MedCycleTour:
Cycling tourism for sustainable mobility

Jesús Freire
Business Development Officer
European Cyclists’ Federation
Specific challenges in the Mediterranean area

- High dependency on sun and sand
- Lack of visitors during the low and medium seasons
- Dependency on cars, low public transport use
- Rising pressure on natural resources and the environment
- Over tourism
Specific challenges in the Mediterranean area

Cycling (tourism) as a solution?
Cycling (tourism) has changed...
... and moved to the mainstream.
Impact of cycling tourism

- European Parliament Study:

  “2.3 billion cycle tourism trips per year in Europe, of which 20.4 million include overnight stays!”
- Local SMEs
- Local employment
- Local tax incomes
- Reduce CO2 emission
- Deconcentrate tourism flow

Vs

- Global companies
- Guest workers
- Avoid paying tax
- Use of fossil energy
- Concentrate tourism flow

€44 billion

€39.4 billion
EuroVelo, the European cycle route network

- **16** routes
- Over **70,000** km
- **42** countries
EuroVelo, the European cycle route network

National Routes

Regional Routes

Local Routes
EuroVelo 8 – Mediterranean Route

• **Long-distance cycle route** connecting the whole Mediterranean from Cádiz to Cyprus
• About **5,900 km**
• It passes through Spain, France, Monaco, Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania, Greece, and Cyprus
EuroVelo 8 – Mediterranean Route

- 11 countries visited
- 23 World Heritage sites
- 712 species of fish in the Mediterranean
- One of the most popular EuroVelo routes
- Amazing landscapes, food and culture, and sunny weather, but the potential of cycling tourism has not yet been realised
Overall objective:
Use EuroVelo 8 as a tool to influence regional and national policies to support sustainable and responsible tourism, providing transnational solutions in coastal areas across the Mediterranean.

Budget: €2.5 million
Duration: 36 months
11 project partners from 8 countries:
Regional Government of Andalusia (ES, lead partner)
European Cyclists’ Federation (BE)
Cluster for Eco-Social Innovation and Development CEDRA (HR)
Croatian National Tourist Board (HR)
Cyprus Tourism Organisation (CY)
Conseil Départemental des Alpes-Maritimes (FR)
Region of Western Greece (GR)
Autonomous Region Friuli Venezia Giulia (IT)
Consortio Oltrepò Mantovano (IT)
Regional Development Centre Koper (SI)
Regional Government of Catalonia (ES)
Outputs

• Survey and Action plans

• Updated information and promotion related to EuroVelo 8 to attract visitors

• Pilot actions to test the proposed developments
Impact: Investments

• Small preparatory project for EuroVelo 8 – Mediterranean Route led by ECF – 0.3 million Euro (COSME)

• Interreg – scale up – detailed preparation for investments and trans-national activities led by the Region of Andalusia, Spain – 2.5 million Euro (Interreg MED)
Impact: Investments

EU Funds, national, regional and local resources invested in cycling (infrastructure)

100 million Euro – in Andalusia only!

(ERDF)
New *cycling infrastructure* in urban and non urban environments

*Counters/questionnaires* to measure the economic impact
Impact: Investments

Bike + Public transports

Route signposting

Cycling friendly labels
I want to invest on cycling (tourism)

Where are the resources?

- National governments
- Regions
- Cities
How to find the EU Funds for walking and cycling?
Different types of EU Funds:

- European-level programmes
- Transnational and Cross-border programmes
- National and Regional level programmes
EU Funds for cycling:

EU investments in cycling via different types of EU Funds 2014-2020

- European-level programmes
- Transnational programmes
- Cross-border programmes
- National and regional level programmes
EU Funds for cycling:

Allocation of EU Funds for cycling 2014-2020

[Bar chart showing allocation of EU funds for cycling across different countries, with categories for Indirect, Implicit, and Explicit funding.]
Possibilities to allocate EU investments for cycling 2021-2027?
EU investments in...
Increase of EU invest in cycling projects:

Increase EU investments in cycling projects

billions of €

<table>
<thead>
<tr>
<th>Year Range</th>
<th>EU Investment (€ billions)</th>
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<tbody>
<tr>
<td>2007-2013</td>
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<td>2021-2027</td>
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<td>2028-2034</td>
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ECF – Investing EU Funds in active mobility
Where to add references to cycling to unlock EU Funds for cycling?

- “1,000” Projects
- “100” Calls
- “10” Operational programmes
- 1 Partnership agreement
Cycle tourism is a booming business

Truly (socially, economically and environmentally) sustainable tourism

Generates investments in cycling – shift in modal split

Funding possibilities (2020) and 2021 -2027
Thanks you!

Jesús Freire
j.freire@ecf.com

www.eurovelo8.com
https://medcycletour.interreg-med.eu