

Green Velo: a comprehensive active tourism offer in Eastern Poland

Green Velo is a 2000 km cycling path running through Eastern Poland. Designed and developed thanks to the collaboration of 5 regions, the path promotes cycling as an alternative mobility to discover the area, including mountain massifs. By providing a safe, marked, and equipped path and promoting the surrounding natural and cultural heritage, Green Velo is a unique and comprehensive active tourism offer.

A complete and secure tourist, sporting, and cultural offer over 2000 km

The [Green Velo](#) cycling trail is the longest marked cycle path in Poland. It is more than 2000 km long and crosses 5 regions. The trail runs mainly on asphalt public roads with low vehicle traffic intensity, through 5 regions of Eastern Poland: Warmińsko-Mazurskie (397 km of cycle path), Podlaskie (598 km), Lubelskie (414 km), Podkarpackie (459 km) and Świętokrzyskie (210 km). The path notably gets across the Świętokrzyskie Mountains and the Carpathian Plateau. The course of the trail was marked out in the years 2008-2009. The development of the path was carried out from 2013 and ended in 2015.

This Green Velo cycling path also includes 228 “Cyclist-Friendly Places” – safe areas where cyclists can rest. Some of these points have been further developed and equipped in order to meet the needs of cyclists, for example by recreating the so-called “Cyclist Service Points” which provides a similar service to that of service stations on motorways. All Cyclist Service Points are uniformly marked and equipped with sheds, benches, U-shaped bicycle racks, information boards and rubbish bins. Several of them are also equipped with portable toilets and water containers.

Despite the fact it runs through 5 different regions, the path was designed as a single route and is therefore promoted among tourists and visitors as such. To promote Green Velo and encourage its use by visitors, a website and a mobile app were also set up, thanks to a common communication budget established by the 5 regions. These tools aim at helping cyclists to plan their trip but also at promoting the unique heritage of Eastern Poland: natural, cultural, gastronomic places and events are reported. Natural parks, accommodations as well as health facilities are also mapped on the website.



Credits: Green Velo

MORE INFO



Governance and resources

Credits: Green Velo

To design and maintain a constant development of the Green Velo trail, a cooperation agreement was signed between the Marshals' Offices of the 5 above-mentioned regions. Each region is thus committed to support and finance the development and promotion of the cycling path. In 2019, the budget allocated for joint promotional activities for instance amounted PLN 500.000 (about € 109.800). Communication activities to promote Green Velo also include presentations in tourism fairs, national and international events, in printed and online media.



The total cost of the project amounts PLN 274.000.000 (around € 60.143.000). It was co-financed at 85% by the European Regional Development Fund under the Operational Programme Development of Eastern Poland 2007-2013 (Priority Axis 5: V: Balanced development of tourist potential based on natural conditions, Activity V.2 Cycle routes).

Innovative aspect

Green Velo has been developed beyond the administrative regional borders thanks to the cooperation of 5 regions. The circuit is a complete tourist offer, combining the promotion of sport and natural and cultural heritage. Its high level of equipment and safety helps to really encourage tourists to travel by bicycle. By promoting surrounding infrastructures and attractions, the initiative also contributes to valorise local SMEs and business from mountainous regions.



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