

MEDCYCLETOUR Good Practice – EuroVelo 8 Bike Shuttle: the free transportation service for EuroVelo 8 cycling tourists

23 October 2019

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Your organisation	
Country	Italy
Region	Lombardy
City	Consorzio Oltrepò Mantovano

Organisation in charge of the good practice		
Organisation in charge of this good practice	Consorzio Oltrepò Mantovano	
Location of the organisation in charge:	Country	Italy
	Region	Lombardy
	City	Consorzio Oltrepò Mantovano

Good practice general information	
Title of the practice	EuroVelo 8 Bike Shuttle: the free transportation service for EuroVelo 8 cycling tourists
Does this practice come from an Interreg Europe Project?	Yes
If yes, what is the name of that project?	INTERREG Mediterranean MEDCycleTOUR (MEDiterranean Cycle route for sustainable coastal TOURism)

Category of the practice	Please select the category of the practice (you can mark the category in bold): <ol style="list-style-type: none"> Cycling tourism route infrastructure Cycling-friendly services solutions Solutions for combining bike and public transport Promotion / Marketing Sustainable organisational or financing solutions 	
Geographical scope of the practice	Provincial-Local	
Location of the practice	Country	Italy
	Region	Lombardy
	City	The Mantuan municipalities near the river Po stretch of the EuroVelo 8 Route

Detailed description	
Short summary of the practice	<i>EuroVelo 8 Bike Shuttle: a service for the transportation of cycling tourists from and to the Mantuan municipalities near the river Po stretch of the EuroVelo 8 Route</i>
Detailed information on the practice	<p><i>In the Consorzio Oltrepò Mantovano territory, combining bicycles and public transport is often difficult. Transporting bicycles in busses is not allowed, while on trains there are many restrictions (it is permitted only in a few trains, for established timetables and routes, for a minimum number of bicycles allowed, ...).</i></p> <p><i>For these reasons, a bike shuttle service is the better solution to take/leave cyclists along the Consorzio Oltrepò Mantovano territory. The EuroVelo 8 shuttle is a very flexible service that consists of a van with a trailer which can carry up to eight passengers and 16 bicycles. The service is managed by two private companies working together. The shuttle allows cyclists arriving in Verona and Bologna airports and in the train stations of Modena, Reggio Emilia, Parma, Ferrara, Verona, Mantova, Cremona, Casalmaggiore and Brescello to reach the EuroVelo 8 Route and to easily move with their bikes, visiting the main points of interest and spending nights in the accommodation facilities of the territory (hotels, farmhouses, guesthouses and restaurants).</i></p> <p><i>The main stakeholders and beneficiaries of the practice are: cycle tourists, the local population that makes a weekend journey, cycling/environmental associations that organise bike trips, the local municipality's economy, restaurants, b&b, commercial operators and farmhouses who welcome guests traveling by bicycle and offer them dedicated services.</i></p>
Resources needed	<i>The investment on the bike shuttle amounts to € 30,000 financed by the INTERREG Mediterranean MEDCYCLETOUR project for a period of 14 months (after this period, the service should continue independently).</i>
Timescale (start/end date)	<i>September 2018 - December 2019</i>
Evidence of success (results achieved)	<p><i>Despite the low number of trips made by the bike shuttle (for about 30 users), the local bike-friendly operators have gladly used the bike shuttle service obtaining positive feedback from their customers. The service was used by cycle tourists coming from other parts of the territory, by groups for school activities, for passengers and bicycle transportation, only for bicycle transportation and only for luggage transportation along the stretch of the Po river.</i></p> <p><i>The service was used mostly in September-October 2018.</i></p>
Challenges encountered	<i>Finding a supplier with a van and a trailer for bicycles was a problem but the biggest challenge was implementing the promotion of the service also outside the Oltrepò territory.</i>
Potential for learning or transfer	<p><i>A bike shuttle is a very flexible service that allows tourists to visit a very large territory and to reach the main attractions/connections thanks to an on-call service always available.</i></p> <p><i>This is an interesting pilot action that can be replicated in other cycling tourist territories where it is not possible to transport bicycles in the public transport services and where accommodation dedicated to cycle tourists is rare and the lodgings are distant from each other.</i></p> <p><i>Moreover, the bike shuttle allows offering a specific service to bike-friendly operators' customers and giving cyclist associations and users the chance to know the area in a different way.</i></p>
Further information	https://www.eurovelo8mantova.eu/it/resource/blog/Webmaster/bike-shuttle-eurovelo-8/
Keywords related to your practice	<i>Bike shuttle, service, free, transfer, airport, railway station, van, bike trolley, cycle tourism, large territory, few bike friendly accommodations</i>
Upload image	 <p>The image shows a dark grey van with a white trailer attached to its rear. The trailer is loaded with several bicycles. The van is parked on a cobblestone street in front of a large, light-colored building with arched windows and a clock tower in the background. A sign on the side of the van reads 'E88 Shuttle Mantovano'.</p>