



BICIPELOACQUA



Cycling at the water's edge

*Unhurried cycling from Valais to the Novarese
area,*

along cycling networks,

discovering the culture, nature,

history and food and wine of these lands



It all begins..



Feasibility Study Piedmont Region



2014-2020 Italy-Switzerland Cross-Border Cooperation Programme



Cycling at the water's edge
3rd place out of 59 projects



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The Leaders

Total project value € 1,078,627



EUR 900,000



CHF 202,000



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The Partnership



**CAMERA DI COMMERCIO
MONTE ROSA LAGHI
ALTO PIEMONTE**

**DISTRETTO
TURISTICO
DEI LAGHI**



**Lago Maggiore
Lago d'Orta
Lago di Mergozzo
Monti e Valli d'Ossola**



Città di Novara



**AREE PROTETTE
DEL TICINO E DEL
LAGO MAGGIORE**



The specifications



Project duration
52 months

Completion by
31/12/2023



AXIS 2 - Enhancement of the natural and cultural heritage



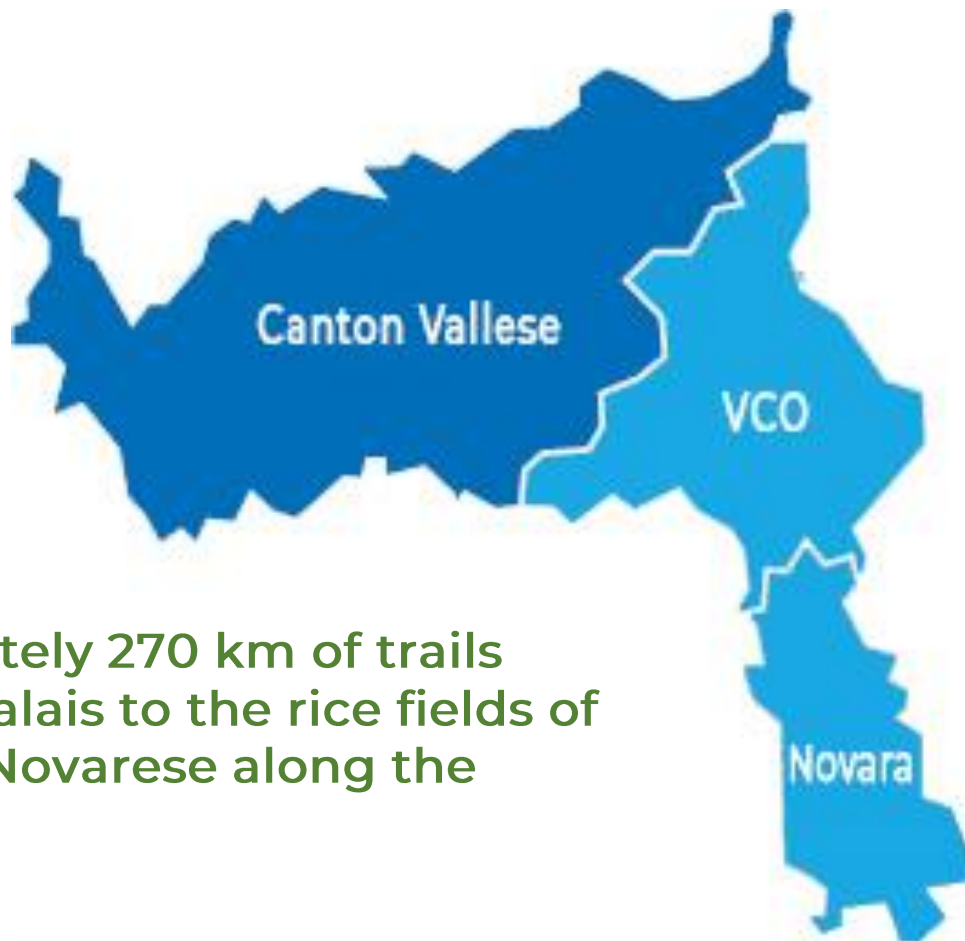
Stakeholders: Italian and foreign cyclists, local administrations, tour operators, traders, producers...



Objectives: Environmental sustainability, bicycle use, facilitating the cyclist experience, zero impact, less sedentary lifestyle..



The territories



Approximately 270 km of trails
from the Valais to the rice fields of
the Bassa Novarese along the
waterways

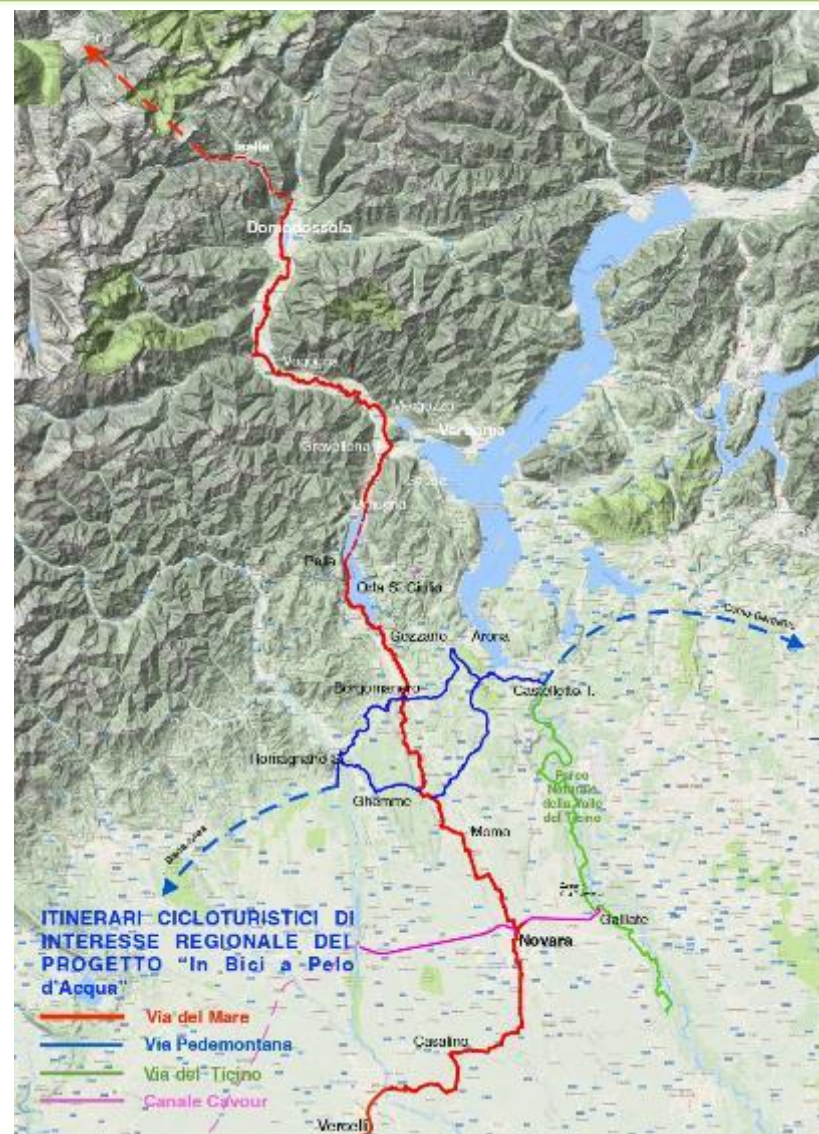


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Italian cycle routes

The Via del Mare
The Pedemontana
The Via del Ticino



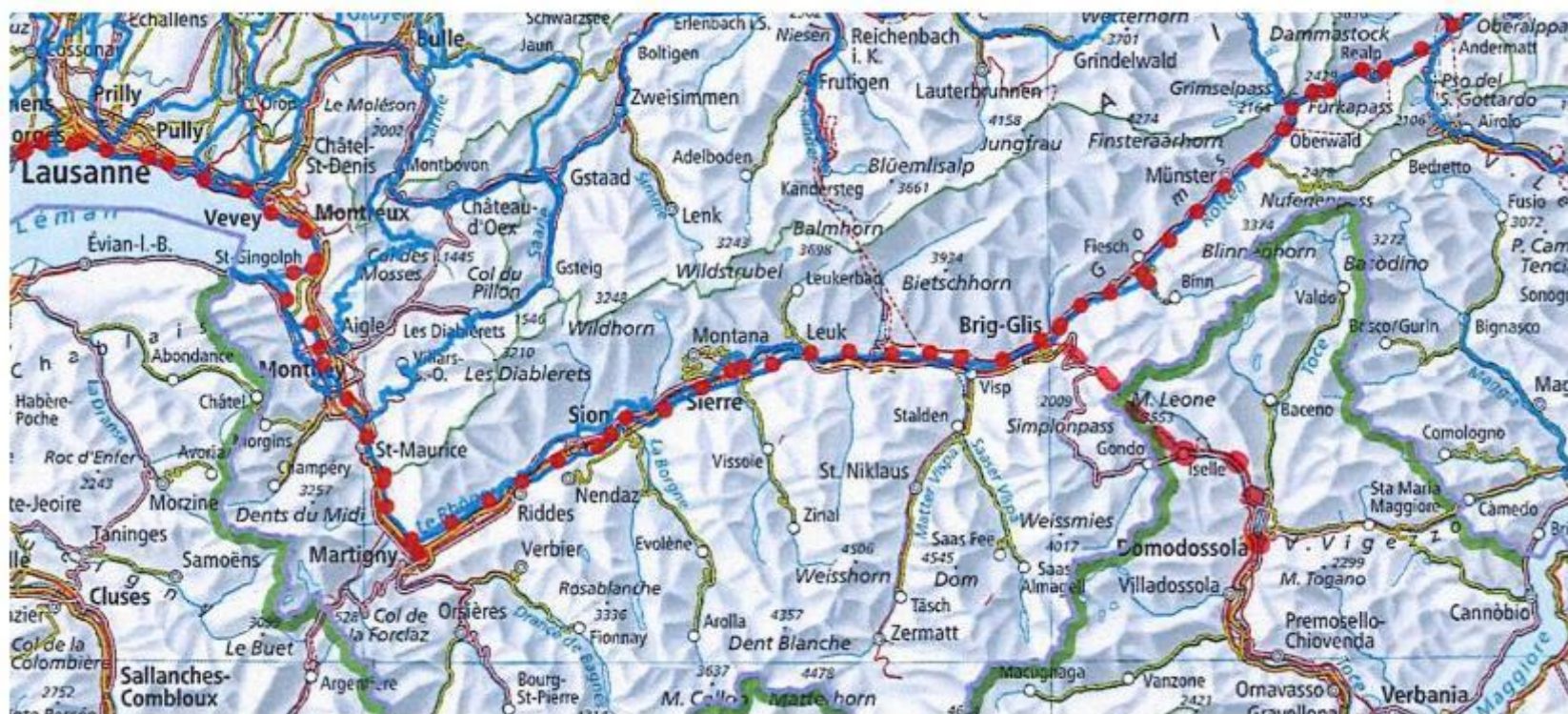


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In bici a pelo d'acqua

The Swiss Cycle Route The Rhône Route





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The Water



The Rhône





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In bici a pelo d'acqua



The Water



Rivers
Lakes
Canals
Rice paddies



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The objectives in detail

Increasing competitiveness and economic potential

Promoting individual realities

Enhancing existing resources in an integrated manner

Increasing tourist attractiveness and the resulting increase in visitor numbers

Economic impact on the territories involved

Updating the training of tourism figures and operators

Promoting off-season flows

Promoting a culture of well-being

Overcoming territorial limits





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The Actions of the Notice

Gadgets

Dissemination events

Promotional materials

Educational and press
tours



E-bike

Communication

Maps and brochures

Trade fairs and
events

Signage



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The Actions of the Notice



Ciclo-atelier

Enterprise networks

Route analysis

Feasibility study

Communication and
valorisation events



Operator training



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MONTE ROSA LAGHI
ALTO PIEMONTE



Bike Hotel Villa Picchetta

Operator training

Dissemination events

DISTRETTO
TURISTICO
DEI LAGHI



Lago Maggiore
Lago d'Orta
Lago di Mergozzo
Monti e Valli d'Ossola



Events

E-bike charging station



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**No infrastructure is
built,
but what is existing is
enhanced
and it is shared online**



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The Roads

White Roads

Farm roads

Municipal Roads

Provincial Roads with low traffic





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Bicycle service stations

Training



Communication
in stations,
airports, metro
and trade fairs

Fam trips for
travel agents



Short films for
social media

Network
Promotion

Bike racks

Events



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Appointments



30 settembre 2023

**Villa Picchetta
Cameri**

Presentazione della Country House (bike hotel), escursione in bicicletta alla scoperta degli itinerari circostanti



22 ottobre 2023

**Castello Visconteo
Novara**

Evento di presentazione del progetto, incontri tra operatori del cicloturismo, test e-bike e testimonial



11 novembre 2023

**Villa Caccia
Romagnano Sesia**

Networking e formazione degli operatori turistici del territorio



Fondo Europeo di Sviluppo Regionale



INFO

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Cycling at the water's edge

*We have a unique region in terms of variety and beauty:
valleys and hills, parks and lakes, rivers, villages and cities,
the richness of the historical and artistic heritage,
all under the gaze of the peaks to be climbed.*

*Here on a bike everyone can experience the excitement of nature
and the many pleasures of the landscape in an authentic way,
according to one's pace and taste.*

www.inbiciapelodacqua.it

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