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Silver Cyclists

Incrementando el número de 'seniors' que eligen vacaciones en bicicleta

Greenways Outdoor Workshop - FITUR
Madrid, Jueves 21 de Enero de 2016

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European Cyclists' Federation (ECF)

*500,000 cyclists - 80 members
Over 40 countries
Brussels*



*More people cycling, more
often*

www.ecf.com



Celebrating 20 years

 **EuroVelo**
the European cycle route network



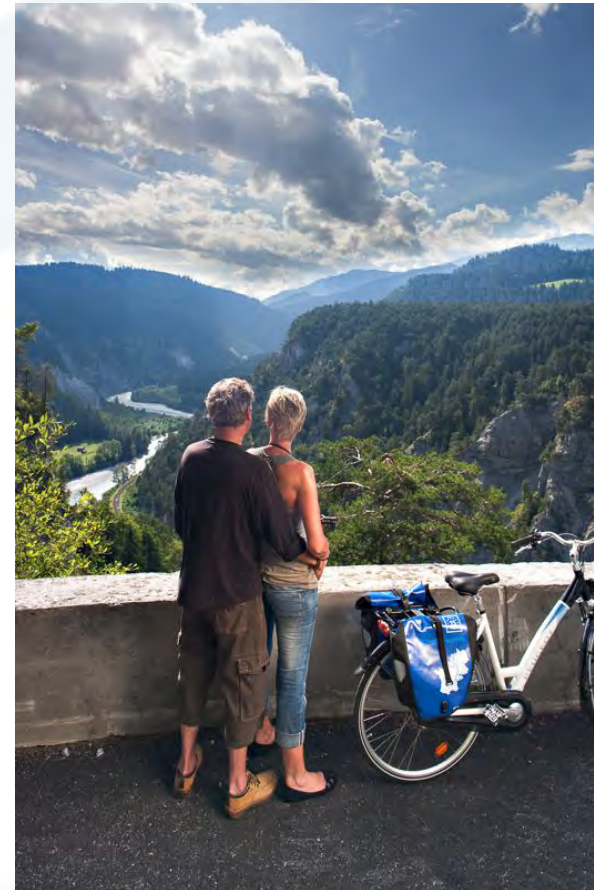
Silver Cyclists: Objetivos



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En qué consiste el Proyecto Silver Cyclists?

- **Metodología:** las necesidades de los mayores
- **Paquetes turísticos para seniors:** de la idea al concepto
- **Proyectos pilotos**
- **Campañas de concienciación:** logo Silver Cyclists, Carta de Silver Cyclists, fotografía...
- **Evaluación académica** de los proyectos pilotos
- **Conferencia Final**



Silver Cyclists: Sus necesidades







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Gracias por su atención!

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