

# Greenways product

*from "Tourism Resource"  
to "Tourism Product"*

Greenway product is an EU-funded project, the main goal of which is to stimulate the creation of a new tourism product, "Greenways of Europe", helping to establish, promote and market the tourism offer of European Greenways.

[www.visitgreenways.org](http://www.visitgreenways.org)





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## “Greenways of Europe”

Greenways are **independent non-motorized routes**, mainly using **disused railways and canal towpaths**. **Safe, accessible and very attractive**, they give easy access to areas of outstanding natural beauty (e.g. in mountainous areas, through by way of tunnels and over viaducts). The economic impact of tourism is already a reality for a growing number of greenways.

The **Greenways Product** project will help European greenways turn what is an attractive tourism **resource** into an excellent greenway **product**.

The project includes actions to drive public-private collaboration and the integration of micro- and small local enterprises, that are addressed to the creation of integrated tourism packages based on these trails. Various activities will be carried out, such as experience exchange workshops, best practices guides, studies, meetings between local enterprises and public managers, fam/press trips and promotional activities.

Total budget of the project: 280,000 €.  
Implementation Period: April 2013 – September 2014.

**14 partners from 6 European countries** (Spain, Italy, Latvia, Portugal, United Kingdom, Norway):

Spanish Railways Foundation (coordinator); European Greenways Association; Rogaland County Council; University of Central Lancashire. Institute of Transport & Tourism; Gruppo di Azione Locale Polinesine Delta del Po; Federazione Italiana Amici della Bicicletta; Comunidade Intermunicipal da Região Dão Lafões; Associação Portuguesa de Corredores Verdes; Vidzeme Tourism Association; Fundación Vía Verde de la Sierra; Madrid Regional Transport Consortium; SME: Rutas Pangea; Iberus; Deporventura.



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