The Silk Cycle Route

Paolo Baraldi – Vacanzattiva Network
A BOOMING MARKET

- Market value in Europe: 44 trillions € positive trend
- Avg expenditure per holiday: 439 € (generic EU-27 travellers = 349 €)
- Places value in local cultural and food experiences
- +49% revenues for tourism businesses located on a cycle route

THE ROUTE

- 417 kms from Venice to Livorno
- Built around the Silk production and distribution heritage in Italy
- Beautiful cities like Ferrara, Bologna, Pisa and old villages
- Ever-changing landscapes: Po Delta, Po Valley, Appenino and lakes, Tuscany hills, sea
- Gpx track available, official signage in one direction
Current situation

- Contacts with the Route creators to make info and inspiration available online to national and foreign tourists
Next steps

• Specialized Tour Operators engagement in creating tourism packages to enrich Western Silk Road tourism appeal

• Develop a Sport/Outdoor segment in Western Silk Road tourism, where to include Silk Cycle Route as a main pillar

• Extension of the Italian route to other Western Silk Road countries