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# Silver Cyclists

## Developing sustainable tourism for all

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European Cyclists' Federation

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# INTRODUCING ECF



**World's largest cyclists' advocacy organisation**



*AGM 2014 in Dublin, Ireland*

**ECF is the umbrella federation of national and regional cycling organisations.**

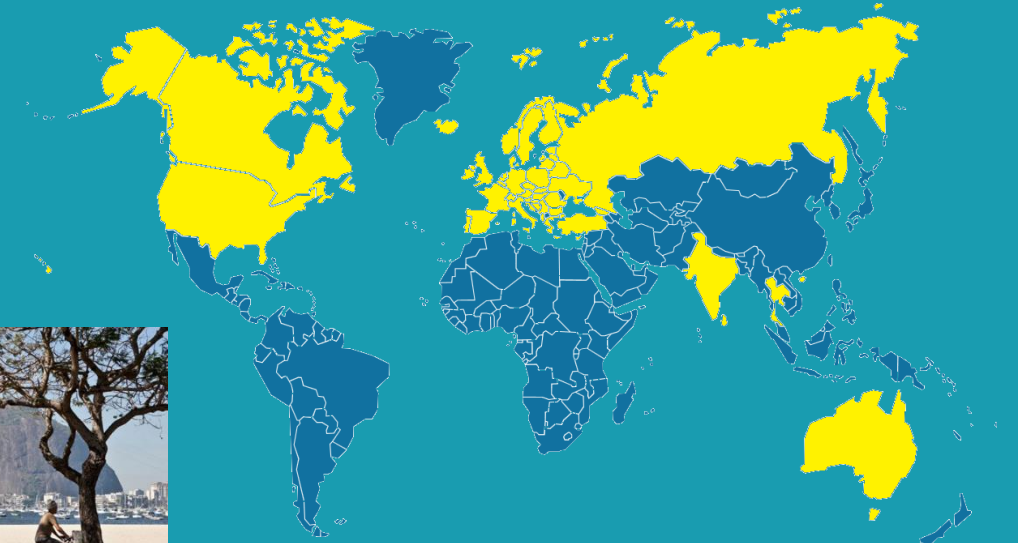
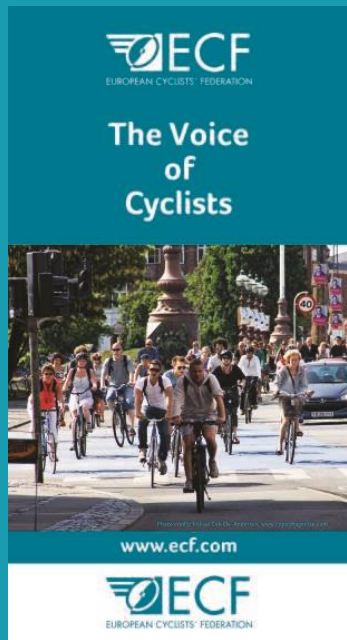
**Founded in 1983.**

**Nearly 80 Member organisations in over 40 countries (+500,000 cyclists)**

**Based in Brussels.**



# Our mission: More people cycling, more often !





# EuroVelo

- 15 long distance cycle routes
- Over 70,000km
- ECF coordinates at European level
- 19 National Coordination Centres



€44 billion

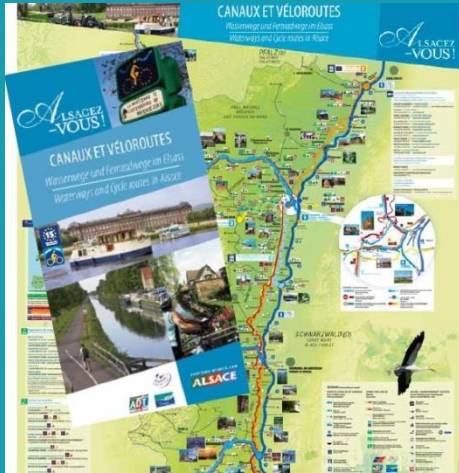


Vs

€39.4 billion



# What investments are required?





## Main objectives:



- **Increasing the number of seniors undertaking cycling holidays** both domestically as well as to other European destinations
- **Using the EuroVelo network as a backbone**, tourist packages will be created catering to the specific needs of senior cyclists
- **Extending touristic seasons**, sharing best practices, facilitate sustainable public-private partnerships and encouraging seniors' sense of European identity through international experiences.



- Adapting methodologies to the needs of seniors
- Developing tourist packages targeting seniors:
  - [www.eurovelo.com](http://www.eurovelo.com)
- **Academic report** on the tourist packages implemented.
- **Launching the Charter of Silver Cyclists:**
  - [www.silvercyclists.eu](http://www.silvercyclists.eu)







 **SILVER**  
**CYCLISTS**





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# Thank you

[www.ecf.com](http://www.ecf.com)

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