremona, Casalmaggiore and Brescello to reach the Eurovelo 8 Route and to easily move with their bikes, visiting the main points of interest and spending nights in the accommodation facilities of the territory (hotels, farmhouses, guesthouses and restaurants). The service, which is operational from mid-September 2018 until the end of 2019 and free-of-cost for all cycle tourists, has been realized as part of the **European project “Medcycletour”**.



**SERVICE DURATION:** from 15/09/2018 to 31/12/2019

**SERVICE'S COST:** Free

**WHERE:** EuroVelo 8 Mantuan stretch

**WHEN:** from Friday to Sunday

**HOW:** for reservations, please write to the email address  
shuttleeurovelo8@gmail.com or call phone number +39 338 6211151

**FOR WHOM:** cycle tourists





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#### **b. Press conference to present the “Bike Shuttle EuroVelo 8”**

On 11<sup>th</sup> September 2018, Consorzio Oltrepò Mantovano held a press conference (in the premises of the Province of Mantova) to present the pilot service to local media and stakeholders.







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Some articles were also published on local newspapers:





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### c. Involvement of local “Bike friendly tourist operators”

Consorzio Oltrepò Mantovano, while implementing another project pilot action (DT 3.6 Cycling friendly service pilots along the Mediterranean Route), asked local Bike Friendly tourist operators (about 35) to be a strong partner in the dissemination of the Bike Shuttle EV8, since it was a cost-free added value service that they could promote among their services to cycling tourists. In Consorzio Oltrepò’s vision, this promotion action was the most important one, since it guaranteed a direct contact between the potential user and a tourist accommodation.

## 4. Results

The Bike Shuttle EV8 attendance and usage by cycling tourists has not been so satisfying as Consorzio Oltrepò planned. This outcome has to be considered highlighting some aspects:

- The Oltrepò Mantovano area is still underdeveloped from the tourist point of view; tourist accommodation is not coordinated at general level and private tourism operators often work without a network vision; therefore there are many aspects to be improved and enhanced, among which the transportation of cycling tourist is not considered as a primary one;
- Cycling tourists flows are still of small dimensions, the area sees some peaks during spring/summer time but there are stable flow that could be the basis for potential users for a bikes/persons transportation service during all months and seasons;
- Consorzio Oltrepò considered as crucial the promotion of the Bike Shuttle EV8 by local tourist operators (Bike Friendly tourist operators group); during the implementation of the pilot actions, Consorzio Oltrepò continuously asked them feedbacks about their promotion of the Bike Shuttle. The most part of feedbacks were in the sense that cycling tourists arriving to main airports and train stations were not interested in such service. Perhaps this was due to the fact that the Oltrepò area is small, and so a “typical” cycling tourist is more eager to travel the distance between airport/train station to the area travelling by bike instead of using a shuttle.

All above considered, figures obtained in the implementation of the pilot action from September 2018 to December 2019 are the following:

- a) An average of 10 users/month;
- b) During June-July-August 2019, the service had some “peaks” due to the transportation of some groups of cycling tourists coming from northern Europe countries, that were travelling along the EV8 route.



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## 5. Conclusions

The Bike Shuttle EV8 was strongly adopted by Consorzio Oltrepò in the implementation of project's strategy toward the improvement and valorization of EV8 route, since it represented a real pilot action to test the area's readiness in offering innovative bike friendly services to potential tourists.

On one hand, results have not been so satisfying, due to the quite low numbers of users. On the other hand, the pilot action has been anyway very useful to Consorzio Oltrepò to plan its strategies towards the improvement of local tourist offer addressed to cycling tourist: in this sense, it is clear that the area (with the Consorzio engaged in first place, but together with private tourist operators) must work in the first place on other aspects (coordination and management of tourist offer, promotion on the market). Transportation of cycling tourist hence represents a second-level aspect that will be managed in the coming years.

This conclusion represents a very useful and strategic outcome that has been reached thanks to MEDCYCLETLOUR project.