



EuroVelo 3 – Pilgrims Route

An innovative transnational combined cultural and cycling tourism product (EV3-CCP)

Transnational Action Plan



Co-funded by the COSME Programme of the European Union

June 2019



www.eurovelo3.com



Co-funded by the COSME programme
of the European Union



EuroVelo 3 – Pilgrims Route

An innovative transnational combined cultural
and cycling tourism product (EV3-CCP)

Transnational Action Plan

Update following the 2011 “EuroVelo 3 – St James Way” project

June 2019

Written by the ECF with support from the project partners



Brissay-Choigny, northern France, © BTeissedre - Agence Aisne Tourisme



Co-funded by the COSME programme
of the European Union



Contents

1	Background	5
1.1	Mission of the project	5
1.2	Organisation	6
2	Route itinerary	7
2.1	Overview of sections	8
2.2	Route length per country	10
3	Short methodology	11
4	Actions for improving EuroVelo 3 – Pilgrims Route	12
4.1	Infrastructure	15
4.1.1	Road type, surface and counters	15
4.1.1.1	Sweden	15
4.1.1.2	Denmark	16
4.1.1.3	Germany	16
4.1.1.4	Belgium	17
4.1.1.5	France	19
4.1.1.6	Spain	20
4.1.2	Signposting	23
4.1.2.1	Sweden	23
4.1.2.2	Denmark	23
4.1.2.3	Germany	24
4.1.2.4	Belgium	24
4.1.2.5	France	24
4.1.2.6	Spain	25



Co-funded by the COSME programme
of the European Union



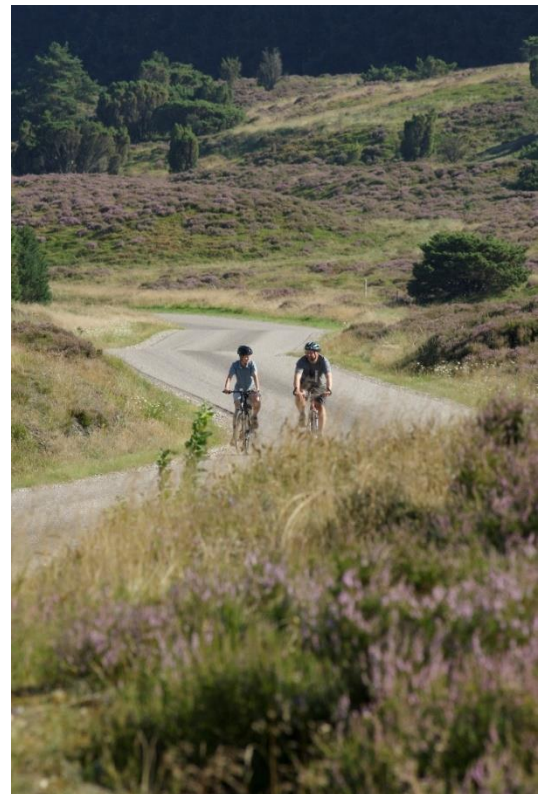
4.1.3	Public Transport	26
4.1.3.1	Sweden	26
4.1.3.2	Denmark	26
4.1.3.3	Germany	26
4.1.3.4	Belgium	26
4.1.3.5	France	27
4.1.3.6	Spain	27
4.2	Services	28
4.2.1	Sweden	29
4.2.2	Denmark	29
4.2.3	Germany	30
4.2.4	Belgium	31
4.2.5	France	33
4.2.6	Spain	34
4.3	Marketing and Promotion	35
4.3.1	Sweden	36
4.3.2	Denmark	36
4.3.3	Germany	37
4.3.4	Belgium	38
4.3.5	France	40
4.3.6	Spain	43
4.4	Organisation	45
4.4.1	Sweden	47
4.4.2	Denmark	48
4.4.3	Germany	48
4.4.4	Belgium	50



Co-funded by the COSME programme
of the European Union



4.4.5	France	50
4.4.6	Spain	51
4.5	Other transnational actions	53
4.5.1	Guidance document for UNESCO sites	53
4.5.2	Corporate Design and Communication Manual	53
4.5.3	Transnational route website	54
4.5.4	Experience-based app	54
4.5.5	Promotional video	55
4.5.6	Long-Term Management Agreement (LTMA)	55
5	Conclusions	56



EuroVelo 3 in Vrads Sande, Jutland, Denmark



Co-funded by the COSME programme
of the European Union



1 Background

1.1 Mission of the project

The EV3-CCP project relates to [EuroVelo 3 –Pilgrims Route](#), a transnational thematic cycle route connecting Trondheim in Norway with Santiago de Compostela in Spain. The 5,122-km route is based on the ancient pilgrimage routes that cross and connect the different cultures of Europe. Part of the route already has well developed cycling infrastructure but it is not necessarily promoted as a (cycling and cultural) tourism itinerary. The purpose of the Pilgrims Route is to experience cultural heritage along these traditional pilgrimage routes and to explore the regions of Europe by bicycle along the selected itinerary, supporting local economies.

The project is co-funded by the COSME programme of the European Union.

The EV3-CCP project aims to:

- Develop and promote an innovative and attractive transnational tourism product capitalising on the shared European cultural heritage.
- Support growth and job creation in tourism and cultural/creative industries (CCIs)
- Stimulate competitiveness via innovation and diversification of tourism products.
- Develop and enhance synergies between tourism and CCIs and raise awareness for European cultural heritage and tourism.
- Foster transnational cooperation along the tourism value chain, strengthening transnational cooperation with regards to sustainable tourism.
- Facilitate long-term European public-private partnerships and create a favourable framework for SME cooperation.

The purpose of this Transnational Action Plan (TAP) is to provide an overview of the ongoing and planned actions along EuroVelo 3 in the partner countries. The plan defines the required actions to achieve the Pilgrims Route's full potential. The current TAP is only valid for the following countries along EuroVelo 3: Sweden, Denmark, Germany, Belgium, France and Spain. The itinerary actually also includes Norway, but this project did not define any actions for this country as there were not enough resources for an in-depth analysis in Norway. The TAP is part of Work Package 2 in the project.



Co-funded by the COSME programme
of the European Union



The present document builds on a Transnational Action Plan for EuroVelo 3 that was prepared back in 2012 in the context of the “EuroVelo 3 – St James Way” project. That project had received support from the European Commission’s DG Enterprise and Industry.

This report sets out to provide some background and information on the project’s organisation (chapter 1) before defining the itinerary of the assessed route (chapter 2) and the sources of information and methodology (chapter 3). It then presents the actions proposed to further develop EuroVelo 3 (chapter 4). This is followed by the conclusions (chapter 5).

The countries covered by this project have all developed National Action Plans: Sweden, Denmark, Germany, Belgium, France, and Spain. Information from these National Action Plans was integrated into this TAP, but readers interested in further details regarding the actions planned by the partners at the national/regional level can access these reports here: <https://bit.ly/2WIRb92>.

1.2 Organisation

The Lead Partner and coordinator of the EV3-CCP project is the European Cyclists' Federation (ECF), based in Brussels, Belgium. The ECF also coordinates the EuroVelo network of 16 long-distance cycle routes in Europe. Together, these routes have a length of more than 70,000 km. The present document was prepared by the ECF, based on input from these partners in the project (called “the partners” on the following pages):

- Galicia Region (Spain)
- Région Île-de-France (France)
- Pro Velo (Belgium)
- Cykelfrämjandet (Sweden)
- Vejle Municipality (Denmark)
- the German Cyclists’ Association ADFC (“Allgemeiner Deutscher Fahrrad-Club”), which has been subcontracted in the frame of the project for several activities.

In France, the National EuroVelo Coordination Centre “Vélo & Territoires” has provided support to the “Région Île-de-France” in collecting the required information. In Denmark, Danish Cycling Tourism has supported the Vejle Municipality in Action Planning.



Co-funded by the COSME programme
of the European Union



The two additional project partners Rutas Pangea (Spain) and Kongernes Jelling / Nationalmuseet (Denmark) were not involved in the Action Planning.

2 Route itinerary

The itinerary has been established in consultation with the partners. It can be viewed online at www.eurovelo3.com. While the complete route, including Norway, covers about 5,100 km, the route covered in this report, excluding Norway, has a total length of about 4,600 km. This number excludes ferry trips.



Itinerary of the surveyed route

Starting in Trondheim, Norway, which was not included in the project, the route then leads via Oslo to Sweden. Close to Goteborg, a ferry transports the cyclists to Frederikshavn, Denmark, from where the route leads further south to Germany via Hamburg and then south-west to the Ruhr area. It enters Belgium close to Aachen and eventually France behind Charleroi, leading all the way through France via Paris, Orleans, Tours and Bordeaux, before reaching Spain. The route then follows the famous



Co-funded by the COSME programme
of the European Union



Camino de Santiago and ends at the shrine of the apostle Saint James the Great in the cathedral of Santiago de Compostela in Galicia in north-western Spain.

2.1 Overview of sections

A total of 4,662 km, divided into 81 sections, have been covered by the action planning:

Country	Section start	Section end	Length (km)
Norway	<i>Not included in the project</i>		
Sweden	Svinesund	Tanumshede	63.0
Sweden	Tanumshede	Munkedal	57.0
Sweden	Munkedal	Stenungsund	73.0
Sweden	Stenungsund	Göteborg	60.0
Denmark	Frederikshavn	Dronninglund	61.0
Denmark	Dronninglund	Aalborg	32.9
Denmark	Aalborg	Hobro	56.1
Denmark	Hobro	Viborg	36.3
Denmark	Viborg	Funder	48.5
Denmark	Funder	Givskud	43.3
Denmark	Givskud	Vejen	52.3
Denmark	Vejen	Vojens	38.7
Denmark	Vojens	Padborg / Flensburg	67.1
Germany	Flensburg	Elmshorn	195.0
Germany	Elmshorn	Hamburg	64.0
Germany	Hamburg	Bremen	151.0
Germany	Bremen	Osnabrück	161.0
Germany	Osnabrück	Münster	70.0
Germany	Münster	Haltern am See	85.0
Germany	Haltern am See	Wesel	50.0
Germany	Wesel	Bonn	171.0
Germany	Bonn	Aachen / Plombières	143.0
Belgium	Plombières	Liège	55.4
Belgium	Liège	Namur	72.8
Belgium	Namur	Charleroi	48.6
Belgium	Charleroi	Erquennes / Jeumont	40.0
France	Jeumont	Maubeuge	13.0



Co-funded by the COSME programme
of the European Union



Country	Section start	Section end	Length (km)
France	Maubeuge	Glageon	8.0
France	Glageon	Hirson	28.0
France	Hirson	Guise	30.0
France	Guise	Tergnier	31.0
France	Tergnier	Compiègne	54.0
France	Compiègne	Ver-sur-Launette	61.0
France	Ver-sur-Launette	Bondy	42.0
France	Bondy	Paris	18.0
France	Paris	Corbeil-Essonne	40.0
France	Corbeil-Essonne	Veneux-les-Sablons	56.0
France	Veneux-les-Sablons	Montargis	51.0
France	Montargis	Briare	58.0
France	Briare	Châteauneuf-sur-Loire	61.0
France	Châteauneuf-sur-Loire	Orléans	34.0
France	Orléans	Meung-sur-Loire	20.0
France	Meung-sur-Loire	Blois	43.0
France	Blois	Amboise	43.0
France	Amboise	Tours	24.0
France	Tours	Ste-Maure-de-Touraine	48.0
France	Ste-Maure-de-Touraine	Châtellerault	42.0
France	Châtellerault	Lussac-les-Châteaux	57.0
France	Lussac-les-Châteaux	Confolens	51.0
France	Confolens	Montbron	64.0
France	Montbron	Angoulême	41.0
France	Angoulême	Barbézieux-St-Hilaire	42.0
France	Barbézieux-St-Hilaire	Guîtres	59.0
France	Guîtres	Créon	63.0
France	Créon	Bordeaux	24.0
France	Bordeaux	Hostens	56.0
France	Hostens	Bazas	39.0
France	Bazas	Labastide d'Armagnac	161.0
France	Labastide d'Armagnac	Mont-de-Marsan	36.0
France	Mont-de-Marsan	Dax	67.0
France	Dax	Urt	69.0
France	Urt	St-Jean-Pied-de-Port	85.0
Spain	Saint Jean Pied du Port	Larrasoana	59.8



Co-funded by the COSME programme
of the European Union



Country	Section start	Section end	Length (km)
Spain	Larrasoana	Pamplona border	23.9
Spain	Pamplona border	Estella border	53.8
Spain	Estella border	Navarra / La Rioja border	48.1
Spain	Navarra / La Rioja border	Logroño end border	11.7
Spain	Logroño end border	Nájera	24.1
Spain	Nájera	La Rioja / CyL border	53.9
Spain	La Rioja / CyL border	Agés	56.7
Spain	Agés	Burgos city	44.6
Spain	Burgos city	Burgos / Palencia border	61.5
Spain	Burgos / Palencia border	Palencia / León border	68.8
Spain	Palencia / León border	León city border	69.5
Spain	León city border	León city end border	13.2
Spain	León city end border	Astoga	55.2
Spain	Astoga	Ponferrada	54.9
Spain	Ponferrada	Pedrafita do Cebreiro	51.6
Spain	Pedrafita do Cebreiro	Sarria	62.6
Spain	Sarria	Melide	67.7
Spain	Melide	Santiago de Compostela	65.6
Total			4,662

While a daily section is usually defined as a stretch of about 50-60 km, an exception has been made in Germany, where the sections refer to several main routes in the country, each of which is considered as a whole.

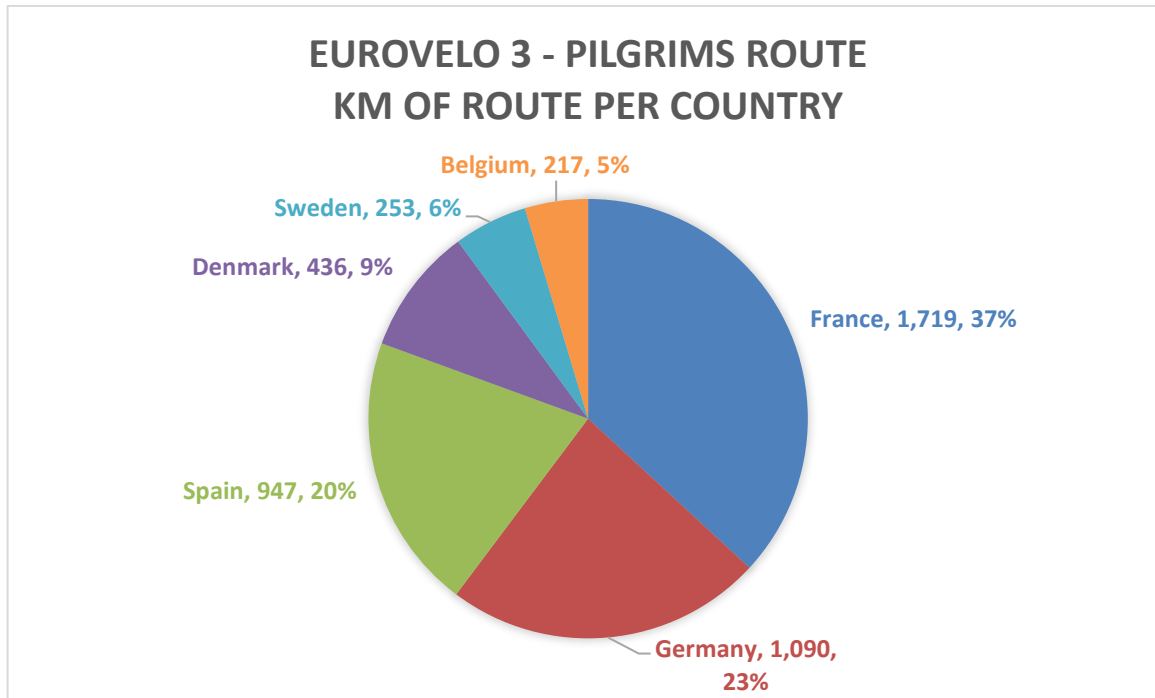
2.2 Route length per country

When making statements about the planned actions in the various countries on the following pages, it is important to keep in mind that the length of the route differs significantly in the countries covered in this report.

With more than 1,700 km, about one third of the route covered in this report is located in France. Germany and Spain also both have about 1,000 km of route, while the smallest country Belgium only includes 217 km of route.



Co-funded by the COSME programme
of the European Union



3 Short methodology

When discussing “actions”, this report refers to the planned measures for quality improvements aiming to reach the [European Certification Standard](#) (ECS) - a methodology developed by the ECF to identify strengths and weaknesses of a route, which can be used to motivate decision-makers to invest in solutions to the identified problems and/or to promote the route. The collected data refers to the route’s infrastructure, services (such as accommodation or bike-repair possibilities), marketing and organisation.

The partners were asked to collect information on the route by contacting the relevant authorities, municipalities and regions along the route in their country. The current project did not involve field work, except for Sweden, which surveyed the route in detail for the first time, and Denmark, which used the opportunity to complete a route survey in cooperation with the National EuroVelo Coordinator, Danish Cycling Tourism.



Co-funded by the COSME programme of the European Union



The data collected by the project partners stems from the relevant stakeholders, including national, regional and local authorities, NGOs, enterprises etc. along the Pilgrims Route. In line with the 2011 methodology, the actions were categorised according to the following time horizon:

- Short term: 2019-2020
- Medium term: 2021-2022
- Long term: 2023-2027

The short- and medium-term actions usually have a higher priority (e.g. to reach the “appropriate” or “good” level for every criterion).

4 Actions for improving EuroVelo 3 – Pilgrims Route

The partners are planning to implement route-improvement measures amounting to **€64.6 million** in total. It is important to note that many of these actions are still subject to approval by public authorities. Most of the planned measures are actions related to infrastructure improvements:

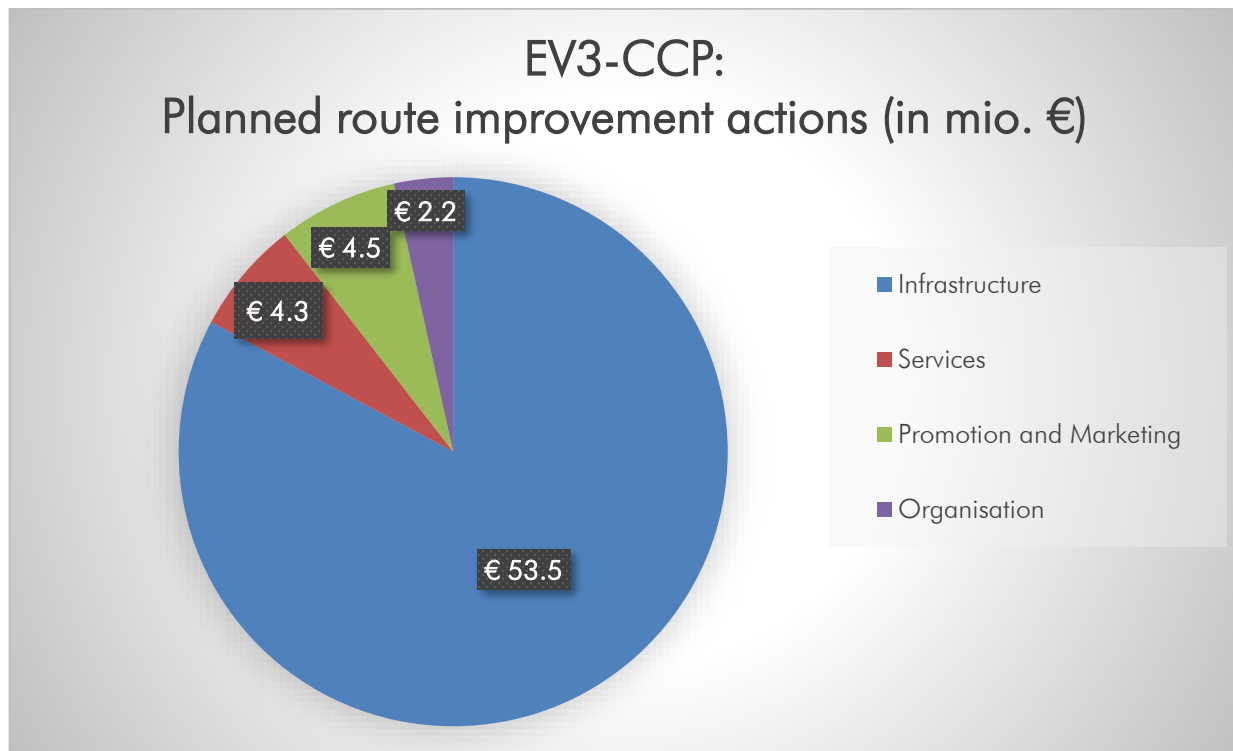
Infrastructure	53,500,506	summary
	16,474,548	short term
	23,285,413	medium term
	13,740,546	long term
Services	4,304,300	summary
	738,950	short term
	3,265,350	medium term
	300,000	long term
Promotion & Marketing	4,543,800	summary
	3,940,800	short term
	493,000	medium term
	110,000	long term
Organisation	2,243,600	summary
	897,100	short term
	902,500	medium term
	444,000	long term
Total	64,592,206	



Co-funded by the COSME programme of the European Union



The planned infrastructure actions total €53.5 million, i.e. 82.8% of the total investments. Promotion and Marketing ranks second, with total planned actions reaching €4.5 million, followed by services (€4.3 million) and organisation (€2.2 million).



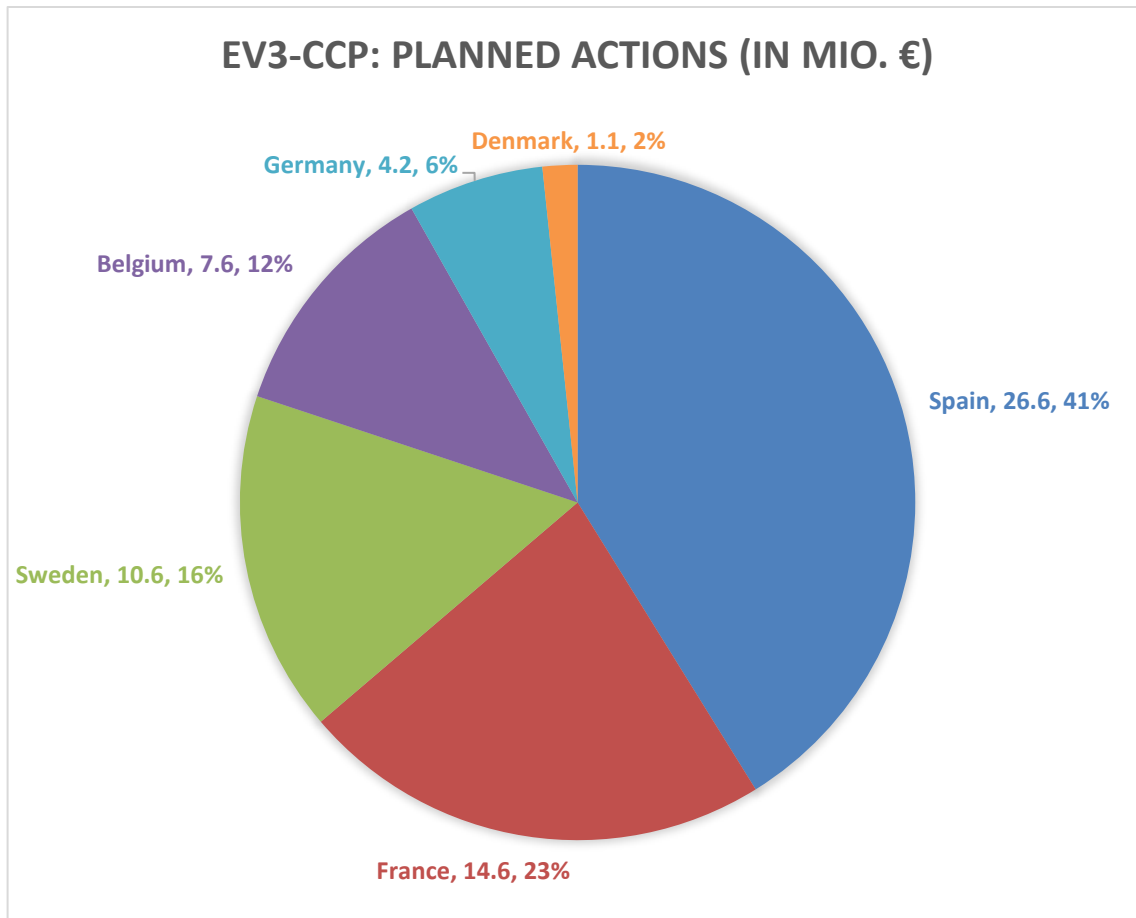
In terms of the time horizon, most of the actions will be implemented in the short- and medium-term, i.e. by 2022:

Costs of short-term actions (2019-2020)	€ 22,051,398
Costs of medium-term actions (2021-2022)	€ 27,946,263
Costs of long-term actions (2023-2027)	€ 14,594,546

The planned investments per country show significant differences, which is partly connected to the route length per country:



Co-funded by the COSME programme of the European Union



With planned actions amounting to €26.6 million, Spain accounts for 41% of the total planned measures. France ranks second, with planned investments of €14.6 million (23%). Despite their smaller size, Sweden (€10.6 million) and Belgium (€7.6 million) also plan significant investments in the route.

Most of the planned measures will be implemented by public authorities, in collaboration with the project partners. This is especially true for infrastructure and services, while some of the partners might be directly involved in the marketing activities. Please refer to chapter 4.4 for a detailed discussion of these organisational questions.



Co-funded by the COSME programme
of the European Union



4.1 Infrastructure

The partners identified 139 km, i.e. 2.98% of the route covered in this report, that have inappropriate route conditions. This means that on these stretches, there are either high levels of motorized traffic, where cyclists have to share the road with many cars that pass by at relatively high speeds, or very bad surfaces, such as loose gravel with larger stones, deep sand, grass or muddy areas.

4.1.1 Road type, surface and counters

The partners plan to construct 85 km of segregated cycle paths, i.e. infrastructure that is separate from the public road and is itself traffic-free, as one of the measures to improve the problematic stretches. This only concerns Sweden, Belgium and France. The other countries do not plan to build new segregated cycle paths. Moreover, the partners plan surface improvements on 123 km of the route, mainly in Denmark, Germany and Spain.

4.1.1.1 Sweden

In Sweden, the route is occasionally routed onto high traffic shared roads, which makes riding more difficult. 12% of the route features high or very high traffic, and there are almost 60 dangerous or very dangerous crossings. The country aims to build separate cycle paths on 29.2 km of the route for an estimated total cost of about €10.1 million. Crossing reconstructions are planned for 28 crossings, with costs estimated to reach €280,000 for these activities. Cykelfrämjandet also proposes that the surface is improved on various parts totalling 4 km and €129,000.



Co-funded by the COSME programme
of the European Union



4.1.1.2 Denmark

The Danish stretch has seen various improvements since the 2011 project. For instance, one of the outcomes of that project was the construction of a segregated cycle path close to Hobrovej covering 4.4 km along a high traffic, asphalted road, for about €420,000. The various ongoing and new infrastructure actions mostly refer to surface improvements and are short-term activities:



- Building a new layer of gravel between Dronninglund Storskov (forest) on a stretch of 2.5 km with partly very bad surface. Some of it is forestry roads, other parts are only for bicycles. Estimated costs: €62,500.
- Surface improvements on several gravel sections (5-10 km) between forest Hammer Bakker and Nørresundby. Estimated costs: €125,000-250,000.
- A new layer of gravel after Voldsted on a stretch of 0.8 km with very bad surface (through a field). Estimated costs: €20,000.
- Surface improvement on a 1-km long gravel section in Rold Skov for about €25,000.
- Surface improvement on a 1-km long gravel section just south of Hobro for about €25,000.
- Surface improvement on a sandy section of 2 km close to Gejlå and south through the Bommerlund forest. Estimated costs: €50,000.
- Automatic counters to ensure accurate data on usage have not yet been installed along the route. 10 of these counters would cost €45,000.

4.1.1.3 Germany

Germany is the biggest market for cycle tourism in Europe. Cycle tourism is well-developed in the country, and there are many products available on the market. Most of the EuroVelo routes follow existing long-distance cycle routes in Germany, such as the so-called D-Routes. EuroVelo routes are



Co-funded by the COSME programme
of the European Union



therefore often an 'add-on' product for existing products in the country. Despite this generally good situation and the fact that the country did not identify any kilometres with inappropriate route conditions, Germany plans the following measures:

Short-term actions

- To improve the quality management of the regional cycle routes, is it advisable to do an annual bicycle route inventory. Based on the inventory, maintenance for cycling infrastructure including signposting should be done.
- For the two sections between Münster and Wesel, the surface of the cycling path could be improved with help from the European funding programme.

Medium-term actions

- Installation of automatic counters to get an overview of the cycling volume, number of cyclists, etc. for about €2,000 per counter. It is advisable to have an automatic counter on every 50 km of a long-distance cycle route. On EuroVelo 3, the minimum would be nine automatic counters.
- On the stretch between Bonn and Aachen, it is advisable to get rid of some obstacles such as bollards and circulation barriers and to improve the safety of some crossings.

Long-term actions

- Installation of information boards with information about the German Cycling Network and EuroVelo 3. It is advisable to install an information board at least every 50 km of a long-distance cycle route. Estimated cost: €1,000 per information board. This would add up to a minimum of nine information boards along EuroVelo 3.
- Depending on funding, the surface of the cycling path between Hamburg and Bremen and between Bonn and Aachen should be improved.

4.1.1.4 Belgium

The infrastructure and signposting of EuroVelo 3 have significantly progressed since the 2011 action plan, and the route quality has clearly improved a lot. A series of infrastructure projects are planned or already underway and will allow to reach an even higher level of quality. Concretely, regarding infrastructure, the itinerary is already accessible for a large range of cycle tourists, including non-experienced cyclists.



Co-funded by the COSME programme
of the European Union



As there are a lot of actors involved in the maintenance of the route, the development of a handbook for maintenance works and monitoring would be a valuable addition to the already numerous technical publications regarding the cycle routes in Wallonia.

Most of the Belgian itinerary of EuroVelo 3 comprises the “RAVeL” greenways network (“Réseau Autonome de Voies Lentes”), but some of the sub-sections are located on heavy-traffic roads. Pro Velo therefore plans various actions to improve the route conditions:

Short-term actions:

- Redevelopment on RAVeL on line 38, between Aubel, Hombourg and Plombières (8 km, €1,500,000).
- Redevelopment on RAVeL on the line 38 between Thimister-Clermont and Aubel (6.5 km, €1,100,000).
- Development on the RAVeL between Ramioul and the round-about in Engihoul (1.2 km, €500,000).
- Development of an access ramp at the Luxembourg bridge in Namur (€833,547).
- Development of a RAVeL section in Landelies (600 m, €200,000).

Medium-term actions

- Development on RAVeL on the Line 39 between Plombières and Gemmenich (4km, €1,000,000).
- Development of the RAVeL entering Charleroi (1.5 km, €1,500,000).
- Maintenance of RAVeL de Sambre between Solre-sur-Sambre and Erquelines (€600,000) within the next three years.

Long-term actions

- Installation of automatic counters: The Walloon Region has carried out a feasibility study to place 50 automatic counters along the RAVeL across Wallonia in order to monitor pedestrian, cycle and equestrian traffic. The budget is not yet available to install those counters. Estimated cost: 50 counters x €10,000 = €500,000 (responsibility: “SPW Mobilité et Infrastructures”).



Co-funded by the COSME programme
of the European Union



4.1.1.5 France

As of the end of 2018, approximately two thirds of the route have been completed (infrastructure and signposting). These sections are fully useable by the cycling public. The French “départements” (county councils) involved in the project are all committed to complete the remaining third of the cycle route as soon as possible.

The problems encountered along the route in France and general improvement plans include:

- Poor state of surface (e.g. Nord, Seine-et-Marne)
- Lack of infrastructure (e.g. Essonne, Vienne)
- Problem with land ownership (e.g. Aisne, Gironde)
- Ensuring safe crossings of bridges for cyclists (e.g. rail bridge in Ablon, bridge over river Dordogne)
- Creating safe crossings at road junctions (e.g. Senlis, Clérac)
- Ensuring ongoing maintenance of the cycle paths and shared roads used for the route
- Installation of counters along newly-completed sections of the route

The estimated costs for constructing 35.2 km of separate cycling infrastructure (cycle paths or greenways) amounts to €5.28 million in France. The French partners also plan to create cycling infrastructure that is shared with motorised traffic, such as painted cycle lanes, on 293 km for an estimated total amount of €8.79 million.

One priority for the French partners’ Infrastructure and Signposting Committee in 2019 will be to implement a guideline and deadlines to complete the route and ensure its continuity for the users at a national scale and also at the European scale along with Belgium and Spain. The follow-up of the route infrastructure will hence be the main action of this Committee.

In terms of monitoring, 44 counters have been implemented along EuroVelo 3 in France already: Eight of them are in urban areas, 20 in suburban areas and 17 of them in rural areas. The counters are concentrated in the Île-de-France Région and in the Gironde Département. The aim is to ensure a balanced and representative distribution along the cycle route. Another action will be to develop the counters along EuroVelo 3 to monitor the number of cyclists along the route. A long-term action could be a national frequentation and economic impact study for an approximative cost of €140,000.



Co-funded by the COSME programme
of the European Union



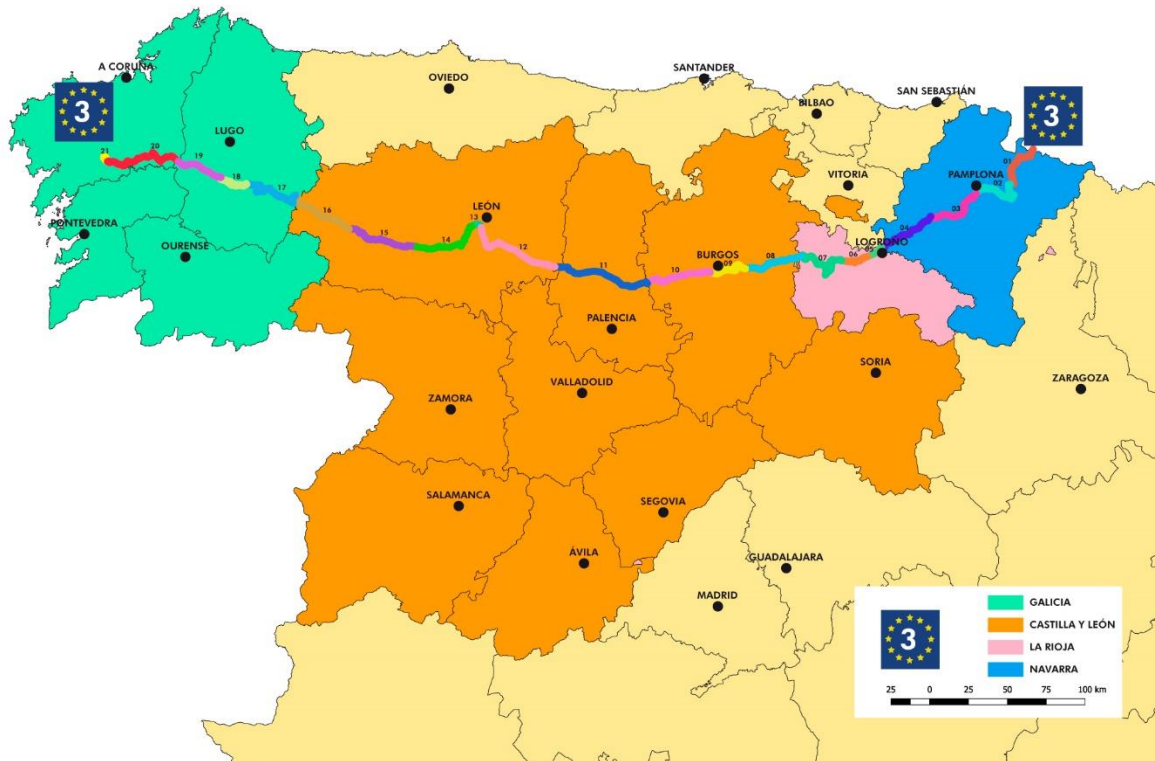
4.1.1.6 Spain

With ConBici, a non-profit organization that promotes and defends the use of the bike at the national level, Spain has had a National EuroVelo Coordination Centre since 2017. This is a major achievement for coordinating the work on the EuroVelo routes in Spain, including the Pilgrims Route. It represents the following regional governments, which are in different stages regarding the implementation of EuroVelo 3 (see map below):

- *Navarra* is working on the initial layout of the route and the creation of a working group with the Department of Public Works and Civil Entities. A signposting proposal already exists. It is waiting for the required permissions to start the improvements and signposting works.
- *Galicia* has completed the route layout and the signposting proposal and is waiting to get the required approvals from the corresponding public entities.
- *La Rioja* has already concluded the definition of the route layout and the action plan.
- *Castilla y León* has not started to work on this route yet. However, they have made progress regarding the implementation of EuroVelo 1 – Atlantic Coast Route, which in some sections overlaps with EuroVelo 3.



Co-funded by the COSME programme
of the European Union



Route and regions in Spain

The cycle paths in Spain are sometimes too narrow and cannot be shared by cyclists and pilgrims on foot. This can be particularly problematic during the peak seasons. There are inadequate surface conditions on three sections, including the stretch up to Larrasoana and from the eastern Pamplona border up to the Navarra / La Rioja border. Especially the stretch between the La Rioja / Castilla y León border and Burgos city does not meet the ECS standards so far. Alternative routes preserving the spirit of the Pilgrims Route and including all the original landmarks have been explored to circumvent problematic stretches that exist on practically all sections.

In addition to the establishment of small itinerary changes, many of the Spanish infrastructure actions refer to signposting (see further below). The following additional actions are planned:



Co-funded by the COSME programme
of the European Union



ACTIONS	TYPE	PROPOSED PARTNERS	FINANCING
SHORT/MEDIUM TERM 2019 - 2022*			
Definition of the final itinerary (<i>La Rioja, Galicia</i> have completed it so far. The rest are working on it).	Regional	<ul style="list-style-type: none"> • ECF 	Private
GPS Tracking of the route (<i>La Rioja</i> and <i>Galicia</i> have completed it so far. The rest are working on it)	Regional	<ul style="list-style-type: none"> • Administration • Associations of Friends of the French Way 	Public-Private
Maintenance of the facilities and signposting	Regional	<ul style="list-style-type: none"> • Administration 	Public
National / regional standard for infrastructure.	Regional	<ul style="list-style-type: none"> • Administration 	Public
Handbook for maintenance works and monitoring	Regional	<ul style="list-style-type: none"> • Administration 	Public
Traffic calming / reduction	L-Corridor*	<ul style="list-style-type: none"> • Administration 	Public
Automatic counters	Regional	<ul style="list-style-type: none"> • Administration • Private companies 	Public
LONG-TERM 2023 - 2027			
Link to the rest of Santiago's Way branches in Spain: North Way (coast), Aragon Way, Catalan Way, Silver Way	Local	<ul style="list-style-type: none"> • Administration • Associations 	Public-Private
Maintenance of the facilities and signposting	Regional	<ul style="list-style-type: none"> • Administration 	Public

*Activities should start in 2019, but would also be implemented in the medium term. "L-Corridor" refers to a local action to be implemented along the Pilgrims Route's alternative stretches.



Co-funded by the COSME programme
of the European Union



4.1.2 Signposting

The partners have identified various stretches where new signposting is needed. This involves 1,436 km in total. Moreover, on 686 additional kilometres, EuroVelo signs need to be added to existing signing infrastructure to meet ECS requirements.

4.1.2.1 Sweden

The entire route lacks signposting fulfilling national tourist route standards in Sweden, and Eurovelo signage is non-existent. As a first step, Sweden plans to install warning signs on an 8.3-km stretch on the section between the Svinesund bridge and Tanum. The further development will depend on resources available at local authorities.



Sign along EuroVelo 3 in Belgium, © Pro Velo

4.1.2.2 Denmark

The complete route is now signposted with national route signs, but the quality of the signposting varies along the route. On some sections, the route has been equipped with new signposting, on other sections the signposting is old and in need of renewal. There are major inconsistencies between how the route is signposted from municipality to municipality. This makes it impossible for the cyclists to learn where to find and how to read the signposting on the route. There is nearly no signposting to attractions and service facilities along the route.

It had been proposed in 2011 that the full itinerary will be signposted additionally with EuroVelo signs. Though a few EuroVelo signs have been installed on the route, this action remains. However, before setting up EuroVelo signs, there is a general need of improving the signposting on the route



Co-funded by the COSME programme
of the European Union



to reach the same standard everywhere. Additional EuroVelo signposting is estimated to cost €45,000.

When it comes to signposting maintenance, the municipalities are the responsible parties and have to provide funding for it. In most municipalities, maintenance of cycling routes is not a prioritised task. Danish Cycling Tourism has conducted a complete survey of the route in 2017-2018, which has led to some improvements.

4.1.2.3 Germany

The nine long-distance cycle routes which are located on EuroVelo 3 have their own regional signposting with logos. Germany plans to install additional information boards about EuroVelo 3 and the respective German D-routes on all sections.

4.1.2.4 Belgium

Pro Velo has proposed the following actions to improve signposting:

Medium-term actions

- Maintenance of the signposting: Panel replacement if damaged. Approximate cost: €5,000/year (responsibility: "SPW Mobilité et Infrastructures").

Long-term actions

- Cycle lane (or at least bike-symbols) marking on the slope from "les Trois Bornes" (Plombières) and leaving Mornimont. Approximate cost: €17,000 and €8,500, respectively (responsibility: municipal authorities).
- Additional EuroVelo signs after Charleroi on 40 km. Approximate cost: €2,000 (responsibility: "SPW Mobilité et Infrastructures").
- Maintenance of the signposting: Panel replacement if damaged. Approximate cost: €5,000/year (responsibility: "SPW Mobilité et Infrastructures").

4.1.2.5 France

Regarding signposting, a guidance document was developed by the French EuroVelo 3 partners in 2015. This document provides technical specifications for EuroVelo 3 signs and advises on their positioning. It also describes how to indicate local connections (e.g. to a train station or a local cycle



Co-funded by the COSME programme of the European Union



route). This template is being used by all French partners responsible for installing the signs for each département. It helps ensuring a homogenous signposting across the route in France. Complementary signposting for local services and tourist destinations will need further attention.

The French partners have proposed to focus on the following actions in terms of signing:

- Installation of new signposts.
- If relevant, removal of signposts on interim routes.
- Adding the EV3/La Scandibérique logo to existing signs.
- Adding the EV3/La Scandibérique logo at both ends of the section that overlaps with the EV6/La Loire à vélo route.
- Address lack of signposting with local services and tourist destinations.

4.1.2.6 Spain

In order to minimize the costs for signposting works in areas where cyclists and pilgrims on foot share the route, the Jacobean Council should include EuroVelo 3 signs in addition to the new signposting, which will be renewed and standardized during the next Jacobean year in 2021.

The alternative stretches will require new signposting including EuroVelo signs, which will have different costs.

ACTIONS	TYPE	PROPOSED PARTNERS	FINANCING
SHORT /MEDIUM TERM 2019 - 2022*			
EV completely signposting only on segregated stretches.	L-Corridor*	<ul style="list-style-type: none"> • Administration 	Public
EV3 signposting in addition to the existing one in areas where EV3 and Santiago Way meet.	Local	<ul style="list-style-type: none"> • Administration 	Public
Maintenance of the facilities and signposting	Regional	<ul style="list-style-type: none"> • Administration 	Public
LONG TERM 2023 - 2027			
Maintenance of the facilities and signposting	Regional	<ul style="list-style-type: none"> • Administration 	Public

*Activities should start in 2019, but would also be implemented in the medium term. "L-Corridor" refers to a local action to be implemented along the Pilgrims Route's alternative stretches.



Co-funded by the COSME programme
of the European Union



4.1.3 Public Transport

Being able to transport bikes with luggage in public transport (PT) available close to the route is important, both for reaching the route sustainably and moving from one spot at the route to another. The partners plan to improve bike transportation capacity on public transport on 37 daily sections, most of them located in France.

4.1.3.1 Sweden

There is generally good access to public transportation along the route in Sweden, with commuter rail service paralleling most of the route, and regular ferry service to smaller islands and other destinations in the Bohus archipelago. The route ends at the Gothenburg ferry terminal with service to Fredrikshavn, Denmark, and passes nearby the Gothenburg train station, with bike-friendly rail service on local commuter routes as well as routes to Copenhagen, which allow bicycles to be brought on board. Thanks to this good situation, Sweden has not proposed PT improvements.

4.1.3.2 Denmark

Denmark also offers good public-transport options. For instance, trains in the country usually include carriages with a bicycle symbol on them and dedicated to transporting bikes. Thanks to this good situation, Denmark has not proposed PT improvements. Future challenges to be tackled include that existing PT offers are often located closer to the cities and towns.

4.1.3.3 Germany

There is a good range of public-transportation options available for cyclists along EuroVelo 3 and elsewhere in [Germany](#). Bicycles are usually accepted on regional and long-distance trains, but the number of bikes is limited, especially on IC trains. This should be considered during the high season of cycle tourism. Owing to the good PT situation, Germany has not proposed actions directly linked to improve PT along the route. However, the country aims to establish luggage transport possibilities on seven of its nine sections.

4.1.3.4 Belgium

The route follows four different train tracks with good train offers. There is a possibility to transport bicycles on trains, but in most of the small train stations, boarding capacity is limited to three bicycles.



Co-funded by the COSME programme
of the European Union



The price is €5 per boarding of one bicycle, or €8 per day (for boarding multiple trains with one bicycle). Pro Velo has proposed the following long-term actions (responsibility: B-Holding and SNCB):

- Improve bike transportation capacity on trains: Hopefully, 10 bicycles per train will be allowed in the future, instead of three allowed today.
- Improve bike transportation conditions: On trains: investigate the possibilities of price reduction, combined tickets or free bicycle transportation. On buses: study the possibility to enable bicycle transport on buses to Charleroi Airport.
- Improve bike transportation conditions on trains: Ease access (with bicycles) in train stations (still to be defined).
- Make the process of entering trains with bikes easier (still to be defined).

4.1.3.5 France

In general, the combination of bicycles and trains has grown strongly, with bicycle bookings on board of the main train lines and TGVs (high-speed trains) rising 28% in the past two years.

In the medium-term, one goal of the Services Committee for the development of EuroVelo 3 in France will be to address intermodal services. There is a strong increase of demand for bike transport on trains. The committee therefore needs to assess the quality of the bicycle transport offer along La Scandibérique/EV3 and ensure its development.

Another action will be to develop luggage deposit options near the touristic spots and luggage transfer from one point of the cycle route to another, thus helping out with the “one-way” journeys.

4.1.3.6 Spain

There are important restrictions to bike transport on PT along the route in Spain. There are eight daily sections where bike transport services on trains are not available. Only transport on buses is available in these sections. The first section up to Larrasoana has no public transport services at all. An alternative needs to be found at this point in order to offer transport connections between the last French section and the first Spanish section of EuroVelo 3. But there are some private services for bike transport available along the route.



Co-funded by the COSME programme of the European Union



Spain plans to do a precise survey of the whole itinerary. This will include attractions, services, and public transport connections and is to be updated on a yearly basis.

ACTIONS	TYPE	PROPOSED PARTNERS	FINANCING
SHORT /MEDIUM TERM 2019 - 2022*			
Enlargement and improvement of bikes storage capacity in trains and buses	Regional	<ul style="list-style-type: none"> • Renfe • ALSA • Rest of public buses 	Public-Private

*Activities should start in 2019, but would also be implemented in the medium term.

4.2 Services

EuroVelo routes are not just a combination of infrastructure components. Their success as cycling routes will highly depend on high-quality tourist services. Each daily section should offer at least basic or average standard accommodation (simple hotel, home stay, camping etc.). Ideally, the range of standards on a daily section is not limited to very basic only, and at least some accommodation should be certified as cyclist-friendly. Moreover, food (e.g. shop, café, restaurant, vending machine) and drinking water should be available on every daily section, and cyclists might need to rely on bike repair services in case of a bicycle malfunction. Bike rental possibilities and e-bike charging stations complement the offer but are not essential.

The partners have identified seven sections with inappropriate service conditions. Furthermore, there are 42 daily sections where the service conditions are just appropriate but have room for improvement.

Denmark, Spain and Germany want to transform accommodation on a total of 31 sections to cycle-friendly offers. On 48 daily sections, especially in France, the partners propose establish rest stations. Spain also plans to make retail shops, pubs restaurants and attractions cycle-friendly along the whole route. Belgium and France plan to organise and control a network of cycle-friendly services. Sweden wants to build bike repair stations on two daily sections.



Co-funded by the COSME programme
of the European Union



4.2.1 Sweden

The Bohus region is already a well-developed tourist destination, particularly along the coastline in former fishing villages. There is significant tourist infrastructure supporting traditional, non-cycling tourists. However, few accommodations are bicycle-friendly, and there is a general lack of bicycle-specific services such as repair shops along the route.

As the route avoids heavily trafficked coastal roads by using inland routes east of the E6 motorway, long stretches of the route lack basic services. These areas see the prospect of cycling tourism as a positive factor for increasing economic opportunity for areas that do not have the existing tourism demand of coastal areas.

There is a general lack of rest areas along the route, however the Swedish principle of “Allemansrätten” permits visitors to stop on private property provided the visitor does no damage.

Sweden plans to build two rest stations and two bike repair shops.

4.2.2 Denmark

The existing services along the itinerary are very varied. In general, the service offer – access to public transport, accommodation, restaurants and shops, bike shops and rental stations – is concentrated among the cities/towns. There are basic services on all sections. However, there is a need of transforming accommodation to cycling-friendly.



Cyclists in Dollerup Bakker, Denmark, © Vejle Municipality

One of the main challenges of EuroVelo 3 in Denmark is the lack of accommodation facilities. Except for Frederikshavn, Aalborg, Hobro, Viborg, Jelling, Vejen, Vojens, Rødekro and Padborg, the route



Co-funded by the COSME programme
of the European Union



avoids most cities on its way through Denmark. To help solving the accommodation challenge, a number of road houses have been established between Viborg and Padborg.

The long distances between cities also means that there are few supermarkets or shops on the route. As a consequence, cyclists have to carry food with them. It would make sense to consider including more cities in the itinerary, such as Dronninglund, Hobro and Silkeborg.

Denmark plans to widen the offer of cycle-friendly accommodation along the route. This action is already being organised and executed through the organisation Aktiv Danmark.

- Short term: transform two accommodations to cycling-friendly per section, i.e. 18 in total. Estimated costs: €36,000 (18 x €2,000).
- Medium-term: transform another two accommodations to cycling-friendly per section, i.e. 18 in total. Estimated costs: €36,000 (18 x €2,000)
- Long-term: transform an additional two accommodations to cycling-friendly per section, i.e. 18 in total. Estimated costs: €36,000 (18 x €2,000)
- Bed+Bike has been established in Denmark. The scheme is anchored in the organization Dansk Turismefremme, which is also responsible for Aktiv Danmark. Along EuroVelo 3, there are a handful of cycle-friendly accommodation options.

4.2.3 Germany

There are around 372 (237 in 2011) cycling-friendly accommodations or Bett+Bike accommodations located on EuroVelo 3 in Germany. These include a wide selection of offers, from youth hostels to four-star-hotels.

Germany proposes the following service development activities:

Medium-term

- Development of more cycling-friendly accommodation on several sections. The cost of development is estimated to be about €36,000.
- Rest stations should be part of the accompanying infrastructure of cycle routes, such as information boards, signposting on places of interest and public facilities off the route. Rest stations could also offer tourist destinations the opportunity to integrate the theme of a region or a themed cycle route – the cost of establishing rest stations is put at about €5,000 per



Co-funded by the COSME programme
of the European Union



station. In general, there should be a rest station every 15 km outside towns and villages. There are five sections where more rest stations should be built. These activities depend on financial support from the federal government or EU funding programmes.

- Nowadays, an e-bike has a larger reach than before. Therefore, establishment of e-bike charging stations will only be recommended if there are no other alternatives such as hotels, restaurants or bicycle repair shops along the cycle routes. The estimated price for an e-bike charging station is €2,000 per station.

4.2.4 Belgium

Along the route, the “Bienvenue Vélo” label indicates the availability of cycle tourism services that meet bike-friendly criteria. Accommodations, restaurants, touristic and cultural sites, tourism offices are labelled accordingly along the route, offering travellers a range of bike-friendly services.

There are many accommodation possibilities of various types in the cities along the itinerary (Liège, Huy, Namur, Charleroi), but there are fewer alternatives for stops elsewhere. The camping offer is limited on most of the route. There are numerous restaurants of all types and categories, as well as many food shops along the itinerary. Food supply is therefore not a problem.

There are currently very few rest stations (with picnic and toilet facilities) on the itinerary. Only the Tourism Office of Herve (Maison du Tourisme du Pays de Herve) is really designed as a stop for cyclists. However, it is quite easy to find restaurants near the itinerary.

There are eight tourism info points (five “Maisons du Tourisme”, two tourism offices and one “syndicat d’initiative”) that carry the “Bienvenue Vélo” label. The five Tourism Houses (Maison du tourisme) propose cycle-friendly services such as bike parking, a repair kit, a first aid kit, and equipment to clean bikes, among other things.

Many bicycle shops along the trail also offer bike repair services. Bicycle rental (bikes for adults and for children, tandems, folding bikes, child seats, trailers, Pedelects) services are available at the “Point Vélo” of the train stations in Liège, Namur and Charleroi. Bike rental is also possible at the tourism office of Herve (Maison du Tourisme du Pays de Herve) and in some bicycle shops. Rental of electrically assisted bicycles (electric bikes or pedelecs) is also available at the “Point Vélo” of the train stations of Liège, Namur and Charleroi.



Co-funded by the COSME programme
of the European Union



Short-term actions:

- Organize and control the network of labelled organisations “Bienvenue vélo”:
 - Organisation of meetings with representatives of the labelled organisations in order to build know-how, exchange experiences and build a network
 - Development of the network and recruitment of new members (especially in the hotel sector)

Approximate cost: €20,000/year x 2 years.

- Establish rest stations
 - Map the existing rest stations.
 - Encourage the “Maisons du Tourisme” to request regional subsidies in order to create and maintain additional rest stops and public toilets

No specific budget necessary.

- Organise a study tour for actors along EuroVelo 3 route in Wallonia
 - Bring together the actors along the route through a widely promoted event over several days, cycling along EuroVelo 3 and stopping in different cities along the route in order to talk with the local officials and invite them to invest in and promote the route.

Approximate cost: €5,000.

- Communicate with the public and private actors along the route (hotels, shops, etc) about the importance of providing (and advertising) charging stations for cycle tourists: Communication in the framework of the “Bienvenue Vélo” label network. No specific budget necessary.

Medium-term actions

- Organize and control the network of labelled organisations “Bienvenue vélo”: Further marketing, organisation and control of the “Bienvenue velo” label, targeting accommodation, food and drink and attractions. Approximate cost: €20,000/year x 2 years.
- Follow-up on the creation of new rest stations: Clarify whether new rest stations have been created.

Long-term actions



Co-funded by the COSME programme
of the European Union



- Organize and control the network of labelled organisations “Bienvenue vélo”: Further marketing, organisation and control of the “Bienvenue velo” label, targeting accommodation, food and drink and attractions. Approximate cost: €20,000/year x 4 years.
- Follow-up on the creation of new rest stations: Identify if new rest stations have been created.

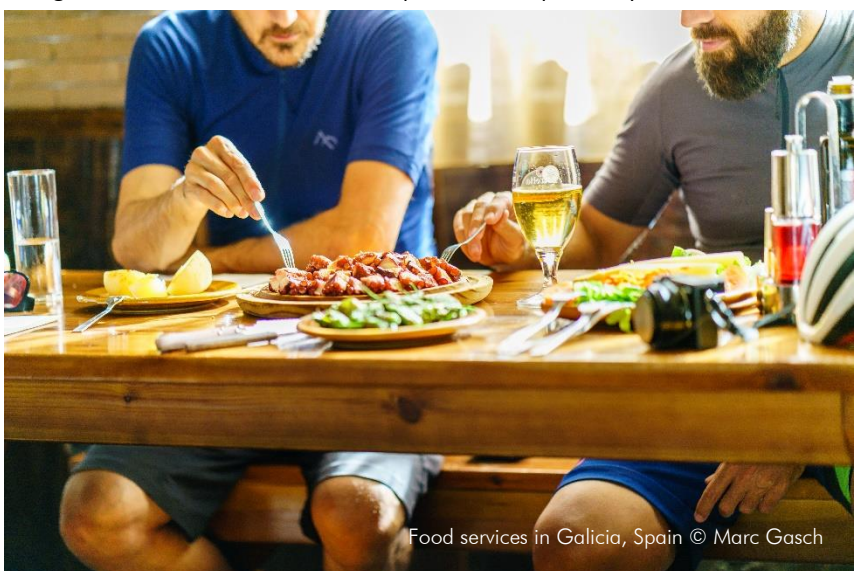
4.2.5 France

In France, quality services are made available to the public through the French cycle friendly services brand “Accueil Vélo”. Their number has grown constantly, rising 24% between 2018 and 2019. They are soon to reach 4,000 “Accueil Vélo”-branded establishments.

The supply of cycle-friendly services in France can globally be considered as appropriate, but the situation is heterogeneous: There are more cycle-friendly services along the Loire and in the south of France than in the north of France and between Tours and Bordeaux. Especially, the northern county councils, Aisne, Vienne and Pyrénées-Atlantiques should develop cycle-friendly services on their territory.

Cities provide generally a good density and variety of services, which miss in rural areas. Except for touristic areas, the offer of bike-friendly services depends a lot on population density. Among the different kinds of bike-friendly services, accommodation is the best-developed. The offer and amount of repair shops and rental options along the route needs to be improved, especially in rural areas.

France aims to organize and control a network of cycle-friendly services nationwide. Moreover, the Services Committee for the development of EV3 in France aims at ensuring the follow up and deployment of “Accueil Vélo©” services in the short term to ensure an equal distribution along each section of the cycle route.



Food services in Galicia, Spain © Marc Gasch



Co-funded by the COSME programme of the European Union



4.2.6 Spain

The services offer is generally good, wide and varied in Spain. Basic services are available in all sections. Cycle-friendly services are available but need to be increased. Quality services are mainly available in bigger cities. All sections have well-conditioned resting areas. But there is no specific quality control for bike services although there is a developing private services sector which has established some minimum requirements in order to be considered cycle-friendly.

A quality label named Bikefriendly was created in 2013. All the accommodation, facilities and trips suggested by them meet minimum quality bike-friendly standards. They also work as a travel agency (Bikefriend Tours) that organises cycle tourist travels.

There are many other private initiatives, which include products for cycle tourists along the Santiago's Way. Most of them offer insurance policies and the logistics to organise cycle tourism trips along the Santiago's Way.

ACTIONS	TYPE	PROPOSED PARTNERS	FINANCING
SHORT / MEDIUM TERM 2019- 2022*			
Development of basic accommodation	L-Corridor*	<ul style="list-style-type: none"> Regional and local tourism administrations. Private providers. 	Public / Private
Inclusion of EuroVelo 3 standards in private initiatives related to bike services.	Regional	<ul style="list-style-type: none"> Private initiatives net for bike services. Regional and local tourism administrations. Private providers. 	Public / Private
Transformation of accommodation into cycle friendly in order to enlarge the cycle friendly network services.	Local	<ul style="list-style-type: none"> Private providers. 	Private
Transformation of retail shops, pubs, restaurants into cycle friendly in order to enlarge cycle friendly network services.	Local	<ul style="list-style-type: none"> Private providers. 	Private



Co-funded by the COSME programme of the European Union



Include quality control in the cycle friendly network services	Regional	<ul style="list-style-type: none"> ▪ Private initiatives net for bike services. ▪ Regional and local tourism administrations. ▪ Private providers. 	Public / Private
Establishment of rest stations	L-Corridor*	<ul style="list-style-type: none"> ▪ Regional and local tourism administrations. 	Public
Establishment of bike repair stations (commercial services and self service)	L-Corridor*	<ul style="list-style-type: none"> ▪ Private providers. 	Private
Training and awareness raising for the staff working in such services	Regional	<ul style="list-style-type: none"> ▪ Regional and local tourism administrations. ▪ Private providers. 	Public / Private
Establishment of pedelec services	Regional	<ul style="list-style-type: none"> ▪ Private providers 	Private
LONG TERM 2023-2027			
Control and maintenance of cycle friendly network services	Regional	<ul style="list-style-type: none"> ▪ Regional and local tourism administrations. ▪ Private providers. 	Private

*Activities should start in 2019, but would also be implemented in the medium term. “L-Corridor” refers to a local action to be implemented along the Pilgrims Route’s alternative stretches.

4.3 Marketing and Promotion

There is often a lack of promotional material for EuroVelo 3, although the marketing level for the route varies from country to country. The following activities are intended to strengthen the partners’ marketing activities as part of the EV3-CCP project to promote EuroVelo 3:

- Denmark and France plan to develop a new marketing plan for the entire route.
- Spain wants to integrate the route into its existing tourism offers.
- France plans the development of internet subsites, while Germany wants to develop a new internet portal.
- Germany and Spain intend to integrate the route into guidebooks and maps.
- Germany and Spain will integrate existing events along the route into their promotional activities.



Co-funded by the COSME programme
of the European Union



- Belgium and France plan to integrate the route into their social-media activities.
- Belgium will develop cycling tourism offers.
- Belgium will also organise study trips for national and regional journalists.

Moreover, the ECF will develop a smartphone application including information about EuroVelo 3, the points of interest and other information about the route in the context of the EV3-CCP project.

4.3.1 Sweden

In Sweden, there is currently no promotional material targeting bicycle tourists for this route, as it is not currently promoted as a bicycle tourist route. The route improvements are intended to bring the route up to a level where it can be marketed more widely.

4.3.2 Denmark

The southern part of the itinerary is very well promoted. There is a webpage particularly for the itinerary from Viborg to Padborg with all kinds of touristic information. The webpage is available in Danish, German and English and can be found at www.haervej.dk. However, as the itinerary is not marketed as EuroVelo, only as Hærvejen, it is proposed to integrate EuroVelo into the marketing plan of Hærvejen. Estimated costs: €10,000.

Maps, guidebooks and information boards are also available on the southern itinerary. They are available in three languages – Danish, German and English. The reputed Esterbauer publisher offers guidebooks on the complete route in Denmark (from Frederikshavn to Hamburg). The third edition will be published 2019.

The northern part of the itinerary has limited promotion tools.

The website www.denmarkbybike.dk contains all information needed for going on a bike tour in Denmark. The EuroVelo routes are not yet visible but will be integrated in 2019. The website also offers the download of a GPX track.

Denmark has also integrated a relation of EuroVelo 3 into Openstreetmap (OSM), so that the route is shown/can be found on all map services based on OSM.



Co-funded by the COSME programme
of the European Union



An event targeting hikers, runners and cyclists takes place every year. It is both a road bike race with several distances and a gravel/MTB race (<https://www.dgi.dk/haervejsloebet>).

4.3.3 Germany

The nine long-distance cycle routes are currently only marketed at the regional level under their own name and brand such as “Ochsenweg”, “Nordseeküstenradweg”, “Radfernweg Hamburg-Bremen”, “Brückenradweg”, “Friedensroute”, “100 Schlösser Route”, “Römer-Lippe-Route”, “Rheinradweg” and “Wasserburgen-Route”.

The website www.adfc-radtourismus.de and the brochure “Deutschland per Rad entdecken” (“Discover Germany by Bike”) are the two main channels of cycle tourism marketing in Germany. Besides, page 10 of the “[Deutschland per Rad entdecken](#)” brochure provides information about EuroVelo routes as well.

There is currently a website for the German Cycling Network available on www.radnetz-deutschland.de. An update will be available in the future.

Proposed marketing actions:

Short-term

- EuroVelo 3 should be presented in the brochure and online presence of “Discover Germany by Bike”. A single contribution per long-distance cycle route to the marketing activities of “Discover Germany by Bike” will cost €5,000. This should cover all sections except the “Römer-Lippe-Route” between Haltern am See and Wesel and the “Wasserburgen-Route” between Bonn and Aachen.
- Besides, it is also advisable for route operators to intensively promote their long-distance cycle route with additional information about EuroVelo 3 during exhibitions and fairs such ITB, f.re.e or CMT. The cost of promotion will be €5,000.
- Organization of a study trip for journalists once a year before or during the cycling season will give cycle tourists great insider tips about the cycle routes and EuroVelo as well to increase their popularity. The cost of organization a study tour will be €700.



Co-funded by the COSME programme
of the European Union



Long-term

- Development of the website “German Cycling Network” or “Radnetz Deutschland” with more content for D-Routes and additional content for EuroVelo routes in Germany. This is estimated to cost around €70,000. This measure could only be implemented if the federal government establishes a national coordination centre in the future and finances the cost of website development.
- Another suggestion for the future would be to include the information about EuroVelo on the ADFC Cycle Tourism website and the German National Tourist Board.

4.3.4 Belgium

Eurovelo 3 as such is not the subject of any promotional publication in Belgium. However, the route follows parts of the “RAVeL” network, which is being promoted as a place for pedestrians, cyclists, skaters, horseriders, etc...

Existing printed material

Two RAVeL brochures have already been published by the provinces. The Walloon Region has published maps of the RAVeL network (an overall map and a map by province).

Some local maps give information about the Pilgrims Route:

- Vallée de la Meuse Dinant-Namur
- Hainaut Province
- Namur cycling city map
- Liège cycling city map

Existing promotional tools on the internet

- In 2011, the map internet portal of the Walloon Region offered an interactive map of the RAVeL network, with location information and a full description of each section: <http://cartocit2.wallonie.be/VoiesLentes/flex/index.jsp#>. Since then, the website has integrated specific pages dedicated to EuroVelo routes, where cycle tourists can find information per section about accommodation, restaurants, bike rental services, points of interest, and information centres: <https://ravel.wallonie.be/home/itineraires/international/eurovelo-3.html>.
- The regional website www.lawallonieavelo.be promotes services and itineraries but does not refer to EuroVelo 3 as such.



Co-funded by the COSME programme
of the European Union



- A website dedicated to the “former train track number 38”: <http://www.ligne38.be>.
- A site developed by a volunteer contains useful information: <http://www.velo-ravel.be/>.

There are currently no touristic packages available for reservation but the EV3-CCP project aims to address this.

Proposed actions

Short-term actions

- Further integrate the route into guidebooks and maps. When re-edited, guides and maps should contain references to the Pilgrims Route.
- Further integrate the route into printed promotion tools: Send and update on a regular basis the information about EuroVelo3 to be included in brochures of local, provincial and regional tourism promotion bodies. Approximate cost: €4,000/year = €8.000.
- Integrate the route into social media: Provide content to tourism actors (WBT, Tourism offices, cycle tourism websites, ...) to display information about EuroVelo 3 in their communication and promotion. (Responsibility: NECC and CGT).
- Organise a press study tour: Journalists will be invited on a study tour to discover EuroVelo 3 in the summer of 2019. Approximate cost: €2,500.
- Develop cycle-tourism offers: Stimulate the creation of package products (travel, accommodation, food supply, luggage transport, ...) along EuroVelo 3 and its four sections in Belgium. The packages will be trans-territorial, which means international and across territories in Belgium. Approximate cost: €5,000.
- Internet portal development: Include EuroVelo 3 on the “eurovelobelgium.com” website. Approximate cost: €7,000.

Pro Velo will be responsible for all actions where the responsibility is not indicated.

Medium-term actions

- Integrate existing events to the promotion of the current route: The “Beau Vélo de RAVeL” is a weekly event organized during the summer by RTBF (French speaking Belgian TV & radio). Its participants (from 2,000 to 4,000) can discover a different region by bike every week, mostly on trails of the RAVeL network. The “Beau Vélo de RAVeL” could be used for the promotion of EuroVelo 3. Approximate cost: €3.000; responsibility: NECC and CGT.



Co-funded by the COSME programme
of the European Union



- Develop an online map of the route that tourists can download and print: There is too little demand for a printed map of EuroVelo 3 in Belgium, but it would be useful to provide an online map for tourists, in a format that makes it easy to print it if they wish to do so. Approximate cost: €10,000. Responsibility: NECC.

Long-term actions:

- Satisfaction survey of the users. Organisation of a survey of the RAVeL users, with a specific focus on the RAVeL/EV3 route. Approximate cost: not defined yet. Responsibility: CGT.

4.3.5 France

The following actions have been completed since the 2011 project or are ongoing. Funding for these actions has been secured:

Actions	Cost
Final Marketing identity <ul style="list-style-type: none"> - graphic charter - logo - brand positioning - base line - identity elements - brand names registration - purchase of intellectual property rights 	€15,000 in 2014 and €6,900 in 2015
Communication tools and press relations <ul style="list-style-type: none"> - general public focus and professional's distribution 	€60,000 in 2015 and €90,000 in 2016
Planning route digitization for the website purpose <ul style="list-style-type: none"> - physical inventory with GPS data, displaying route in a processable format for the website 	€50,000 in 2015 and €20,000 in 2016
Website creation, animation and hosting <ul style="list-style-type: none"> - Planning route website for cycle tourists and cycling professionals. Creation of a tool aiming to promote cycling tourism 	€60,000
Official inauguration event	€80,000 in 2016



Co-funded by the COSME programme
of the European Union



A temporary website has been set up that can be found under: <https://www.scandiberique.fr>. The website can be found easily when searching for “La Scandibérique”, but the referencing with regard to the “EuroVelo 3” search has to be improved.

In May and June 2019, the Transport Directorate of the Île-de-France Region produced communication tools which have been distributed to the partners:

- Posters
- Leaflets
- Roll-ups kakemonos
- Maps
- Video: <https://youtu.be/2IZvkqWD64U>

The TD also created thematic pictograms:



The Transport Directorate created a Facebook page in May 2018. At this stage, the site has over 2,400 followers. An Instagram account has also been created and is in development.

Press releases and a press kit and influencer campaigns have been developed. This has resulted in 108 pieces of press coverage: 38 in the national press and 70 in the regional or local press. Bloggers also joined and published six Instagram stories, 20 Instagram posts, four Facebook posts and one blog post about the French route. Manuel Herrero, a French TV-program presenter, has become La Scandibérique’s ambassador and is therefore highly influential.

The inauguration of La Scandibérique took place on 1st June 2018 at Bobigny near Paris in the presence of local elected representatives. All the French Départements (county councils) and regional partners were invited, but also cycling users, NGOs and the European partners as well as the press



Co-funded by the COSME programme
of the European Union



were present. Around 60 people attended this inauguration, including Stéphane Troussel, President of the Seine-Saint-Denis Département; Christophe Najdovski, ECF President and Paris deputy mayor; Stéphane Beudet, La Région Île-de-France Vice-President, in charge of transport; and Frédérique Denis, Vélo & Territoires Vice-President. To crown this major event, farmers, from territories along the route, provided delicious local products. A video of the event is available at: <https://youtu.be/oZOfQR1-v-Y>.

A communication plan, defining the target groups and target markets, has also been developed.

Proposed actions

Short term

- The EuroVelo 3 / La Scandibérique website will become part of the national <https://www.francevelotourisme.com/> website and have its own dedicated website during 2019. France Velo Tourisme's website is the main promoter of the main French itineraries.
- Reinforcing visibility of the route is highly recommended. Therefore, relations with the press, local regional or national media have to be developed.
- In order to promote the long-distance cycle route, more events should be organized in each region or department along La Scandibérique.
- The EV3 leaflet will be published every year and distributed to the local partners of the project and the cycle tourism professionals.

Medium term

- Study tours with the presence of local and national journalists specialised in cycle tourism but also general media visiting the route in order to promote it on social media and in articles throughout Europe.
- Tourist packages and other promotional material to be distributed on fairs, for instance.
- Photo and video shooting campaigns that will highlight the transnational route, mixing high-quality photos from partnering countries with video footage and text that tells a story.

Long term

- Develop a travel guide of EV3 in France with all necessary information for locals, tourists and cycle tourers.



Co-funded by the COSME programme of the European Union



The chart below summarizes some of the actions that could be implemented:

Promotion		
Short term	€60,000	Website development + content by France Vélo Tourisme
Medium term	€40,000	Communication and Marketing actions (fairs, press and promotion tools)
Long term	€40,000	Travel guides

4.3.6 Spain

The challenges and opportunities regarding the marketing of EuroVelo 3 in Spain include:

- No existing promotion of EV3 route along the French Way.
- Growing interest for making the Way by bike.
- There is more information available in foreign languages (English at least) on the internet.
- Promotion addressing cyclists along the Santiago's Way has increased.
- Lack of ideas for the whole route as a touristic product.
- Lack of interest for EV3 since there already exists a consolidated and successful product.
- EV3 is sometimes perceived as a threat to achieved successes.
- The rejection of the EV3 route behind the excuse "yes to pilgrims, no to cycling tourists" has slightly changed, and a new vision of less conservative tourism offers is emerging.
- Private initiative is an important promotion source for bikes.
- Promotion of the route is made independently by each region so far.

The main target groups are:

1. Cycle tourists from all over the world and particularly from Europe.
2. Cycle adventurers from all over the World and particularly from Europe.
3. Cycling pilgrims.
4. Retired people.
5. Youth groups.
6. Families.

To extent the demand of services to the rest of the year beyond the summer months, it would also be convenient to address:

1. Local/regional population for weekend trips.



Co-funded by the COSME programme of the European Union



2. People on holiday in the region for two- or three-day trips.

Proposed promotional activities

ACTIONS	TYPE	PROPOSED PARTNERS	FINANCING
SHORT / MEDIUM TERM 2019- 2022*			
Agree with private initiatives related to bikes on the route promotion on their website.	Regional	Private initiatives net for bike services	To be defined
Agree with <i>Turespaña</i> on promotion of Cycling Tourism in the French Way in their planning.	Regional	<i>Turespaña (Instituto de Turismo de España)</i>	To be defined
Agree with local and regional touristic promotion administrations on the route promotion in their programs and means.	Regional	Local and regional touristic promotion administration	To be defined
Get to know collaboration options with Jacobean Council in order to include EV3 promotion in next Jacobean year's promotion. Develop them if possible...	Regional	Jacobean Council	To be defined
Marketing plan for the route	Regional	To be determined	To be defined
Regular surveys of the users and market	Regional	Local and regional tourism administrations and services providers.	Public/Private
Integrate the route into the existing tourism offers	Local/ Regional	Local and regional tourism administrations.	Public/Private
Development of EV3 Spain web page	Regional	Local and regional tourism administrations and <i>Turespaña</i>	Public/Private
Integrate the route into guidebooks and maps	Local/ Regional	Local and regional tourism administrations and services providers.	Public/Private
Integrate the route into printed promotion tools	Local/ Regional	Local and regional tourism administrations and services providers.	Public/Private
Integrate existing events into the promotion of the current route	Local/ Regional	Local and regional tourism administrations and services providers.	Public/Private



Co-funded by the COSME programme of the European Union



ACTIONS	TYPE	PROPOSED PARTNERS	FINANCING
Integrate the route into advertisements activities	Local/ Regional	Local and regional tourism administrations and services providers.	Public/Private
Integrate the promotion of the route into presentations at fairs	Regional	Local and regional tourism administrations and services providers.	Public/Private
Integrate the route into social media	Regional	Local and regional tourism administrations and services providers.	Public/Private
Development of more cycle tourism offers	Regional	Services providers	Public/Private
Publish specific printed promotion tools for the route	Regional	Local and regional tourism administrations and services providers.	Public/Private
Organize promotion events connected to this specific route	Local/ Regional	Local and regional tourism administrations and services providers.	Public/Private
Organize study trips for national and regional journalists	Regional	Local and regional tourism administrations and services providers.	Public/Private
LONG TERM 2023-2027			
Further promotion for all target groups	Regional	Local and regional tourism administrations and services providers.	Public/Private
Further improvement of the quality of the promotion	Regional	Local and regional tourism administrations and services providers.	Public/Private

*Activities should start in 2019 but would also be implemented in the medium-term.

4.4 Organisation

The development of the Pilgrims Route needs three types of cooperation:

- Horizontal: between transport, tourism, public administration, enterprises, NGOs etc.
- Vertical: between different levels from the local up to the transnational.
- And geographical: between countries, neighbouring regions and municipalities.

Despite improvements made since the 2011 project, this cooperation can still be improved along the Pilgrims Route.



Co-funded by the COSME programme
of the European Union



The [National EuroVelo Coordination Centres and Coordinators \(NECC/Cs\)](#) along the route will play a crucial coordinating role in this context (NECCs represent several stakeholders in a country/region, while NECs represent single organisations):

- Sweden: The ECF is negotiating with Cykelfrämjandet about the possibility of taking over as a National EuroVelo Coordinator, but a decision has not been made yet.
- Denmark: Danish Cycling Tourism, which has helped in surveying the route and developing the Action Plan for this project, is the NEC for Denmark.
- Germany: The ADFC (Allgemeiner Deutscher Fahrrad-Club) is Germany's NECC.
- Belgium: Pro Velo is the NECC for Wallonia.
- France: Vélo & Territoires, which has helped develop the French Action Plan, is the French NECC.
- Spain: As mentioned earlier, with ConBici, a Spanish NECC was established in 2017.

Infrastructure

The national and regional road authorities together with their local counterparts / branches have to be responsible for the majority of the route infrastructure development actions (Chapter 4.1). The only exception can be the improvement of the public-transport connections, where PT providers have to be involved, and the monitoring (where NECC/Cs can be responsible). Signposting is ideally under the responsibility of the road authorities, but tourism boards and NECC/Cs can assume responsibility if the financing is secured. Denmark is a best-practice example regarding the coordination and definition of the responsibilities, implementation, and financing of the route-infrastructure development action.

Services

The national and regional tourism boards together with their local counterparts / branches and the NECC/Cs have to be responsible for the coordination of the service development actions (Chapter 4.2). They are responsible explicitly for quality control. The implementation of the service development tasks is mostly to be done by private enterprises but in some critical sections, NGOs and / or local municipalities can assume responsibility temporarily.

Marketing



Co-funded by the COSME programme
of the European Union



The national and regional tourism boards together with their local counterparts / branches and NECC/Cs have to be responsible for the coordination of the promotion and marketing actions (Chapter 4.3).

Selected actions planned

The following actions are planned by the partners in terms of organisation:

- Belgium, France and Spain want to raise awareness of the route among decision-makers and stakeholders. This will include further conferences and workshops to show good practices and discuss the organisational structure of the route development, for instance.
- Germany, Belgium and Spain will organise training events to improve the special knowledge of the involved stakeholders.
- Spain plans to survey the whole itinerary and to collect geo-referenced GPS data. Route coordination and customers will benefit from this activity. The data can be made available online for cyclists and professionals.
- Denmark and Spain plan to monitor the route conditions through a ranger system. This can be organised with the help of volunteers to investigate the conditions regularly.
- Denmark wants to establish a working group for infrastructure development. This working group will help coordinate the infrastructure developments and maintenance, bringing together technical officers from the local, micro-regional and the national / regional authorities.
- Denmark intends to set up a working group for the development of services, products and marketing. France has already set up a Services Committee for the development of EuroVelo 3 and will continue to organise this work.
- Germany and France will set up a steering group for route development. These steering groups should coordinate the whole route development and maintenance (of every component). It should bring together decision makers from the local, micro-regional and the national / regional authorities. The steering groups have to involve the NECC/Cs and relevant cycling NGOs. They have to organise regular public consultations.

4.4.1 Sweden

In addition to Trafikverket, the Swedish Transport Administration, the key local authorities associated with the route in Sweden are:

- Göteborgs kommun



Co-funded by the COSME programme
of the European Union



- Kungälv kommun
- Stenungsunds kommun
- Uddevalla kommun
- Munkedals kommun
- Tanums kommun
- Strömstads kommun

Maintenance of the route is the responsibility of local authorities and Trafikverket.

The marketing is under the responsibility of Turistrådet Väst Sverige, the tourism organisation for West Sweden.

4.4.2 Denmark

Danish Cycling Tourism, which was established in late 2014, has assumed responsibility for recreational-cycling infrastructure. The organisation has developed the cooperation with the Danish Road Directorate even further.

An association has been established for the complete route to improve the overall coordination of maintenance and development actions, but not all municipalities are members yet.

It is the responsibility of the municipalities to monitor the route regarding surface and signposting. It would, however, be an advantage to also organise a ranger system among volunteers in the long-term. These volunteers could provide more information on the route conditions to the benefit of the route coordinators. Estimated costs: €1,000/year.

Coordinating a working group for infrastructure development comprising all the municipalities on the southern and northern parts of the route could be included in the association of Hærvejen, which consists of members throughout the route and has already successfully established a working group for services and marketing.

4.4.3 Germany

The development of long-distance cycle routes depends on the initiative of local or regional tourism organisations. All long-distance cycle routes in Germany are marketable products and supervised by a route operator, who is responsible for the development of the route, building and maintenance of



Co-funded by the COSME programme
of the European Union



infrastructure, cooperation between main POIs, ensuring quality and marketing as well as the economic success.

The German Cycling Network is a network of 12 national long-distance cycle routes. These comprise existing regional long-distance cycle routes. All EuroVelo routes in Germany run in parallel to the German Cycling Network, except some small EuroVelo sections and EuroVelo 13 – Iron Curtain Trail. The ADFC is therefore asking the federal government to establish a national cycle-tourism coordination centre for the relevant activities, such as the development of route infrastructure, services, marketing and promotion, organisation as well finding the financial resources for cycle tourism in Germany.

The final EV3-CCP project meeting will be a great platform to inform all route operators about the project outcomes and to provide them with additional information about EuroVelo.

Proposed short-term actions:

- Organisation of workshop once a year to raise the awareness of relevant stakeholders of EuroVelo 3, to show good practices and to convince more stakeholders to join the network. Estimated cost: €500.
- In addition to the annual workshop, it is worth considering a hands-on experience on the cycle route by organising a multiplier tour or a study tour for stakeholders. Estimated cost: €2,000.

Proposed medium-term actions:

- Building or having an annual meeting with a steering group for route development to ensure the development and quality management of the nine regional long-distance cycle routes. Estimated cost: €3,000.

Proposed long-term actions:

- Establishment of a national coordination centre for the development and quality management of the German Cycling Network and EuroVelo routes in Germany. Estimated cost: €300,000 for five years.



Co-funded by the COSME programme
of the European Union



4.4.4 Belgium

There are various Belgian organisations responsible for the route development:

Infrastructure:

- The regional ministers of public works
- “SPW Mobilité et Infrastructures”: responsible for the former train tracks 38, W2 and W6 and regional roads
- Municipalities

Services and marketing:

- Regional Ministers of Tourism
- Regional Ministers of Public Roads and Mobility
- “Commissariat Général au Tourisme (CGT): responsible for the coordination of the cycle tourism offer
- Wallonie Belgique Tourisme
- Provincial tourism federations
- Local tourism offices

The main actors are “SPW Mobilité et Infrastructure” (for development) and CGT (for marketing). Regarding the numerous other actors involved, one of the challenges for the NECC Pro Velo, in collaboration with SPW and CGT, will be to enforce the overall coordination and to obtain more clarity about who will finance which actions.

Ongoing actions in this context include:

- Awareness raising, networking and brainstorming around marketing, promotion and the development of services: Two workshops will cost €2,000.
- Follow-up on the route development: One of the NECC’s missions is to centralise information on the route development and encourage the relevant services to invest in the route. Approximate cost: €3,000 per year.

4.4.5 France

On a national level, Région Île-de-France ensured the national coordination of EuroVelo from 2012 to 31 December 2018. During the steering committee meeting of January 2019, a new lead partner



Co-funded by the COSME programme
of the European Union



was identified: the Comité Régional du Tourisme (CRT) Paris Île-de-France. The partners agreed to work together on a second-generation “Partnership agreement”. They aim to define the content, details, action plan and budget of this new partnership agreement during the first half of 2019, with the help of Vélo & Territoires.

The Steering Committee, led by CRT Paris Île de France, is supplemented by three sub-themed technical committees, led each by a different work package leader: Infrastructure (Département of Seine et Marne), Marketing (CRT Paris Île de France) and Services (Comité départemental de Tourisme of Essonne).

4.4.6 Spain

With regard to route development organization, the situation in Spain is as follows:

- Each region has different priorities and working pace, as they are different administrative bodies. However, since the creation of the Spanish NECC in 2017, a working group has helped them coordinate their work and find common ground.
- Financing would need to come from external funds (EU) or, in the best-case scenario, from co-funding strategies.
- The regions along EuroVelo 3 in Spain are currently looking for ways to fund the infrastructure and signposting works.
- There is no formalised cooperation with the rest of the country.
- The Council, Spain’s coordination institution linked to the Ministry of Culture, focuses only on heritage issues.
- Main actors involved:
 - Private initiatives.
 - Tourist consortiums.
 - Public touristic agencies.
 - Rural development groups.
 - Tourism regional administrations (if the route is partially segregated).
 - Council (Ministry of Culture).
 - Private initiatives related to bike services.
 - Federation of Associations of the Santiago Way Friends.



Co-funded by the COSME programme of the European Union



Proposed actions:

ACTIONS	TYPE	PROPOSED PARTNERS	FINANCING
SHORT TERM 2019-2020			
Training and study tour to improve the special knowledge of the involved stakeholders.	Regional	<ul style="list-style-type: none"> To be defined 	EV
Awareness raising. Coordination tool between regions. Organise further conferences and workshops with the agents involved at regional and inter-regional level.	National	<ul style="list-style-type: none"> Agents involved (described above) 	EV
A precise survey of the whole itinerary with GPS data. Including attractions, services, and public transport connections. Yearly updated.	Regional	<ul style="list-style-type: none"> Agents involved (described above) 	Public
Steering group for route development.	National	<ul style="list-style-type: none"> Agents involved (described above) 	Public/Private
Working group for infrastructure development.	Regional	<ul style="list-style-type: none"> Agents involved (described above) 	Public/Private
Working group for service, marketing - promotion development.	Regional	<ul style="list-style-type: none"> Agents involved (described above) 	Public/Private
Define the organisational structure of the route management, with the support of the Spanish NECC.	Regional	<ul style="list-style-type: none"> Agents involved (described above) 	Public/Private
MEDIUM TERM 2021-2022			
Operate the management system	Regional	<ul style="list-style-type: none"> Agents involved (described above) 	Public/Private
Establishment of a ranger system to monitor the route conditions.	Regional	<ul style="list-style-type: none"> Agents involved (described above) 	Public/Private
LONG TERM 2023-2027			
Operate the management system	Regional	<ul style="list-style-type: none"> Agents involved (described above) 	Public/Private



Co-funded by the COSME programme
of the European Union



4.5 Other transnational actions

The EV3-CCP project also foresees several specifically transnational actions and outputs:

4.5.1 Guidance document for UNESCO sites

The unique selling point of EuroVelo 3 – Pilgrims Route is its strong theme based on the historic pilgrimage routes that cross Europe. This is clearly demonstrated by the 20 UNESCO sites along the route as well as the countless other cultural points of interest. These cultural-tourism sites are therefore one of the project's key target groups.

The ECF will be working with the Jelling Mounds, Runic Stones and Church UNESCO site in Denmark and the University of Central Lancashire (as a subcontractor) in preparing a document on the benefits of attracting cycle tourists to these sites. This document will consider the reduced impact in sensitive locations compared to other forms of touristic transportation in particular. It will also offer guidance on the types of measures that can be introduced to attract cycle tourists, such as bike lockers. The project will also produce promotional and communication tools that will highlight the UNESCO and cultural tourism sites along the route. The partners will also work with tour operators to develop new touristic packages that combine cycling routes with visits to points of interest along the way.

4.5.2 Corporate Design and Communication Manual

A specific [Corporate Design and Communication Manual](#) has already been prepared for the project. It covers electronic and printed material and follows the EuroVelo standards that were established in former projects. The manual provides guidance on common design elements and aims to achieve a common image to be communicated by the partners to strengthen the project's international recognition.



For instance, the EuroVelo corporate design standards require individual EuroVelo route information panels to form an essential component of the branding of each route. Both the route information panels and the EuroVelo logo also make reference to the EU's flag. The project will therefore promote the visibility of the European Union, and the EU will be highlighted on the website, the map and in all publicity material.



Co-funded by the COSME programme
of the European Union



The development of the Corporate Design and Communication Manual has been co-funded by the COSME programme of the European Union.

4.5.3 Transnational route website

The transnational EV3 route website www.eurovelo3.com is a major communication tool to be developed in the project. It will be dedicated to the route and its attractions (e.g. UNESCO sites) but will also contain extensive sections on maps and guides, events, the stages and the respective countries along the route. The website will provide overview information about the route on the transnational level as well as deep links to where visitors can find detailed information on national and regional portals, some of which will also be prepared in the frame of the project.

The website has benefitted from co-funding by the COSME programme of the European Union.

The website will be officially launched at Velo-city 2019 in Dublin, on the Conference's last day on 28 June 2019. Velo-city is the world's largest annual cycling conference and among the world's primary forums for the exchange of bicycling expertise. The launch will take place at the conference's EuroVelo booth and include the following elements:

- A general presentation of the route;
- Displaying the new EuroVelo 3 promotional video if already available;
- Launching the website and demonstrating it on screen;
- Distributing EuroVelo 3 - Pilgrims Route flyers, guidebooks and other promotional materials;
- Networking around coffee, fruits, juices and if possible, some specialties from the regions along the route.

4.5.4 Experience-based app

An experience-based application for portable devices will be developed in the course of the project. It will offer EuroVelo 3 users both overview information on the transnational level and links to detailed information at the national/regional level. The app aims to improve the understanding of the route potential and explore new promotional opportunities with the use of new technologies. It will include a rewarding system based on sites visited by the users.



Co-funded by the COSME programme of the European Union



4.5.5 Promotional video

In addition to the rewarding system included in the app, other gamification tools will also be used through social media to encourage user engagement with the product and inform about its unique cultural heritage. This will include a video to promote the route and highlight the technologies related to cultural and creative industries that will be developed in the frame of the project to enhance the visitors' experience.

4.5.6 Long-Term Management Agreement (LTMA)

The Long-Term Management Agreement (LTMA) is designed to maintain the project outputs after the project finishes. It will comprise all project partners and include a monitoring system to assess the project's impact in the years to come. The ECF will organise and coordinate the LTMA. This LTMA will be modelled after the successful LTMA for the EuroVelo 15 – Rhine Cycle Route, a former co-funded EU project. It picks up on various of the aforementioned transnational activities.

The ECF is currently in the process of agreeing on the activities to be covered by the LTMA with the partners. For each task that could be part of the LTMA, the partners decided together if it should be a "must", a "nice to have" or an "extra". Set out in the table below are the results of this preliminary exercise but further steps will be required to agree the final list of actions.

The aim will be to arrange for other relevant stakeholders (e.g. representatives of the section of the route in Norway) to join the LTMA in the future.

MUST	NICE TO HAVE	EXTRA
Touristic information on transnational level	Presence at ITB Berlin and other international events	Organisation of summer events
Organisation of a communication and promotion working group	Monitoring of the implementation of the transnationally relevant Action Plan	Update of the guidance document for UNESCO sites on the implementation of cycling-friendly services
Coordination of the signage system on transnational level	Route surveys and action planning	Attending Velo-city
Public transport module and public transport information	Organisation of an infrastructure working group	Production of promotional videos



Co-funded by the COSME programme of the European Union



Internal communications	Organisation of a services working group	Involving users on the web
Lobby on transnational level	Presence on social media	
Organisational tasks	Collection of information related to services (bookable offers)	
Coordination of the itinerary on transnational level	Press work (touristic press releases)	
Financial management	Updates of the Corporate Design Manual	
Maintenance of the transnational website		
Production of touristic flyers		
Yearly usage monitoring and economic impact evaluation reports		
Maintenance of the smartphone app		

The LTMA will be based on a contract to be signed by all project partners, including information on the tasks and costs. The partners will meet at least once a year to discuss progress and the various activities. The ECF will prepare these meetings and send all relevant material to the partners in advance. Depending on the activities agreed on, there can be additional meetings, such as biannual Marketing and Communication Working Group online meetings, for example.

5 Conclusions

There have been significant improvements to EuroVelo 3 – Pilgrims Route since the previous action plan was published in 2012. Infrastructure has been built; cycle-friendly service schemes have been implemented; promotional tools have been developed; and National EuroVelo Coordination Centres have been established. As this TAP demonstrates, however, there remain a lot of actions that can be made to develop and promote the route as an innovative and attractive transnational tourism product capitalising on the shared European cultural heritage.

Both the previous 2011 “EuroVelo 3 – St James Way” project and the current EV3-CCP project have raised awareness about the route improvement activities that are required along EuroVelo 3. The



Co-funded by the COSME programme
of the European Union



projects are also extremely helpful in improving coordination, both among actors at the regional/national level and the transnational level. The partners have identified challenges in route development, coordination and funding, and are working on overcoming these challenges.

In addition to the obvious immediate effects on the route quality that are to be expected from the various actions explained in the previous chapter, the EV3-CCP project has had additional positive effects in the various countries that go beyond the Pilgrims Route and individual actions: For instance, the preparation of the National Action Plan in Belgium offered an opportunity to gather actors of the tourism sector who showed a clear motivation in developing a new dynamic in promoting cycle tourism and encouraging the creation of services. This dynamic will be supported by the actions of the “Commissariat Général au Tourisme” (CGT), which is responsible for the coordination of the cycle tourism offer, concerning the “Bienvenue Vélo” network and the actions of the NECC Pro Velo.

Cycling tourism is an economic sector that continues to boom. For instance, the French public authorities are committed to developing the use of cycling for one main reason: the estimated economic spin-off of approximately €4.5 billion a year. Cycle-tourism development also reflects a profound cultural change in tourist habits and consumption towards more wellbeing, care for the environment, sustainable consumer choices and more participation. The economic benefits for SMEs following the route-improvement actions along EuroVelo 3 are expected to be huge. In addition to the work done in Germany ([ADFC-Travelbike Bicycle Travel Analysis](#)) and France ([La Plateforme nationale des fréquentations](#)), the ECF is currently working on a methodology to better assess the economic impact of long-distance cycle routes.

Publishing credits

Publisher:

European Cyclists' Federation (ECF)
www.eurovelo3.com
eurovelo@ecf.com
Tel. 0032 2 8809 274

Author:

European Cyclists' Federation (ECF) and the EV3-CCP Partners (see below).

Cover Design:

Omer Malak, ECF

Photo credits:

Cover: Marc Gasch / Xunta de Galicia; Pro Velo; THENIN - Agence Aisne Tourisme; **page 1:** BTeissedre - Agence Aisne Tourisme; **page 4:** Vejle Municipality; **page 7:** EuroVelo; **page 16:** Jesper Pørksen, Danish Cycling Tourism; **page 21:** Xunta de Galicia; **page 23:** Pro Velo; **page 29:** Vejle Municipality; **page 33:** Marc Gasch / Xunta de Galicia; **page 41:** Transport Directorate of the Île-de-France Region; **page 53:** EuroVelo.

© European Cyclists' Federation (ECF), June 2019

This report has been developed in the frame of the EV3-CCP project, which is co-funded by the COSME programme of the European Union.

The content of this report represents the views of the author only and is his/her sole responsibility. It cannot be considered to reflect the views of the Executive Agency for Small and Medium sized Enterprises or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

EV3-CCP partners:

Cykelfrämjandet (Sweden); Vejle Municipality (Denmark); Nationalmuseet (Denmark); ProVelo (Belgium); Région Île-de-France (France); Xunta de Galicia (Spain); Rutas Pangea (Spain), European Cyclists' Federation (ECF, Belgium).



EuroVelo 3
Pilgrims Route



Co-funded by the COSME Programme
of the European Union



Pro Velo

