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The Silent Route

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Time line



2017 – First contacts, institutional agreement to work together. Conceptualization of the project and first actions: compilation of audiovisual material, information, documentation, etc..

2018 – Processing of licenses with the road DG, signage, web development, opening of social networks. Presentation to neighbors and businessmen and, later, official inauguration of the project. Installation of the icon of the route in Mirador Alto Maestrazgo.

2019 on going– Promotion actions, appointment of ambassadors for the route, creation of the product club and new icons.

Impact in the territory

The two counties, which have been the promoters, and five town councils have been involved in the action.

In the last year, 18 establishments have joined the product club .

Economically, it has contributed to the reopening of some businesses that were closed (bars) and to the maintenance of existing ones, which have seen their customers increase by approximately 20%.

A significant increase in people traveling the race in all types of vehicles has been detected: passenger cars, vans, bicycles and, above all, motorcycles.

Although it is difficult to measure this increase, we know that more than 13,000 stickers have been distributed.



Impact in the territory

Likewise, we know the impact on social networks thanks to the hashtag (for example, more than 2,500 on Instagram), with 2,983 followers on Instagram and 2,815 on Facebook).

The members of the product club have created a special The Silent Route dish or have prepared some courtesy in their establishments (lot of products, discounts, etc).

The number of merchandising items is being increased and the launch of an online store is being valuable.

There are other impacts, of a social nature, such as the progressive linking of neighbors and businessmen with the product, and the feeling of pride that visitors value their territory.



In conclusion, thanks to this action, an unknown road with a bad reputation for its structural deficiencies has become a tourist product that attracts more visitors every day.

Since its creation, many sections of it have been improved for the benefit of residents and visitors.



Transferability

- Example of putting in value of resources that we have and to which we do not give importance. How? with little money and a lot of imagination, they can become a tourist product and revitalize a territory.
- The road crosses the territory of two counties and the entire project has been the result of the collaboration and intense work of both, without which it would not have been possible nor would such good results have been obtained.
- Collaboration across administrative boundaries enriches projects. Tourists are the best prescribers, and part of the success has been thanks to the fact that they have become the main promoters and defenders of the product, true ambassadors of it.
- In this sense, social networks have been a very useful tool to give them a voice. It is important to have the complicity of neighbors and visitors to the territory before launching the project.





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Thank you!



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