



VIA DE RIU aims to...

- Weave a network of routes along the rivers, promoting biodiversity, the discovery of fluvial landscapes and active ecotourism
- Value the natural heritage and culture linked to the rivers through a focus on sustainable development
- Raise awareness on the value of rivers, promoting the protection of their natural, scenic and cultural qualities for the use and enjoyment of the local population and visitors
- Consolidate a new cross-border ecotourism product, based on sustainable itinerant tourism, around the rivers.



VIA DE RIU

Contact

www.viaderiu.es

The VIA DE RIU initiative stems from the project Interreg POCTEFATTFS “Sustainable Cross-Border River Tourism – Têt, Ter, Fluvià and Segre”

A PROPOSAL TO DISCOVER

THE TERRITORIES THROUGH THEIR RIVERS

This project is co-funded by the European Regional Development Fund (ERDF).



LA PAERNA



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Forming part of VIA DE RIU means...

...having a path, route or itinerary, adapted for foot and bicycle travel, which follows the trace of a fluvial course, putting the territory's scenic, natural, historic and cultural highlights, linked to the river, within reach of its visitors.

The VIA DE RIU brand

aims to group territories which share:

- The fact of having a river which defines them
- An interest in encouraging conservation and environmental improvement in the fluvial setting
- The desire for this river to become
 - ▶ A new tourist attraction in the territory
 - ▶ A space for citizens' enjoyment
 - ▶ A motor for sustainable regional development

RIVERS ARE LIFE!

Opportunities:

- Possible future local and European funding for projects in mobility and sustainable tourism
- Worldwide growth in the demand for sustainable itinerant tourism
- The deseasonalisation of tourism and its deconcentration towards inland areas.

The project is comprised of:



Ter: 220 km from Ulldeter to Gola de Ter

Tet: 10 km from Perpignan-Le Soler to Pézilla-la-Rivière

Segre: 90 km from Camarasa to Granja d'Escarp; 14 km to the city of Lleida

