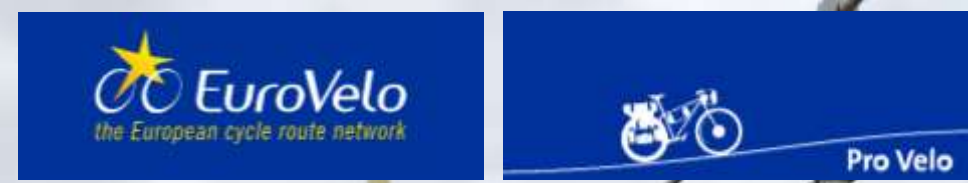




EuroVelo 5 – Via Romea Francigena in Belgium

Charlotte Massagé (Pro Velo)

3º Encontro Parceiros Eurovelo 1 - Rota da Costa Atlântica



24th of May 2023

- Pro Velo and me
- EuroVelo 5 in Belgium -specifications
- Governance model
- Promotion
- Cycle Route of the Year 2023
- And the future?

(20 minutes)



Pro Velo

www.provelo.org

Goal: to accompany our audiences to get on their bikes to become daily cyclists

7 cities : Brussels, Namur, Liège, Ottignies, Gembloux, Anvers, Mons

115 employees

Tourism & events: means to reach a «user on free time» audience



Charlotte Massagé
Bike tourism project



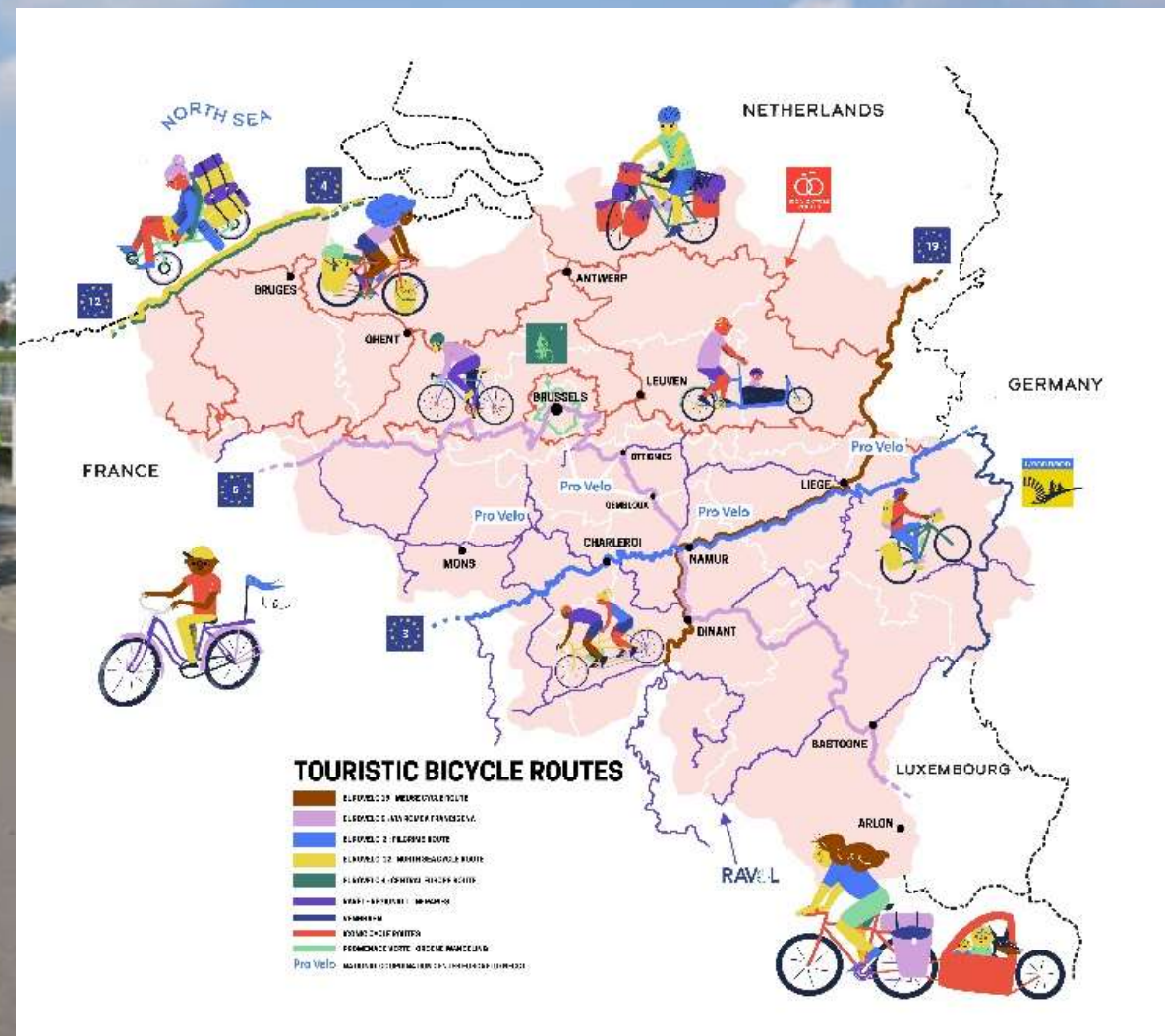
EuroVelo 5 in Belgium – specifications

Bike network signposted : 28 500 km

Local network: bike node (23 500 km)

Regional network: 3900 km

International network: 1150 km





EuroVelo 5 in Belgium – characteristics



Pilgrims Route
5400 km → 200 km in Belgium



Central Europe Route
5100 km → 90 km in Belgium



Via Romea Francigena
3200 km → 420 km in Belgium



North Sea Cycle Route
7000 km → 90 km in Belgium



La Meuse à vélo
1050 km → 200 km in Belgium



EuroVelo 5 in Belgium – Cycle Route of the Year 2023



Award:

- February 2023 in the Fair of Utrecht
- By a Jury of journalists in the Netherlands
- Why?
 - Diversity of the route
 - Services on the route
 - Path only for bikers





EuroVelo 5 in Belgium – specifications





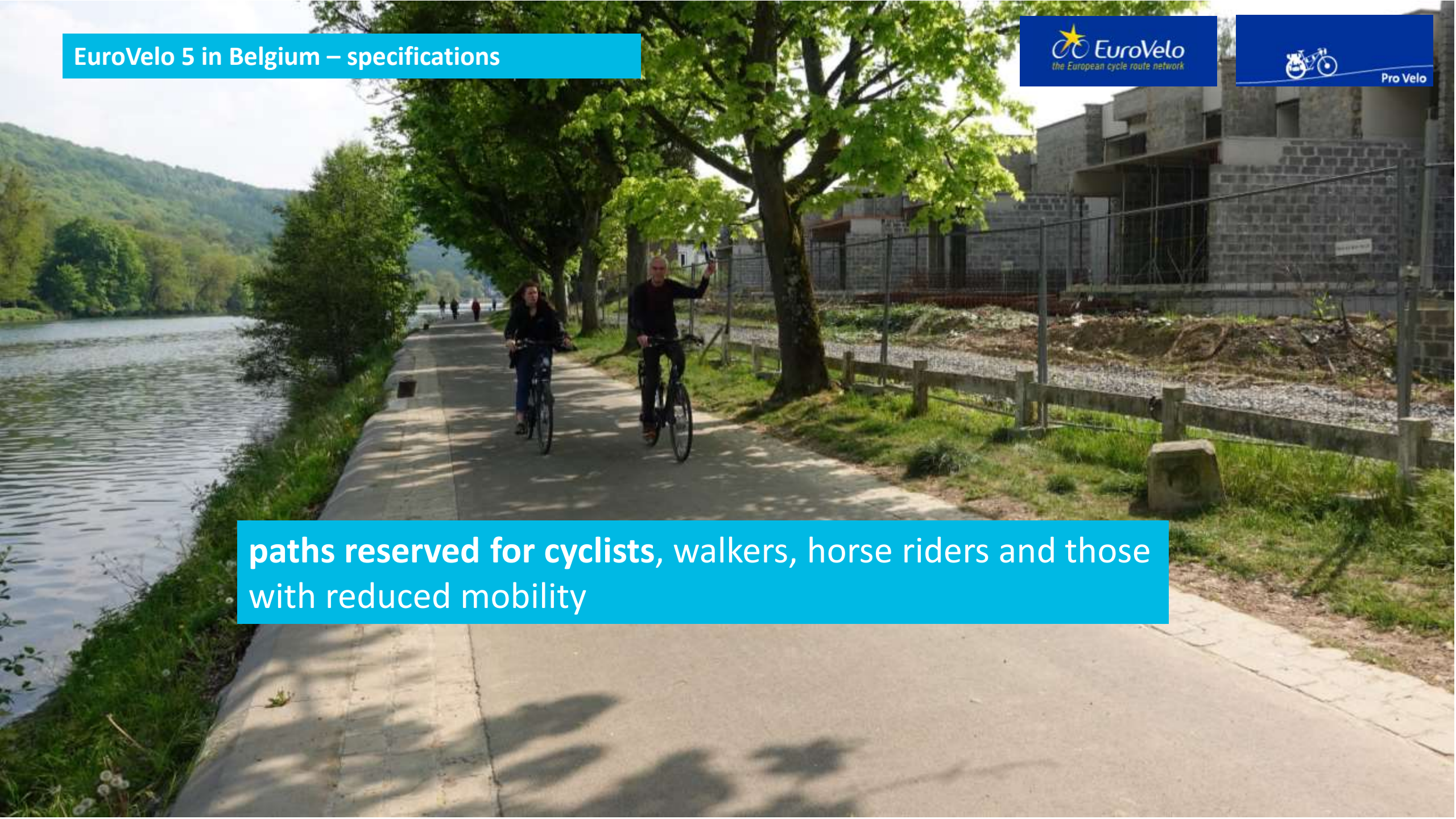
EuroVelo 5 in Belgium – specifications



100 % signposted

- Both directions
- Link with the regionals routes





paths reserved for cyclists, walkers, horse riders and those with reduced mobility



EuroVelo 5 in Belgium – specifications

Services: label for cyclists

- Accommodation, establishments in the horeca sector, tourist attractions and museums, tourist organisations, producers and artisans, bike rental.
 - Criteria: 5 km, secure and covered space free of charge, repair set and a first aid kit, information on the possibilities of eating a hearty meal, useful information on cycling networks and cycling services
- ✓ Essential to provide optimal service
- X 3 labels in the country





Governance model



Pro Velo

Fédération Européenne des cyclistes



Management Team

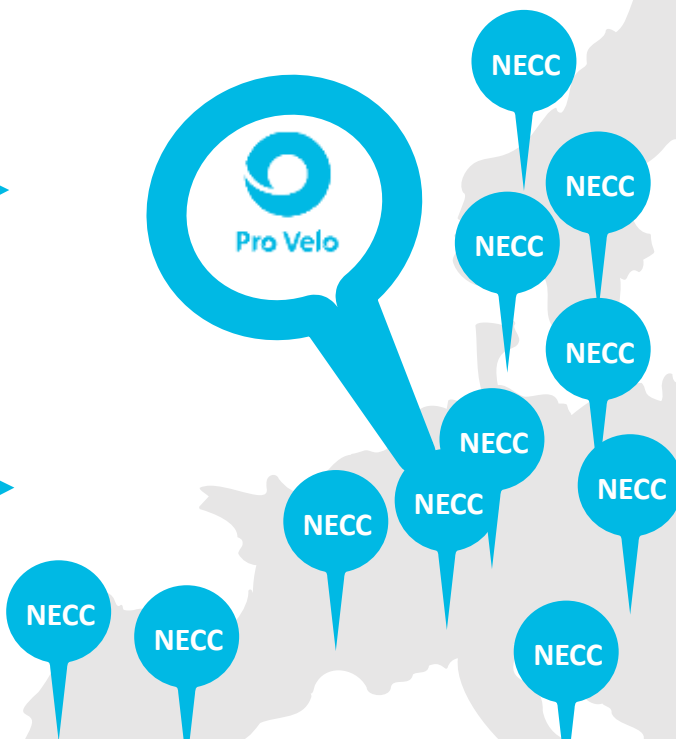
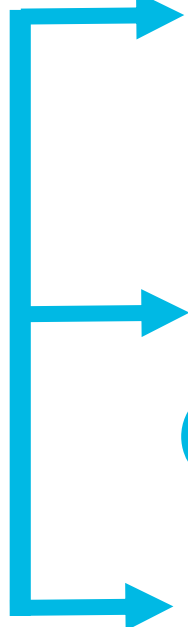
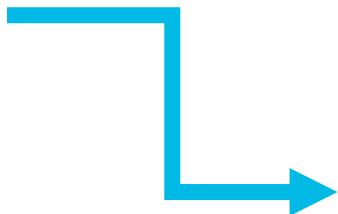


NECC since 2018

(National EuroVelo coordination centre)



TOURISM is a regional competence. NECC works nationally with the 3 regions and is therefore unique. The purpose is create the liaison and the exchanges between the 3 regions.



Facilitate and coordinate the network of stakeholders in mobility and tourism in Belgium

Promote the EuroVelo network in Belgium to a large public

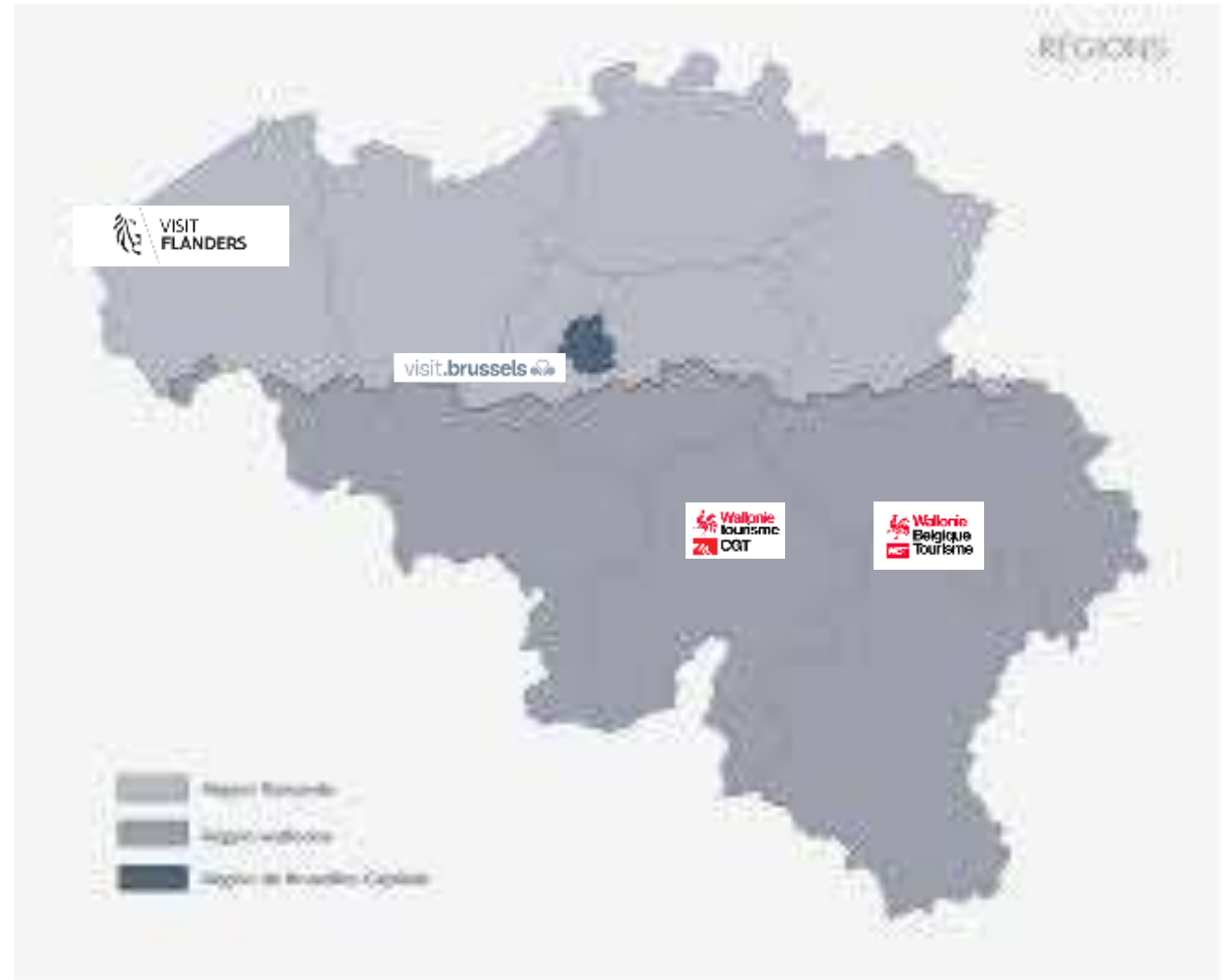
Representing Belgian EuroVelo at European level



Governance model

Support

- Supported by the 3 regions (tourism) financial
- 2 meetings/year : planning, validation of actions...
- 2 people work in part time for the EuroVelo project





Governance model

Facilitate and coordinate the network of stakeholders in Belgium

Belgian webinar on Cycling Tourism

- Complicated to create an physical event with the 3 regions
- Information about Belgium and inspirational stories from abroad
- this creates the link, informs people and federates a network of tourism and mobility stakeholders in Belgium

« Tourism on Bike »

the Belgian webinar on Cycling Tourism

2022

Mardi 22 novembre
en français

Dinsdag 29 november
in het Nederlands

11:00 > 12:30



Modération par Marie Secrétant, responsable du tourisme et des événements chez Pro Velo

Le tourisme à vélo en 2022 : tendances et chiffres clés – Charlotte Massagé, chargée de projets vélotourisme chez Pro Velo

EuroVelo et vélotourisme : où en sommes-nous en Europe et en Belgique?

Tour d'horizon du réseau EuroVelo au niveau européen – Florence Grégoire, chargée de projet EuroVelo chez European Cyclists Federation (ECF) - et belge - Charlotte Massagé, chargée de projets vélotourisme chez Pro Velo

Et dans les 3 régions en Belgique, quelles sont les news croustillantes données par les coordinateur.trice vélo et durabilité ?

- ✓ A Bruxelles - Kathleen Davisters - visit.brussels
- ✓ En Wallonie - Stéphanie Villance - Commissariat général au Tourisme (CgT) et Pauline Bellefontaine - Wallonie Belgique Tourisme (WBT)
- ✓ En Flandre - Ewoud Lagring - Visit Flanders

Prenons de la hauteur et inspirons-nous en Europe

FRANCE : Quel est le "perfect wedding" entre l'itinérance et la ville à vélo? - Julien de Labaca, expert mobilité chez Le Facilitateur Mobilité

Comment inciter les touristes itinérants à vélo à rester quelques jours dans les pôles urbains ? Comment assurer une bonne entrée et sortie de la ville en terme de services, d'orientation, d'infrastructure ? A contrario, comment faire que les city breaker prennent le vélo durant leur séjour pour visiter la ville et ses environs ?

ITALIE : Quelle rencontre est possible entre la demande et l'offre dans un salon dédié au vélotourisme ?

Zoom sur "la Fiera del Cicloturismo" à Milan - Pinar Pinzuti, experte vélo chez Bikenomist - en Anglais
Qu'est-ce qu'un salon dédié au vélotourisme peut apporter à un pays pour dynamiser le secteur ?
Comment un salon peut créer des synergies et des collaborations pour développer de nouveaux produits ?
Un salon peut-il convaincre plus de personnes à faire des vacances actives à vélo ?



Governance model

Facilitate and coordinate the network of actors in Belgium

Newsletter of Bike Tourism

- For professionals of tourism and mobility
- Monthly
- Goal: to inform what's happening in Belgium in the 3 regions
- Do you want it? eurovelo@provelo.org



[Guess where is it?](#)



1. [NECC's News](#)
2. [Belgian Bike tourism's News](#)
3. [What happens abroad?](#)
4. [Agenda](#)

[Guess where is it?](#)



1. [NECC's News](#)
2. [Belgian Bike tourism's News](#)
3. [What happens abroad?](#)
4. [Agenda](#)



Zorg dat je er bij bent om de laatste trends van 2022 en kerncijfers voor fietstoerisme te ontdekken. "Tourism on bike" geeft een overzicht van regionale projecten in België en Europa, en zoomt in op inspirerende projecten rond fietstoerisme in Europa.

[Ik schrijf me in](#)



25 years of EuroVelo
On 21 November 2022 from 14:30 to 16:30, let's celebrate EuroVelo's 25th Anniversary with an online event.

[Register](#)



Meet the winners of the EuroVelo Summer Photo Contest 2022
Cyclists were invited to share the best photo of their cycling trips along EuroVelo 15 or EuroVelo 19.

[Discover the winner](#)



Webinar: Tourism on Bike

2 3 4 zoveel mensen volgden recent onze webinars over [fietstoerisme](#) in België en Europa. Het was een waar genoegen om jullie zo talrijk te mogen ontvangen!

Wat stond er op het programma?

- 🗣️ We bespraken de laatste trends en belangrijke cijfers over fietstoerisme
- 🗺️ We wierpen een blik op de stand van zaken in de verschillende Belgische regio's
- 🗺️ We keken over de landsgrenzen & lieten ons inspireren door buitenlandse sprekers



Governance model

Facilitate and coordinate the network of actors in Belgium

Thematic workshops

- this brings together the stakeholders of tourism and mobility of the 3 regions
- Highlight of specific problems
- 2022-2023: About services, monitoring





Governance model

What about the infrastructure and maintenance?

- NECC doesn't work for the improvement of the infrastructure (by the region, province)
- NECC fieldwork using ECS (European Certification Standard) and reporting to regions
- Each region makes a lot of investment in infrastructure: for example in Wallonia: investment of more than 4 millions in the infrastructure bike route used by EuroVelo(surface of the path, new connection....)





EuroVelo 5 in Belgium - Promotion

Promote the EuroVelo network in Belgium to a large public

trilingual website
www.eurovelobelgium.be

EuroVelo Belgium flyers in 6000 copies

EuroVelo Belgium at trade shows/Festivals/Events

EuroVelo 5 press trip





EuroVelo 5 in Belgium - Promotion



Promote the EuroVelo network in Belgium to a large public

Trilingual website www.eurovelobelgium.be

- Maps
- GPX
- Description of the routes by stages
- Services on the route (accomodation, bike rental, station...)
- Pictures
- Practical info
- News
- Tours (we propose some bike tours to discover the EuroVelo routes)

The screenshot shows the website for EuroVelo 5 - Via Romea Francigena. At the top, there is a navigation bar with links for 'EuroVelo', 'Practical info', 'Tours', 'News', and 'Contact'. Below the navigation bar, the main heading reads 'EuroVelo 5 Via Romea Francigena'. A descriptive paragraph states: 'The route of the EuroVelo 5 - Via Romea Francigena in Belgium is approximately 400 km long and will introduce you to the rich natural, architectural, cultural and brewing heritage of the country.'

The central part of the page features a list of route stages and a map. The stages are:

Roubaix (F) → Ronse	1
Ronse → Geraardsbergen	2
Geraardsbergen → Brussels	3
Brussels → Wavre	4
Wavre → Namur	5
Namur → Dinant	6

To the right of the list is a map showing the route highlighted in pink across Belgium. Below the stage list, there are three buttons: 'Download' (with sub-links for GPX files and PDFs), 'Pictures' (for gallery), and 'Info+' (for detailed info). Below these buttons is another map showing various points of interest along the route, marked with blue icons. On the right side of the page, there is a section titled 'Pictures of this section' with a grid of small images. At the bottom, there is a 'Practical info' section with a sub-heading 'Bike rental and maintenance along the route', which includes a list of service providers and their contact information.



EuroVelo 5 in Belgium - Promotion



Promote the EuroVelo network in Belgium to a large public

EuroVelo Belgium flyers in 6000 copies

Same template than the flyers of EuroVelo 19 (flyers for LTMA EV19)

Promotional tools for professionals and for individuals

Not a big success (map to general) but useful as business card (eurovelobelgium.be)





EuroVelo 5 in Belgium - Promotion

Promote the EuroVelo network in Belgium to a large public

EuroVelo Belgium at trade shows/Festivals/Events

- To promote the EuroVelo routes
- Distributing of EuroVelo maps
- Informations about services
- Information about the regional routes and connecting with the EuroVelo routes
- EuroVelo 5 in Belgium: Cycle Route of the Year 2023: argument





EuroVelo 5 in Belgium - Promotion



Promote the EuroVelo network in Belgium to a large public

EuroVelo Belgium at trade shows/Festivals/Events: Inauguration EuroVelo

- In Brussels
- Make an event to highlight each step forward
- To inform by press release (and relay by the regions)



Press articles :

1. <https://bx1.be/categories/news/mobilite-douce-litinaire-cyclable-eurovelo-5-enfin-balise/>
2. <https://lacapitale.sudinfo.be/926500/article/2022-03-23/bruxelles-mise-sur-le-cyclotourisme-avec-leurovelo-5>
3. <https://www.dhnet.be/regions/bruxelles/bruxelles-mobilite/relier-l-italie-a-l-angleterre-a-velo-en-passant-par-bruxelles-les-panneaux-sont-places-623b56ced8ad586d3008cbd5>
4. https://www.lavenir.net/cnt/dmf20220324_01677231/bruxelles-enfin-integree-sur-l-eurovelo-5-100-nouveaux-panneaux-pour-gouter-a-la-liberte-du-velo
5. <https://www.bruzz.be/mobiliteit/brussels-deel-van-3200-km-lange-eurovelo-fietsroute-ingehuldigd-2022-03-23>
6. <https://www.barsport.net/collegare-litalia-allinghilterra-in-bici-via-bruxelles-la-segnalatica-e-posizionata/>
7. <https://traveltomorrow.com/eurovelo-5-to-connect-brussels-with-europe-by-bike/>
8. <https://www.vrt.be/vrtnws/nl/2022/03/24/europese-fietsroute-doorkruist-nu-ook-brussel/>
9. <https://newmobility.news/2022/03/24/euro-velo-5-cycle-route-now-also-passes-through-brussels/>
10. <https://lameuse-namur.sudinfo.be/926500/article/2022-03-23/bruxelles-mise-sur-le-cyclotourisme-avec-leurovelo-5>
11. https://weekend.levif.be/lifestyle/voyage/cyclotourisme-l-eurovelo-5-passe-par-bruxelles/article-normal-1541345.html?cookie_check=1648632064
12. <https://momentummag.com/a-look-at-the-new-long-distance-cycling-route-added-to-eurovelo-network/>
13. <https://www.brusselstimes.com/>



EuroVelo 5 in Belgium - Promotion



Promote the EuroVelo network in Belgium to a large public

EuroVelo 5 press trip

- Great teamwork with the 3 regions (tourism= regional competence)
- 12 international journalists (articles in international press)
- the press trip allowed the acceleration of certain works: signposting etc..

Talk about us!
By using:

#eurovelobelgium #eurovelo5
#visitbrussels #visitflanders
#visitwallonia

This trip is organised by

Pro Velo

Randrien
Wallonia.be

visit.brussels

EuroVelo

D-2

- 9:45: Ready for departure with Charlotte and Max (Pro Velo)
- 9:13: Train for Halle
- 10:00: Bike tour on the EV5 in Randrien
- 11:00: Visit of the Gaisbeek Castle's garden
- 12:00: Lunch at Paddenbroek
- 14:00: Bike tour in Randrien
- 16:00: Arrival at Geraardsbergen
- 18:00: Arrival at Randrien hotel and dinner

D-3

- 8:25: Ready for departure
- 8:30: Shuttle from Randrien to Brussels
- 10:00: Bike tour on the Brussels EV5
- 12:30: Lunch at Tour & Taxis Food Market
- 13:30: Bike tour on the Brussels EV5
- 15:00: Visit of the European House of History
- 17:00: Arrival at Martin's Hotel
- 19:00: Dinner at the hotel

Contact us!

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Maxime Pieters +32 288 355 017 maxime@provelo.be

Visit.brussels
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Visit.flanders
Dimitri Peeters +32 281 123 111 dimitri@visitflanders.be
Tom Peeters +32 281 123 111 tom.peeters@visitflanders.be

Visit.wallonia
Baptiste Van den Broek +32 271 230 217 baptiste.vandenbroek@wallonia.be

Discover the Belgian EuroVelo 5 - Via Roma (Francigena)
PRESS TRIP 2022
3-6 MAY

Need documentation?
It's all here!

D-4

- 8:00: Ready for departure
- 8:30: Train for Dinant
- 10:20: Bike tour on the EV5 in Wallonia
- 11:30: Visit of the Annevoie garden
- 12:30: Lunch at the garden
- 14:00: Bike tour to Namur
- 15:30: Visit of the cable car
- 16:30: Networking event
- 19:30: Dinner at Namur Castle

D-1

- Afternoon: Arrival
- 18:00: Welcome drink at Martin's Brussels EV5 + presentation of the trip
- 19:30: Dinner at Martin's Brussels EV5 restaurant





EuroVelo 5 in Belgium – Cycle Route of the Year 2023

Award:

- International recognition and the best promotion (press, Utrecht Fair...)
- Increase of bike tourist in Belgium (for example: Dolce Via, Cycle Route of the Year in 2021: 2 x more bike tourists)
- this visibility also shows the importance of bicycle tourism in terms of economy
- It's a strong signal to the politic to invest in bike tourism and in cycling in every day life



And the Future?

- Higher budget
- Monitoring system
- Improve the infrastructure, services
- Continue to professionalise and inform tourism and mobility stakeholders

**Key to success:
Step by step!**



More information?

Charlotte Massagé (connect with )
eurovelo@provelo.org