

III Eurovelo, Greenways and Cycle Tourism Conference

CYCLING FOR ALL:

Developing successful cycle tourism products for everyone

Vienna, 14 October 2016

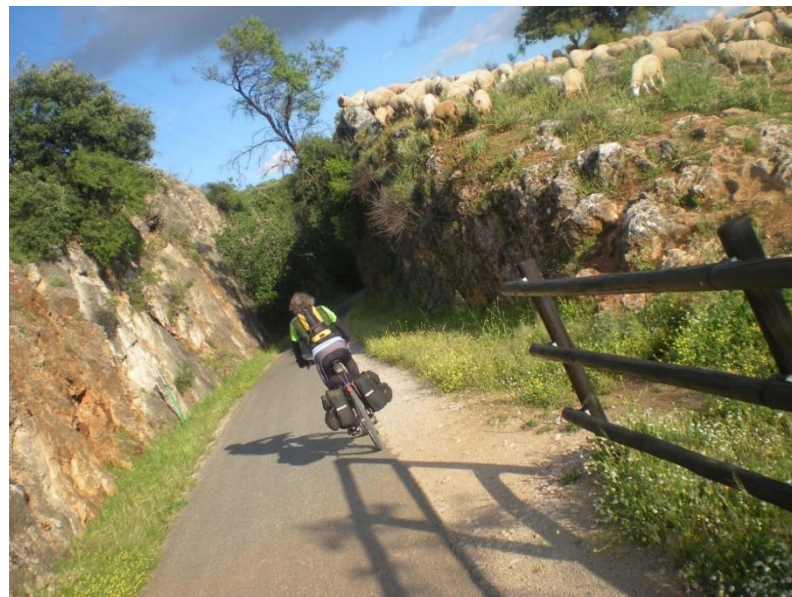
Creating tourism product in the Olive Greenway (**Vía Verde del Aceite**)

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- The **Olive Greenways (Vía Verde del Aceite)** is located in Andalusia Region (South of Spain), along an old railways infrastructure
- It has **128 km** and crosses two provinces: Córdoba and Jaén, and 14 municipalities



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For many years, until 2016, the **Vía Verde del Aceite** was formed by **4 different sections** managed and promoted by 4 autonomous public entities



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4 different names for each section,
...and promoting only their own territory:

- Vía Verde Aceite, 55 km
- Vía Verde Subbética, 57 km
- Vía Verde Guadajoz-Subbética, 8 km
- Vía Verde Campiña Sur, 8 km



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The necessity of unification of the greenway with a common name and promotion strategy has been transmitted to local authorities for long time...without practical results



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The presentation of the Greenways Outdoor Project for stakeholders and press, in coincidence with the kick-off meeting of the Project, on July 2015 in a village of the **Vía Verde del Aceite**, promoted a change...



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After the Greenways Outdoor kick off meeting the local authorities seams ready to discuss about a common name and promotion of the greenway.



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New message: This spectacular viaduct just in the middle of the **Vía Verde del Aceite** doesn't separate two provinces, but it joins them !!



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Spanish Railways Foundation (Greenways Outdoor partner) organized during 2016 three meetings with stakeholders and local SMEs to convince them about the necessity to promote the **Vía Verde del Aceite** as an unique itinerary:

- February: Doña Mencía
- April: Baena
- May: Alcaudete

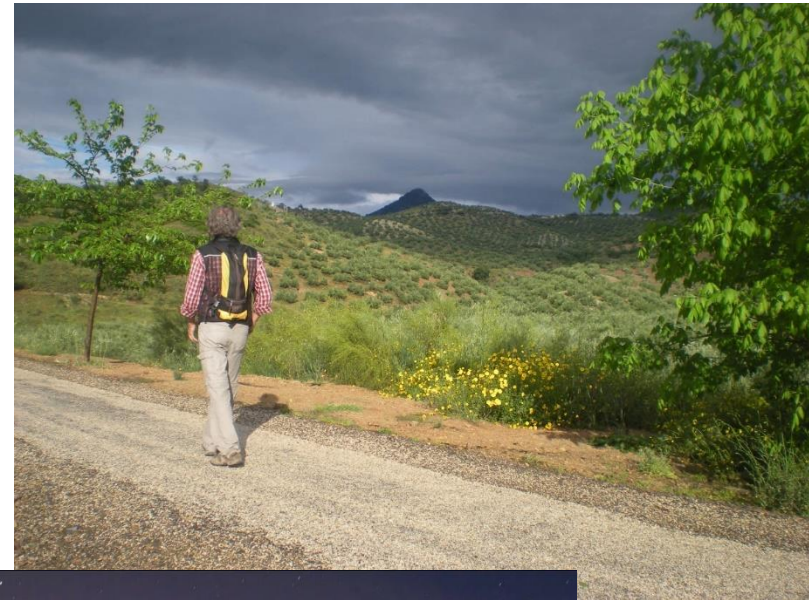


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The objective was the creation of the tourism product **Vía Verde del Aceite** based on:

- ✓ **Public-private** cooperation
- ✓ **Private-private** Partnership
- ✓ **Public-public** coordination



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- ✓ 14 municipalities
- ✓ 2 provinces
- ✓ Private association of touristic entrepreneurs (SME)

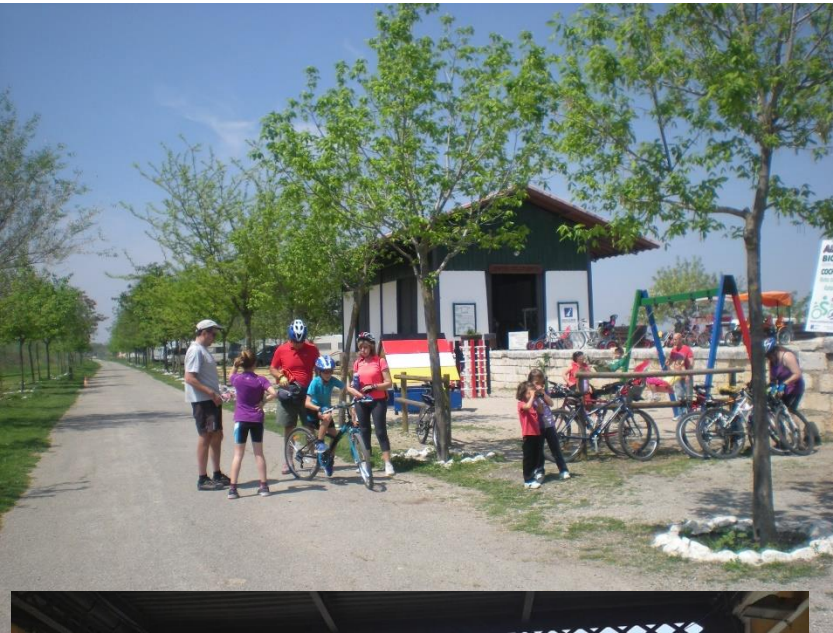


A brochure for the total length of “**Vía Verde del Aceite**” will be printed in October (10.000 copies)



A picture of “**Vía Verde del Aceite**” was used in the brochure of the Fiets&Wandelbeurs (Utrecht, Feb. 2016)

A Greenways Outdoor partner (Dxocio) is leading the creation of the **Entrepreneurs Association of the Vía Verde del Aceite**, a private association of SMEs



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Asociación
de Vías Verdes
de Andalucía



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Antonio Camacho Mesa

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Olive Greenway: **Vía Verde del Aceite**

Subbética Cycle Tourist Centre



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From 2002, Dxocio offers sports management and animation, developing a line of active and cultural tourism from 2012, Subbética bike's friends. The result of their participation in the Greenways Outdoor, generate a new concept:
Subbética cycle tourist centre



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Evolution

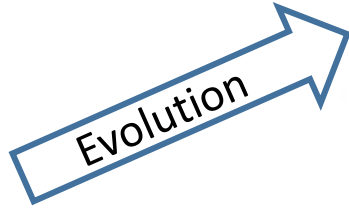


- Team of 3 people with temporary contracts according to workload
- 700 bicycles and 1200 pedal cars rented in 2015
- 14% increase over 2014
- Increase 21% (January-October 2016)
- October to November and February to April period of high occupancy



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Centro
Cicloturista
Subbética



Greenways Outdoor project partner:

- Increased rents bicycles from hotel customers.
- Establish arrangements with other companies in the area for the creation of tourism products.
- Agreements with public institutions
- A CHANGE IN THE PERCEPTION OF OUR BUSINESS

Vía Verde del Aceite, 128 km

(Jaén – Puente Genil)



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The Subbética Cycle tourist Center is conceived as the place of customer service of the **Vía Verde del Aceite**: Hikers, bikers, runners, camping car, tourists, etc ...,



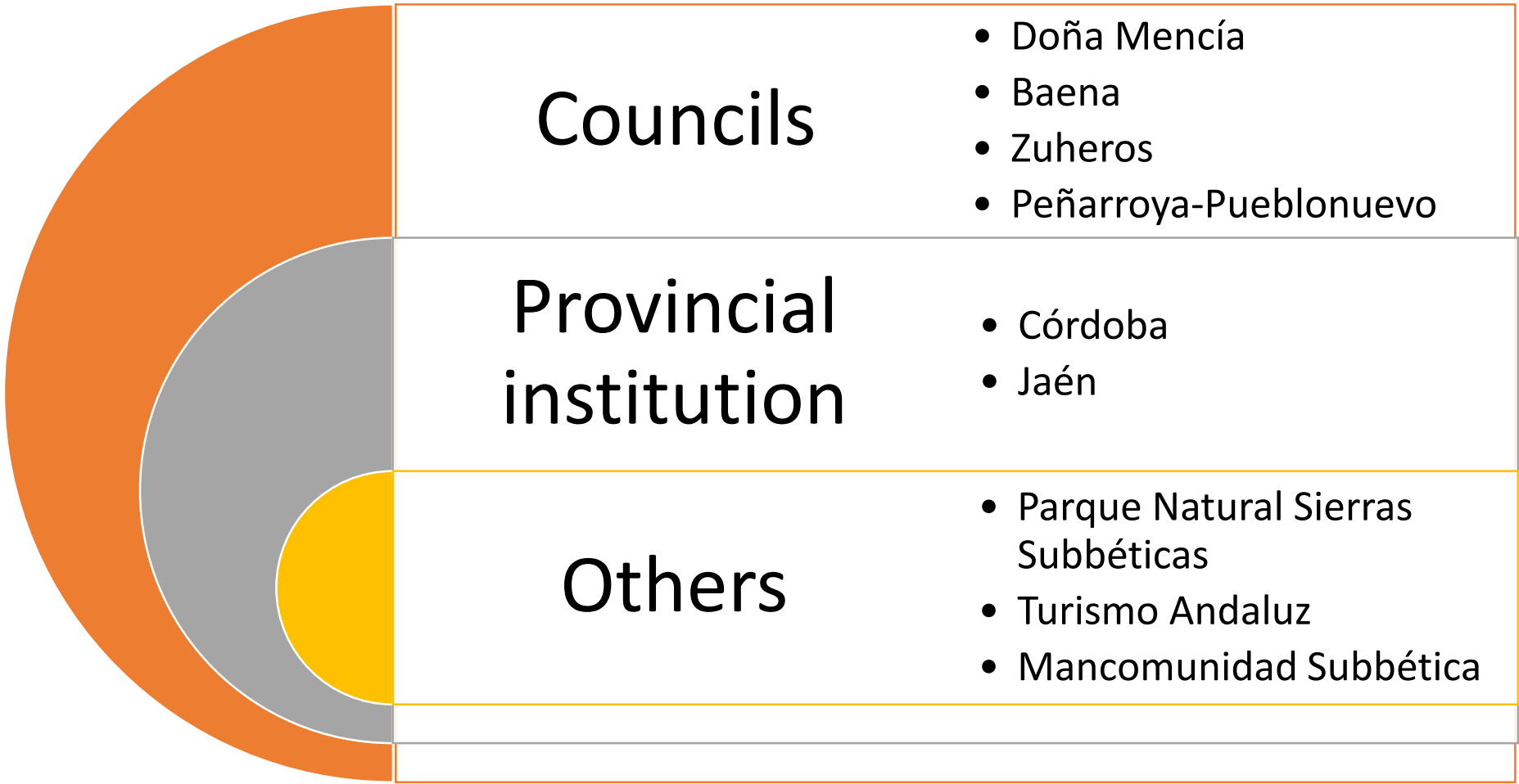
Take advantage of the opportunities offered by the Subbética Natural Park (Geopark), cultural, heritage and gastronomic of the region Subbética



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Greenways Outdoor has expanded our collaboration agreements **public –private**



Private-private collaboration

Museums
& Wineries



Hotels



Restaurants

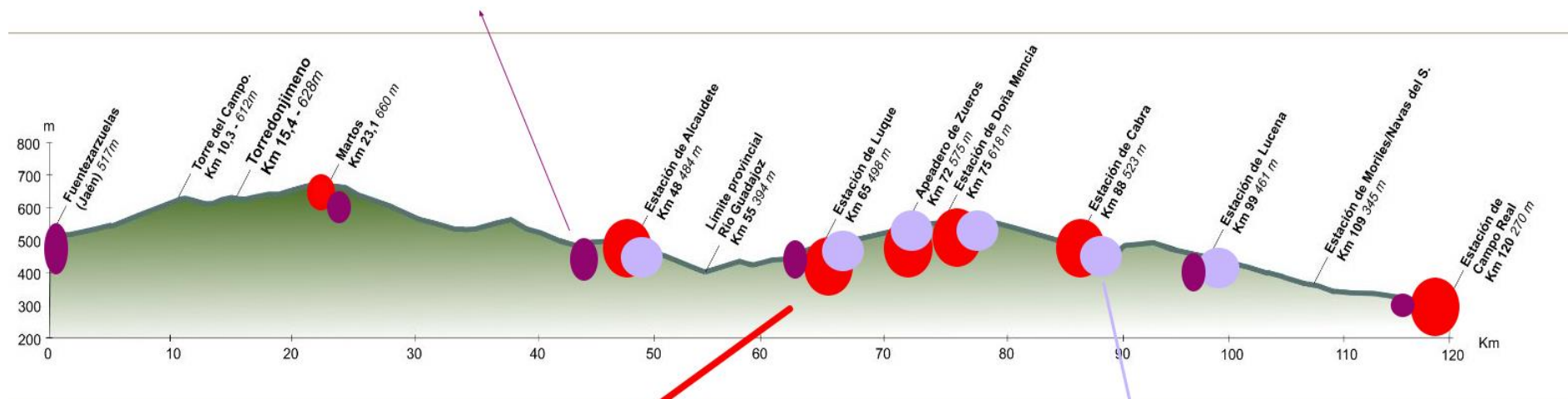


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Summary of alliances in the **Vía Verde del Aceite**

Others tourist companies (5)



Hotels and other accommodations (9)

Wineries & Museums (8)



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What gives us the Greenway and products created?

- **Vía Verde del Aceite** has been a new business line, allowing maintain our business structure and diversify the products we offer
- Bike Festival, Running Series and tourist routes linked to the greenway involves an expansion of the workload and jobs generated and position ourselves as a cultural provincial and regional leader in the development of sports and cultural tourism products



ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES



Nombre de la oferta : Recorre la Vía verde más larga de Andalucía en bicicleta

Nombre de la Vía Verde: Aceite y Subbética		Comunidad Autónoma / País: Andalucía /España		
¿Qué incluye esta oferta?		Descripción de la oferta		
<div>1. Ruta en bici por la Vía Verde de 2 días duración para 2 personas.</div> <div>2. Cena en restaurante para dos personas (bebidas alcohólicas no incluidas)</div>		<div>La Vía verde del Aceite junto su prolongación en tierras de cordobesas de la VV de la Subbética y de la VV Guadajoz- Subbética nos permite recorrer 128 km, siendo la Vía verde más larga de Andalucía. Su recorrido entre un mar de olivos, está lleno de viaductos, túneles, antiguas estaciones de tren (muchas de ellas hoy convertidas en restaurantes y zonas de ocio), así como la riqueza cultural de los pueblos por los que discurre.</div> <div>Una parada obligatoria para reponer fuerzas en el Hotel Mencía Subbética ***, situado a pie de Vía Verde, con exquisita cocina y magnificas vistas al Parque Natural Sierras Subbéticas.</div> <div>Una Vía verde con el encanto y sabor del trazado del antiguo Tren del Aceite. Ven a descubrir sus sabores</div>		
Empresa coordinadora de la oferta.		Canal de comercialización.		
<div>Nombre de la empresa: Subbética bike´s friends</div> <div>Teléfono: 691 84 35 32 – 658 96 45 68</div> <div>Correo electrónico: info@subbeticabikesfriends.com</div> <div>Página web: www.subbeticabikesfriends.com</div>		<div><input type="checkbox"/> x Agencia</div> <div><input type="checkbox"/> x Portales especializados</div> <div><input type="checkbox"/> Otros:.....</div> <div><input type="checkbox"/> Venta flash</div> <div><input type="checkbox"/> Caja/tarjeta regalo</div>		
Precios				
Actividad	Precio Tarifa (IVA incl.)	Precio mínimo de venta (IVA incl.)	Comisionable Indicar %	Empresa que ofrece la actividad
Ruta en bici desde Jaén hasta Puente Genil para 2 personas 2 días	70 €	70,00	15%	Subbética bike´s friends
TOTAL				



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Creating sports products linked to Greenways



RUNNING **Series**

BIKE FESTIVAL

VÍA VERDE DOÑA MENCIA
SUBBÉTICA CORDOBESA

2017
24, 25 y 26 de febrero

Feria de la bicicleta
Exhibiciones
Conferencias
Marcha BTT
Cronoescalada

Vía Verde del Aceite

Towns on route: Córdoba, Boana, DOÑA MENCIA, Torredonjimeno, Torredelcampo, Jaén, Martos, Alcaudete, Luque, Zuheros, Cabra, Lucena, Nuevas del Seplillar, Puente Genil.

#viveelbikerest

Organizado por: dxocio

Participación: Ayuntamiento de Doña Mencía, Diputación de Córdoba, COPEJA, Greenways Outdoor, subbética.

RUNNING Series

Vía Verde Doña Mencía

La nocturna

www.running-series.com

Ayuntamiento de Doña Mencía dxocio

RUNNING Series

VÍA VERDE LA MAQUINILLA

Peñarroya-Pueblonuevo ↔ Belmez

RUNNING Series

Vía Verde Aceite

www.running-series.com

European Union logo



series.com

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maquinilla, vistalegre, Greenways Outdoor

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Disputación de Jaén, Via Verde del Aceite, dxocio, Greenways Outdoor

Greenways Outdoor

Creating tourist products linked to Greenways



Nombre de la oferta : Recorre la Vía verde más larga de Andalucía en bicicleta

Nombre de la Vía Verde: Aceite y Subbética		Comunidad Autónoma / País: Andalucía / España		
¿Qué incluye esta oferta?		Descripción de la oferta		
1. Ruta en bici por la Vía Verde de 2 días duración para 2 personas. 2. Cena en restaurante para dos personas (bebidas alcohólicas no incluidas)		La Vía verde del Aceite junto su prolongación en tierras de cordobesas de la VV de la Subbética y de la VV Guadajoz. Subbética nos permite recorrer 128 km, siendo la Vía verde más larga de Andalucía. Su recorrido entre un mar de olivos, está lleno de viaductos, túneles, antiguas estaciones de tren (muchas de ellas hoy convertidas en restaurantes y zonas de ocio), así como la riqueza cultural de los pueblos por los que discurre.		
Posibilidad de alojamiento de una noche para dos personas en el Hotel Mencía Subbética*, bajo reserva del propio cliente		Una parada obligatoria para reponer fuerzas en el Hotel Mencía Subbética ***, situado a pie de Vía Verde, con exquisita cocina y magnificas vistas al Parque Natural Sierras Subbéticas.		
Empresa coordinadora de la oferta.		Canal de comercialización.		
Nombre de la empresa: Subbética bike's friends Teléfono: 691 84 35 32 – 658 96 45 68 Correo electrónico: info@subbeticabikesfriends.com Página web: www.subbeticabikesfriends.com		<input type="checkbox"/> x Agencia <input type="checkbox"/> x Portales especializados <input type="checkbox"/> Otros:.....		
Precios		<input type="checkbox"/> Venta flash <input type="checkbox"/> Caja/tarjeta regalo		
Actividad	Precio Tarifa (IVA incl.)	Precio mínimo de venta (IVA incl.)	Comisionable Indicar %	Empresa que ofrece la actividad
Ruta en bici desde Jaén hasta Puente Genil para 2 personas 2 días	70 €	70,00	15%	Subbética bike's friends
TOTAL				

GREENWAYS OUTDOOR



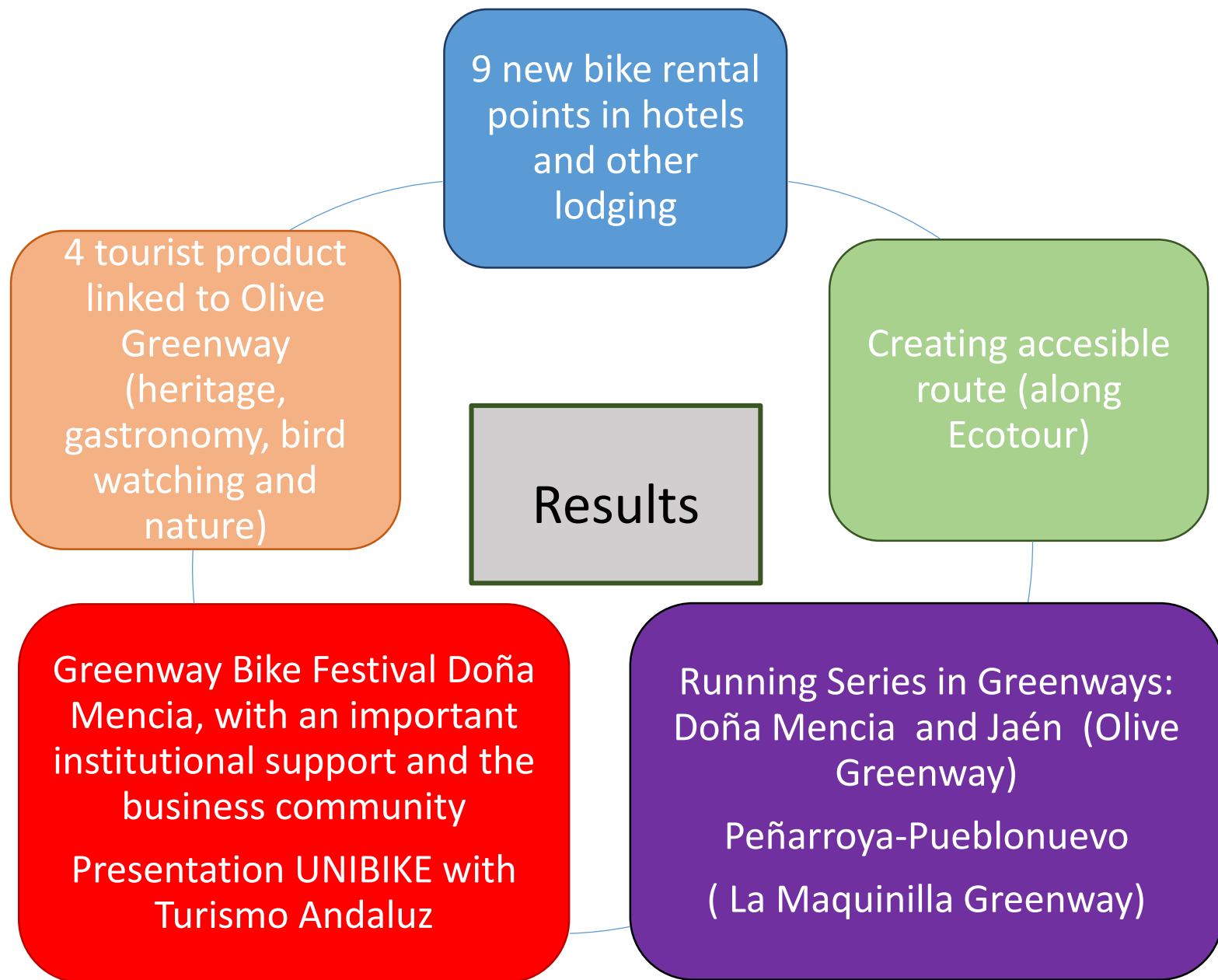
Name of the offer "Birdwatching pedal stroke"

Greenway name: Aceite y Subbética		Region / Country: Andalusia / Spain		
What does this offer include?		Description of the offer		
1. Cycle route along the Greenway from one day lasting for 2 people / groups ornithological visits to the lagoons of southern Córdoba: Laguna del Conde or Salobral (Luque) , Laguna de Zóñar (Aguilar de la Frontera) and Laguna Rincon (Moriles) . 2. Lunch at restaurant for two people (alcoholic drinks not included) Available accommodation in the Cortijo San Francisco *		The Oil Greenway along its extension in lands VV Cordoba Subbética not only allows to join the cities of Jaen and Puente Genil it becomes a backbone of the tourism potential of the regions through which flows. The appeal of a bike trail along the greenway enjoying the environment you may add a spectacular experience in a sea of olive trees, vines or cereal with oasis of cattails, reeds, rushes and reeds surrounding the so-called Lagunas del Sur de Córdoba, in which you can see a wealth of birds: duck duck, grebe, mallard, raptors with culebrero harrier, booted eagle, black kite, etc .. An obligatory stop to regain strength and enjoy the charm that Cortijo San Francisco (Aguilar de la Frontera) offers allows us to make the route several days enjoying all the natural wealth of the area. The visit can be completed with a view to the rest of South Lagunas de Córdoba: Bitter, Tiscar, Jarales and Natural Places of Cordobilla Reservoirs and Malpasillo.		
Coordinating company of the offer.		Marketing channel.		
Name of the company: Subbética bike's friends Phone no.: +34 691 84 35 32 - +34 672 60 5088 Email address: info@subbeticabikesfriends.com Web site: www.subbeticabikesfriends.com		<input type="checkbox"/> x Travel agent <input type="checkbox"/> x Specialized portals <input type="checkbox"/> Other:.....Web.....		
Prices		<input type="checkbox"/> Flash sale <input type="checkbox"/> Gift box		
Activity	Price Tariff (VAT incl.)	Activity	Commission (%)	Activity
Cycle route from Lucena to Laguna Zóñar for 2-4 person with 1 day and lunch included	29€/pax	29€	15%	Subbética bike's friends
Cycle route through the South Lagunas de Córdoba for 2 days with accommodation in Cortijo San Francisco 4 people	From 145€/pax		15%	Subbética bike's friends
TOTAL				
Other conditions : 1. Minimum (2) / No Maximum . RC insurance included. Helmet, repair kit and route map included. Tips: Perform a distance according to the physical condition and bring solid and liquid refreshment 2. Ability to transfer from end point to start route . 3. parallel cultural activities : - Visit to wine cellars O.D. Montilla -Moriles - Cata directed - Workshop cutting and tasting ham - Paella masterclass For day trading consulting agencies 4. Accommodation in Cortijo San Francisco : Spectacular Andalusian farmhouse s . XVII, self-sustaining , and that gives us a special break from tradition and comfort.				
(minimum / maximum number of pax, special conditions, insurance included, what they need to take, minimum and maximum ages)		Duration and timing of the offer.		- All year: Yes - From: Until:



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Impact on our company

- The participation in the GO has allowed us to face a change in the strategic line of business, addressing development from a more global vision, that is, enlarging the range of services and products throughout the **Vía Verde del Aceite** from Jaén to Puente Genil.
- New business alliances and promotion of entrepreneurs **Vía Verde del Aceite Association**.
- Agreements with Córdoba Provincial Council, Jaén Provincial Council and Turismo Andaluz to promote products created.
- In short, the GO gave us new business opportunities around the **Vía Verde del Aceite**, from the creation of new tourism product and the development of sports events linked to the Greenways.



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Asociación
de Vías Verdes
de Andalucía

dxocio



**¡ Come and discover
the longest Greenway in
Andalucía !**

Vía Verde del Aceite

Carmen Aycart

Vicepresident

Andalusian Greenways Association

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