## **EUROVELO.COM**

The three main objectives for this project were to:

- Promote and increase visibility of EuroVelo, with links to national cycling tourism promotion.
- Contribute to the promotion and development of more sustainable and responsible cycle tourism.
- Improve the coordination of the EuroVelo network and facilitate the exchange of information.

The project contributed to the improvement of the organisational structure of the EuroVelo network at the European, national and local levels based around a network of National EuroVelo Coordination Centres and Coordinators (NECC/Cs). Five further organisations have joined the National EuroVelo Coordination Centres and Coordinators (NECC/C) network since the start of the project: Slovenia, Lithuania, Ukraine, Belarus and the Czech Republic.

# Lead partner/coordinator: European Cyclists` Federation (ECF) Partners:

- Federazione Italiana Amici della Bicicletta (FIAB), Italy
- Sustrans, United Kingdom
- Nadace Partnerstvi (NP), Czech Republic
- Vidzeme Tourism Association (VTA), Latvia
- Toerisme Vlaanderen (TV), Belgium

## Websites and publications:

### The new EuroVelo.com website -

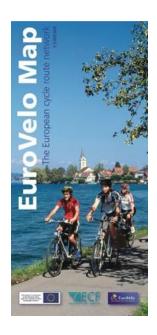
www.eurovelo.com – was one of the main outputs of the project. Designed both for people cycling the EuroVelo routes and those wanting to cycle in Europe more generally, it contains links to the NECC/Cs and to other relevant sources of detailed information (e.g. public transport providers, tour operators, accommodation etc.) at a national and / or regional level. The website received over 100,000 unique visitors in its first year of operation.



The **EuroVelo e-newsletter** was redesigned and 8 editions were published during the project, providing updates and informing wider European cycling activists and decision makers.



The **new EuroVelo Overview Map** is a concrete tool for promoting the European cycle route network and cycling tourism in Europe generally. In total 80,000 copies of the map were printed and distributed throughout Europe.



### **Dissemination events**

A **workshop** open to the public was held at the International Tourism Fair in Berlin on the 9th March 2012 to further publicise the EuroVelo and the products that were being developing in the frame of this project and to explore the opportunities to cooperate with SMFs.



The first ever <u>EuroVelo</u>, <u>Greenways and</u> <u>Cycling Tourism Conference</u>, was held in Nantes, France on Wednesday 26th September organised jointly with the European Greenways Association (EGWA).



During the Velo-city Conference in Vancouver, **best cycling tourism destinations in Europe** for the global /long-haul markets were presented.



The project partners have promoted the project and its main outputs at the occasion on numerous meetings and events. (For example, Sustrans met with the UK Department for Transport and Visit England, Vidzeme Tourism Association arranged a journalist tour along one of the EuroVelo routes in Latvia and Nadace Partnerstvi met with representatives of the regions of



Carlsbad (CZ) and Bavaria (DE).

A launch event was held in Brussels at the end of February to publicise the new EuroVelo website and the Map. Following the event, a press release was circulated to the partners' media contacts.

