Silver Cyclists
Developing sustainable tourism for all

Jesús Freire, Business Development Officer
European Cyclists’ Federation
Brussels, 19th October 2017
INTRODUCING ECF

World’s largest cyclists’ advocacy organisation

ECF is the umbrella federation of national and regional cycling organisations.

Founded in 1983.

Nearly 80 Member organisations in over 40 countries (+500,000 cyclists)

Based in Brussels.

AGM 2014 in Dublin, Ireland
Our mission:
More people cycling, more often!
EuroVelo

• 15 long distance cycle routes
• Over 70,000km
• ECF coordinates at European level
• 19 National Coordination Centres
€44 billion Vs €39.4 billion
What investments are required?
Main objectives:

• **Increasing the number of seniors undertaking cycling holidays** both domestically as well as to other European destinations

• **Using the EuroVelo network as a backbone**, tourist packages will be created catering to the specific needs of senior cyclists

• **Extending touristic seasons**, sharing best practices, facilitate sustainable public-private partnerships and encouraging seniors' sense of European identity through international experiences.
Main outputs:

• Adapting methodologies to the needs of seniors
• Developing tourist packages targeting seniors:
  • www.eurovelo.com
• **Academic report** on the tourist packages implemented.
• Launching the Charter of Silver Cyclists:
  • www.silvercyclists.eu
Thank you

www.ecf.com

Jesús Freire, Business Development Officer
j.freire@ecf.com