First European equestrian route (3 000 km)

From Lupiac (Gers, France)

to Maastricht (Limburg, Netherlands)

On the footsteps of the famous Musketeer

Gathering 6 EU Member States

Development of European equestrian tourism

Creation of a network of equestrian trails « EuroCheval »
Objectives of the European Route d’Artagnan

- Create and develop the 1st transnational European equestrian route
- Ensure the promotion and communication
- Promote sustainable tourism
- Contribute to the development of territories
- Value the tools already proposed by European Union
- Pass on the European Route d’Artagnan’s model of development
Composition of EERA Consortium

- Members of the Consortium, public-private partnership:

- Official letters of support from:
  - Ministry for Youth and Sports (France)
  - General Commission for Tourism in Wallonia (Belgium)
  - State Secretary for Trade, Arts and Crafts, Consumption, Social and solidarity economy (France)
  - Province of Limburg (Netherlands)
  - German Equestrian Federation (Allemagne)
  - High end caterer D’Artagnan (USA)
  - Association Gascons in Belgium and French regional delegation Midi-Pyrénées for the EU (Belgium)
1st European equestrian route

Analysis:
- aspiration to practise leisure activities in tune with nature
- no equestrian routes on a transnational theme in Europe
- worldwide underexploited potential of d'Artagnan, in the tourism field

Assets of equestrian tourism:
- environmentally friendly practice
- multiplicity of practice: all public
- physical and mental well-being, quality of life
- invitation to discover the natural and cultural heritage
- soft travelling - boosting economic benefits
- feasibility - extending the tourist season
Economic impact

- Targets for Equestrian activities
  - 1 million people practising the activity in France
  - 53% of French say they would like equestrian holidays
  - 6 million enthusiasts of equestrian tourism in EU
  - average length of stay: 5 to 7 days
  - average daily expenditure per horse rider: 50 €

- Forecast: 200 horse riders per region per year (2017-2018)
  - 1 000 to 1 400 overnight stays per region per year
  - Economic benefits per year:
    - 50 to 70 000 € for a region,
    - 3 to 4 200 € for a cottage

- Objective: 1% of the 6 million equestrian tourism riders in Europe: 60 000 p / year
WP 1: Drafting of a model of development for the European Route d’Artagnan and the European equestrian tourism

Objective of the WP:

propose a model of development for European projects of equestrian tourism

- Highlight opportunities for the discovery of cultural and natural heritage

- Ensure quality logistics

- Define the equestrian tourism value chain and business model (Scientific Committee)
  - Development of the equestrian sector
  - Statistics and definition of the profile of tourists
  - Labelling of sites and tourist operators

- Establish a network of equestrian routes EuroCheval

The European Route d’Artagnan will thus serve as a pilot project
WP 2: Consolidation of the layout of the European Route d’Artagnan

Objective of the WP:
create the first transnational European equestrian route

- Define two route options, crossing France on its Western side (1 230 kms) and Eastern side (1 191 kms), and extensions in Spain, Italy and Germany

- Inform regional fact sheets

- Make the initially equestrian route practicable for other users

- Implement specific trail marks

- Exploit the resources offered by the GIS tool
Objective of the WP:
carry out the preparatory work for the application for "European cultural route“ certification

- Conduct research related to the theme
- Promote the European identity in its unity and diversity
- Diversify the targets: all European citizens, younger generations
- Bring improvements to the functioning and communication related to the Route
- Disseminate research results
- Apply for "European cultural route“ certification
Objective of the WP:
conduct governance and promotion of the European Route d'Artagnan

- Management, project coordination and governance in the long term
  - Manage the Consortium of public-private partners
  - Bring to life the Association European Route d’Artagnan

- Promotion and communication
  - Identify the cultural and tourist events
  - Propose dedicated marketing
  - Increase notoriety of the Route européenne d’Artagnan, as an equestrian and cultural quality experience
  - Edit a guidebook and a website with an interactive map
  - Offer a package product
... innovative and sustainable tourism product, by favoring transnational cooperation, improves the diversification of the European tourism offer, its competitiveness and its image of a high quality destination.

... quality equestrian trail, by mobilising the referents of the countries crossed along the Route, offers an accessible equestrian experience to all, safe and harmonious throughout the route.

... space to share knowledge, by favoring the synergies between stakeholders involved with certifications, participates to the competitiveness of the sector and to the expansion of the European identity.

... equestrian and cultural quality experience, by promoting a sustainable and original tourism product, works towards the visibility of Europe as a quality destination.
Kick-off meeting COSME 2015
European Commission – April the 19th 2016

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