

EXPERIMENTA VÍAS VERDES

A sustainable and experiential tourism product on old
railway lines.



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1. Introduction: “Experimenta Vías Verdes”

‘Experimenta Vías Verdes’ is an innovative proposal for a tourism product based on old disused railway lines converted into non-motorised and accessible itineraries. This project represents the natural evolution of the Spanish Greenways Programme, consolidated over three decades as a national and international reference in sustainable tourism.

The purpose of this document is to present to national and international tour operators and specialised media the main attributes, competitive advantages and opportunities offered by the ‘Experimenta Vías Verdes’ product, as well as the tools available for its marketing. It is, therefore, an invitation to discover, connect and form part of a transforming tourism project, where the journey becomes a vital experience.

The product responds to a growing demand for authentic, responsible and inclusive tourism experiences, connected with the territory, its people and its heritage. In this context, ‘Experimenta Vías Verdes’ articulates a set of actions aimed at:

- Integrate the existing tourist offer around the Greenways under a common and coherent strategy.
- Improve the quality, competitiveness and sustainability of the product, incorporating universal accessibility and digitalisation criteria.
- Strengthen its positioning in the national and international market through coordinated promotion, communication and marketing actions.



2. Vías Verdes: a consolidated tourism product

Promoted since 1993 by the Spanish Railway Foundation (FFE), the Greenways Programme has enabled the recovery of more than 3,500 kilometres of railway infrastructure distributed over 140 itineraries throughout the country thanks to the participation of many public administrations. This model has received international awards such as the UN Habitat Award, the World Travel Market Sustainable Tourism Award and the Europa Nostra Award, and has been replicated in other European and Latin American countries.

The 'Vías Verdes' brand is officially registered and represents a tourism product with its own identity, linked to mobility and sustainable tourism, social inclusion, the enhancement of railway heritage and local development.

Key data in 2025

- 3,500 km of operational routes.
- 140 routes in 16 autonomous communities.
- More than 120 refurbished railway stations for tourist or cultural use.
- Network of public and private managers: regional governments, consortia, city councils, associations and companies.

A model based on sustainability and territorial cohesion

Greenways are much more than roads. They are local development corridors that connect rural and urban territories, promote the circular economy and generate opportunities for tourism SMEs, kilometre 0 producers, accommodation, guides and bicycle rental companies. All this in an accessible and inclusive environment, with a decentralised and low-impact tourism model.

The model has proven to be effective for:

- De-seasonalise tourism demand.
- Promote intergenerational, family and inclusive tourism.
- Revitalising local economies from a sustainable perspective.



Thus, the Greenways are today a consolidated product, with a high capacity for international attraction, especially among European markets sensitive to active tourism, cycle tourism and the values of sustainability and authenticity.

3. The experience “Experimenta Vías Verdes”

“Experimenta Vías Verdes” is the evolution of the traditional model of Greenways towards an integral, experiential and marketable approach. It is not just a question of following a route, but of living a transforming experience connected with the territory, the people and the heritage.

Experiential and experiential approach

The project is committed to a tourism model in which the traveller becomes the protagonist. The experience is not limited to the journey, but is articulated around stories, activities, flavours and emotions that are born from the territory itself. Among its pillars, the following stand out:

- The local host as a key figure, that is, guides, artisans, producers and entrepreneurs who provide authenticity.
- Complementary activities such as cultural visits, workshops, tastings, charming accommodation, interpretative routes...
- Sustainable experiences through gentle mobility, local consumption, as well as the positive impact on communities.
- The local host as a key figure, that is guides, artisans, producers and entrepreneurs who bring authenticity.
- Complementary activities such as cultural visits, workshops, tastings, charming accommodation, interpretative routes...
- Sustainable experiences through a smooth mobility, local consumption, as well as the positive impact on the communities.



Audience segmentation and adaptation to markets

‘Experimenta Vías Verdes’ is designed to respond to a wide variety of traveller profiles, both national and international:

- Active tourism and cycle tourism.
- Family and intergenerational tourism.
- Senior and accessible tourism.
- Wellness tourism and slow travel.
- School and group trips with an educational component.

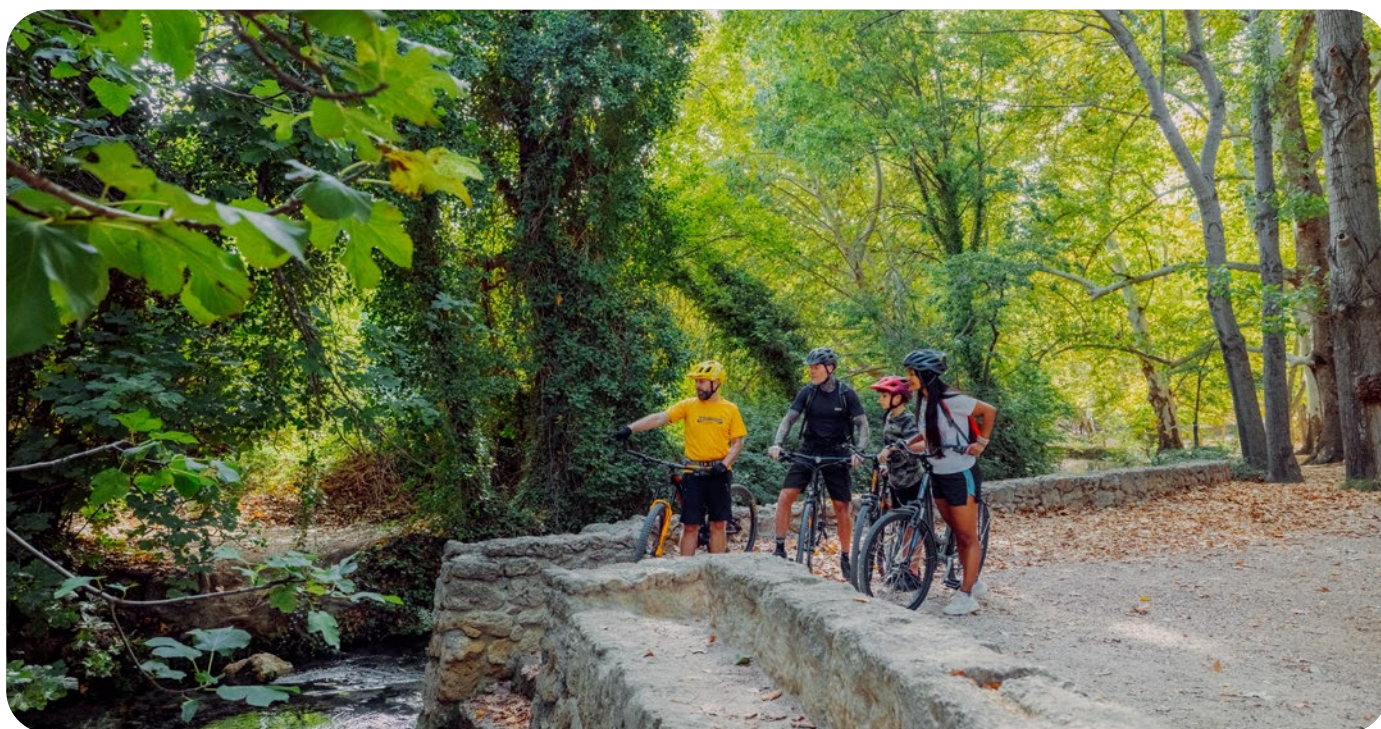
The products will be presented in different formats (short breaks, multi-day routes or customised programmes) that adapt to the needs of issuing agencies, specialised operators, marketplaces or digital platforms.

Diversity of territories, a single experience

One of the main differential values of ‘Experimenta Vías Verdes’ is that it offers a coherent national product, but at the same time diverse and segmentable by regions, landscapes, typologies and themes.

From the green routes of the north of the peninsula to the Mediterranean landscapes or the dehesas of the south, the product is articulated with a common narrative, but with its own local identity.

This combination of a national umbrella brand and territorial customisation allows the tourism product to be adapted to the commercial strategies of international tour operators and specialised agencies.



4. Value proposition for international operators

The 'Experimenta Vías Verdes' proposal represents a real opportunity for diversification for international tour operators, both general and specialised in active tourism, nature, culture, senior, accessible or group tourism. It is a consolidated, safe, flexible and differentiated product, perfectly aligned with the new post-pandemic tourism trends: sustainability, health, nature, authenticity and transforming experiences. A unique, safe and flexible offer

'Experimenta Vías Verdes' offers the operator:

- An existing, proven and safe product, with more than 3,500km of operational routes, managed by experienced public and private actors.
- A solid territorial base, with stations, accommodation, restaurants, bicycle rentals and service companies located along the various routes.
- Packaged or customisable products, ideal for sale as getaways or multi-day tours.

Key marketing arguments

1. **Smooth and safe mobility:** Itineraries away from motorised traffic, with gentle slopes and full signposting. Ideal for all audiences, including children and the elderly.
2. **Sustainability and responsibility:** Product linked to the circular economy, low-impact tourism and the enhancement of railway and natural heritage.
3. **Universal accessibility:** Adapted itineraries, with accessible experiences validated by Impulsa Igualdad. Ideal positioning for inclusive tourism.
4. **Geographical and climatic diversity:** We offer options all year round thanks to the climatic variety of the territories involved: inland, Mediterranean, Atlantic, countryside and mid-mountain trails.
5. **Connectivity and logistics:** Proximity to international airports, AVE high-speed train stations and rail networks. Some products integrate public transport (train + bike, bus + bike).
6. **Story and emotions:** We don't just sell kilometres: we offer a journey with history, with experiences through people. The emotional and educational component enriches the experience.

Product typologies and commercial approach

- Short breaks (2-4 days) around a specific section.
- Multi-stage itineraries with luggage transport and accommodation.
- Themed trips (gourmet, nature, railway culture or slow travel).
- Programmes for senior groups, school groups or associations.
- Fly & bike tours, combined with train or public transport.
- The flexibility of the product allows the operator to adapt the contents to the interests of its customers, adjusting levels of difficulty, duration, pace and budget.

Examples of marketable routes

The following are some of the greenways that form part of the current portfolio of the 'Experimenta Vías Verdes' project, with high potential for the international market:

Girona Greenways (Catalonia)

Length: +120km

Product: Pirinexus circular route, Bed&Bike getaways, slow itineraries to discover medieval villages and local gastronomy.

Advantages: high quality of services, AVE station nearby (Girona), product consolidated and marketed for years through member companies.

Preferred markets: Central Europe, Benelux, family or senior active tourism.



Natural Olive Oil Greenway (Andalusia)

Length: 128km

Product: Olive grove and Subbética route, with visits to olive oil mills, rural accommodation, bicycle rental and luggage transfer service.

Advantages: unique landscape among olive groves World Agricultural Heritage (FAO), olive oil tourism products, articulated business network, charming villages.

Preferred markets: LATAM, Germany, Netherlands, gourmet operators and senior cycle tourism.



Natural Route of the Plazaola Greenway (Navarre - Basque Country)

Length: 78km

Product: 'Plazaola for everyone' on a large part of the itinerary, a comprehensive accessible experience with visits to stations, tourist train, adapted accommodation and cultural offer.

Advantages: exemplary natural accessibility model between valleys, institutional involvement. Access from Pamplona and San Sebastian. Great route between Donosti and Pamplona, on foot or by bike.

Preferential markets: European hiking, cycle tourism and accessible tourism, educational tourism, Scandinavian and Central European operators.



Ojos Negros Greenway (Valencia - Aragon)

Length: Nearly 200km (the longest in Spain)

Product: Multi-stage proposal 'Ojos Negros Greenways: creating a product', with specialised companies, guide, transfer, rental and accommodation.

Advantages: great variety of landscapes (mining, rural and urban), combinable with AVE from Valencia or Teruel. It can end in Valencia, next to the Mediterranean

Preferred markets: international cycle tourism, tour operators organised by stages.



5. Materials available for promotion

One of the key elements of the 'Experimenta Vías Verdes' action is the availability of a professional, multi-channel set of promotional resources, aimed at both direct marketing and international positioning of the product. These materials have been designed to facilitate the work of agencies, tour operators and the media interested in publicising and selling experiences linked to the Greenways.

Official website and digital environment

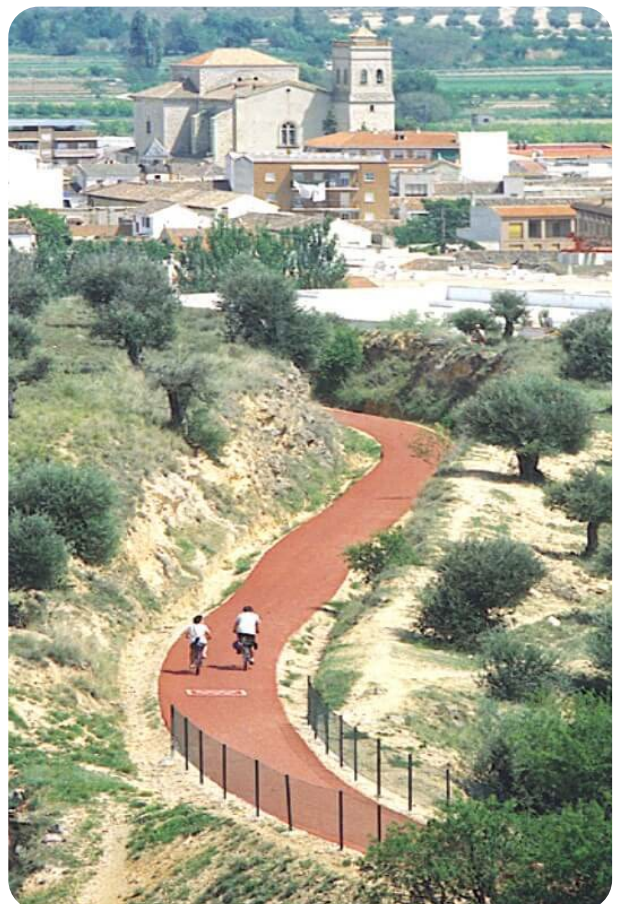
- New portal www.viasverdes.com, with responsive design and structure aimed at international users. Includes:
 - Itinerary cards
 - Themed experiences
 - Agenda, blog and practical information
- Fully operational version in English and French. App and other dissemination channels (podcast, wikiloc, etc.)
- Integration with the new Greenways Marketplace, where operators can consult and contract products and services directly.

Marketplace: direct marketing

- Platform accessible from all the official portals of the partners involved.
- Access to direct and on-demand bookings of tourist packages, accommodation, activities, transfers, bike rentals and local guides.
- Liaison with local agencies and companies for booking management.
- Integration with B2B and B2C digital catalogues.

Multilingual mobile application (App)

- APP of Vías Verdes available for Android and iOS.
- Version in Spanish and English, with interactive mapping, geolocation and service sheets.
- Improved navigation and accessibility functionalities.



Audiovisual and editorial material

- Promotional video in 4 languages (Spanish, English, Dutch and Catalan), available on YouTube and downloadable for fairs, websites and presentations.
- Multilingual digital and printed brochure (initial print run of 2,000 units), with fact sheets, maps, photographs and useful links. In several languages: Spanish, English, French and Dutch.
- More than 30 new podcasts under the channel 'Escucha la Vía', hosted on Spotify and iVoox, with stories about experiences and interviews with protagonists of each territory.
- Virtual exhibitions on Google Arts & Culture, with images and stories of emblematic itineraries.
- Special feature in the magazine Grandes Espacios, in paper and digital format, with ISBN, with national and international distribution. Diffusion in many magazines and media.
- Channel on Wikiloc
- Guía de Vías Verdes (ed. Anaya Touring) in 2 volumes
- Vías Verdes on the official Road Map.

Digital campaigns and collaborations

- Actions with various platforms, social networks and media in the sector.
- Participation of influencers and specialised bloggers, with access to image banks, technical data and files for reports.
- Familiarisation trips with Turespaña to Greenways.



6. Agenda of fairs and promotional actions

The commercial strategy of 'Experimenta Vías Verdes' is based on an active agenda of participation in trade fairs, professional conferences and dissemination campaigns, both in B2B environments (tour operators, agencies or specialised press) and B2C (end public interested in active tourism, nature, culture or accessible).

These actions are aligned with the international promotion plans of Turespaña and the various regional tourism bodies, which allows for greater visibility and brand coherence in priority issuing markets.

Attendance as an exhibitor, co-exhibitor or through B2B/B2C actions:

- Fiets & Wandelbeurs - Utrecht (Netherlands) and Ghent (Belgium): Specialised in hiking and cycle tourism. Large presence of operators and end public.
- Velo Berlin (Germany): One of the largest specialised tourism fairs in Europe. Participation in the sustainable and cultural tourism segment.
- FITUR - Madrid (Spain): Greenways' own stand, designed with sustainability and reuse criteria. Space for professional meetings and dissemination to the general public.
- Fira de Cicloturismo de Bolonia, Pedalea Fair, etc.

B2B actions

- Recruitment tables with specialised international operators.
- Technical presentations of the product at trade fairs or associated events.
- Sending of commercial dossier and digital catalogue to previously selected international agencies.
- Actions in collaboration with Turespaña's TTOs in strategic markets (France, Germany, Benelux, Italy, LATAM and Scandinavia).



7. Red de socios y actores implicados

One of the greatest assets of the 'Experimenta Vías Verdes' project is its collaborative and networked governance model, which brings together a wide range of public entities, private companies, associations and local actors linked to the territory and responsible tourism.

Co-governance model

The initiative is driven by a group of 10 entities with proven experience in the development, promotion and marketing of the VVs, including:

- Fundación de los Ferrocarriles Españoles (FFE): General coordination and ownership of the 'Vías Verdes' brand.
- Regional governments: Territorial development, promotion and financing: Regional Government of Extremadura.
- Consortia and associations of greenways: Local management of the itineraries, business promotion. Asociación Vías Verdes de Andalucía, Consorcio Turístico de las Vías Verdes de la Región de Murcia, Consorci Vies Verdes de Girona.
- Business associations and tourism SMEs: Accommodation, catering, bike rental, experiences: Asociación de Empresarios de la Vía Verde del Aceite.
- Impulsa Igualdad: Promotion of universal accessibility and generation of inclusive tourism products.
- Experiential Tourism: Marketing and product articulation through the marketplace.
- Rutas Pangea: Consultancy, training, marketing and support to operators and other companies: Mediterranean Bike Tours.

This model combines the coherence of a national brand with the authenticity and diversity of local destinations, thus guaranteeing a unified but flexible experience, adapted to the interests of the traveller and the needs of the territory.

Public-private partnership

The network includes more than 100 companies and organisations operating on the various routes: rural accommodation, mountain biking centres, incoming agencies, transfer and transport companies, interpretation centres, guides and agri-food producers.

This structure makes it possible to:

- Reinforce the quality of the tourist experience.
- Offer integrated packages and complementary services.
- Generate employment and entrepreneurship linked to sustainable tourism.

In addition, 'Experimenta Vías Verdes' is coordinated with:

- Turespaña and its OETs, for international promotion.
- Other European entities, such as the European Association of Greenways (AEVV), which has its general secretariat at the FFE headquarters.
- Local and regional administrations, which participate in the improvement of infrastructures and services.
- State administrations: Secretary of State for Tourism, Natural Paths Programme (Ministry of Agriculture, Fisheries and Food), State Bicycle Strategy (Ministry of Transport and Sustainable Mobility), etc.
- Transport Operators: Renfe and its Operational Programme "Train + Bike" 2024 - 2025

This multilevel approach makes the project a success story in terms of inter-institutional collaboration, territorial impact and knowledge transfer.



8. Marketing channels and reservations

‘Experimenta Vías Verdes’ has a multi-channel marketing strategy that allows tour operators to easily, professionally and directly access the tourism offer available around Spain's Greenways. This strategy combines digital tools, B2B agreements, specialised incoming agencies and presence in other sectorial marketplaces.

1. Marketplace ‘Experimenta Vías Verdes’

The central marketing tool is the Vías Verdes marketplace, integrated into the official Vías Verdes website. This platform:

- Presents experiences, packages and services grouped by itinerary, theme or level of difficulty.
- It allows queries, bookings or direct contact with suppliers.
- It is connected to the platform of Turismo Vivencial, a wholesale-retail agency expert in experiential products and international marketing.
- It includes filters by accessibility, language, physical level and availability.

2. Marketing through tourist partners

Tour operators linked to the project act as reference agencies for the sale of experiences linked to the Greenways:

- They offer catalogues adapted to international markets
- They allow other operators to incorporate products into their inventory through collaboration agreements.
- They facilitate the management of bookings, transfers, insurance, guides, accommodation and complete logistics for groups and individual travellers.
- They have agreements with other online platforms and tour operators such as Traveltool, Servantrip or Bookingfax.

3. Multichannel distribution

The marketing strategy is based on several channels:

- B2B: Sending of technical catalogue, participation in fairs, contracting tables, professional webinars and sectorial presentations.
- B2C: Presence in social networks, campaigns with influencers, direct sales from the website and the APP.
- Accessible tourism channels: integration in Tur4All Travel, European platform Pantou, and collaboration with agencies specialising in inclusive tourism.

4. Technical and commercial support

To facilitate the incorporation of the product into the operations of agencies and tour operators, the operation offers:

- Personalised commercial assistance through the team of Turismo Vivencial and FFE.
- Access to promotional materials (photos, maps, descriptions, podcasts and fact sheets).
- Training and support for agencies interested in specialising in the product.



9. Next steps and contact

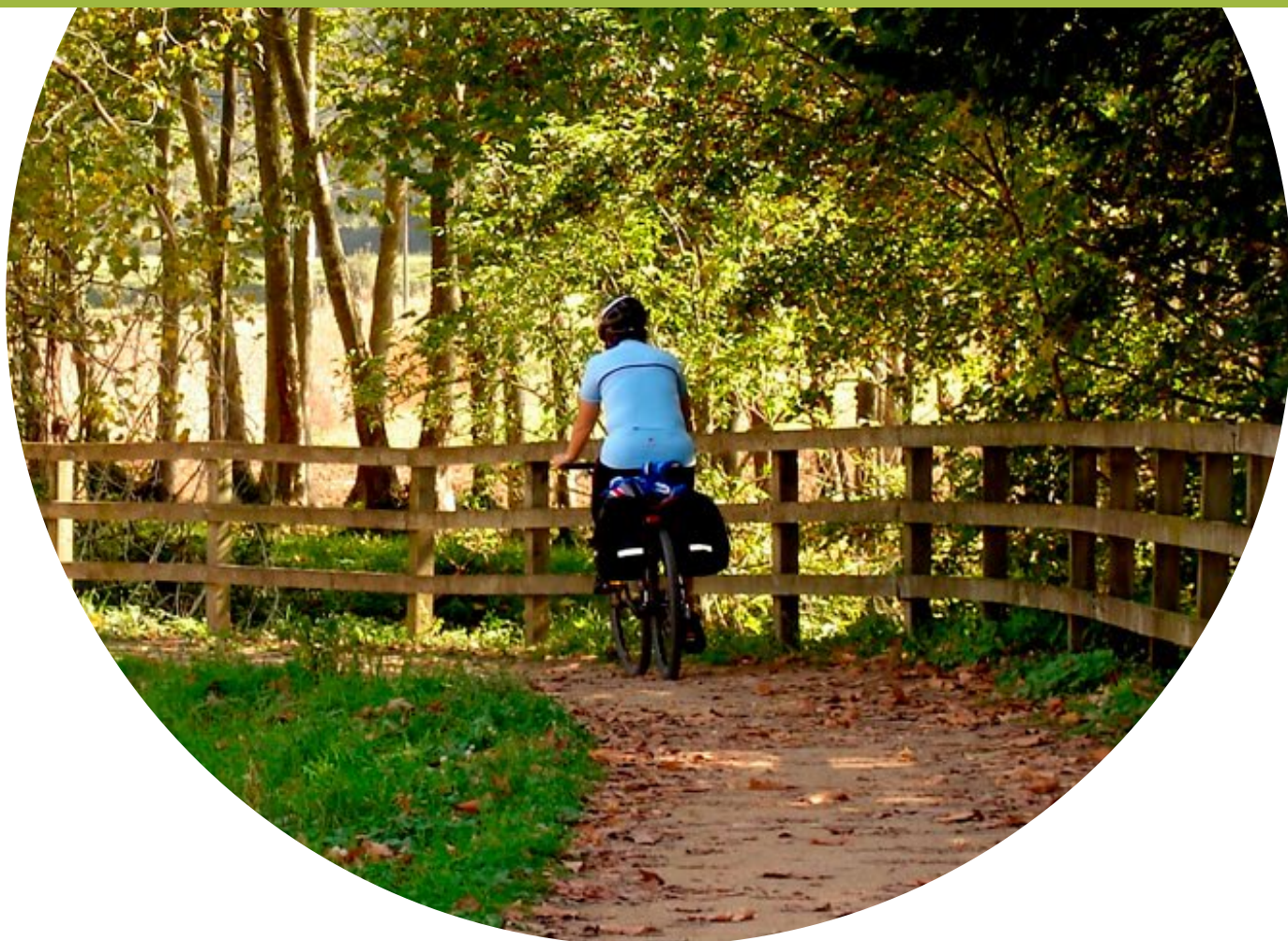
The 'Experimenta Vías Verdes' product is ready to be positioned and distributed nationally and internationally. After the development of a structured offer, the activation of digital tools and the involvement of a solid network of public and private partners, we are opening a new phase aimed at expanding commercial alliances.

How to join the project?

Travel agencies, tour operators, specialised media and other interested agents can:

- Incorporate the product into their catalogues and sales channels through agreements or through direct contact with the supplier companies in the marketplace.
- Request a technical or commercial meeting to learn more about the offer in order to adapt the products to their markets or explore joint actions.
- Propose familiarisation trips (FAM trips) or press trips in coordination with the Spanish Railway Foundation and the destinations involved.
- Access promotional materials and visual resources for campaigns in the media, portals or social networks.
- Participate in fairs, presentations or joint promotional actions in key markets.





A sustainable and experiential tourism product on old railway lines.

Contact

For further information, commercial proposals or promotional materials, please contact:

General Coordination of the Project

Fundación de los Ferrocarriles Españoles

prensavv@ffe.es

www.viasverdes.com

Marketing and reservations

Marketplace

With this proposal we invite international operators to be part of a transforming project that connects sustainability, territory, emotion and experience.



Experimenta  VíasVerdes

