

EuroVelo 5 – Via Romea (Francigena)

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Velo City 2017 – Arnhem/Nijmegen



Co-funded by the COSME programme
of the European Union



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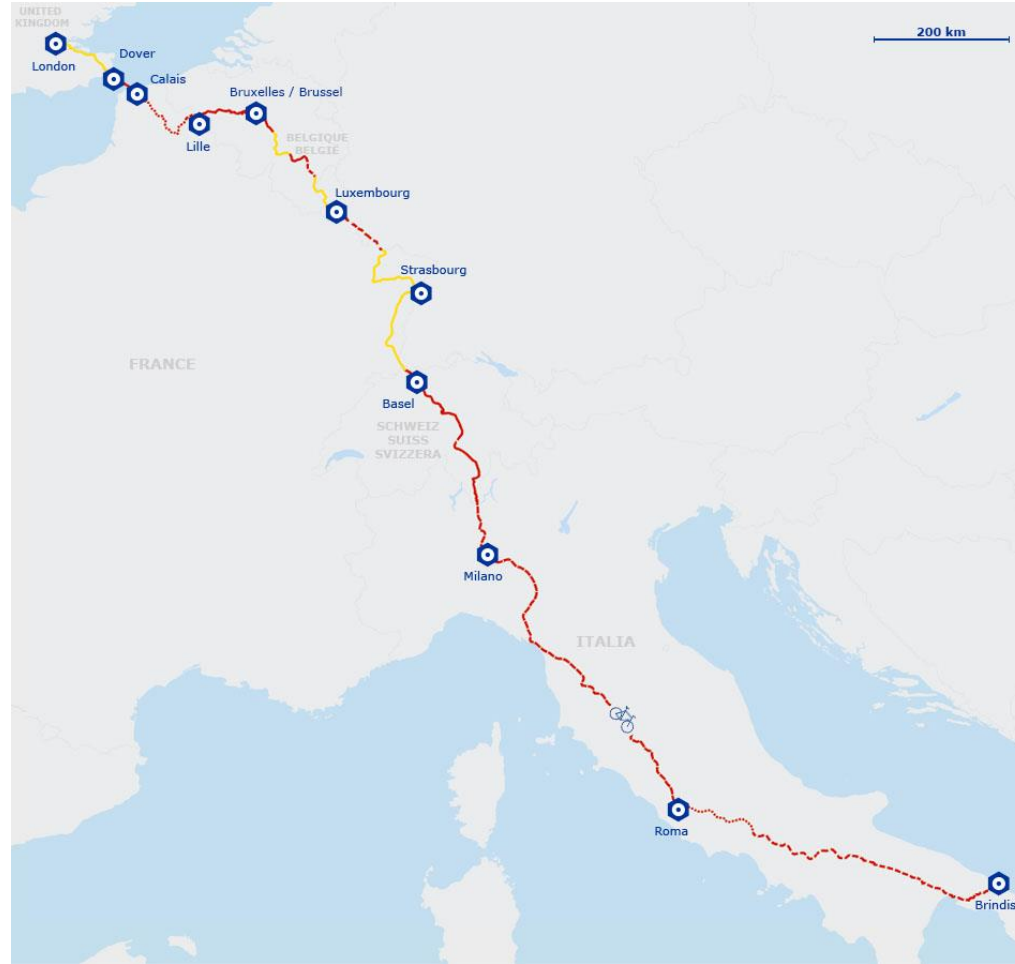
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The Route

Sigeric the Serious, Archbishop of Canterbury, travelled all the way to Rome in 990 to receive his symbols from the Pope. The 3,900km long EV5-VR(F) follows his route (with a 'small' diversion).

From Canterbury Cathedral in the UK, through the political centres of the EU and the breath-taking St. Gotthard Pass (alt. 2106 m) to the Eternal City and then following the Via Appia to Brindisi.



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<http://www.viaromeafrancigena.com/>



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The EV5 – VR(F) Project

- Supported by the COSME programme of the EU – “Diversifying the EU tourism Offer and products – Promoting transnational thematic tourism products.
 - Defining the route
 - What’s ready/What’s not?
 - Action plan for the bits that are not?
 - Promotion – photos, websites,, experienced based App, study tours, ITB Berlin
 - Signing of the route
 - Involvement of cycle tour operators and local tourism officer in developing ‘offers’
 - Study on the benefits of cycle tourism in local economies (and a method for estimating this)

European Certification Standard

- Improve the quality of EuroVelo, ... by identifying critical deficiencies in the network and ... to invest in solutions
- ...
- Motivate different target groups with varying levels of experience to use the certified trans-national routes by providing quality control.

Key Elements

- Continuity
- Route infrastructure
- Surface and width
- Gradients
- Attractiveness
- Signing
- Public transport
- Public transport
- Accommodation
- Food & drink
- Bike shops/repair
- Other services
- Offers

Cycle Tourism & Rural Areas



Spending in the Local Economy

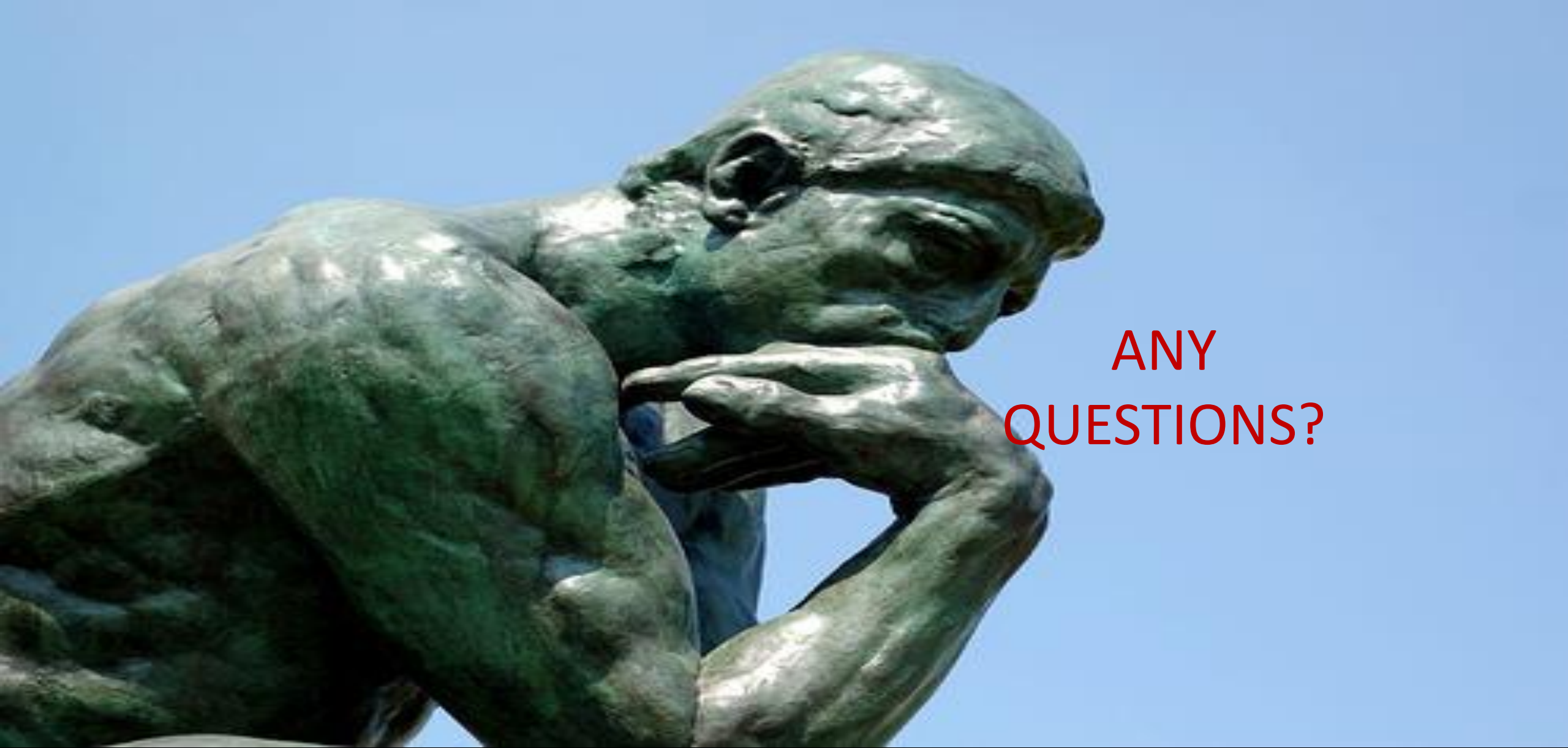
- Direct spending
- +
• Indirect Spending
- +
• Induced spending
- =
The Multiplier

How it works

	Direct spending	1 st round	2 nd round	3 rd round	Total	Multiplier
20%	€10.00	€2.00	€0.40	€0.08	€12.48	1.2
80%	€10.00	€8.00	€6.40	€5.12	€29.52	2.9

Final thoughts

- Plan to go through villages, towns (and even cities).
- Leave time to stop and spend.
- Involve local businesses and communities.
- Encourage local businesses to work together to develop local supply chains.



ANY
QUESTIONS?

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