

BENEFITS

of cycling tourism for the MED area

We, the undersigned, acknowledge the benefits of cycling tourism for the Mediterranean region:

- Cycling is truly **environmentally sustainable** means of both transport and tourism.
- Cycling tourism can contribute to the **economic sustainability** of destinations.
- Local communities and wider society benefit from the development of dedicated cycling infrastructure, contributing to **social sustainability** too.



OBJECTIVES

for developing cycling tourism in the MED area

We, the undersigned, agree that the following objectives are necessary to unlock the potential benefits of cycling:

- **Build and sign** attractive, safe, direct and comfortable European, national, regional and local cycle routes.
- **Develop more dedicated services** to cater for the increasing numbers of cycling tourists coming to the MED area.
- **Improve and promote** the image of cycling and cycling tourism, and the positioning of the Mediterranean region as a cycling tourism destination.
- All relevant stakeholders should collaborate to realise the activities above, **establish or support National EuroVelo Coordination Centres**.
- **Adequate financial resources need to be allocated** in order to realise the objectives listed above. This will require a blend of EU funds from the financial perspective (2021-2027), national/regional/local public resources and private investments.



ACTIONS

to develop and promote cycling tourism in the MED area

We, the undersigned, commit to the following actions within our means and jurisdiction:

- **Exchange know-how, expertise, best practices and experiences** to implement the objectives and actions described in this charter.
- **Raise awareness and advocate for financial resources** for developing cycling tourism at all levels of government.
- **Implement those measures** (described above) **that are our responsibility**.
- **Continue to collaborate on the international level** across the MED area to develop sustainable and responsible cycling tourism.



Prepared in the frame of the **MEDCYCLETOUR** project supported by the MED Interreg Programme: