



VIDZEMES TŪRISMA
ASOCIĀCIJA



Velotūrisma attīstība Vidzemē un Latvijā

Jānis Sijāts, Vidzemes Tūrisma asociācija

Velotūrisms Eiropā



Vs



€44 billion

€39 billion

	Kruīza kuģi	Velotūrisms
Apmeklētāji ierodas	Daudz un vienā laikā	Nelielās grupās / individuāli
Sezonalitāte	Sakrīt ar vasaras mēnešiem	Pamatā vasaras mēneši, bet arī pavasaris/rudenis
Lielākie ieguvēji/ ekonomiskais piensums	Pilsētas ar ostām, kuras var uzņemt kruīza kuģus + tuvākā apkārtnē	Mazāk pazīstami tūrisma galamērķi, tūrisma pakalpojumu sniedzēji
Nodokļi	?	Reģionālā/vietējā ekonomika



Velotūrisma attīstība Vidzemē



EiroVelo

Nacionālie
velomaršruti

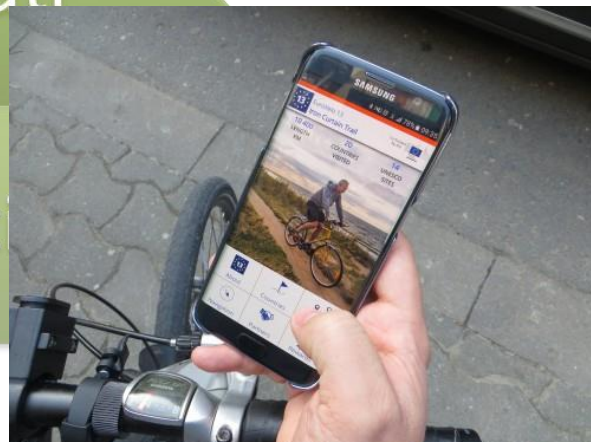
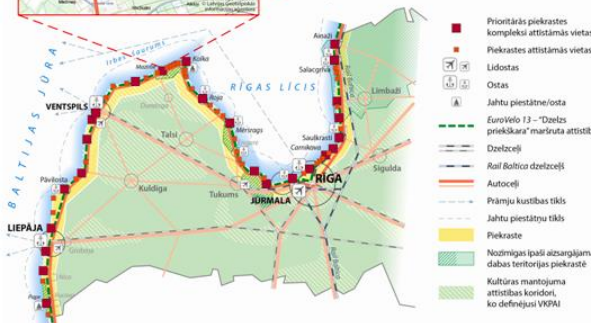
Reģionālie velomaršruti

Vietējie velomaršruti



EuroVelo Nacionālie velomaršruti

Reģionālie velomaršruti



Velotūrisma ekonomiskais pienesums - EiroVelo 13

EiroVelo 13 piekrastes maršruts

Ārvalstu tūristi dienā ~**53 EUR**

Vietējie tūristi dienā ~**16 EUR**

1 dienas braucieni: ~ **14.5 milj. EUR**

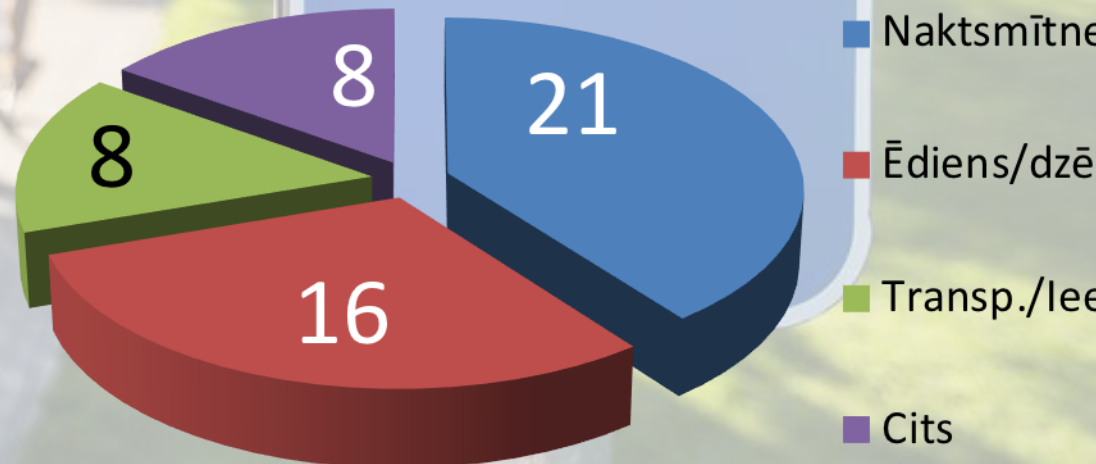
Vismaz 1 nakts: ~**4.5 milj. EUR**

KOPĀ = ~ 19 milj. EUR/gadā

EV distance Latvijā: **562 km**

1 km/atdeve: **33 800 EUR**

(R.Weston, UCLAN)



Investīcijas EiroVelo 13 maršrutā - Carnikavā

Gājēju un velosipēdistu tilts (no
18.11.2014)



Velotūrisma attīstība Vidzemē



EiroVelo

Nacionālie
velomaršruti

Reģionālie velomaršruti

Vietējie velomaršruti



KURZEMES
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JELGAVAS REĢIONĀLAIS
TŪRISMA INFORMĀCIJAS
CENTRS

ZEMGALES PLĀNOŠANAS
REĢIONS



ZEMGALES
PLĀNOŠANAS
REĢIONS



VIDZEMES TŪRISMA
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600

velomarkējuma
zīmes

12

velo
infostendi



16

velonovietnes
pie tūrisma objektiem

tehniskie projekti
veloceliņu izbūvei
EiroVelo 13
maršrutam no
Rīgas līdz
Salacgrīvai

SALACGRĪVA



RĪGA

velokartes

8

valodās

50 000

eksemplāros



velobrošūras

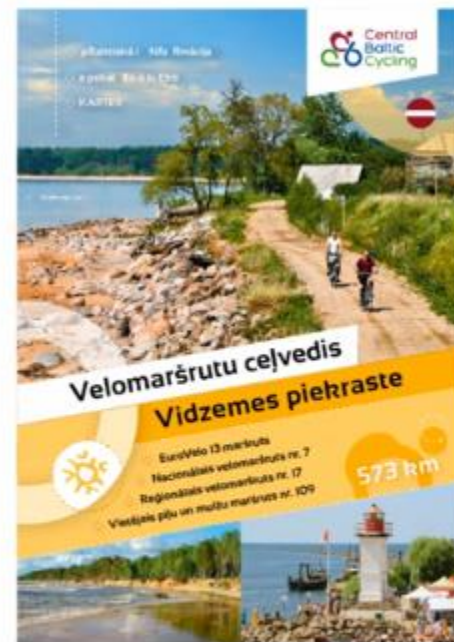
5

valodās

10 000

eksemplāros

* kā arī
pieejamas
internetā



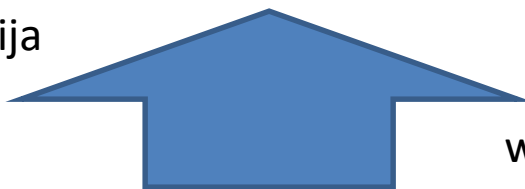
Velomaršrutu numerācija Vidzemes Tūrisma asoc.

1. EiroVelo (13, 11, 10)
2. Nacionālie velomaršruti
3. Reģionālie velomaršruti
4. Vietējie velomaršruti





www.vidzeme.com/velonumeracija



www.vidzeme.com/velonumeracija



Latvijas marķēto velomaršrutu karte

BALTIC CYCLING
www.baltic-cycling.com

Latvia Bike Map
www.latvia-bike-map.com

LATVIA BIKE MAP



Euro Velo 13 – Iron Curtain Trail

13

The Euro Velo 13 – Iron Curtain Trail is a unique cycling route that starts at the North European town of Ventspils in Norway and ends up at the border of Bulgaria/Turkey near the Black Sea in the South. The whole route is 4000 km long. It spans 30 countries thus marking the vertical border between the East and the West of Europe that remained during the Cold War for more than a half a century. The route presents both unique historical sites and completely new tourist attractions.

The route in Latvia covers 222 km. It offers various surface and intensity roads with a unique opportunity for cycling through the most beautiful parts of the country. The cycling route is flat and without steep inclines. The cycling infrastructure is well-developed: gravel, asphalt roads, about 100 km of cycling and pedestrian roads are available. When crossing sections of North-Northern European States and Latvia, Estonia and Siberia National Security Park, Riga National Park and Gdudka Reserve, one can enjoy about 100 km of sand and gravel roads.

The Iron Curtain Trail in Latvia starts from Estonia border in Akule and finishes at Mida in Lithuania. It is rich with military heritage and other tourist attractions along whole its length. It is possible to continue the route northwards in Estonia and Finland as the border crossing makes no problems and appropriate cycling route marking signs have been placed there.

As the main coastline of Northern Latvia, the historic infrastructure can explore the beach trails by former Soviet Army Air Defense Forces in Balgajevs, Līvānu novads municipalities as well as visit Iron Curtain borders. Of particular interest is the only private War and Peace Museum in the Baltic States with unique exhibits in Ķauslāciņi. The Euro Velo 13 route in Northern Latvia is completely signposted.

Rīga is the largest capital city in the Baltic States, as well as an important regional hub with an international airport, port, rail and bus networks. The Riga Old Town is included in the UNESCO World Heritage List. The city is rich with military heritage sites, such as the Museum of Occupation of Latvia, the Museum of Earthquake of 1961, Daugavpilsfortification, Brāņinieku Memorial, the Palace of the Sash and others.

In Kurzeme, the historical part of Latvia, there are many beautiful villages and their legends, that is similar to Estonian architecture, has well preserved. Here the cyclists can also visit the museum of former Soviet military base Jaungulbene (former radio electronic centre that was used for counter espionage during the Soviet times and is the 8th largest building of its kind worldwide) located nearby.

Ventspils and Līvāni are coastal cities, offering convenient ferry connections with Germany and Scandinavia. Both cities have well-developed cycling infrastructure. Līvāni is the most attractive military heritage centre in Latvia with historical fortresses on the city of special interest in Latvia area, where tourists can spend a night in a real Soviet time prison and enjoy other unique activities. The Euro Velo 13 route in Western Latvia is well signposted.

For some sections of the cycling route, particularly from Mida till Rīga and from Līvāni till Ķauslāciņi, there are about 100 km of asphalted roads with intensive traffic. It is therefore recommended to use public transport services instead. Roads with low traffic intensity contribute for about 140 km. Reconstruction of various parts of the route has length. It is planned to complete the reconstruction until 2020 and develop 140 km of cycling infrastructure.

1 Welcome Tourist Association, Latvia is a member of Euro Velo
www.eurovelo.com
www.latvia-bike-map.com
Complete Latvian cycling map
www.latvia-bike-map.com

More detailed information about Latvia is available in National, Regional and Local cycling maps available in Latvian, Russian and other languages and on Internet at
www.latvia-bike-map.com

MAP LEGEND

- 13** Euro Velo 13 – Iron Curtain Trail
- 7** National route
- 17** Regional route
- 5** Greenway
- 5** Local route
- 4** Local route in Latvia Eastern border region
- 4** Digital Mountain Bike route
- !** Dangerous place on Greenway section

Zaļo ceļu (Greenways) attīstība

- **Kas ir Greenways?**
- Eiropas Komisijas iniciatīvas «Greenways Product» , «GreenWays Outdoor» un «GreenWays Heritage» sadarbībā ar Eiropas zaļo ceļu asociāciju
- Vidzemes Tūrisma asociācija ir EZCA biedrs kopš 2014. gada un Valdē kopš 2017. gada

GreenRailways

Revitalization of Former Railway lines through Environmentally Responsible Tourism Route



Regular train

Tartu

GW - Greenways Passenger train Hiking trail Tour de LatEst Route
former railway lines historic/regular cycling route Connection

Viljandi

Regular train

Kilingi-Nõmme

Tour de LatEst

Mõisaküla

Abja-Paluoja

Ainaži

Staicele

Rūjiena

Mazsalaca

Aloja

Valka/Valga

Puikule

Kocēni

Valmiera

Ape

Limbaži

Tour de LatEst

Train

Regular train

Alūksne

Route Connection

Cēsis

Jaunpiebalga

Bānītis

Narrow-gauge Train

Melturi

GW

Gulbene

Regular train

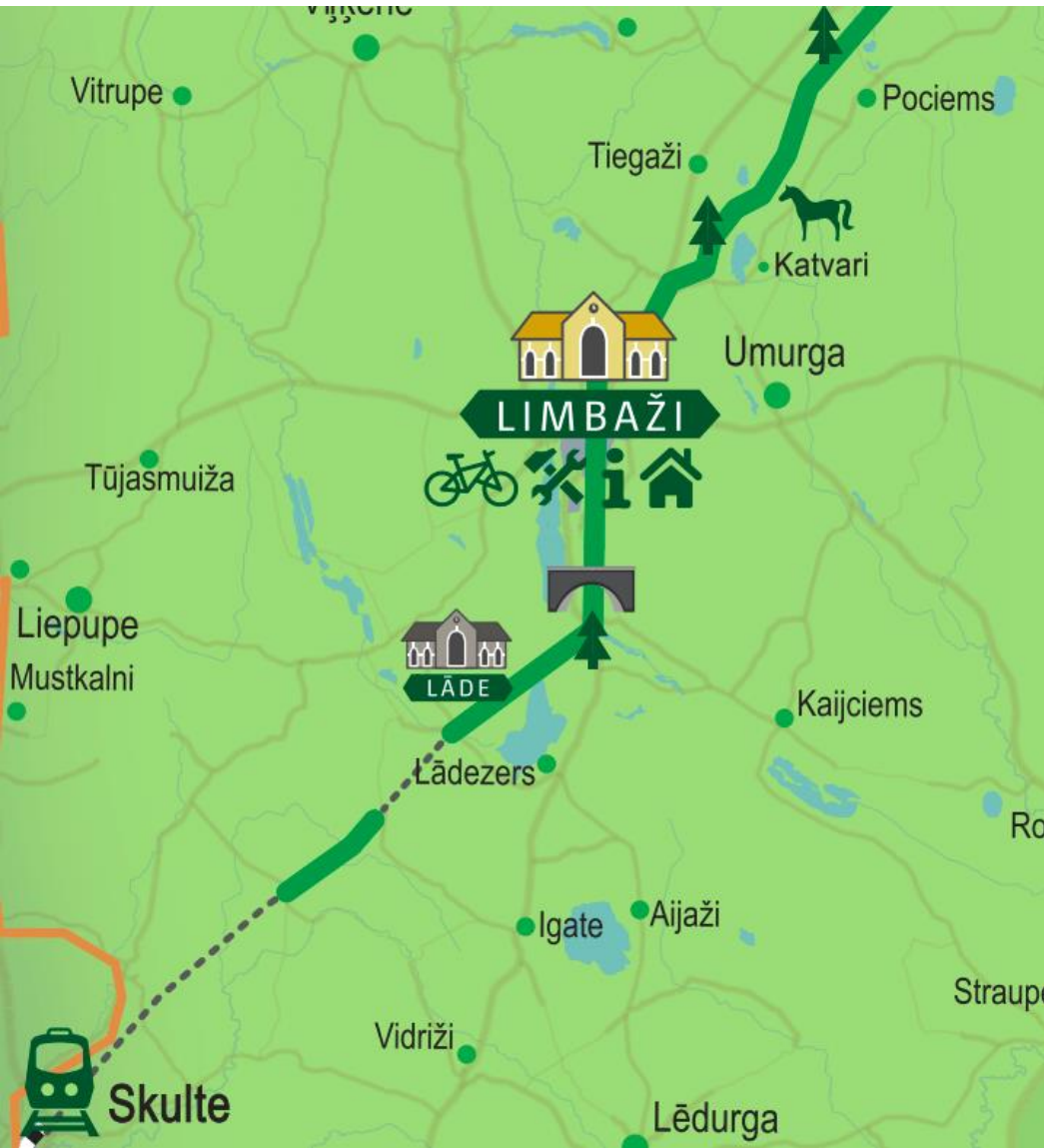
Rīga

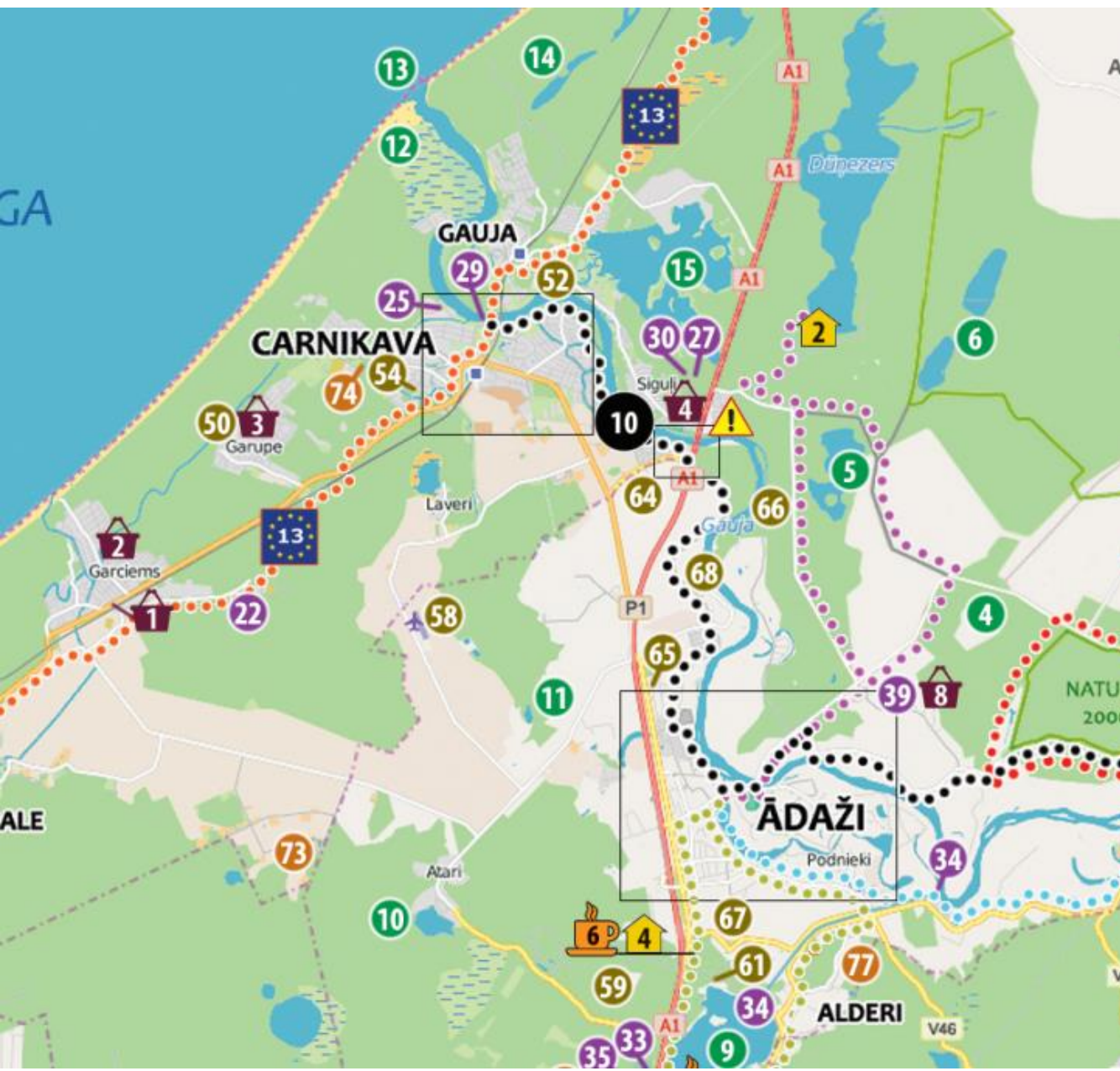


Zaļo ceļu attīstība Vidzemē



Zaļo ceļu attīstība Limbažu novadā





CARNIKAVA-ĀDAŽI "GREENWAYS"

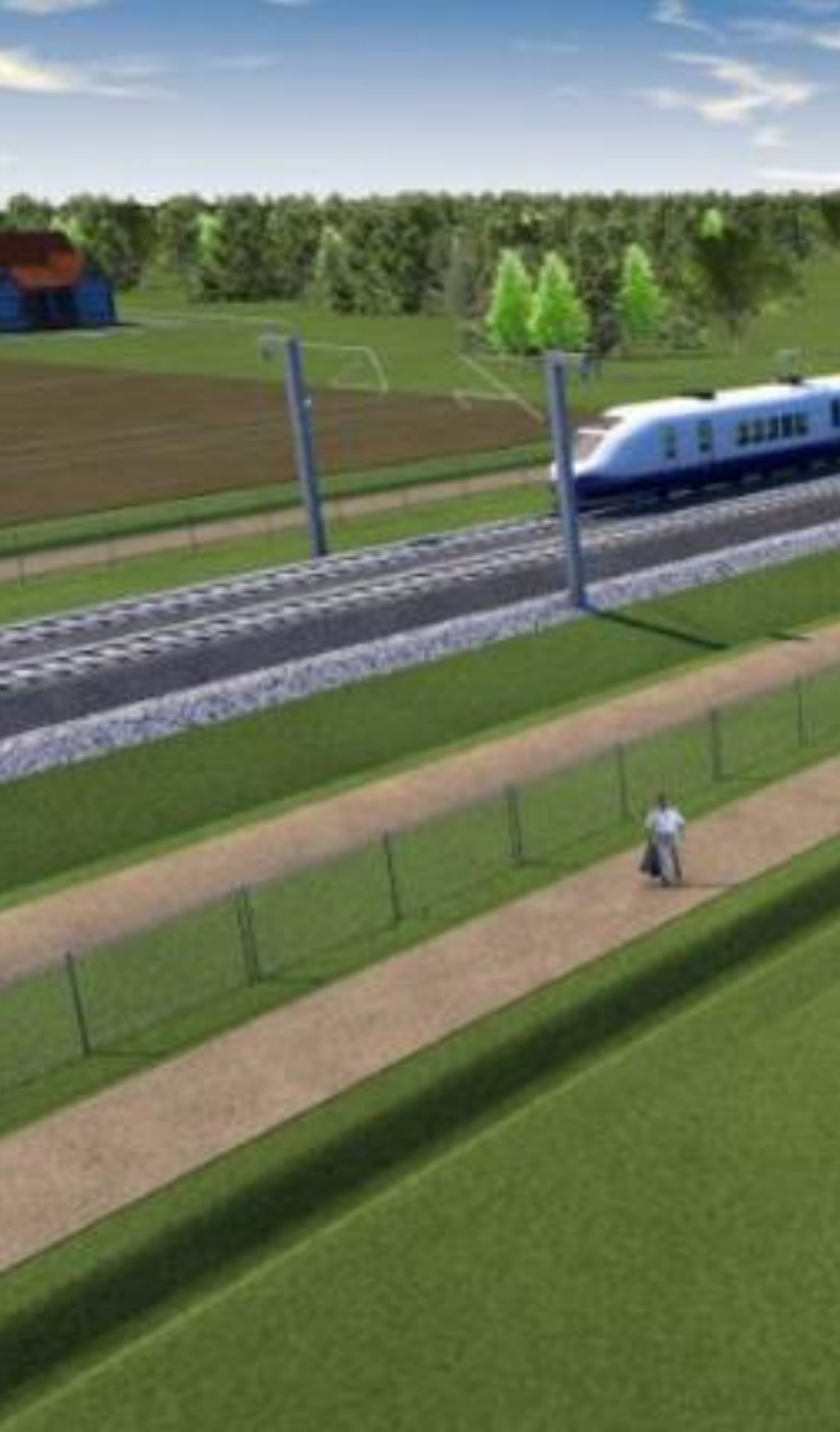
Route No.10, in its phase from Carnikava to Adazi goes along the river Gauja, on a recently built dam which offers many nice views and safe riding as there are almost no parts on the dam where motorized transportation is allowed. Surface: mostly hard gravel, sometimes a bit of sand, but it gets better and more solid every year. The dam is completely leveled in its entire length therefore no rises or falls will meet you on your peaceful way.

ROUTE No.10 - CROSSING THE A1/E67 HIGHWAY:



CAMPING - BUNGALOWS - B&B

1 3 5 i2 7 82



TEN-T finansējums veloinfrastruktūras attīstībai

Where applicable as part of a broader project of common interest, actions may include activities for the adaptation of **TEN-T infrastructure to ensure the continuity of bicycle infrastructure for long-distance cycling paths such as the EuroVelo routes.** These activities may include relevant adaptation of traffic signaling systems or the addition of **infrastructure dedicated to cyclists and pedestrians, such as tunnels, bypasses, bridges, aerial cycling and walkways and protected cycling paths.** They may cover activities extending along TEN-T routes or at crossings between TEN-T routes and long-distance cycling paths.



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Paldies par uzmanību