



EXperiential **T**Ourism for sustainable **R**ural development

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Factsheet

<p>1. Business name & logo</p>	<p>CYCLING & SLOW TRAVEL ROUTES</p>
<p>2. Brief description</p>	<p>CYCLING & SLOW TRAVEL ROUTES is a sustainable tourism concept that promotes cycling-based and low-impact travel experiences through natural, rural, and cultural landscapes. The initiative encourages slow mobility, active travel, and meaningful connections with places and communities, offering an environmentally friendly alternative to conventional tourism.</p> <p>The business designs and promotes cycling routes and slow travel itineraries that prioritize environmental responsibility, well-being, and local engagement. It connects travelers with nature, heritage, and local life through carefully curated routes that emphasize sustainability, safety, and experiential travel.</p>
<p>3. Key services/products/ experiences</p>	<p>1. Cycling Routes & Itineraries Curated cycling routes through rural areas, natural landscapes, and cultural sites. Routes are designed for leisure cycling, accessibility, and immersion rather than speed, encouraging travelers to experience destinations at a human pace.</p> <p>2. Slow Travel Experiences Multi-day or short itineraries that combine cycling with local food, cultural stops, nature exploration, and rest points, promoting mindful and low-impact travel.</p> <p>3. Nature & Landscape Exploration Cycling experiences that highlight biodiversity, scenic views, and protected areas, fostering appreciation and respect for local ecosystems.</p> <p>4. Local Connections & Stops Integration of local businesses, producers, and cultural landmarks along routes, supporting local economies and enriching the visitor experience.</p>
<p>4. Target audience</p>	<ul style="list-style-type: none"> ○ Eco-conscious and active travelers ○ Cycling enthusiasts (leisure and recreational) ○ Slow tourism and sustainable mobility advocates

	<ul style="list-style-type: none"> ○ Independent travelers, couples, and small groups ○ Visitors seeking healthy, low-impact travel experiences ○ Small local businesses and service providers ○ Sustainable mobility and tourism operators
<p>5. Sustainability aspects</p>	<p>CYCLING & SLOW TRAVEL ROUTES promotes sustainability through low-carbon mobility, active travel, and reduced environmental impact. By encouraging cycling and slow-paced itineraries, the initiative minimizes emissions, limits overtourism, and supports more balanced destination development. The model strengthens local economies by directing visitors to small businesses and rural areas, while fostering environmental awareness, healthy lifestyles, and respect for natural and cultural heritage.</p>
<p>6. Key Statistics & achievements</p>	<ul style="list-style-type: none"> ● Development of low-impact cycling and slow travel routes ● Promotion of sustainable mobility alternatives to car-based tourism ● Support for rural and lesser-visited destinations ● Contribution to healthier, environmentally responsible travel habits