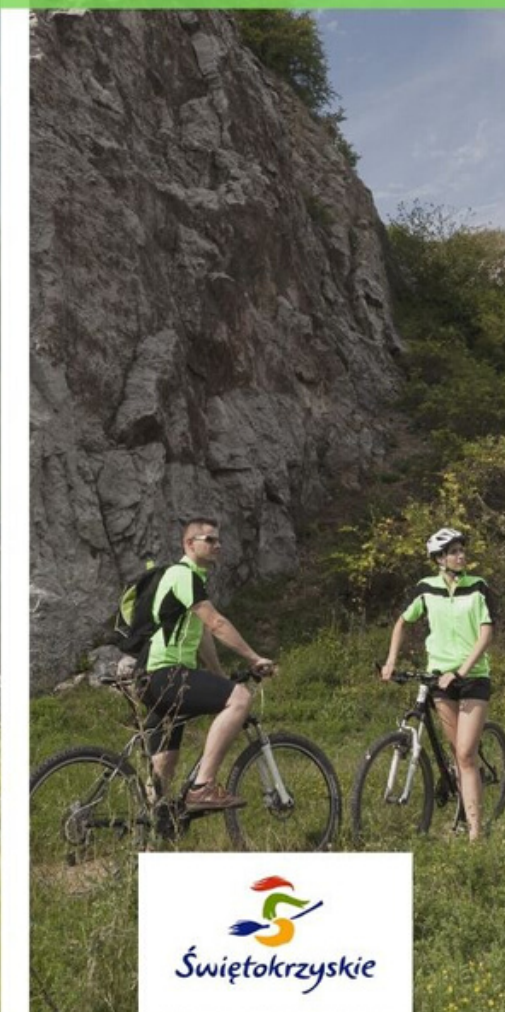
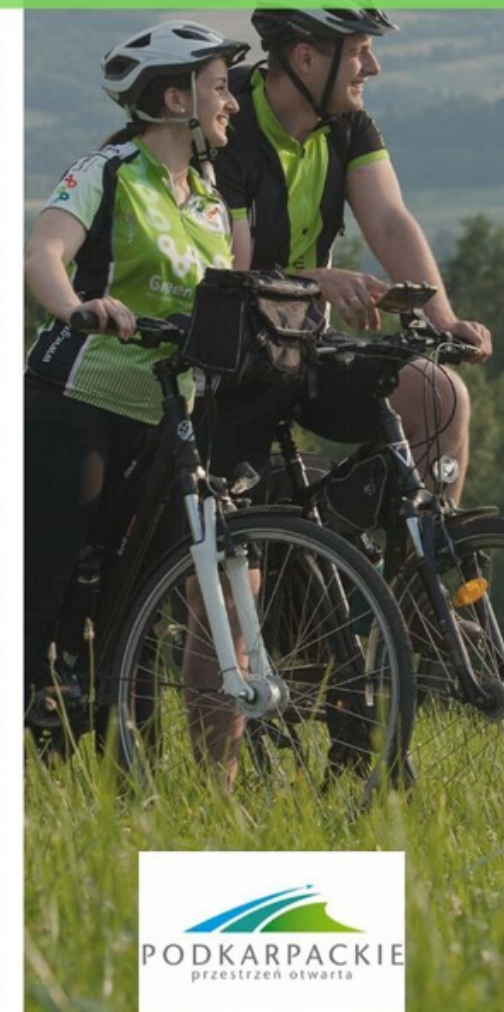
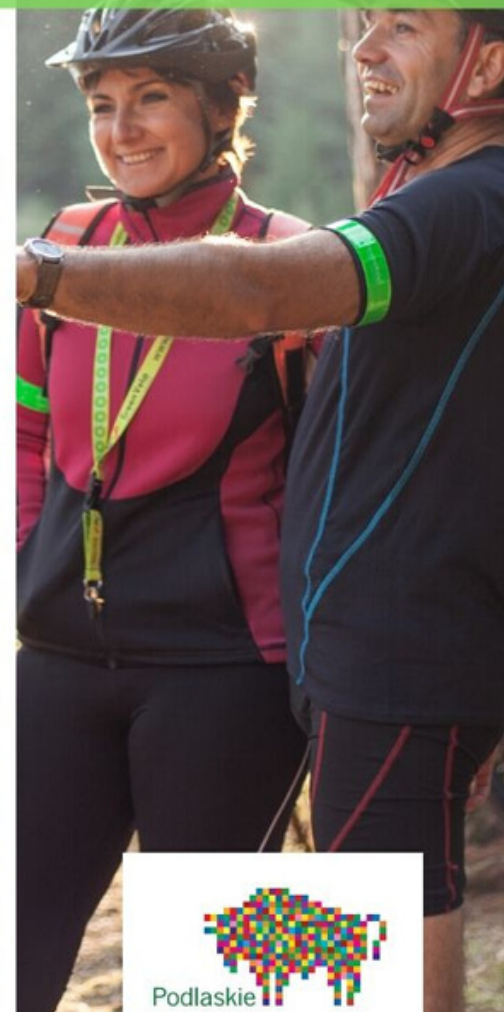


Cooperation of the East of Poland Regions with the promotion of the East of Poland Cycling Trail Green Velo

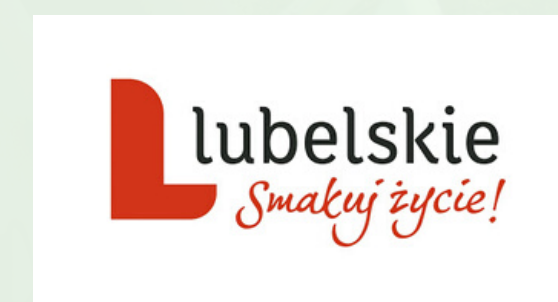
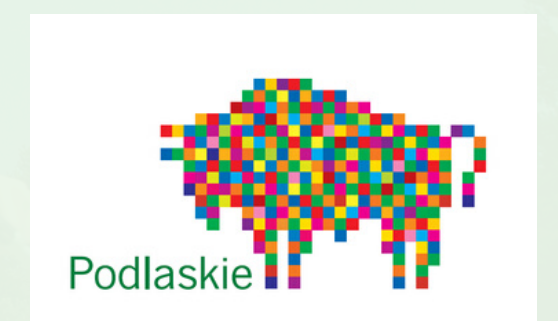


OUR WAY PROJECT

Let's work together!

Podkarpackie region
participates in interregional
Green Velo project.

Now we want to share our
experience with you.



GREEN VELO IS:

THE RESULT OF 5 INDEPENDENT REGIONAL EU
INVESTMENT PROJECTS

1 BRAND, 1 PRODUCT, 5 REGIONS

RECOGNISABLE BRAND WITH COHERENT
PROMOTION & MARKETING

STILL THE LONGEST POLISH CYCLING TRAIL

2000 KM OF FUN, SIGHTS AND LANDSCAPES



WE DID IT TOGETHER...



PROMOTION & MARKETING

Promotion
& Marketing
Component 2015

Annual cooperation
agreement



MANAGEMENT

Unified trail marking

Cyclist Service Areas
(230)

Webiste & App



COHERENCE

Branding

Quality

Plans & Strategy



CYCLIST-FRIENDLY PLACES

Unified Certification
system

...AND WE KEEP IT GOING!



WHO CAN LEARN FROM OUR STORY?



**Self-government
officials**



**Tourism
boards**



**Multiregional tourism
product owners
and managers**

WHAT CAN WE DO BETTER



LACK OF ONE OPERATOR

Less flexibility

Longer decision-
making period

Customer service



LIMITED COMMERCIALISATION

Legal limitations

External sale of package
tours on the trail



LIMITED COPYRIGHT

Time limitation on
brand copyright

Limited confidence

Magdalena Osetka

TOURISM
ORGANIZATION OF THE
ŚWIĘTOKRZYSKIE
VOIVODESHIP

