

EXPERIMENTA VÍAS VERDES

A sustainable and experiential tourism product on old railway lines.

Experimenta Vías Verdes, an innovative proposal for experiential and sustainable tourism based on old railway routes.

Discover why it is an ideal product to include in your catalogue, with clear sales arguments and competitive advantages. Learn about real examples of routes adapted to different customer profiles, customisation options and joint marketing methods.

We also explain how we support operators with sales tools, promotional materials and direct support.

A proposal ready to easily integrate and start selling.



1. What is Experimenta Vías Verdes?

Experimenta Vías Verdes is an innovative tourism proposal based on the transformation of old disused railway lines into sustainable, accessible tourist itineraries full of authentic local experiences.

Beyond being simple walking or cycling routes, this product turns the tour into a complete experience: nature, culture, gastronomy, traditions and local people together to create a different and meaningful journey.

Why is it different?

Real sustainability: non-motorised mobility, local economy and positive impact on territories.

Universal accessibility: many routes and services are adapted for all types of travellers, including people with accessibility needs.

Experiences with soul: workshops with artisans, visits to local producers, olive oil mills, historic stations or accommodation with its own identity.

National network: more than 3,500km of itineraries in 135 routes throughout Spain, from the green north to the south of Andalusia.

Validated product: promoted by the Spanish Railway Foundation (FFE), in collaboration with tourist destinations, companies and local associations.

Ideal for your customers if they are looking for:

Active but gentle trips, without technical complications, disconnecting getaways, nature and local culture, authentic and responsible proposals outside mass tourism and options for groups, families, seniors or travellers with accessibility needs.

Experimenta Vías Verdes is an easy product to integrate into your catalogue and easy to sell, because it offers just what many travellers are looking for today: sustainable, genuine and memorable experiences.



2. Why include it in your catalogue?

Experimenta Vías Verdes is not only an attractive product for your customers, it is also a sustainable and easy-to-operate business opportunity for your agency.

Proven, safe and on-trend product

Consolidated: more than 30 years of development and success of the Vías Verdes programme in Spain.
Aligned with new demands: slow, active, local, healthy and responsible tourism. Adapted to multiple segments: families, seniors, hikers, cycle tourists, accessible tourism, school groups and wellness groups.

Advantages for your agency

Competitive commissions and flexible agreements.
Commercial support from the first contact (materials, training, support). Easy integration in catalogues and booking platforms.

Experiences that are easy to sell

2 to 5 day getaways, with logistics taken care of (accommodation, bikes, transfers, guides). Trips customisable to each pace, duration and focus. Options to include in circuits around Spain or as a main product.

High satisfaction of travellers

Emotional product: leaves an impression on the client. Unique landscapes, culture and gastronomy, humane treatment, relaxed pace and safety. On each itinerary, travellers feel part of the history of the place.



3. Examples of marketable experiences

Experimenta Vías Verdes offers a catalogue of products that combines real and proven itineraries with a wide variety of travel formats adapted to different customer profiles.

Routes ready to sell:

Girona Greenways (Catalonia)

Ideal for: cycle tourists, families, active international travellers.

Experience: Pirinexus circular route, Bed&Bike accommodation, medieval villages or Empordà gastronomy

Format: 3 to 5 day getaways with fly & Bike option.



Vía Verde del Plazaola Nature Trail (Navarre - Basque Country)

Ideal for: hikers, seniors, cycle tourists and school groups.

Experience: nature, historical stations, inclusive visits and experiences with hosts.

Format: programmes with adapted accommodation, guide and activities included.



Natural Olive Oil Greenway (Andalusia)

Ideal for: cultural, gastronomic and rural tourism.

Experience: millenary olive trees, oil mills, white villages, oil train, railway heritage and stations where you can make pleasant stops.

Format: 4-day linear route with luggage transfer and oil tasting.





**Vía Verde de Ojos Negros
(Aragón - Comunidad Valenciana)**

Ideal for: international cycle tourism, active groups.

Experience: multi-stage route of about 200km, mining landscapes, nature, industrial culture.

Format: self-guided pack with accommodation, GPS, rental and assistance on route.

Experimenta Vías Verdes Gran Tour

The Gran Tour is a tourist experience that reinvents old railway routes to enjoy them in a sustainable, digital and inclusive way. Through connected routes, local actors and new technologies, it offers a different, greener, closer and more authentic way of getting to know Spain.



Types of trips available:

- **Slow travel getaways:** Nature, relaxation, charming villages and local culture.
- **Family or multigenerational trips:** Safe, gentle routes, with activities for children and adults.
- **Accessible tourism:** Validated packages for people with accessibility needs.
- **Cycle touring as a couple or with friends:** Itineraries from 3 to 6 days, bicycles included and luggage transfer.
- **Gourmet and enogastronomy:** Olive oil tourism, visits to wineries, local markets and cooking workshops.
- **Educational programmes:** School trips with an environmental, historical and participatory component.

All products can be customised, combined and adapted to the needs of the operator (duration, difficulty, language, level of service or price). They are available in Spanish and English, with the option of direct booking or on request.



4. How can we market it together?

Experimenta Vías Verdes is designed to be easy to sell, easy to book and profitable for your agency. We collaborate with you from the very beginning so that you can incorporate the product into your catalogue quickly and with maximum commercial support.

Sales and booking channels

Experimenta Vías Verdes official marketplace: Access here to experiences ready to book, filtered by route, duration, accessibility or level of activity.

Wholesale-retail agencies: Commercial and official partners with the possibility of collaboration agreements, dropshipping, own-brand products or comprehensive booking management.

Connection with local incoming agencies: We work with verified suppliers in each territory to guarantee quality, logistics and personalised service.

Integration options

Closed products to include on your website, catalogue or tour. Customisation by client or segment with the possibility of participating in familiarisation trips. Self-guided programmes or with local guides. Additional services such as transfers, bike rental or insurance, with 24/7 assistance.

Commercial and marketing support

Promotional material in several languages: descriptions, photos, videos, maps, podcasts. Support at trade fairs, joint campaigns and customised presentations.

Online training and coaching for your sales team or sales agents. Attractive and flexible commission proposal according to volume or collaboration model.

Our mission is to help you sell authentic, sustainable and memorable experiences. You choose how to integrate them into your business model. We make it all work.



5. Contact and next steps

Are you interested in offering your clients different, sustainable and profitable experiences?

Experimenta Vías Verdes is ready to be part of your commercial catalogue.

We make it easy for you:

What can you do now?

Request a quick meeting to get to know the product in depth

Request access to the marketplace.

Book your place on the next familiarisation trip.

Add experiences to your website through the marketplace.

Start selling with the support of our sales team.

Direct contact:

Project coordination

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Experimenta Vías Verdes

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www.viasverdes.com www.viasverdes.com

<https://experimenta.viasverdes.com/>

Marketing and reservations

Marketplace

Add to your offer a product that connects with
what travellers are looking for today: nature,
culture, emotion and meaning.

We'd love to do it with you!

Experimenta  **VíasVerdes**

