



Good Practice

CYCLE TOURISM

Veneto by Bicycle

*This presentation forms a part of the CHARTS project
Web based toolkit on Good Practice title and accompanied by
Guide, Brochure and DVD video clip.*

*It is developed with co-funding support from
European Regional Development Fund and made possible by the INTERREG IVC
programme 2007-2013.*

WHAT IS CYCLE TOURISM?



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SLOW TOURISM



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ROAD BIKE



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MOUNTAIN BIKE

WHY IS CYCLE TOURISM IMPORTANT?

- Growing segment of the Market
- Possibility of regeneration for touristic destinations
- In line with the new clusters of the Market
- Opening the tourism to the territory

—→ In line with CHARTS project



CYCLE TOURISM

Veneto by Bicycle (2009-2011)



WHY CYCLING IN VENETO?

Veneto region is an **ideal destination for cycling**:

- geographical features
- climatic conditions
- land resources (art, nature, landscapes, food and wine)



Veneto region is already a tourism destination for the cycle tourists

Esterbauer, 1st edition 2003

VENETO PROJECT TEAM

Regione Veneto – Tourism Department

University of Padua:
LEAF Department (TeSAF - ETIFOR),
CIRGEO - cartography

Belluno, Padova, Rovigo, Treviso, Venezia, Verona,
Vicenza Tourist offices (7 Provinces)
Association - FIAB Veneto



AIMS

- To layout a tourist plan
- To improve governance
- To replicate good practices/ideas (e.g. Pedalitalia, Esterbauer Bikeline)
- To introduce innovative, clear and trustworthy holidays



ACTIONS

- A. Market survey
- B. Governance
- C. Products: excursions and cycling tours, cartography, photos and leaflets, publications and websites



A. MARKET SURVEY

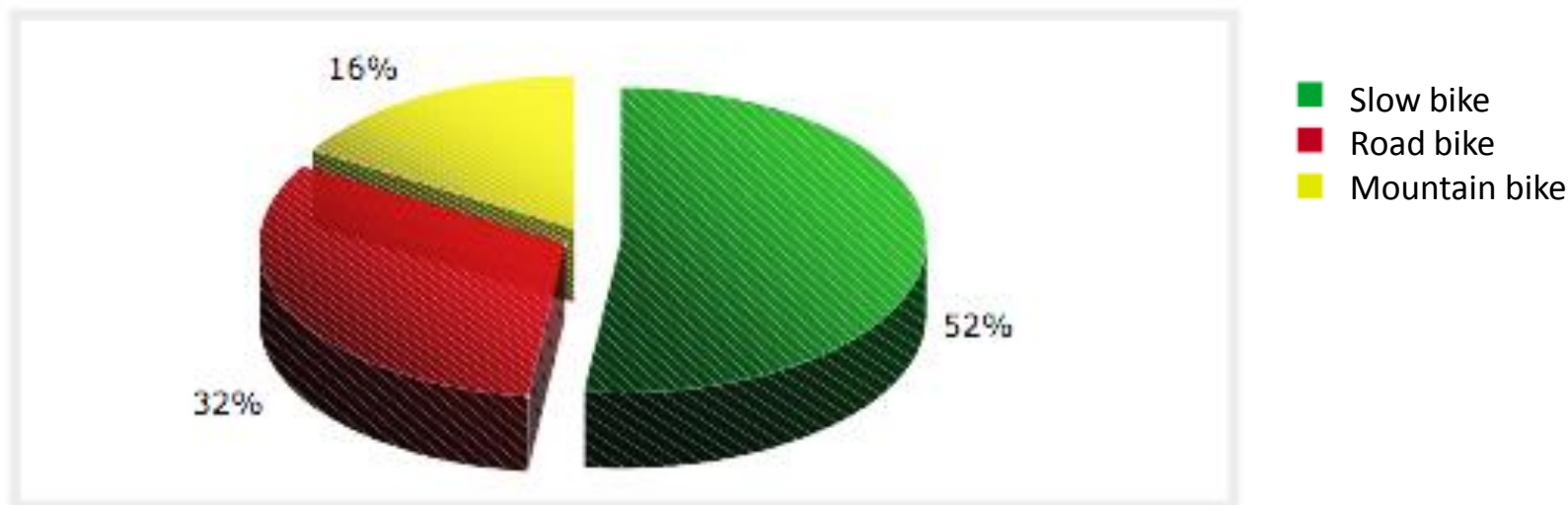
- Target Market
- Products
- Tour Operators



KEEP THE TOURIST IN MIND WHEN PLANNING !!

Target market

Types of tours sold in Veneto



3-type based important classification for:

- Cataloguing routes
- Touristic products
- Touristic information

Products

- *Cycling holidays* – cycling is the principal purpose of the holiday.

—————→ **Cycle tours of 7 days**

- *Holiday cycling* – cycling is part of the holiday experience.

—————→ **Short holidays of 3 days**

- *Cycle day excursions* – cycle trips of more than 3 hours duration for recreation.

—————→ **One day excursions**

Tour operators

4 main TOs organizing tours in Veneto:

- Girolibero
- Fanactive
- Eurobike
- Rotalis



approximately **80 TOs** selling cycling products of Veneto

ACTIONS

A. Market survey

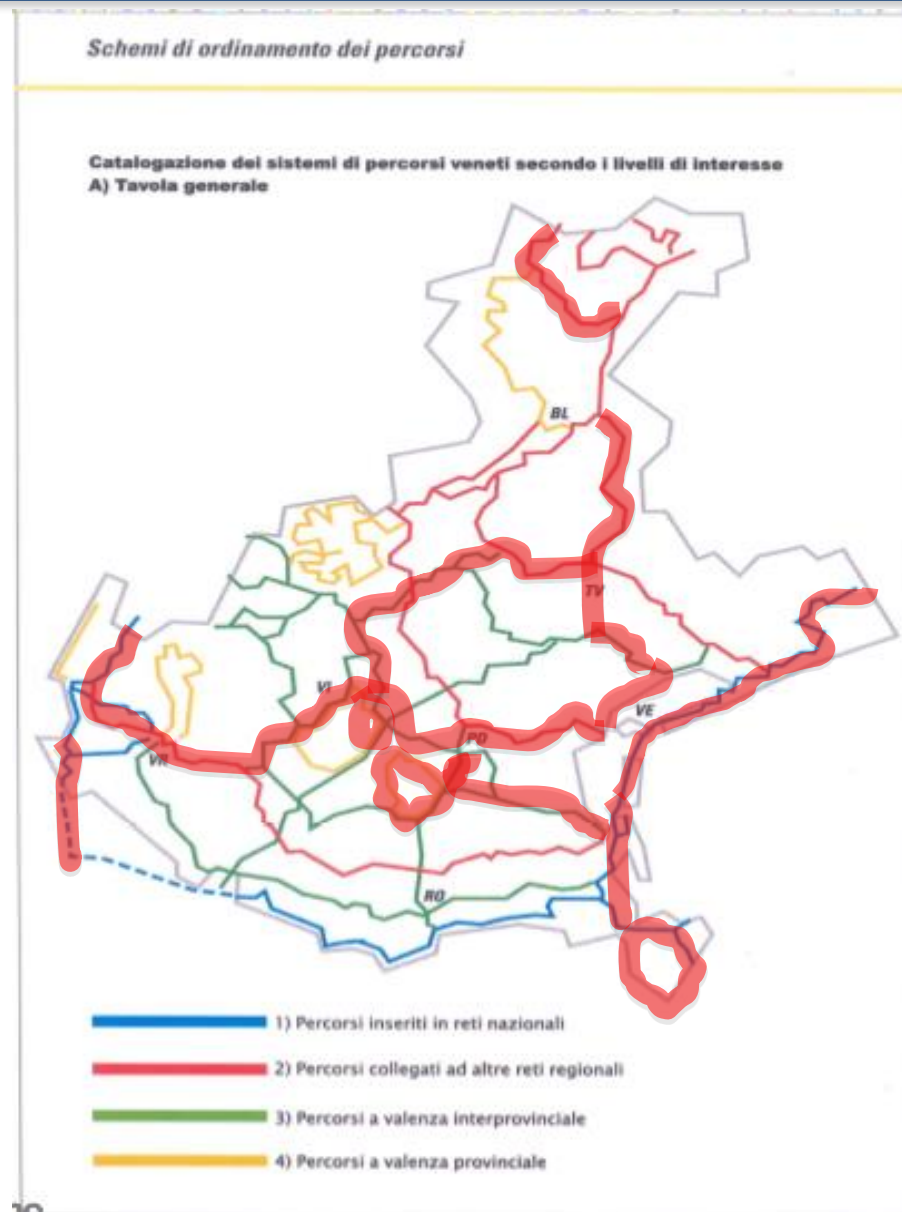
B. Governance

C. Products: excursions and cycling tours, cartography, photos and leaflets, publications and websites



B. GOVERNANCE: aims

- Identifying **agreed strategy**
- Identifying **network of cycling paths**: *Rete Escursionistica Veneta (REV)*
- Connection of the **stakeholders** (public, private and NGOs)



10



ACTIONS

- A. Market survey
- B. Governance
- C. **Products: excursions and cycling tours, cartography, photos and leaflets, publications and websites**



C. PRODUCTS: Excursions (one day rides)

Who: slow bike target

Where: 7 provinces and 4 regional parks

Length: about 50 km

Difficulty: easy bike



Lunga via
delle Dolomiti



Anello
dei Colli Euganei



Il GiraSile



Ciclovía Isole
di Venezia



Ciclovía del
fiume Mincio



I paesaggi
di Palladio



C. PRODUCTS: Itinerary (one week rides)

4 thematic tours: art, nature, rivers, landscape

Network paths: REV - Bicalitalia - Eurovelo

Trip: 4 - 6 stages, about 50 km by days



1

Lago di Garda Venezia

Verona-Vicenza-Padova
Riviera del Brenta

Itinerario artistico
Lunghezza: Km 185

Tappe: 4

Difficoltà: ⚙️⚙️

Percorso: strade secondarie e piste ciclabili. Qualche chilometro di salita nella prima e nella seconda tappa.



2

Anello del Veneto

Venezia-Chioggia
Abano Terme-Vicenza
Bassano del Grappa-Treviso

Itinerario paesaggistico

Lunghezza: Km 305

Tappe: 6

Difficoltà: ⚙️⚙️

Percorso: strade secondarie e piste ciclabili. Un breve tratto in salita nei pressi di Asolo.



3

Via del mare

Rovigo-Chioggia-Jesolo
Caorle-Bibione

Itinerario fluviale

Lunghezza: Km 250

Tappe: 5

Difficoltà: ⚙️

Percorso: strade arginali e piste ciclabili.



4

Dolomiti-Venezia

Cortina d'Ampezzo-Belluno
Vittorio Veneto-Treviso
Venezia

Itinerario naturalistico

Lunghezza: Km 191

Tappe: 5

Difficoltà: ⚙️

Percorso: strade secondarie e piste ciclabili poco trafficate con facili pendenze.

C. PRODUCTS: Publications



Brochure



Itinerari ed escursioni.



Map boards

Road-book

C. PRODUCTS: www.veneto.to

VENETO
From Earth to Sky
www.veneto.to

Language Contacts Search the site Rss News High contrast

Where to go What to do and what to see Itineraries Destinations Events

Map Satellite

Padova - La Specola
m 20
Latitude 45.401472
Longitude 11.868223

Locality
Art Cities
Lakes
Sea
Mountains
Parks
Therme

Center map Gallery

HOME > ITINERARIES > SPORTS AND TOURISM

I1 - From Lake Garda to Venice

Sports and Tourism

NATURALISTIC

CULTURAL

C. PRODUCTS: road signs



Small arrow signs



Directional arrows



Information panels

CYCLING FOR TOURISTS

Project Outputs



Good Practice Guide



Leaflet

CYCLING FOR TOURISTS

Project Outputs



Presentation



Video

CONCLUSIONS

- Design according to the **tourist's needs**, the territory is at the service of tourism demand;
- Adopt a **process** and not a product approach;
- Analyze cycle tourism as a **specialized Market segment** with its own rules and dynamics;
- Include the promotion of cycle tourism within the **policies** of tourist development of a destination;
- Involve the **local system** to promote new tourist products;
- **Collaborate to compete**, tour operators should join forces to promote cycle tourism by involving rural actors and service providers.





THANK YOU!



Veneto by Bicycle
[http://www.veneto.to/itinerari-
dettaglio?path=/Itinerari/Sportivi/Cicloturismo&la
ng=it](http://www.veneto.to/itinerari-dettaglio?path=/Itinerari/Sportivi/Cicloturismo&lang=it)

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www.charts-interreg4c.eu