

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

CYCLING TOURISM AND CULTURAL ROUTES

WORKSHOP

EUROVELO 8 – MEDITERRANEAN CYCLE
ROUTE IN CROATIA

MEDCYCLETOUR (2017-2020)

"MEDiterranean Cycle route for sustainable coastal TOURism"





MAIN OBJECTIVE OF MEDCYCLETOUR PROJECT

- to use [EuroVelo 8 – Mediterranean Cycle Route](#) as a tool to influence regional and national policies in favour of sustainable and responsible tourism, providing transnational solutions in coastal areas across the Mediterranean.
- SPECIFIC OBJECTIVE:
- to improve sustainable and responsible tourism and transport policies through the development of EuroVelo 8 - Mediterranean cycling route, increase the efficiency and cost-effectiveness of investments in cycling infrastructure, encourage active mobility of local people, development and promotion of sustainable tourism and cycling



HUGE POTENTIAL OF EUROVELO 8

- **The Mediterranean is one of the most attractive regions of the world** 30% of international tourist arrivals and 23% of total world revenue from international tourist arrivals (UNWTO, Mediterranean Tourism Trends, 2015)
- the climate is ideal for **year-round cycling**
- cycling tourism has **positive social, economic, environmental and cultural effects**
- **cycling tourism in the epidemiological sense** safer for guests and destinations (outdoor activity, physical distance, spatial dispersion)



Action plan for the development of EuroVelo 8 in Croatia 2018.-2030.



Project co-financed by the European Regional Development Fund

Project MedCycleTour Mediterranean route – EuroVelo 8

Action plan for the development of the Croatian route
for the period from 2018 to 2030



EuroVelo 8 - Mediterranean Route

Transnational Action Plan

MEDCYCLETOUR Project



September 2019



www.eurovelo8.com

Transnational
Action Plan
was
developed by
ECF and other
project
partners

ACTION PLAN FOR DEVELOPMENT OF EV8 IN CROATIA

- The plan was developed by the CNTB and an external expert and adopted in 2018
- strategies and 248 concrete activities for the development of a comprehensive EV 8 in Croatia (budget plan: some 21 mil EUR)
- covering 1116 km of **20 main route sections** and 357 km of **8 alternative route sections in 7 counties from Istria to Dubrovnik**, introducing the Lika region, rural Dalmatian hinterland and the islands of Adriatic sea (Cres, Krk, Rab, Pag, Ugljan, Pašman, Korčula & Pelješac peninsula).
- prepared in accordance with the methodology and criteria of the ECF - European Certification Standard (ECS Manual)
- network of relevant stakeholders for cycling tourism and sustainable development in 7 Croatian counties +102 local communities (towns and municipalities) on EV8
- gathered fieldwork experience (2017 & 2018) → response to specific challenging fieldwork situations (infrastructure, signage permits, better public transport connectivity (trains & boats), raising awareness, key decision makers, etc.





Introducing the Lika region
with its cultural & natural marvels on EV8



PILOT EUROVELO 8 SIGNPOSTING IN CROATIA

- pilot bicycle EuroVelo8 signalization installed at 113 kilometers in Zadar and Sibenik-Knin counties on 2 route sections:
- Maslenica - Nin - Zadar, 58 km
- Biograd na Moru - Sibenik, 55 km
- cooperation with competent national bodies and regional/ local government units and road authorities
- signalization made in accordance with the official Corporate Design Manual of the EuroVelo 8 – Mediterranean route

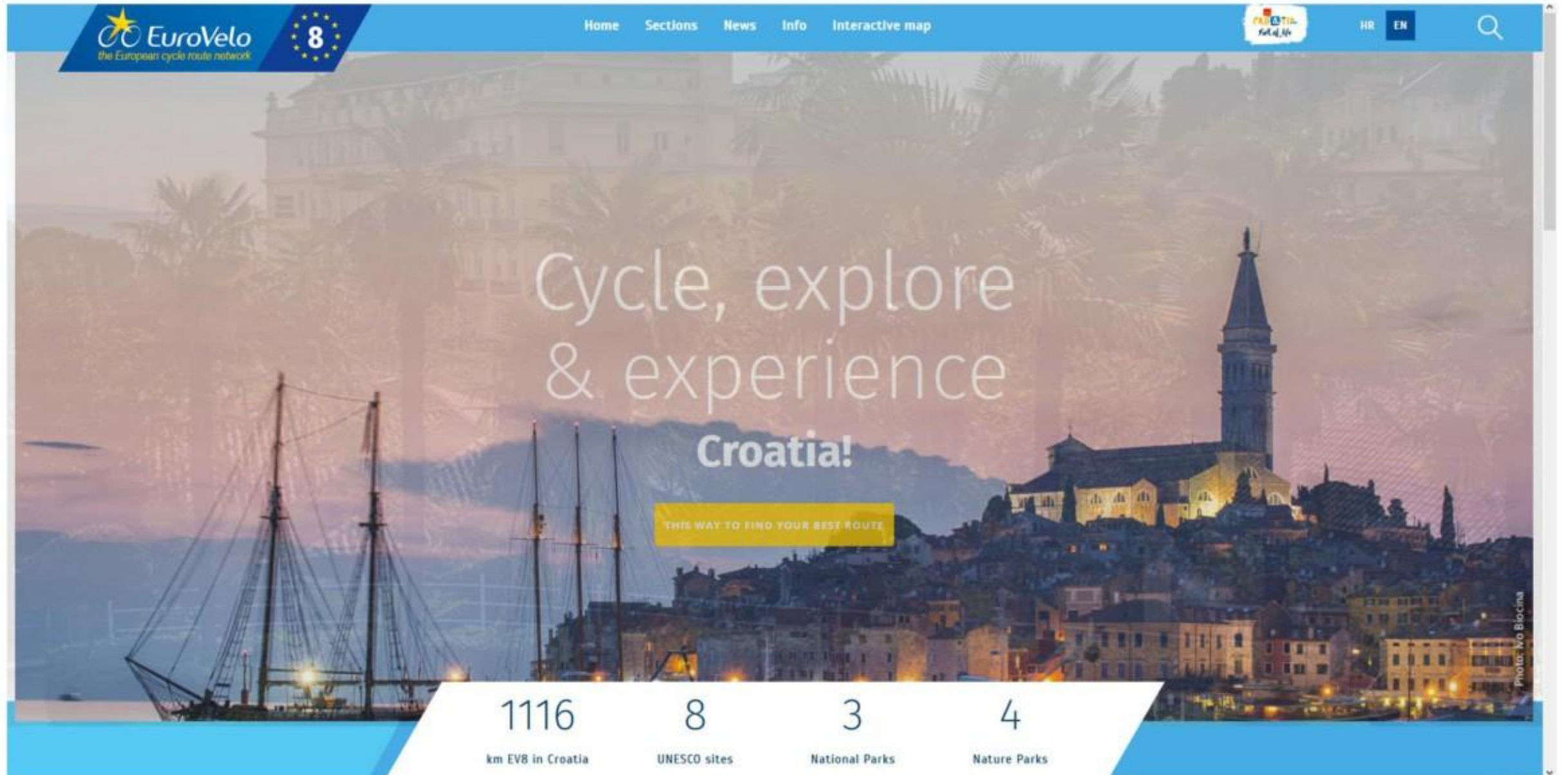


CAPITALISATION ACTIVITIES: Additional signposting in Zadar and Šibenik-Knin County

The total of 160 km of Croatian part of EV8 have been signposted

- Island section Preko-Tkon, 31 km
- Section Šibenik-Žabarić, 13 km (traffic plan for the entire section of 41 km to Gustirna)





The banner features a background image of a coastal town at dusk with a large church on a hill and a ship in the foreground. The text 'Cycle, explore & experience Croatia!' is centered in a large, white, sans-serif font. Below this, a yellow button contains the text 'THIS WAY TO FIND YOUR BEST ROUTE'. At the bottom, four statistics are displayed in a white, sans-serif font, each with a large number above a smaller label: '1116 km EV8 in Croatia', '8 UNESCO sites', '3 National Parks', and '4 Nature Parks'. The top of the banner has a blue header with the EuroVelo logo, a navigation menu, and language options.

EuroVelo
the European cycle route network

8

Home Sections News Info Interactive map

CROATIA
Full of life

HR EN

Q

Cycle, explore
& experience
Croatia!

THIS WAY TO FIND YOUR BEST ROUTE

1116
km EV8 in Croatia

8
UNESCO sites

3
National Parks

4
Nature Parks

Photo: No Blolina

Bicikliraj i istraži Hrvatsku!

PRONADI NAJBOLJU ETAPU

1116

km EV8 u Hrvatskoj

8

UNESCO lokaliteta

3

Nacionalna parka

4

Parka prirode

STUDY TOUR FOR JOURNALISTS

June 2019



CAPITALISATION ACTIVITIES: EuroVelo8 in Croatia STUDY TOUR, September 2019



CAPITALISATION ACTIVITIES : Professional photos of 42 sites along the route in 7 counties



IMPORTANT ACTIVITIES ENCOURAGED BY THE PROJECT FOR A SUCCESSFUL CYCLE TOURISM FUTURE

- development of a brochure for decision makers "Increase the efficiency and impact of cycling tourism - policy recommendations"
- e-signing of the Charter for sustainable and responsible cycling tourism in the MED region
- signing of the Partnership Agreement for long-term management of the EuroVelo 8 route (LTMA) - the agreement at the international and national level is crucial for the further development of the route!



TRANSNATIONAL PROMOTIONAL BROSCHURE OF EUROVELO 8

...from Cadiz, Andalusia to Cyprus : 7500 km of cycling through world famous destinations, wild nature & hidden beaches

- Journey in time (23 UNESCO sites)
- Journey through culture
- Journey enjoying good Mediterranean culinary specialities and many wine and olive trees growing regions
- Journey through natural marvels
- Journey that unites 11 countries and almost as many languages („Where bikes become velos or bicicletas or koleso or bicikl”)
... the best way to travel on this journey in time is by bike ☺





Travel fast enough, and yet slow enough
to feel everything around you with all your senses.

Welcome to EuroVelo 8 – Mediterranean Cycle Route in Croatia ! ☺

