



Great news for Québec's Route verte!

Last May, Québec Minister for Transport Julie Boulet announced that the government would invest C\$7.5 million to develop the Route verte in 2004-2005. An additional million dollars will be spent on shared maintenance costs (50/50) for off-road portions of the Route verte.

This announcement demonstrates that

the new provincial government, elected in 2003, is committed to pursuing the development of the Route verte and to working toward its inauguration. The government recognizes that the Route verte is an asset in terms of tourism, economic spinoffs and the overall fitness of the population. According to an UQAM Chair of Tourism study publis-

hed in 2003, the Route verte generates \$95 million in economic spinoffs annually, including \$15 million in taxes paid to the government of Québec. The entire Route verte is marked by standardized signs and an official guide, *Take a Ride on the Green Side* (2003 edition), outlines all segments of the bikeway network on detailed maps.

Toward the inauguration OF THE ROUTE VERTE!

Since 1995, the Route verte has been extending all across Québec. And wherever it becomes a reality, it is greeted with enthusiasm. Three quarters of the Route verte and its regional components have now been completed (3,300 kilometres). An additional 3,000 kilometres of local trails, paths and regional routes make Québec fertile ground for the expansion of bicycle tourism. Whether through the construction of new paths, the paving of roadside shoulders or the building of bridges and tunnels, the development of cycling infrastructures is clearly one of the key fac-

tors fueling the boom in bicycle tourism and promoting the emergence of a broad range of related services.

The development of the Route verte and of regional and local bikeways over the past decade as well as the expansion of travel options have all contributed to the boom in bicycle tourism. In 2000, an estimated 500,000 Quebecers took cycling vacations or brought their bicycles with them on vacation. Along all the cycling facilities now identified as being part of the Route verte, tourism spending has already reached \$95 million annually.

On October 21, 2004, the Delta Sherbrooke Hotel will host the conference **Tourism and cycling: toward the inauguration of the Route verte**. This conference will be an opportunity to assess the status of bicycle tourism, update progress on the Route verte, take the pulse of the industry and highlight the most successful initiatives launched in Québec and around the world. This is a must-attend event.

For more information about tourism, cycling and the Route verte:

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A symbol of cooperation

As a result of the synergy it has created among an impressive number of municipal and regional partners, the Route verte has become a symbol of cooperation. And this cooperative spirit has already begun to cross borders: special signs were erected in 1998 to mark the cross-border links between

Québec, the province of New Brunswick and the states of New England—an initiative associated with resolutions adopted by the Conference of New England Governors and Eastern Canadian Premiers in 1997, 1998 and 2003. During the most recent of these conferences, the premier of Québec proposed a resolution designed to promote the establishment of greenways and the creation of international links between these routes. The Route verte was also on the agenda of the second Québec–New York Economic Summit, held on May 13, 2004, in Montréal.



la Route verte by the numbers

3,270 kilometres the number of kilometres now accessible in 16 different regions (76% of a projected total of 4,322 km);

C\$132 million total amount invested (by provincial, municipal and regional authorities) to develop the Route verte since 1995;

C\$95 million total amount spent by users of the Route verte in 2000;

C\$27 million annual taxes collected by both levels of government as a result of this spending.

THE ROUTE VERTE is an original idea of Vélo Québec realized in collaboration with Transports Québec, the Government of Québec and regional partners.

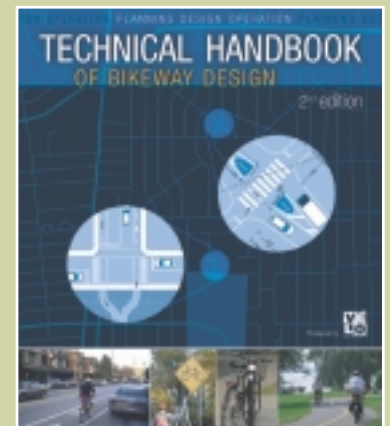


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