Governance helps boost cycling mobility in Niterói
Brazilian National Policy of Urban Mobility
Federal Law 12.587/12

Bike-related guidelines

- Priority to active transportation & to public transport systems.
- Attenuation of environmental, social and economic impacts of people and cargo movement within the city.

Source: ITDP
Why cycling can be a tool for:

- Strengthening the city’s identity
- Supporting sustainable urban mobility
- Promoting sustainable tourism
RIO DE JANEIRO
Area: 1.200.179 km²
Pop.: 6.498.837 (2016)

GUANABARA’S BAY

NITERÓI
Area: 133.919 km²
Pop.: 497.883 (2016)
Historical Heritage
World-class Modern Architecture
Natural Assets

Source: NELTUR
Cycling Tourism in Niterói

Since 2007

- Independent & disarticulated initiatives

2014

2016

Gathering of actors aiming on collaborating and sharing knowledge about cycling tourism

Private initiative cycling tours

“Pedal Cultural” Project (Niterói’s Municipality)

Civil Society’s Cycling Tourism Meeting
Cycle Tourism Policies Implementation

NITTRANS

Cycling infrastructure

NELTUR (BikeTur)

Culture and education

NELTUR

Cycle Tourism Policies Implementation

Niterói by Bike Program

Municipality of Niterói

Cycle Tourism Planning

Faculty of Tourism and Hospitality (UFF)

PLANETT (UFRJ)

LEGEND:
- Civil Society
- Academy
- Public Sector

“Mobilidade Niterói”

Active Monitoring Cycle: Measure, Assess, Improve
About the project

Legend:
- Beaches of Guanabara's Bay Region
- Tourist attractions
- Existing cycleways
- Planned tourist cycle routes

Source: NELTUR
Mobilidade Niterói
About the project

Legend
- Beaches of Guanabara's Bay Region
- Tourist attractions
- Existing cycleways
- B HLS Transoceanica implementing with cycleways
- Planned tourist cycle routes
- Rede intermediaria oceanica

Source: NELTUR
1st Meeting for the Development of Cycling Tourism

**LECTURE SESSIONS**

**ACADEMIC SESSION**
- National coverage
- 11 published papers

**AUDIOVISUAL SESSION**

**CYCLING CITY TOUR**

**Key speakers:**
- ECF
- UCB

**Round tables:**
- Public Sector
- South American private initiative
- Organized civil society
Perspectives: Niterói as cycling hub
THANK YOU!

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SPECIAL THANKS: