

Call: *COS-TOUR-2015-3-04*

Title of the project: *EuroVelo 5 – Via Romea Francigena*

Acronym: *EV5-VRF*

Project duration and start date: 1st April 2016 – 30th September 2017 (18-months)

Short description of the project:

EV5-VRF is a transnational cycle tourism product based on the ancient pilgrims' route between Canterbury and Rome (although the cycle route extends from London to Brindisi). The route is open to all types of users, traditional cycle tourists, tourists cycling occasionally whilst on holiday, sportive/fitness/recreational cyclists, etc., and provides an excellent opportunity for both sport and wellness activity tourism.

The aim of this project is to realise the potential of the EV5-VRF as a transnational cycle route benefiting SMEs and local communities along the route. The project activities will help to increase its competitiveness, improve quality, promoting existing SMEs engaged in cycle tourism development and encouraging others to take advantage of the opportunities generated by the increased overnight visitors as well as local day-visits.

Lead partner/coordinator:

University of Central Lancashire, Institute of Transport & Tourism (United Kingdom)

Partners:

Saddle Skedaddle (United Kingdom)

Verde Natura (Italy)

Regione Puglia (Italy)

European Cyclists' Federation (Belgium)

Administration de L'Equipement et des Deplacements (Belgium)

Sustrans (United Kingdom)

Lëtzebuenger Vëlos-Initiativ (Luxembourg)

Conseil Général du Bas-Rhin (France)

Federazione Italiana Amici della Bicicletta (Italy)

Associazione Europea delle Vie Francigene (Italy)

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