



# 2020 TOP 100 GOOD PRACTICE STORY

**Title of the Story:** Building a cycling destination

**Destination Name:** *(include any state, province or region)*

Terres de l'Ebre

**Country:** Catalonia, Spain.

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**Position:** Unit Responsible

**Nomination Category:** *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs\* *(if yes, which one)* Click or tap to choose

\*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



# DESCRIBE YOUR GOOD PRACTICE STORY

*Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.*

## Issues faced

Terres de l'Ebre is a tourist destination that bases its differentiation on the importance of its nature. It has 3000 km<sup>2</sup>, and it was declared Biosphere Reserve. It includes two natural parks and multiple protected natural spaces. In addition the most abundant river of the Iberian Peninsula crosses it and conforms its orography.

This geography, especially the deltaic plain, and the mountains of Els Ports, Cardó, Tivissa etc. offer a wide variety of proposals for cycling enthusiasts. But especially for families. The natural path of the Ebro that runs parallel to the river, and the most important: the greenway of the Zafán Valley with segregated motor traffic segments that has already great success.

The problem, however, is that demand is very seasonal and domestic, losing the opportunity to have tourist activity throughout the year.

## Methods, steps and tools applied

1. Identification and assessment of the situation of infrastructure and equipment for cyclists and as a result, proposals for improving connectivity and for the future growth and development of the cycling network.

2. Diagnosis of the tourist services of the region, including personalized interviews to 15 company managers.

3. Promotion of long-distance supra-regional itineraries. Organizing 2 conferences and debates with the main decision makers on the matter.

4. Tourism product design sessions, creating experiences for specific market segments.

Creation of the Cyclotourism microsite including different modalities of cycling: sport cycling, mountain biking and cyclotourism for families. <https://terresdelebre.travel/cycling/en/> Including 44 new products or experiences: <https://terresdelebre.travel/en/trip-idees/cycling>

## Key success factors

*Collaboration between all stakeholders. Between the different DMOs, between the different private agents: travel agencies, tourism entrepreneurs*

*Collaboration between private and public sector. Each one developing its duty in order to cover each step of the project:*

- *The local tourist board doing its job helping the companies to have meetings and providing intelligence.*
- *Private stakeholders dedicating time and efforts to design new tourism experiences.*
- *The regional tourist board promoting all the products and helping with its commercialization.*



### Lessons learned

The challenges of this project were:

To move forward towards the creation of a bike network connected to international long-distance itineraries like the the Eurovelo 8 and other routes outside the destination such as the Camino natural del Ebro.

To give more visibility to cycling tourism as a form of sustainable tourism due to its deseasonizing factor, the health factor and the creation of a territorial network.

Stakeholders needed to be sensibilized and trained and provided with cycling tourism market intelligence so that they could achieve a global vision.

It was necessary to improve the experience offered to the cyclist: improving the safety of the cycle paths, and the attention to the cycling customer: information, tools, logistics ...

It was necessary to adapt the current offer, expand it and better target it to the different market segments: families, amateurs, long-distance cycling tourism, etc.

### Results, achievements and recognitions

- Analysis of the Val de Zafán cycle route.
- Report on the Pedals de Cardó route.
- Report on the Itinerary 2 route of the Ebro Delta Natural Park.
- Report on the Itinerary 3 route of the Delta de l'Ebre Natural Park.
- Report on the proposed route of Eurovelo 8, in the Baix Ebre region.
- Survey of the municipalities involved, and analysis of the results.
- Analysis of the itineraries proposed to its clients by various national and European operators in Terres de l'Ebre.
- Comparative file of 5 cycling tourism destinations. What were the qualitative and quantitative results of the good practice? Has it received any rewards? Click to add your text

### Additional references

<https://terresdelebre.travel/cycling/en/>

<https://terresdelebre.travel/en/trip-idees/cycling>

<https://www.youtube.com/watch?v=izl2g10syRY&t=20s>

<https://www.youtube.com/watch?v=ThNpXoo1lvw>

