



# Greenways and EuroVelo as a Soft Mobility Initiative in the Baltic Sea Region

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# Cycling Tourism in Europe



Vs



€44 billion

€39 billion



	Cruise Ships	Cycling Tourism
Visitors arrive	Many and at the same time	Smaller groups/ individually
Seasonality	Mostly summer months	Mostly summer months, but also springs/ autumns
Economic benefits	Cities that can accommodate big cruise ships/appropriate ports	Less known destinations, SMEs
Taxes	?	Regional, local economies





EUROPEAN CYCLISTS' FEDERATION

 **EuroVelo**  
the European cycle route network





# Eurovelo 13 – Backbone of the Coastal Development in Latvia

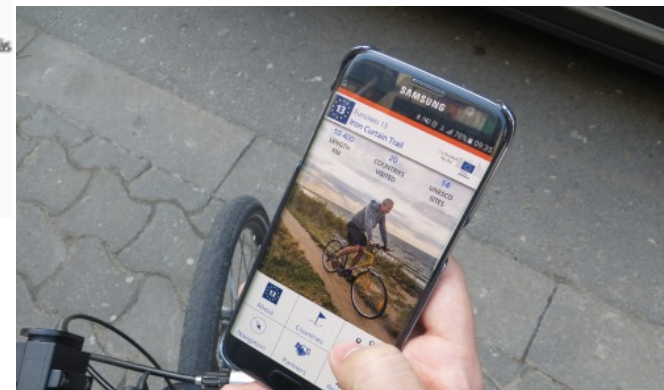


## Priekšlikumi aktivitātēm Mazirbē

- 1 Autoceļa "Tautas nams–Jūrskola–Zembahi" rekonstrukcija
- 2 Mazirbes pievedceļa (P125 posma) rekonstrukcija un sasaiste ar EuroVelo 13
- 3 Autonovietnes izveide pie izejas uz jūru
- 4 Izejas uz pludmali Mazirbē labiekārtošana
- 5 Peldvietas labiekārtošana
- 6 Gājēju ceļiņa izveide
- 7 Jaunas Mazirbes zvejas laivu piestātnes izbūve, steķu atjaunošana
- 8 Laivu kapsētas piekļuves un labiekārtojuma attīstība



- Prioritārās piekastes kompleksī attīstāmās vietas
- Piekastes attīstāmās vietas
- Lidostas
- Ostas
- Jahtu piestātne/osta
- - - EuroVelo 13 – "Dzelzs priekškara" maršruta attīstība
- Dzelzceļi
- Rail Baltica dzelzceļš
- Autoceļi
- Prāmju kustības tīkls
- Jahtu piestātņu tīkls
- Piekraste
- Nozīmīgas īpaši aizsargājamās dabas teritorijas piekrastē
- Kultūras mantojuma attīstības koridori, ko definējusi VKPAI



# Economic benefit of cycling Tourism: Case of Latvia

Based on EuroVelo 13 (coastal) route

Multi-day visitors: **~53 EUR**

One day visitors: **~16 EUR**

## Yearly

One day visitors: **~ 14.5 M EUR**

More than 1 day: **~4.5 M. EUR**

**TOTAL = ~ 19 M EUR/yearly**

EV13 distance in Latvia: **562 km**

Economic benefit of 1 km: **33 800 EUR**

Cyclist/pedestrian counters

(R.Weston, UCLAN)





# Long distance cycling tourists



TOUR 2016  
RADWEG EISERNE VORHANG





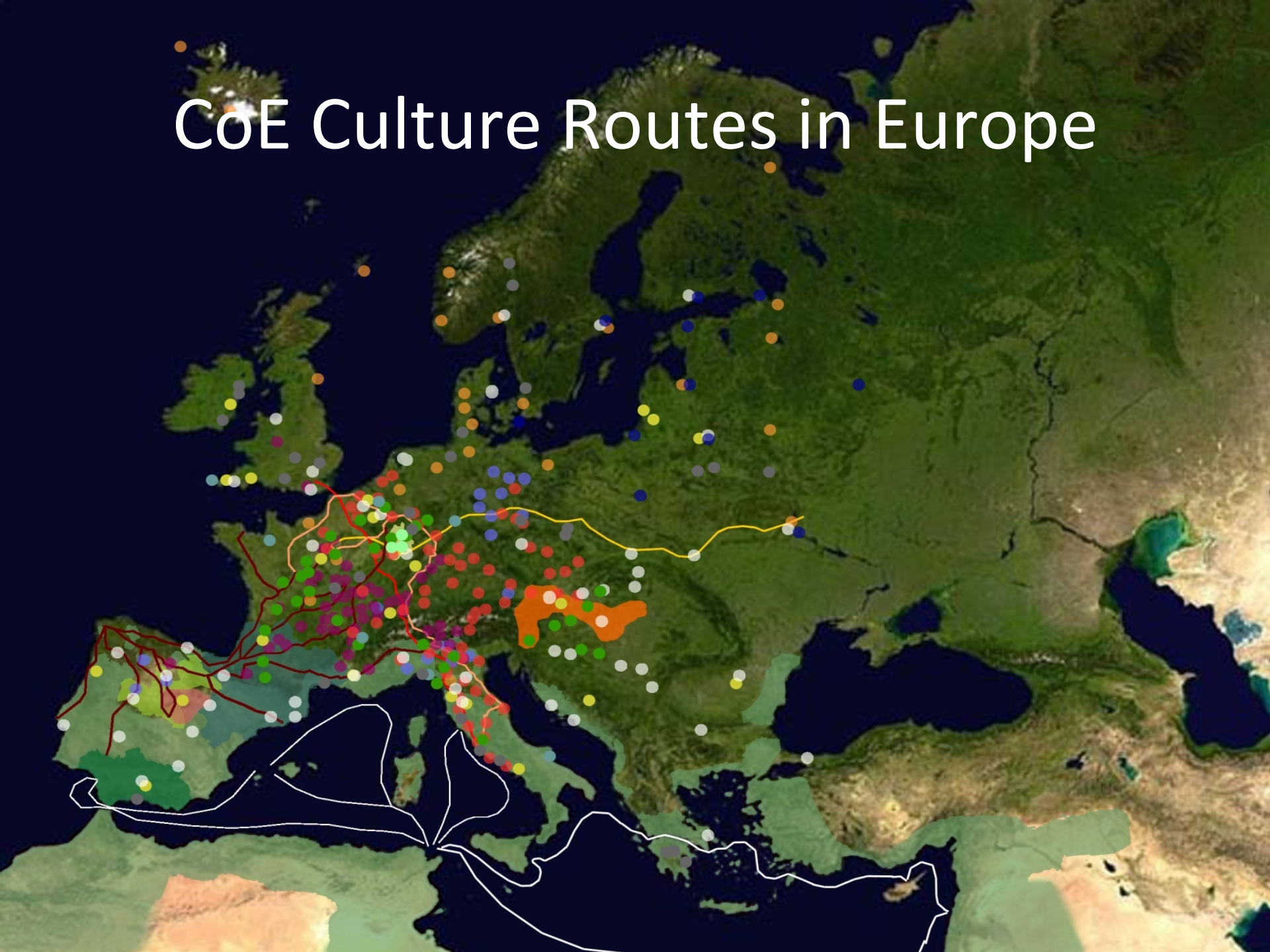
# Investments examples: Carnikava

New cyclist and pedestrian bridge  
(from 18.11.2014)





# CoE Culture Routes in Europe





# Successful submission of EuroVelo 13 application dossier to the Institute of Culture Routes



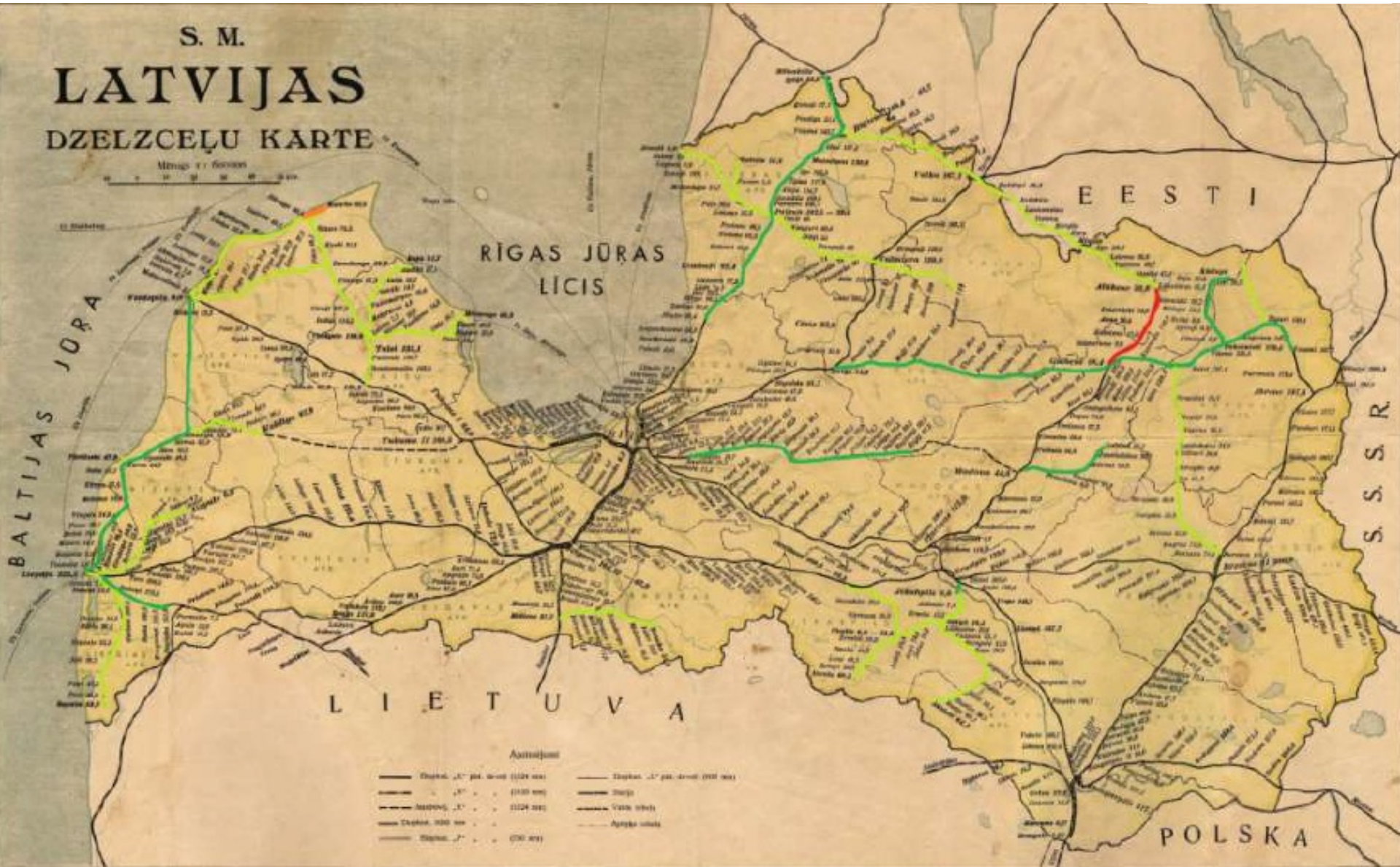


# Greenways: re-use of the former railways for cyclists and hikers





# Existing/Potential Greenways in Latvia







**PĒC**

**PIRMS**

















# Railbikes

Belgium > Latvia

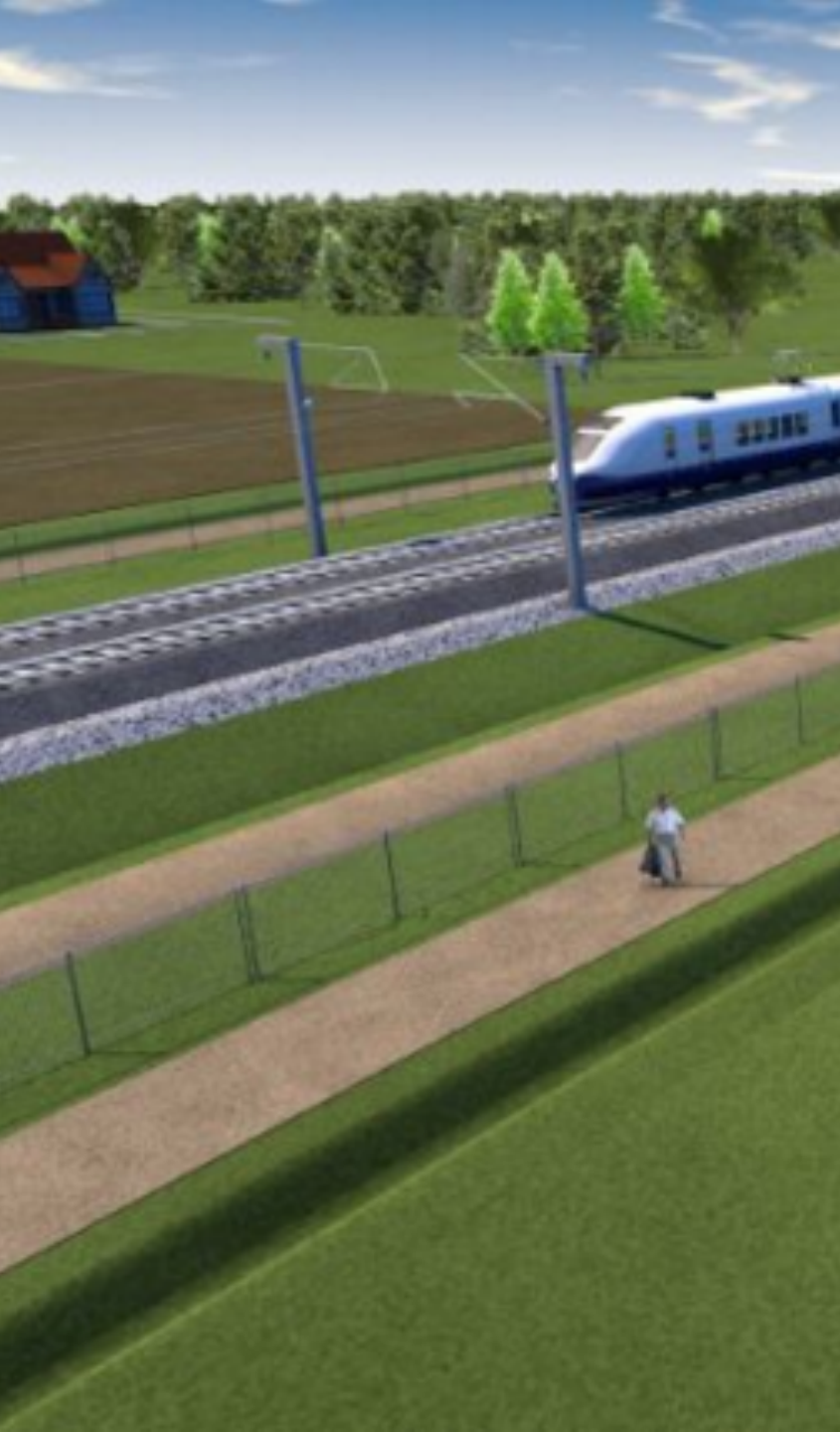












# TEN-T financing for the long distance cycling routes

Where applicable as part of a broader project of common interest, actions may include activities for the adaptation of **TEN-T infrastructure to ensure the continuity of bicycle infrastructure for long-distance cycling paths such as the EuroVelo routes.** These activities may include relevant adaptation of traffic signaling systems or the addition of **infrastructure dedicated to cyclists and pedestrians, such as tunnels, bypasses, bridges, aerial cycling and walkways and protected cycling paths.** They may cover activities extending along TEN-T routes or at crossings between TEN-T routes and long-distance cycling paths.



# First-Mile Project application within Interreg BSR

- Producing mobility management schemes so that the existing transport infrastructure and transport services could be used more efficiently and be more CYCLING user-friendly;
- NEW GREENWAYS PILOT SOLUTIONS within EUROVELO ( 10 and 13 )based on TEN\_T NETWORK
- Developing and implementing new transport service models to ensure accessibility;
- Developing and implementing strategies for improved transport links of European cycle route network to exploit the potential of economic and tourism activities (considering ecological questions);
- Exploring the possibilities of inter-connectivity of TEN-T nodes and non-motorised transport corridors, based on the EuroVelo and Greenways networks



# Future steps to be taken

- Ongoing negotiations with coastal municipalities, raising awareness to the responsible ministries about the possibilities to construct the cycling lanes along TEN-T core and secondary corridors (Latvia: RailBaltica, ViaBaltica, A2...)
- Call-to-Action for the TRAN Committee of the European Parliament / Connection Europe Facility
- Cycling tourism in the Baltic Sea Region Strategy





Thank you very much for your attention