

SPECIFIC METHODOLOGY FOR CREATING A TOURISM PRODUCT BASED ON GREENWAYS

Madrid 21 of January 2016

Chus Blázquez

www.rutaspangea.com

@chuspangea

GREENWAYS OUTDOOR



Co-funded by the COSME programme
of the European Union



Bicycle Tourism is BOOMING



UNIBIKE 2015

WTM 2015

Mallorca Ibiza
Menorca Formentera
Illes Balears



Eurovelo
42 Countries
14 Long-haul
routes
70.000 km.



-  EuroVelo 1 - Atlantic Coast Route
-  EuroVelo 2 - Capitals Route
-  EuroVelo 3 - Pilgrims Route
-  EuroVelo 4 - Central Europe Route
-  EuroVelo 5 - Via Romea Francigena
-  EuroVelo 6 - Atlantic - Black Sea
-  EuroVelo 7 - Sun Route
-  EuroVelo 8 - Mediterranean Route
-  EuroVelo 9 - Baltic - Adriatic
-  EuroVelo 10 - Baltic Sea Cycle Route
-  EuroVelo 11 - East Europe Route
-  EuroVelo 12 - North Sea Cycle Route
-  EuroVelo 13 - Iron Curtain Trail
-  EuroVelo 15 - Rhine Route

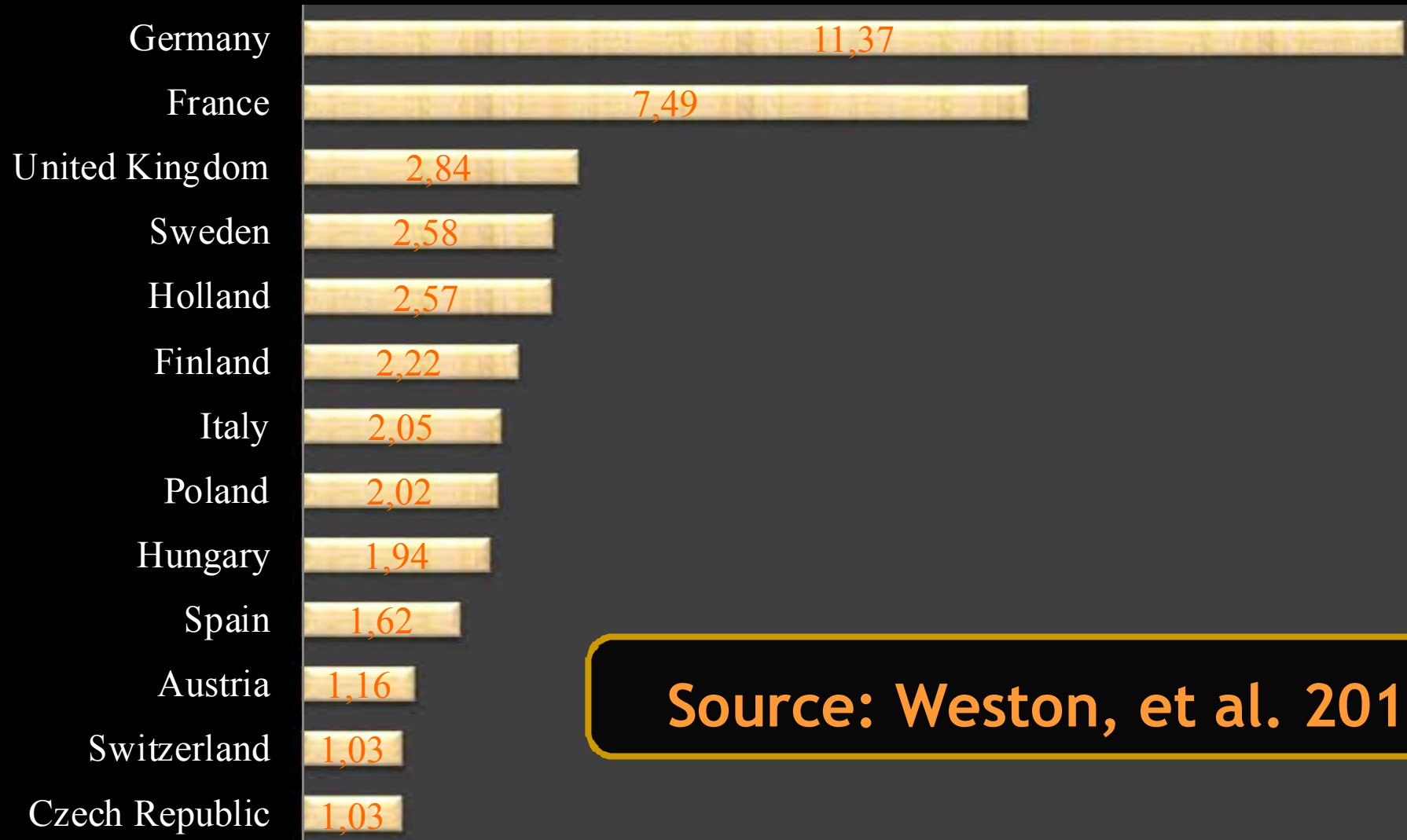
A person is seen from behind, riding a bicycle on a dirt path that winds through a lush, green forest. The trees are tall and dense, with sunlight filtering through the canopy, creating a misty or dappled light effect. The overall atmosphere is serene and natural.

GREAT WITH ECONOMIC IMPACT

Cycling in Europe annually produces a direct economic impact of 44,000 million €

Revenues from cycling in Europe

■ Revenues in Billion



Source: Weston, et al. 2012



The project Greenways Outdoor is a new opportunity for us to share our experience in creating tourism product on Greenways



Rutas Pangea has been making bike tourism products in Greenways for more 20 years



We are sure that Greenways are a great potential for local tourism developers: small companies of tourism, small hotels, rural accommodations, restaurants...





The greenways offer a wide spectrum of potential clients:

Families, kids, senior, disabled...

Nowadays this kind of tourism is becoming more and more popular



The most important.
Knowing the profile of the audience we are addressing.
We know the process of creating the tourist product.

CycleLake

A bid to the Linking Communities Fund
Cumbria County Council in partnership
with the Lake District National Park Authority

Étude de fréquentation

Ajustar una página entera a la ventana

GreenWays4tour



et de retombées économiques de La Loire à Vélo

Cycle Friendly Services

El impacto económico del cicloturismo en Europa

Síntesis de los principales
estudios realizados
2014



GREENWAYS PRODUCT

METODOLOGÍA ESPECÍFICA
PARA LA CREACIÓN DE PRODUCTO TURÍSTICO
EN TORNO A VÍAS VERDES



Wikiloc is a place to discover and share the best outdoor trails for hiking, cycling and many other activities



Hiking
Humbug Trail 4 km. Malakoff (historical), California (United States)

Author: christian_r

Your bike routes online

[FIND ROUTE](#) [CREATE ROUTE](#) [Apps](#) [Blog](#) [FAQs](#) [More](#)

Get the free Bikemap App

Englisch Meter / km

Rutaspan...

Your email address has not been verified. Please check your inbox and click the confirmation link or [resend the verification mail](#).

Free Bikemap App for iPhone, Android and WindowsPhone

GET THE FREE BIKEMAP APP!

App Store Google play Phone

Where they seek information

Zona taller mecánico



Recarga bicis eléctricas



Aparcamiento de bicicletas seguras



We know the special needs of these clients



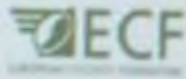
Intermodal



Transfers...



**Luggage
transport**



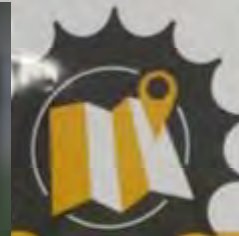
albergabici

amico
della
bici



Rutas

Bikefriendly
we like cyclists!



Disfruta de las rutas de carretera y de montaña que Bikefriendly te propone.

En nuestro espacio podrás encontrar diferentes fichas técnicas especificando el nivel de dificultad, kilometraje y altitud.

INFORMACIÓN



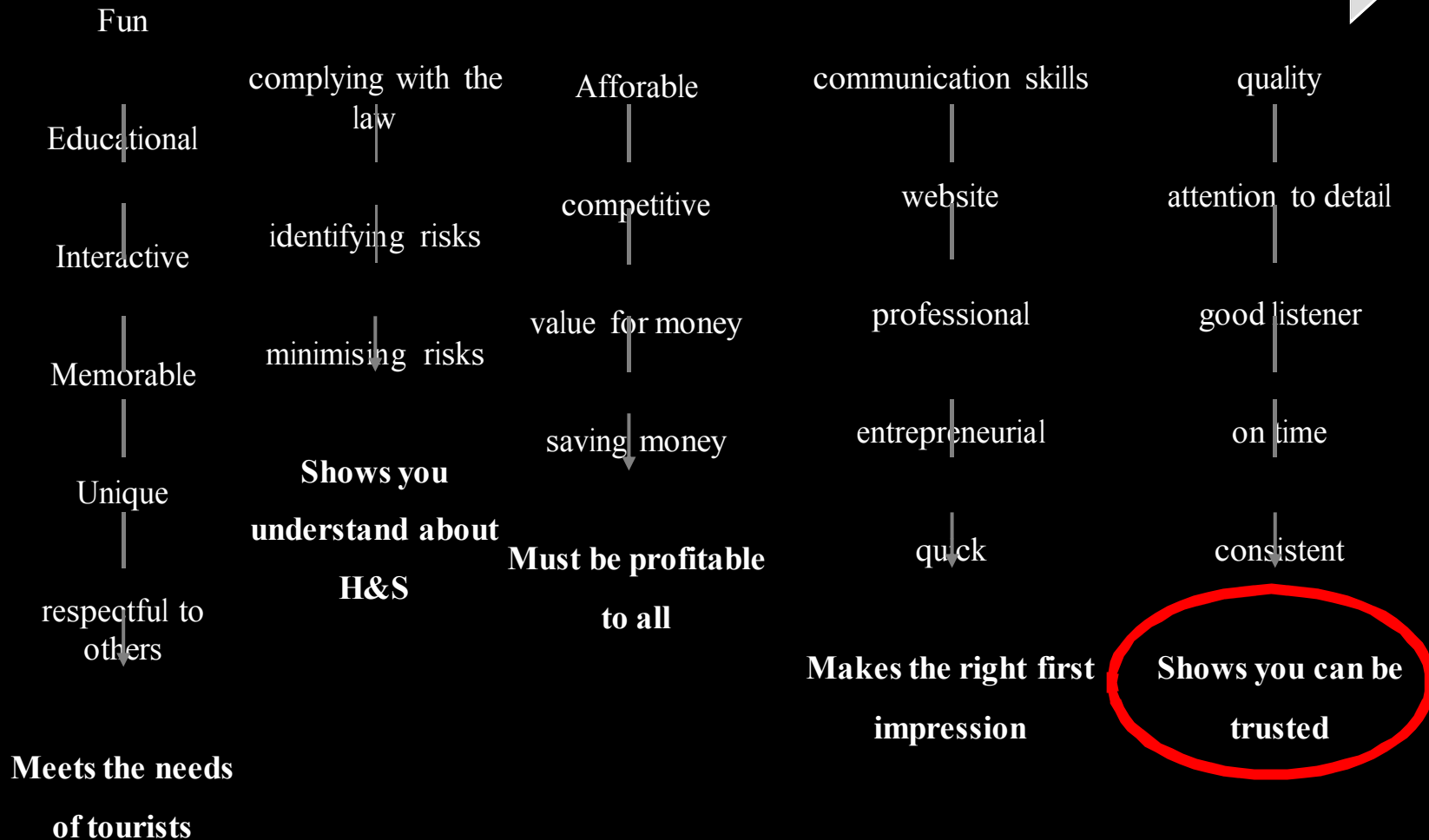
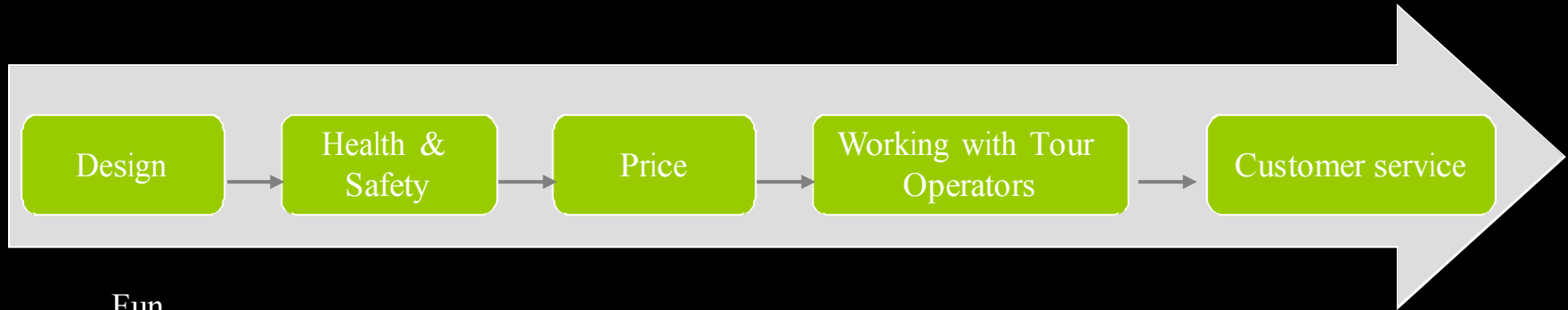
Bett & Bike

Accommodations

Certificaciones para alojamientos amigos de la bici



Features of the tourism product



Product Design in Greenways

To think
about at
each
stage of
the
Process

RESOURCES:

Internal vs. outsourced, availability, cost?

INDUSTRY AND OTHER STAKEHOLDER ENGAGEMENT:

Who, how, when?

CHALLENGES/RISKS AND CONTINGENCY:

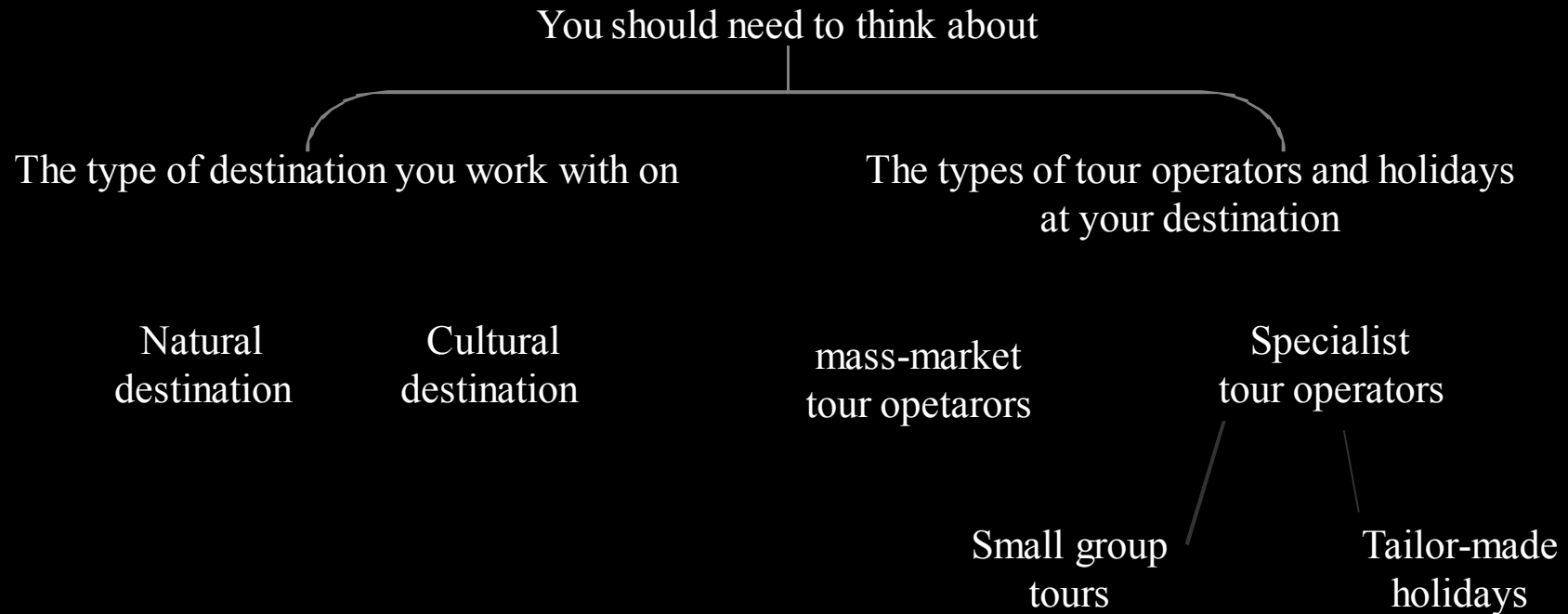
What could go wrong at this stage and what can be done to avoid it?

VIABILITY:

Does the product seem like it has a reasonable chance of success at this stage?

If not, is it worth continuing?

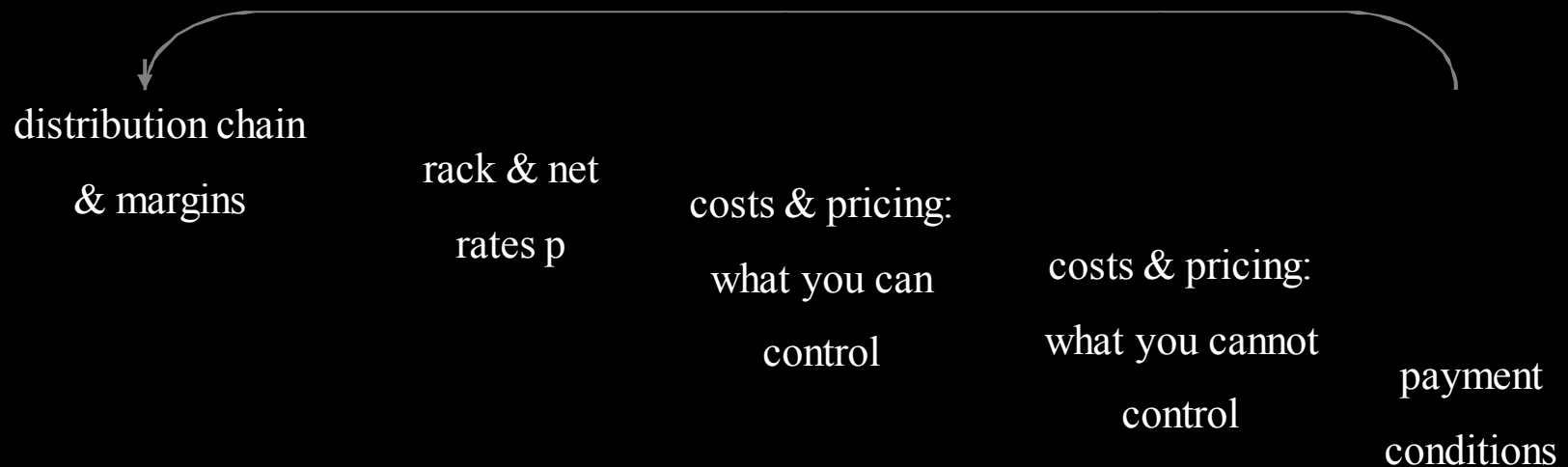
DESIGNING THE EXCURSION



The key to success is to design an excursion that appeals to tourists visiting tour destination

PRICE THE EXCURSION

You need to understand about:



The key to success is to make a profit while selling at an attractive price to the ground agent, the tour operator and the tourist.



Remember the importance of segmentation, offering different products to different clients



**Giving value to our products and
targeting the deepest needs of
our customers**

Many thanks!!

chus@rutaspangea.com

@chuspangea

www.rutaspangea.com

