



**RAMSAT**  
Interreg Europe



European Union  
European Regional  
Development Fund

# GR 262 Martin river

**Ana María Guiu Galve**

Comarca Bajo Martín

[aedl@comarcabajomartin.com](mailto:aedl@comarcabajomartin.com)

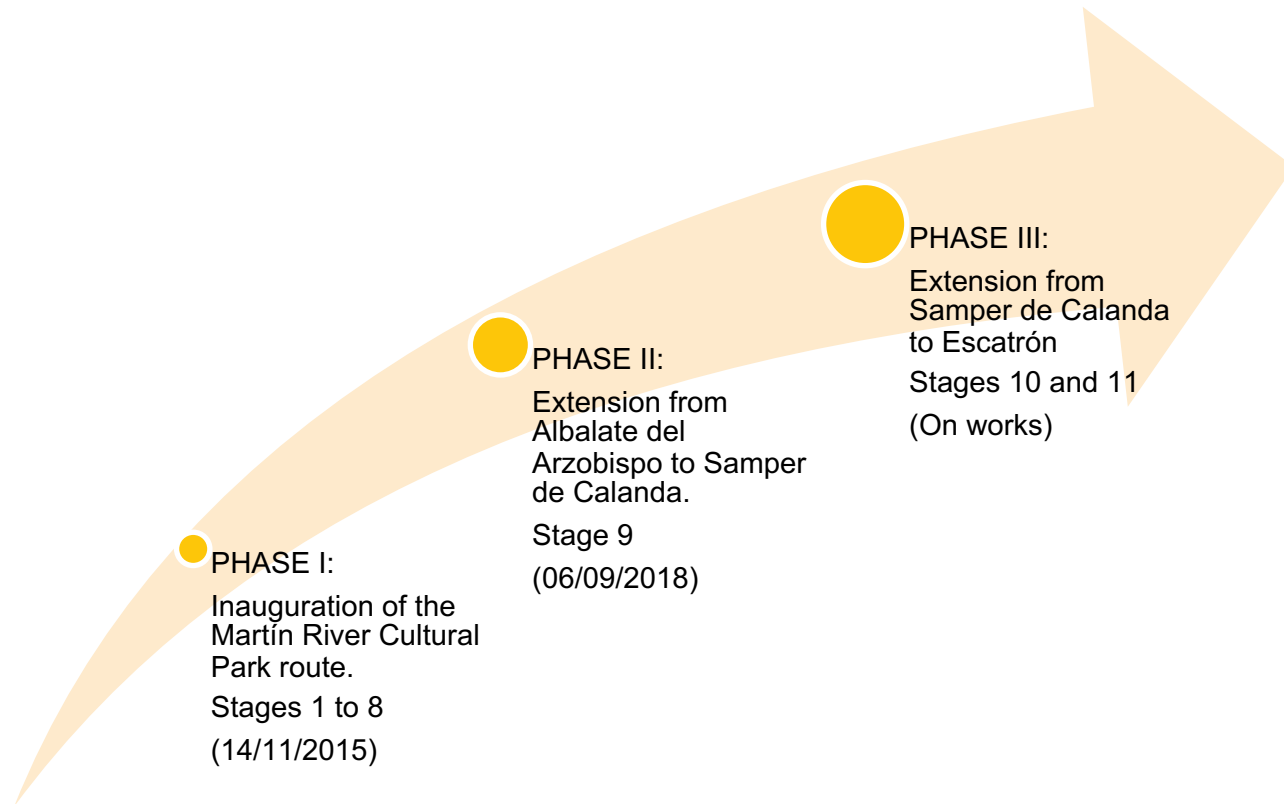
16<sup>th</sup> of February 2022 – Study visit in Teruel

# Location of GR 262

- The GR 262 is located in the province of Teruel. It has recently been incorporated into the Zaragoza municipality of Escatrón, where the Martín River has its mouth and connects with the GR 99 Ebro Nature Trail.
- The GR crosses the River Martín Cultural Park, which is also defined as the European Cultural Route (CARP)



# Time line



# Stakeholders

- Fase I, II and III:
- Cultural Park of Martín river (Promotor)
  - County council of Cuencas Mineras
  - County council of Andorra Sierra de Arcos
  - County council of Bajo Martín
  - Town hall of Escatrón

# Territorial Impact

## **VARIETY OF ACTORS INVOLVED:**

Martin River Cultural Park Three

Teruel counties

The municipalities of the 3 counties

A municipality of Zaragoza province

An active tourism company

Accommodations

Restaurants

Shops

Active tourism companies

## **FOLLOWERS IN SOCIAL NETWORKS:**

Facebook: in 2020 – 1108 people in 2021 – 1828 people

Instagram: in 2020 – 340 people in 2021 - 823 people

## **GEOLOCALIZED POINTS** with more comments:

Chorredero Waterfall – 84 comments

Sima San Pedro – 341 comments

Average rating of the 9 points – 4.8

## **EMPLOYMENT IMPACT:**

The Bajo Martín region has received a subsidy to carry out 2 annual

Employment Workshops for the maintenance and improvement of the GR in its territory:

T. E. Bajo Martín Natural Spaces – 13 jobs

Subsidy €239,475.72

Bajo Martin Contribution €16,456.44

## **IMPACT ON COMPANIES:**

Tourism sector establishments report an increase in queries, activities and stays related to GR 262. Pending quantification.

The company Mochuelo is working in moving the related social networks of the GR

## **IMPACT ON NUMBER OF VISITS:**

The Martín River Cultural Park has 4 ecometers that have given a total result of 16,000 steps counted among the 4 points in 2021.

# Transferability

- Many of the natural tourist resources are not limited to a specific territory. Trails and rivers do not understand administrative limitations, whether they are provinces or countries.
- These tourist resources make sense for the visitor and become attractive when they become a source of sensations and challenges: Greater number of kilometers
- Diversity of landscapes
- Own entity: for example “accompany a river”
- Applicable to Greenways.
- The Bajo Martín region defends this same management system for the Green Way Valdezafán, which runs through 3 Teruel counties and 2 Catalan counties.
- The greatest point of support in the project has been the good track record of collaboration between the Cultural Park and the Public Administrations and all of us with the RRSS manager.



**RAMSAT**  
Interreg Europe



European Union  
European Regional  
Development Fund

Thank you!



Questions welcome



*Project smedia*