EuroVelo 5 – Via Romea (Francigena)

Richard Weston – UCLan
Raffaele Sforza – Regione Puglia

Velo City 2017 – Arnhem/Nijmegen
The Route

Sigeric the Serious, Archbishop of Canterbury, travelled all the way to Rome in 990 to receive his symbols from the Pope. The 3,900km long EV5-VR(F) follows his route (with a ‘small’ diversion).

From Canterbury Cathedral in the UK, through the political centres of the EU and the breath-taking St. Gotthard Pass (alt. 2106 m) to the Eternal City and then following the Via Appia to Brindisi.
EuroVelo 5 – Via Romea (Francigena)

http://www.viaromeafrancigena.com/
The EV5 – VR(F) Project

• Supported by the COSME programme of the EU – “Diversifying the EU tourism Offer and products – Promoting transnational thematic tourism products.
  – Defining the route
  – What’s ready/What’s not?
  – Action plan for the bits that are not?
  – Promotion – photos, websites,, experienced based App, study tours, ITB Berlin
  – Signing of the route
  – Involvement of cycle tour operators and local tourism officer in developing ‘offers’
  – Study on the benefits of cycle tourism in local economies (and a method for estimating this)
European Certification Standard

• Improve the quality of EuroVelo, ... by identifying critical deficiencies in the network and ... to invest in solutions ...

• Motivate different target groups with varying levels of experience to use the certified trans-national routes by providing quality control.
Key Elements

- Continuity
- Route infrastructure
- Surface and width
- Gradients
- Attractiveness
- Signing
- Public transport

- Public transport
- Accommodation
- Food & drink
- Bike shops/repair
- Other services
- Offers
Cycle Tourism & Rural Areas
Spending in the Local Economy

• Direct spending
  +

• Indirect Spending
  +

• Induced spending
  =

The Multiplier
## How it works

<table>
<thead>
<tr>
<th></th>
<th>Direct spending</th>
<th>1&lt;sup&gt;st&lt;/sup&gt; round</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; round</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt; round</th>
<th>Total</th>
<th>Multiplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>€10.00</td>
<td>€2.00</td>
<td>€0.40</td>
<td>€0.08</td>
<td>€12.48</td>
<td>1.2</td>
</tr>
<tr>
<td>80%</td>
<td>€10.00</td>
<td>€8.00</td>
<td>€6.40</td>
<td>€5.12</td>
<td>€29.52</td>
<td>2.9</td>
</tr>
</tbody>
</table>
Final thoughts

• Plan to go through villages, towns (and even cities).

• Leave time to stop and spend.

• Involve local businesses and communities.

• Encourage local businesses to work together to develop local supply chains.
ANY QUESTIONS?