



Ministry of Tourism of Romania



9TH CULTURAL ROUTES ADVISORY FORUM 2019

CULTURAL ROUTES FOR CULTURAL TOURISM

2-4 OCTOBER 2019, SIBIU, ROMANIA

Alain Libéros - AERA Founding President

European Route d'Artagnan

Route Européenne d'Artagnan

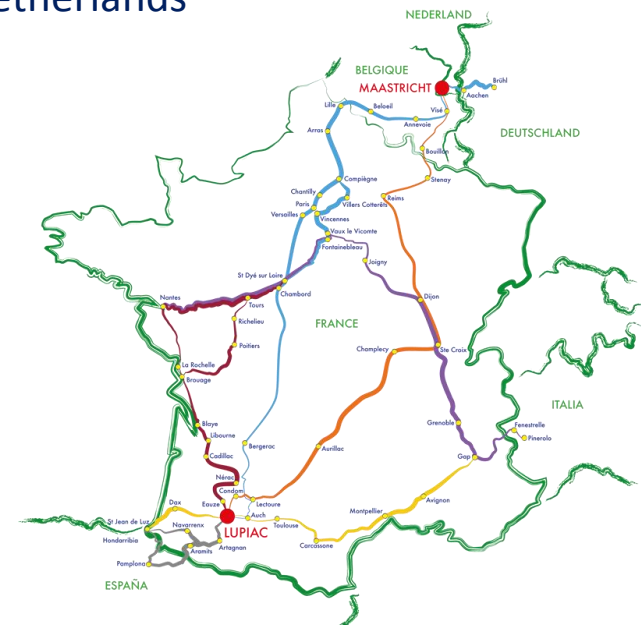
Theme of the Route d'Artagnan

The “**European Route d'Artagnan**” as created by the “**European Association Route D'Artagnan**” in 2014, originally connects the village of Lupiac in Gers departement (Occitanie Region), born place of the famous Musketeer d'Artagnan around 1612, to Maastricht in the Limbourg (Netherlands), where he died on 25th June 1673 in a battle between FR and NL.

D'Artagnan is very well known and popular around the world due to the big success of the 3 Musketeers published by Alexandre Dumas in 1844, and more than 100 movies on this topic.

The theme covers both historic and literary dimensions of the character,

- In short : 6000 km of green paths, 6 routes in 6 countries and 15 regions: France, Belgium, Italy, Spain, Germany and Netherlands
- Open to horse riders, hikers and bikers



Objectives :

- To create the first «European Equestrian Route» on the model of St James Way
- To register in the list of ECIs a famous character with a very positive and legendary image to the general public, d'Artagnan
- To attract the 6 million leisure horse riders in Europe and the 20 million presents in the world (EC and IFCE figures) in order to contribute to economic, touristic and cultural development of territories involved,

Missions :

- To propose to horse riders and team drivers of all levels a very new and innovative equestrian experience,
- To discover and promote the European cultural, heritage and gastronomy diversity as well as the various beautiful landscape in 6 countries, 15 regions almost 60 departments and provinces of the European Union,
- To open some tools developed by the project to other EU countries, beyond the 6 involved on the Route (European School for Young European Musketeers , Social Tourism, European Equestrian Academy....)
- To organize synergies with other ECIs or similar projects to contribute to respect and to preserve landscapes by the maintenance of hiking trails

Current members

18 founding members AERA in 2014 (Public Authorities, Equestrian Federations, Cultural Associations,

24 institutional members in 2019

15 individuals involved on top on specific issues to support the project with their expertise as housing facilities,

New Members joining regularly ...

The 15 Regions and 60 départements/Provinces are involved notably through Regional and departemental Equestrian Committees

Network responsible for the management of the project

Name : Alain Liberos, Founding President of the «European Association Route D'Artagnan» in 2014

Headquarters : General Council in Auch – Gers (the 1st Statue of d'Artagnan has been erected in this town in 1931)

Legal status : Non Profit Association governed by the french law of July 1, 1901 – European dimension ensured by members from the 6 countries involved (open to other countries keen to join our activities notably in the pedagogic and social dimensions)

Sources of funding

- 1- Equity financing by the members of the Association and subventions to start the project,
2. Fees from housing facilities recognized on the basis of an AERA Charter,
- 2- Partnership agreements to develop our development plan 2018-2020 (included in annual fees)
- 3 - EU financial support
 - COSME Programme in 2015-2016 - The **French Riding Federation (FFE)** has contributed to the design of the Route in partnership with a **European consortium** involving the different countries concerned. This action was co-financed by the **European Union** over a period of 18 months
 - An INTERREG project is currently implemented between the Regions Hauts-de-France and Wallonia for a period of 4 years (2018-2022)
 - Some others possible relevant programs to be mobilised

Main activities developed by the network

On top of our business model as defined in the COSME contract , 9 type of activities have been agreed in our General Assembly in Fontainebleau in November 2017, grouped in 4 chapters:

- 1- Actions in favour of users of the Route (itineraries, signposting, housing, logistic,,,,)
 - 2- Actions in favour of the development of territories (Territorial projects d'Artagnan in cooperation with all local actors, valorisation of high historical sites d'Artagnan - about 240 sites already identified)
 - 3 – Actions in favour of youth: creation of the European Young Musketeers School and of an Escape Game d'Artagnan –
 - 4- Actions on communication and promotion of the project, through a dedicated website, press releases, flyers, newsletters and specific communication tools: european musketeer booklet, dartagnane diploma, distinctions « bronze, silver and gold musketeers », historical musketeers outfits,,,,
- In Project – Forum “D'Artagnan, European Hero”, in order to involve more European countries notably those with historic equestrian academies like in PT and AUT



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Co-funded by the European Union

« All for one, One for all ! »

Thank you for your attention