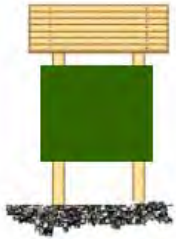




GREENWAYS OF THE REGION OF MURCIA

A TRAIN OF OPPORTUNITIES





mpelucio04

Consortium of the Green roads of the Region of Murcia

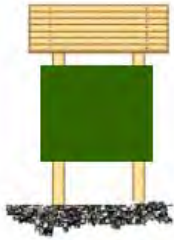
Greenways, a responsible tourism product.

It considers the environmental impact, it does not destroy the landscape, preserving biodiversity, etc.

SOSTENIBLE

Involves the local community, is accessible and conducive to peaceful coexistence between tourists and the local population, etc.

Economically viable, long-term vision, preserves the destination, generates employment in local communities, etc..



Consortium of the Green roads of the Region of Murcia

In the Region of Murcia we have old railroad paths into disuse for reuse as greenways.

Northwest Greenway.

1998. Star Of Construction VV Caravaca – Mula.
2011. Star of Construction VV Mula - Murcia.
With a total length of 78 km

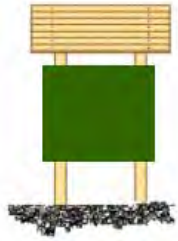
New Greenways Murcia Region.

STAR OF CONSTRUTIONS
Greenway Cartagena-Totana.
53 km
Greenway La Pinilla-Mazarrón.
14 km.

Next Greenways Murcia Region.

IN STUDY
Greenway Chicharra (Cieza-Jumilla-Yecla).
63 km
Greenway Almendricos (Lorca)
7 km.





Consortium of the Green roads of the Region of Murcia

Creation of a management entity: Consortium of the Green roads of the Region of Murcia.

For the management of these itineraries of long length, is created in the year 2003 a management entity; The consortium of the way green of the Region of Murcia. The Consortium is an instrumental entity of public nature, for technical, administrative and economic cooperation of the Green roads of the Region of Murcia and the municipalities that compose them. In 2015 the statutes are modified to incorporate new itineraries of long length, other greenways and any ecotourism itinerary.

COMPONENTS:

Department of economic development, tourism and employment.

Ayuntamiento de Murcia.

Ayuntamiento de Molina de Segura.

Ayuntamiento de Alguazas.

Ayuntamiento de las Torres de Cotillas.

Ayuntamiento de Campos del Río.

Ayuntamiento de Albudeite.

Ayuntamiento de Mula.

Ayuntamiento de Bullas.

Ayuntamiento de Cehegín.

Ayuntamiento de Caravaca de la Cruz.

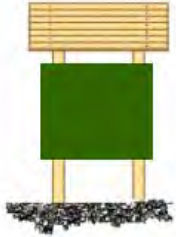
Ayuntamiento de Cartagena.

Ayuntamiento de Fuente Álamo.

Ayuntamiento de Alhama de Murcia.

Ayuntamiento de Totana.

Ayuntamiento de Mazarrón.



Fines del Consorcio.

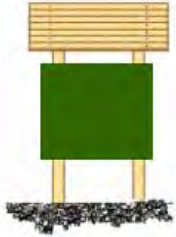
Promoting the adaptation of the ancient paths of the rail, which run through the territory of the autonomous community of the Region of Murcia to its use as greenways.

To promote all kinds of actions conducive to the promotion, maintenance and development of the Green roads of the Region of Murcia.

The greenways become elements of the tourist, patrimonial, economic and environmental development of the Region of Murcia.

To incorporate, where appropriate, with proper treatment, paths, itineraries and other roads which are likely to promote the use and purpose of greenways.

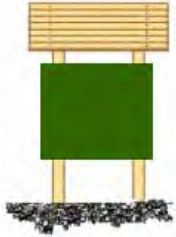




Actions carried out by the Consortium.

- Preparation and enhancement of the Via Verde del Noroeste.
- Creation of a network of shelters in the Via Verde del Noroeste.
- Conditioning of the Via Verde Cartagena-Totana.
- Conditioning of the Via Verde of Mazarrón.
- Work for the recovery of the Via Verde of the cicada (Cieza, Jumilla and Yecla) Works for the recovery of the Via Verde from Almendricos (Lorca).





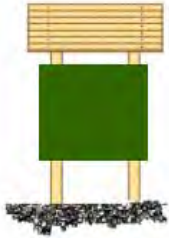
Principales Objetivos.

- Creation of a network of greenways, which unified the various itineraries of long existing in the Region of Murcia. Connecting greenways each other for the generation of tourism product.
- Make a bet together to unify the management, promote and market the different greenways.
- Creation of a network of shelters that serve as an engine for the marketing of the product.



Consortium of the Green roads of the Region of Murcia

Northwest Greenway. 78 km.



- Etapa 1
- Etapa 2
- Etapa 3
- Etapa 4

- Patrimonio Cultural
- Señalización paisajística
- Estaciones de tren
- Antiguas estaciones

- Balneario
- Carreteras y Accesos
- Camping

Consortium of the Green roads of the Region of Murcia

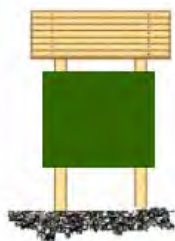


Environment and Landscape

ORCHARDS OF EL RIO SEGURA
BADLANDS
MULA, QUIPAR AND ARGOS RIVERS
AGRICULTURAL LANDSCAPE
MOUNTAINS BETWEEN BULLAS AND CEHEGIN

R.P. SIERRA ESPUÑA
LICs - MULA AND PLIEGO RIVERS
ZEPAs - BURETE, LAVIA AND CAMBRON



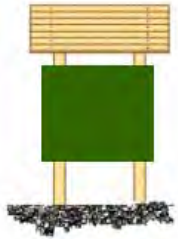


Consortium of the Green roads of the Region of Murcia

.One-way barrier-free.....



Adapted to people with disabilities



Main potentialities of the Via Verde as a tourist product.

A pathway for all ages...



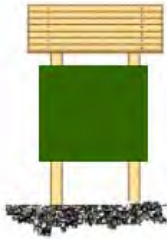
... For all travel options



A pathway for employment

One way to enjoy it...

Consortium of the Green roads of the Region of Murcia



THE GREENWAY AS GENERATOR OF EMPLOYMENT TOURISM PRODUCT

The jobs created around the Greenway have been numerous.

Surveillance and maintenance service.

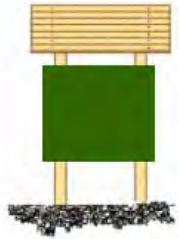
Taller de Empleo.

Active tourism companies.

Plans for revitalization and putting into value of greenways.

Management of the network of hostels





Consortium of the Green roads of the Region of Murcia



**Responsible
Tourism**



**New site of
employment**

Actividad	Nº de empleados
Gestión Consorcio	1
Servicio de Vigilancia y Mantenimiento	1
Gestión Red Albergues	4
Servicio Cafetería Estación Caravaca de la Cruz	2
Servicio Restaurante Estación Cehegín	4
Servicio cafetería Estación Alguazas	3
Total	15

The Greenway is a relevant socio-economic support to policies of sustainable development of the Northwest region.





Consortium of the Green roads of the Region of Murcia

Religious tourism is another of the potentialities of the Via Verde del Noroeste.

- Pilgrimage way to Caravaca de la Cruz

Since its inception the Via Verde del Noroeste has become as the most powerful and successful linear infrastructure with tourist use of the Region of Murcia, supplemented also by their condition of Jubilee road towards the Holy City of Caravaca de la Cruz made. Thousands of people use the path as a route of pilgrimage.



Eco-counters devices

Period analyzed: 04 August 2015 - 04 January 2016

Total Users (Section between Cehegín and Caravaca cities):

52.683 walkers plus 17.759 bikers.

Total Users (Section of Niño de Mula):

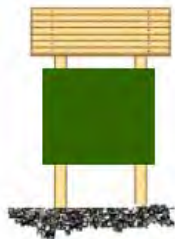
9.697 walkers plus 4.794 bikers

Total Users (Section between Murcia and Molina de Segura):

422.374 walkers y 25.035 bikers

Total users: 532.342



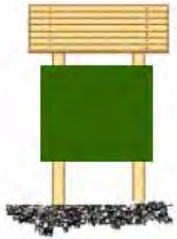


Consortium of the Green roads of the Region of Murcia

Network of hostels, an exemplary initiative.

ALVERDES: Hostels on the Northwest Greenway of the Region of Murcia





REHABILITATION OF THE OLD TRAIN STATIONS

The rehabilitation works were conducted since 2009 until 2011.

The total investment of the works were of: **4.058.654 €**

The Consortium of the Northwest Greenway was the responsible of all the project. Actually, we can find 7 hostels where before had 7 old train stations.

These hostels are managed for the **ALVERDES PROYECT.**



Las Torres de Cotillas

CAPACITY: 22 PERSONS



Alguazas

CAPACITY: 48 PERSONS



Campos del Río

CAPACITY: 16 PERSONS



Albudeite

CAPACITY: 10 PERSONS



La Luz- Mula

CAPACITY: 60 PERSONS



Bullas

CAPACITY: 44 PERSONS



Cehegín

CAPACITY: 48 PERSONS



Caravaca de la Cruz Old Station.

CAPACITY: 44 PERSONS



Marquis Sources.

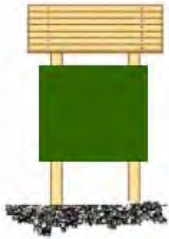
CAPACITY: 44 PERSONS



Pernoctaciones en la Red de Albergues durante el año 2015.

- From January to December 2015, more than 3,000 people have stayed at Hostels in the Via Verde del Noroeste.
- Reservations are processed through the web: www.alverdes.es
www.booking.com



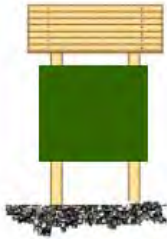


Awards and Distinctions



“Exemplary initiatives”
Category. Second Prize
Alverdes: Hostel on The
Northwest Greenway of the
Region of Murcia.





Awards and Distinctions



PREMIO ESPECIAL A LA SOSTENIBILIDAD
ALBERGUE JUVENIL EN LA RAFA. BULLAS

Arquitecto:
Fernando de Retes Aparicio.

Promotor:
Consortio Vía Verde del Noroeste.

Constructor:
José Díaz García, S.A.

Arquitecto Técnico:
Antonio Fernández Sánchez.

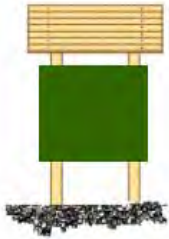
Murcia, diciembre de 2013
El Consejo de Obras Públicas y Ordenación del Territorio.

Antonio Sevilla Recio



"Alverdes". Included in the Handbook of best practices on Rural tourism, by the Ministry of agriculture.



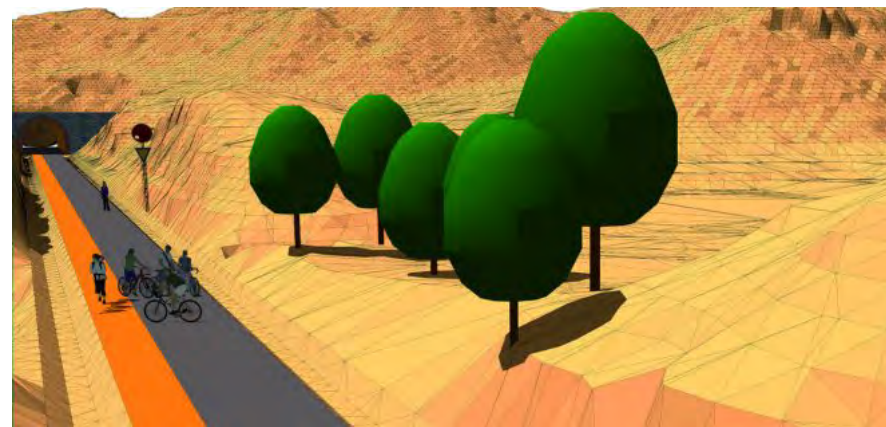


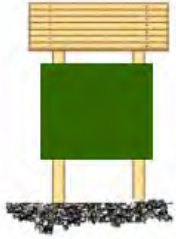
.Time passes bill to the Greenway. Why was born Via - commitment.



More than 2 million users reveal that the Greenway is one of the tourist resources with further development of the Region of Murcia. To do this, the Consortium has launched a project framework for conservation, restoration and improvement of the rural heritage and infrastructure support of the Green roads of the Region of Murcia, through collaborative action and social responsibility of enterprises.

VÍA-COMMITMENT





.Proceso de Vía-Commitment.

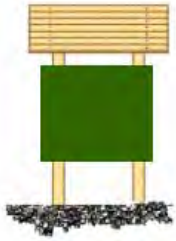
1. PUBLIC PRESENTATION AND CONTACT
WITH COMPANIES

2. MATURATION OF
IDEAS AND
PROJECTS

3. FIRMA DE
ACUERDOS

4. PROYECTO Y EJECUCIÓN

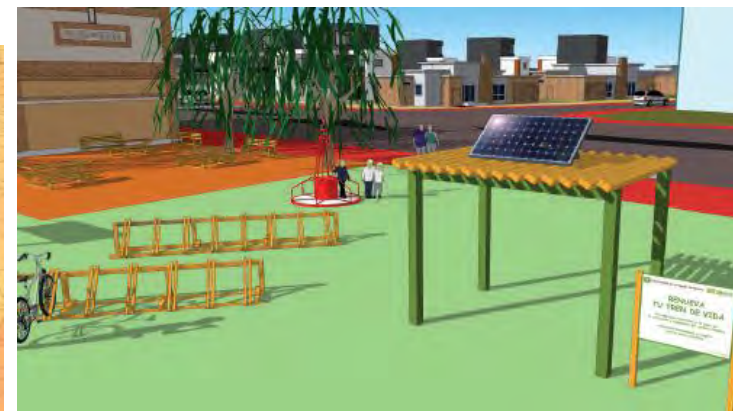


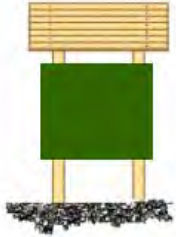


VÍA-COMMITMENT



VIA-COMMITMENT is a train of opportunities for the cooperation of the society through the Greenway. A proposal to enterprises to seek their voluntary cooperation in projects to get the restoration, improvement and desirable conditions of excellence the Via green in the Northwest and the set of green routes in the Region of Murcia.

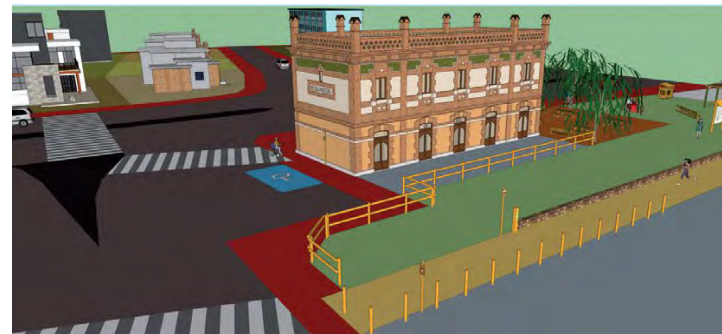
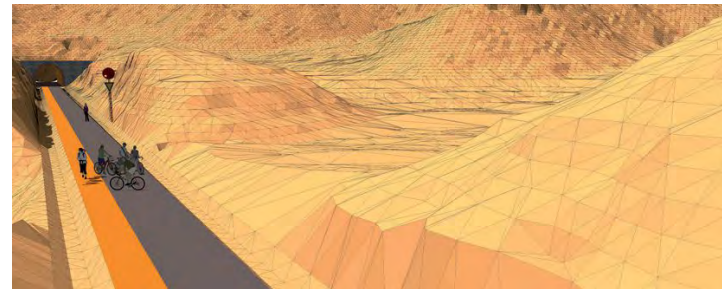


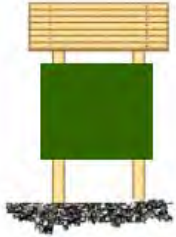


.VÍA-COMMITMENT

What type of projects can my company support?

- * Training, directional and interpretive signage
- * improvement of the firm and security
- * new paths to improve connections.
- * Improved accessibility
- * landscape and ecological restoration
- * teaching equipment and reception and rest areas
- * incorporating patrimonial elements of interest
- * actions of dissemination and revitalization.
- * Projects "ad hoc" associated with the image of the company.





.Next Project.

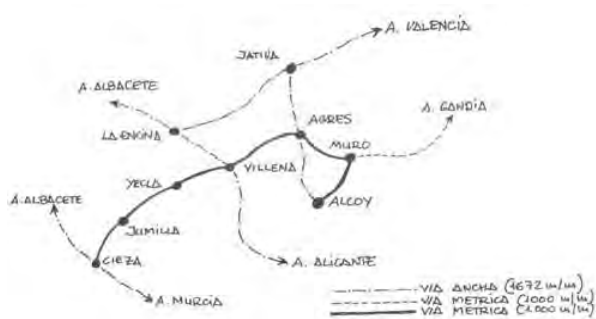
STAR OF CONSTRUCTIONS
Greenway Cartagena-Totana.
53 km
Greenway La Pinilla-Mazarrón.
14 km.



IN STUDY
Greenway Chicharra (Cieza-Jumilla-
Yecla). 63 km
Greenway Almendricos (Lorca)
7 km.



Signature of an agreement with
penitentiary institutions,
compliance with penalties of
working for the benefit of the
community, on the Green
routes in the Region of Murcia.



Implementation of a Plan of
revitalization of the way green
Region of Murcia and
development of a project called
"ICT as an instrument of value
of the greenways of the Region
of Murcia.



Thank you for your attention !!!

Juan Soria Martínez

Manager of the Murcia's Greenways Consorcium (Spain)