

**EUSAIR TSG2 (TRANSPORT) AND TSG4 (TOURISM)**  
**BACK-TO-BACK WITH EUSDR PA3**

# **CYCLING TOURISM AND CULTURAL ROUTES**

## **WORKSHOP**

***THE PHOENICIANS' ROUTE***  
***AND THE CYCLING TOURISM***



- |                     |         |         |
|---------------------|---------|---------|
| France              | Italy   | Spain   |
| Croatia             | Lebanon | Tunisia |
| Greece              | Malta   | Cyprus  |
| Jericho Governorate |         |         |

Since 2003 cycling tourism activities in Sicily (trails and collaboration with tour operators) and in other regions and countries.

## **Phoenicians' Route Bike friendly strategy** (Action Plan 2020-2030, point 4.6)

**Actions:**

- Bike strategy for each region and country
- Connection with the Smart Ways (pathway of excellence) and Interpretation Center of the Route

## Phoenicians' Route Bike friendly strategy. Actions:

- Bike strategy for each region and country
- Connection with the Smart Ways (pathway of excellence) and Interpretation Center of the Route
- Planning, design and creation of the route and its infrastructures
- Creation of service networks "bike friendly"
- Training and capacity building
- Integration with cultural sites and museums




- Collaboration with tour operators, travel decision makers, cyclist association, etc.
- Destination marketing
- Social marketing







Route	 <b>EuroVelo 7 Sun Route</b>
Length	7,409 km   4,604 miles
Start/End point	North Cape, Norway
End/Start point	Valletta, Malta
Countries passed through	Norway, Finland, Sweden, Denmark, Germany, Czechia, Austria, Italy and Malta
Website	<a href="http://www.eurovelo.com">www.eurovelo.com</a>



Route	 <b>EuroVelo 8 Mediterranean Route</b>
Length	5,888 km   3,659 miles
Start/End point	Cádiz, Spain
End/Start point	Cyprus
Countries passed through	Spain, France, Monaco, Italy, Slovenia, Croatia,
Website	<a href="http://www.eurovelo8.com">www.eurovelo8.com</a>





## Linking Bike and Campers with Nautical Routes

**Phoenicians' Route Eusair Strategy**  
 (Italy, Slovenia, Croatia, Bosnia, Montenegro,  
 Albania, Greece) Cycling Smartways



27000 km

Twinning with the best cycling routes in the world

ANTONIO BARONE, DIRECTOR OF THE PHOENICIANS' ROUTE

