



FEDERATION FRANÇAISE
D'EQUITATION

ROUTE EUROPÉENNE D'ARTAGNAN



T. SANECK

**Kick-off meeting COSME 2015
European Commission – April the 19th 2016**

Equestrian European Route d'Artagnan (EERA)

First European equestrian route (3 000 km)

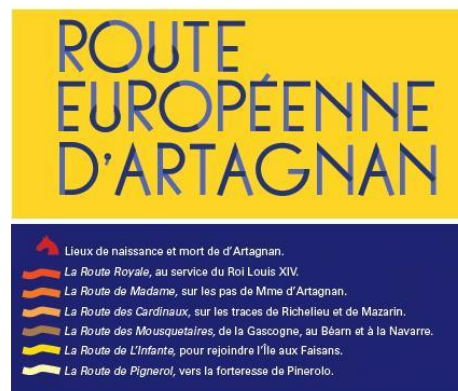
From Lupiac (Gers, France)
to Maastricht (Limburg, Netherlands)

On the footsteps of the famous Musketeer

Gathering 6 EU Member States



P. PEDELABAT



Development of European equestrian tourism

Creation of a network of equestrian trails « EuroCheval »

Objectives of the European Route d'Artagnan

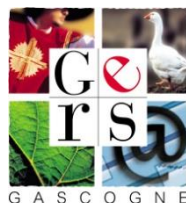
- ❖ Create and develop the 1st transnational European equestrian route
- ❖ Ensure the promotion and communication
- ❖ Promote sustainable tourism
- ❖ Contribute to the development of territories
- ❖ Value the tools already proposed by European Union
- ❖ Pass on the European Route d'Artagnan's model of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



H. PAGES

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



E. MINODIER

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



T. SAMECK

WP 3: Labelling « European cultural route »

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



WP 4: Governance, communication and promotion

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



Added value

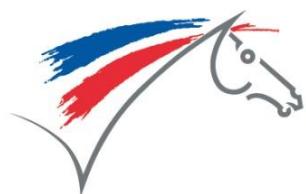
The European Route d'Artagnan...

- ▶ ... 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.



F. AUGÉ

- ▶ ... 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**.



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