

Girona greenways and local development

(Impacto socioeconómico de las vías verdes de Girona)

Vitoria 2019



RUTA DEL CARRILET
EXCEPTE VEHICLES
AUTORIZATS
1.5t
LIMITACIÓ DE
PES
DIPUTACIÓ DE GIRONA

Àngel Planas
Manager - Girona Greenways Consortium





Introducing Girona Greenways Manager & collaborators



2003 - 2019

Historical background

Old disused railways = Great value



1 Iron and Coal route

4 Little Train route

2 Narrow-Gauge Railway route (Carrilet)

+ New ROUTES 2017 !



From the Pyrenees to the Costa Brava

140 km. of accessible route



Family

Friends

Children

Seniors

Bikers

Runners

...



A great tourist potential



- ◆ It increases the demand of tourism with sustainable offers = **ecological tourism**.
 - ◆ The pace of the green routes allows the visitor to **enjoy** the environment and to **discover** a natural rich and diversified **heritage**.
 - ◆ Allow people to walk and cycle around the countryside at their **own rhythm**, where its every detail may be enjoyed at leisure.
 - ◆ In Spain, breaks with the summer seasonal demand.
- ◆ Complete offer of services, which supports **economic local development**
(tourist varied services: accommodation, gastronomy, renting material and transfers, activities, etc.)

Physical exercise, a benefit for the health

Estimated value in public health savings:
164.454 € / year

Greenways provide the opportunity for doing necessary physical activity in unbeatable conditions, given the gentle profile of the path and the frequent maintenance.

In GIRONA, recommended by the LOCAL HEALTH AUTHORITIES

Other uses: SPORT, ACCESSIBILITY...



Organization of the local entity:

The Consortium of Girona Greenways

Composition: The Consortium is an **administrative autonomous entity** constituted by 28 town councils of the towns through which the greenways run, together with Girona Provincial Council, town councils of Pirinexus (25) and 7 counties councils (about **60 members**).

FUNDING:

↯ **Ordinary income...**

60% Girona Provincial Council 40% Town halls.

Municipal contributions according to the number of inhabitants and the economic capacity of the municipality.

Not the same quote Greenways or Pirinexus (no maintenance of the route).

↯ **Others:** Autonomous government (Catalonia), Central/state government (Spain), European resources...

Tourism Services associated: 30.000 € / year

GLOBAL FUNDINGS: + 1,000.000 €

The importance of LINKING ROUTES

European transfrontier project, spring 2013

PIRINEXUS – Eurovelo8



3 types of route:

- Greenways
- Cycle tourist route
- Roads slow traffic
- Same signalisation



Cyclotourism & Walking = local development

Creation of **Economic Club of Sponsors**

(implication of private sector)

- ✓ 2004: 8
- ✓ 2007: 40
- ✓ 2010: 50
- ✓ 2012: 75
- ✓ 2013: 90
- ✓ **2016-2019:**
about 100

Annual assembly

with all members,
in order to contribute
with the annual plans
and to collaborate.

Tourism Board:

Group of Walking / Cycletourism
Annual assembly of Active Tourism

WORKSHOPS ...

The screenshot shows the website 'viesverdesGIRONA pirinexus'. At the top, there are social media icons (Facebook, Twitter, YouTube, Instagram) and language options (CAT, ESP, ENG, FR). Below the header is a navigation menu with items: RUTAS, INFO PRÁCTICA, ACTUALIDAD, SERVICIOS TURÍSTICOS, and EL CONSORCIO. The main content area features a video player showing a person with a bicycle. Below the video is a navigation menu with icons and text: Alojamiento, Gastronomía, Agencias de viaje, Alquileres y transfers, Otros Servicios, and Oficinas de Turismo. At the bottom, there is a map of the Girona region with numerous blue location markers.

USER'S INCREASE (estimations + counters)

- **2000-01**: Information of the Department of Environment (Spain) from interview on the route: **123.000 users**.

The route of the Carrilet (Olot-Girona), most used in Spain.

- **2002-03**: Estimation according to fixed systems of inventory and observant local book-keepers: **350.000 uses / year**.

Castell d'Aro's station: 1.000 users on weekdays on summer.

- **2004**: Estimation done from observations in the route during different days and hours. **500.000 uses / year**

- **2006: 800.000 uses/year**
- **2008: 1,300.000 uses /year**
- **2010: 1,500.000 uses / year**

• **2018: 278.000 USERS!**

Difference "Uses" / "Users" !!!



Maintenance

Ordinary works: signposting, cleanliness, security works...
Improvement of the road surface

External & extraordinary fundings: new construction of underpasses; New illumination; Creation on new tracks.



Classical promotions

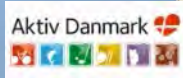
Offline:

- ◆ Specialized information **Guides** (4 languages) & **Maps**
- ◆ Commercial signposting
- ◆ **DVD**, historical vision and present of GW
- ◆ **Divulgative acts:**
 - Technical Conferences
 - Itinerant Exhibition
 - Presstrips & Famtrips
 - Fairs

Press service

Online: webs & social network !!!





Quality Label

← → ↻ ⓘ No es seguro | www.viesverdes.cat/en/bedbike/

Aplicaciones Wiki - ViesVerdes Diputació de Girona Facebook ViesVerdes - Esció Importados Inici - Portal de l'emp iLovePDF | Eines PDF Vies Verdes 2 < Entra



viesverdesGIRONA



CAT ESP **ENG** FR

ROUTES

PRACTICAL INFO

NEWS

TOURIST SERVICES

CONSORTIUM



Bed&Bike Label

BED&BIKE SERVICES

The cycle tourists who visit us come to seek out the quality of our environment and to enjoy what it has to offer in terms of culture, gastronomy and so on. At the Girona Greenways we are taking a step forward by establishing a quality label, the Bed and Bike label, for the tourist services associated with our routes. This brings us into line with European standards.

The Bed&Bike label provides an assurance that the establishments holding it – particularly accommodation and restaurants – offer suitable services which have been specifically thought out for cycle tourists: single night stays, areas for storing and renting bicycles and for renting and drying equipment, repair kits, appropriate menus for cyclists, useful information for cycle tourists, among others.

Enjoy our Bed&Bike cycletourism services!

[Conditions_Bed_and_Bike_Label_in_Girona_Greenways](#)

[Have a look at this video to know more about our Bed&Bike tourism services!](#)



Economic impact – 2018



3.420.561 €

L'any 2018 presenten un impacte econòmic total
entorn els 3,5 milions d'euros

277.795

Nombre
d'usuaris
Users

Greenways & cycling
routes as an
economic motor

62.6

Llocs de treball
Employment

2006 - 2018



First results

Mode, duration and reasons of use



People use greenways for various uses, combining them: **40%** say **1** only use; **40%**, **2** uses and **18 %** detail **3** uses.

Walking: 57%

Cycling: 43%

Male: 59%

Age: 47,5 years old

From the area: 58%

42% "International":

France 38%; rest Spain

22%; Germany &

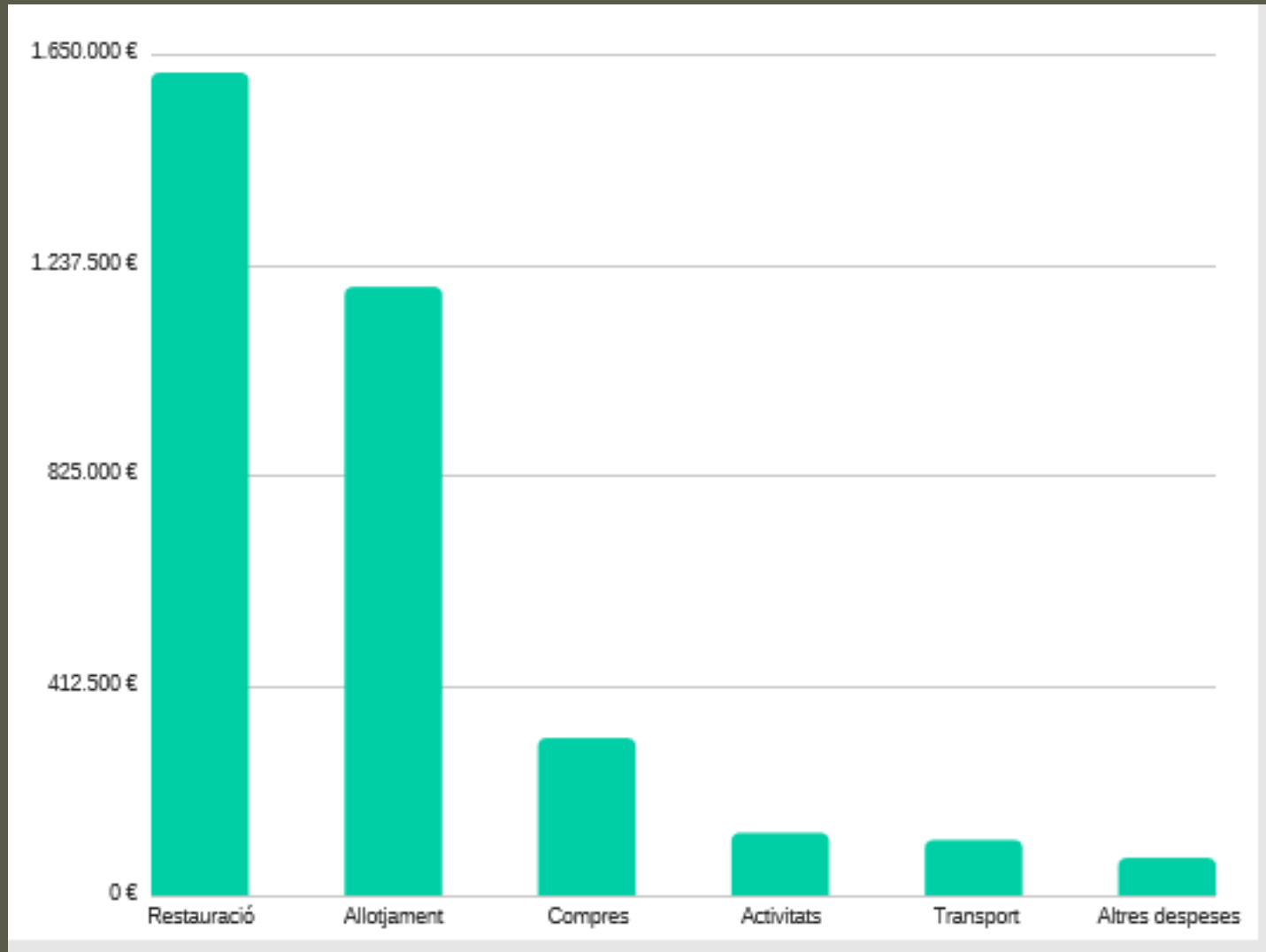
Belgium 8%; Italy 6%...

Economic impact:

tourist, about 60€ / day

Medium: 13,7 €

Economic impact - tourism



Restaurants / Accommodation / Shopping / Activities / Transports / Others

Valoration / Tracks - Services

Signals

Cleaning

Maintenance route

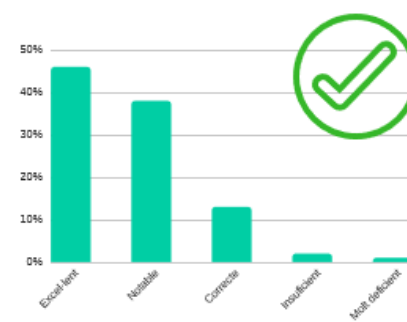
Accommodation



La senyalització



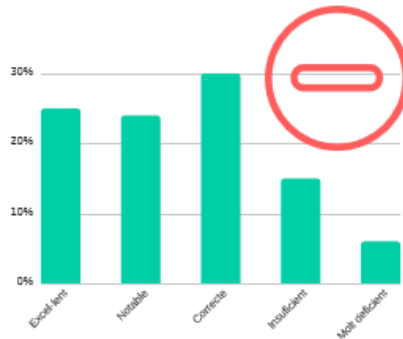
La neteja



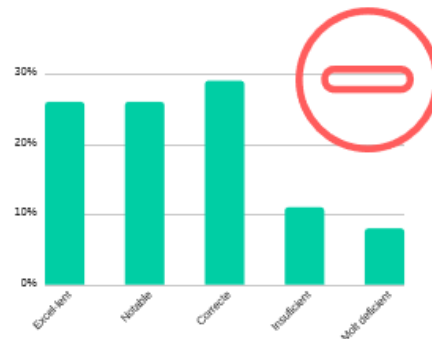
L'estat de la via



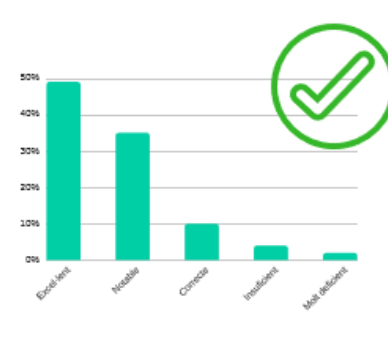
Serveis allotjament



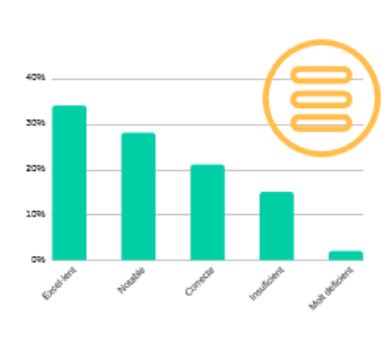
Àrees de descans



Punts informació



Serveis restauració



Serveis de transfer

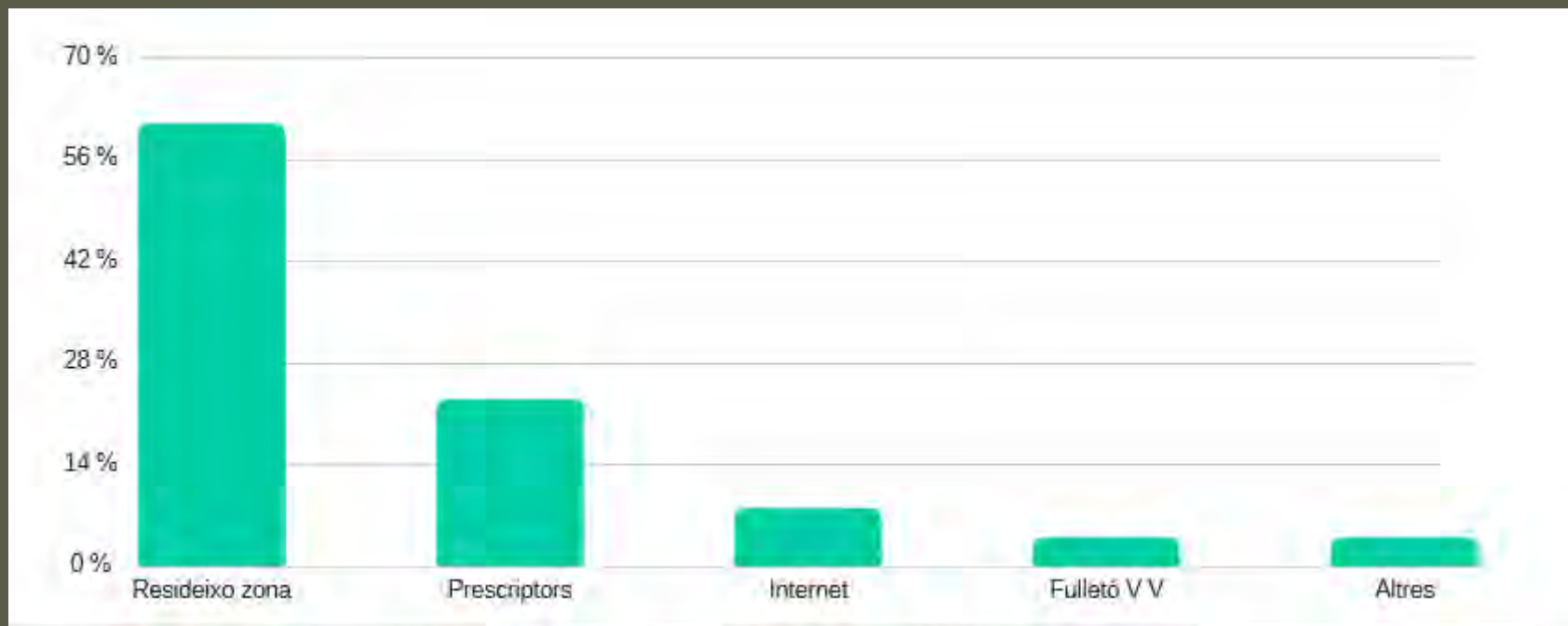
Rest areas

Information Points

Restaurants

Transfers

KNOLEDGE OF THE ROUTES 2018



Locals / "Client Promotor" / Internet / Guides / Others

News 2017 – 2020

FEDER, FOMENTUR, POCTEFA 2

FEDER –

- ◆ New 65 km / 3 routes.
- ◆ Counties Gironès, Pla de l'Estany, Garrotxa y Ripollès.

FOMENTUR

- ◆ Improvement of the tracks in general.
Adaptation of 2 tracks for people with **VISUAL DISABILITY**
- ◆ New adapted bikes (near 20 total) and tandems.
- ◆ Renovation webs.

POCTEFA 2

- ◆ New cycling itineraries (Pirinexus Alt Empordà) and intermodal linking (Figueres)



The future:

- Maintenance of the route
- Promotion Consortium + others
- + services to users
- + town halls involved
- Collaboration with local, provincial and Catalan government
- New European calls for the improvement of the route
- Network / collaborations





Consorci de les Vies Verdes de Girona

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