

Call: COS-TSUST-2014-3-15

Title of the project: Creation and transnational promotion of outdoor tourism product linked to European Greenways

Acronym: “Greenways Outdoor”

Project duration and starting date: 18 months – June 2015

Short description of project

- The project is about the creation and transnational promotion of an outdoor tourism product linked to European greenways, and on the improvement of 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.

Greenways are independent non-motorized routes, mainly using disused railways and canal towpaths. Safe, accessible and very attractive, they give easy access to areas of outstanding natural beauty (e.g. in mountainous areas, by way of tunnels and viaducts).

- **Main objectives:** The general objective of the project is the diversification of the supply of the European tourism offer by generating new products relating to greenways outdoor and capitalizing on existing ones, by improving competitiveness in the European tourism industry based on greenways and the joint promotion and strengthening of public and private cooperation.

The project will result in the creation of special tourism packages related to outdoor sporting activities; together with a European catalogue of “Greenways Outdoor” tourism products and a catalogue of professional services and equipment for greenways to be used by tour operators and end users. Mass participation events will be held to attract new customers.

Joint dissemination and promotion activities will be implemented on a pan-European scale through workshops and conferences, participation in specialised fairs, the creation of a European greenways outdoor award, a European photo competition, website, blog, press trips and more. The competitiveness of companies involved in greenway tourism will be enhanced and their integration in tourism products promoted.

Public-private collaboration will be encouraged to facilitate the creation of a greenways tourism product.

Lead partner/coordinator: ASSOCIATION EUROPEENNE DES VOIES VERTES AISBL- EUROPEAN GREENWAYS ASOCIACION (EGWA) (Belgium)

Partners:

- FUNDACIÓN FERROCARRILES ESPAÑOLES (Spain)
- VIDZEMES TURISMA ASOCIACIJA (Latvia)
- PANGEA EDUCACION Y DEPORTE EN LA NATURALEZA SL, (Spain)
- COMUNIDADE INTERMUNICIPAL VISEU DAO LAFOES (Portugal)
- GRUPPO DI AZIONE LOCALE POLESINE DELTA DEL PO - ROVIGO (Italy)
- FUNDACION VIA VERDE DE LA SIERRA (Spain),
- TOURISMUSAGENTUR OSTBELGIEN (Belgium)
- DIVERSPORT EMPRESA DE SERVEIS ESPORTIUS SC, (Spain)
- SERVICIOS DEPORTIVOS, CULTURALES Y DE ANIMACION DXOCIO SL (Spain)

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