



**DE STAND VAN**  
**DE WATERRECREATIE IN NEDERLAND**

... and in France

Voies navigables de France

November 2022

**Created by the law  
of 24 January 2012,  
VNF is a public  
administration  
establishment  
born from the merger  
of the navigation  
services and the  
industrial and  
commercial public  
establishment *Voies  
navigables de France*.**

- VNF =

# 4,300

public officials (89%)  
and private employees (11%)



# 1

headquarter  
in Béthune

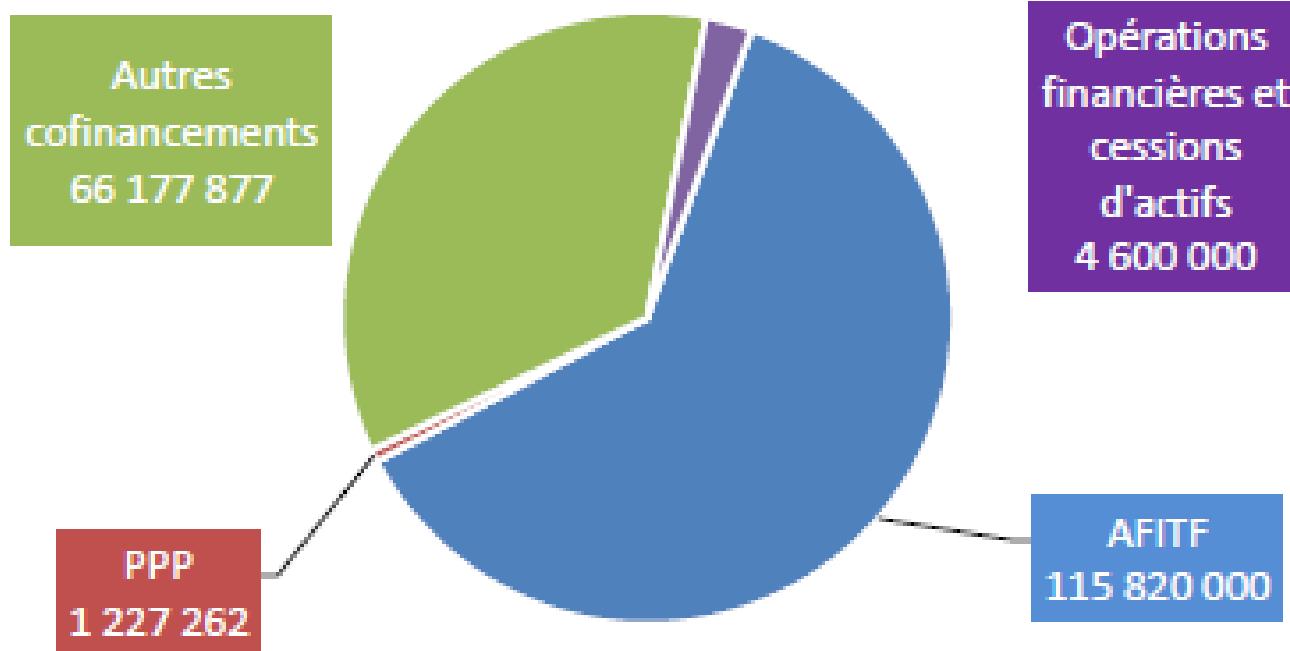
# 7

Territorial  
directorates

# 500

Installations across  
the whole of France

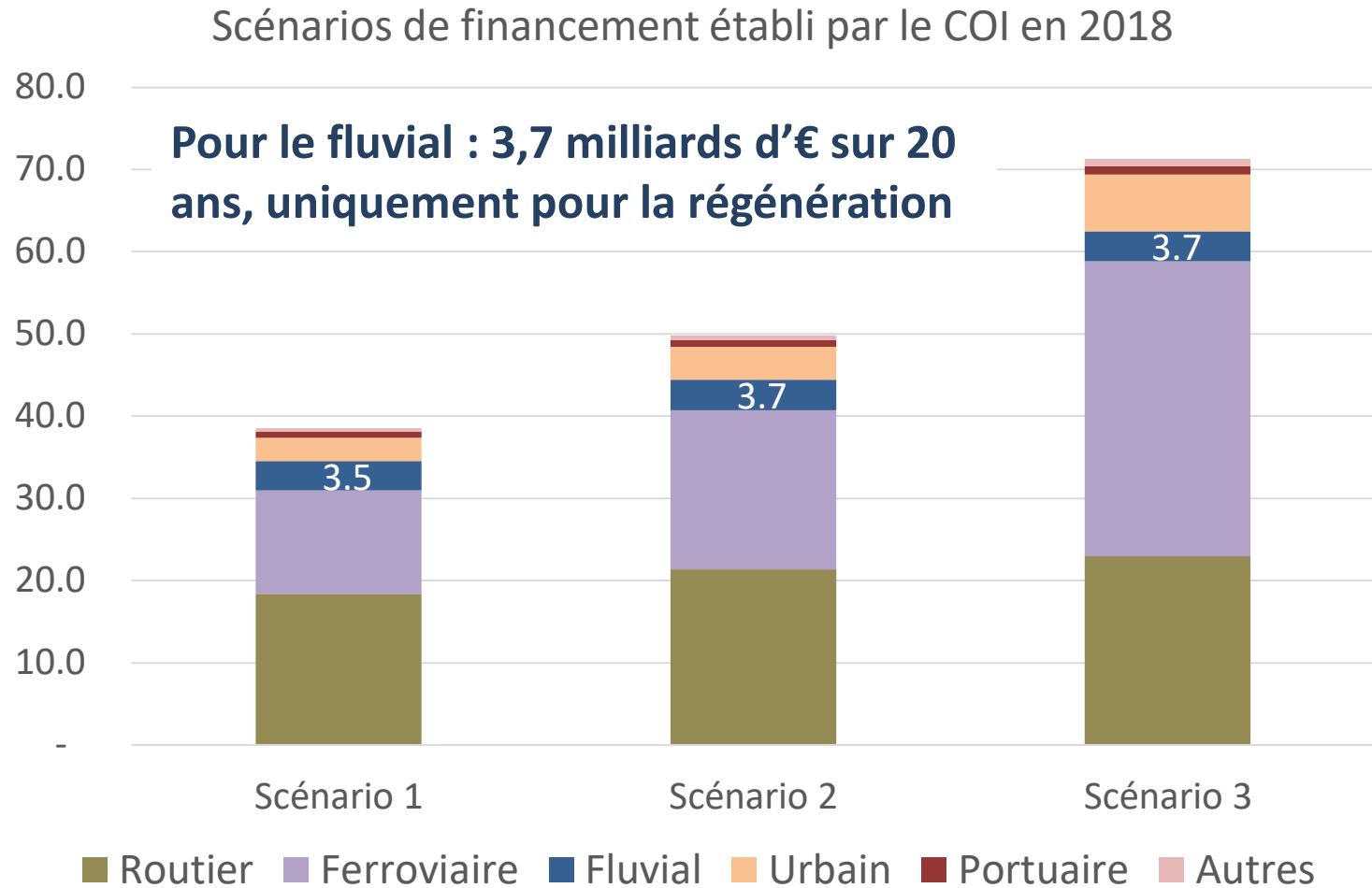
# High level of dependence from public funds



62% du budget d'investissement de VNF provient de l'AFITF

2021 (BI) : 187.8 M€

# High level of competitiveness between modes



# Huge needs for maintenance

## THE WIDE-GAUGE NETWORK

Works which mostly date back to the 1960s/1970s.

Significant signs of age and vulnerability requiring the implementation of a major regeneration programme.

Major works where intervention is costly.

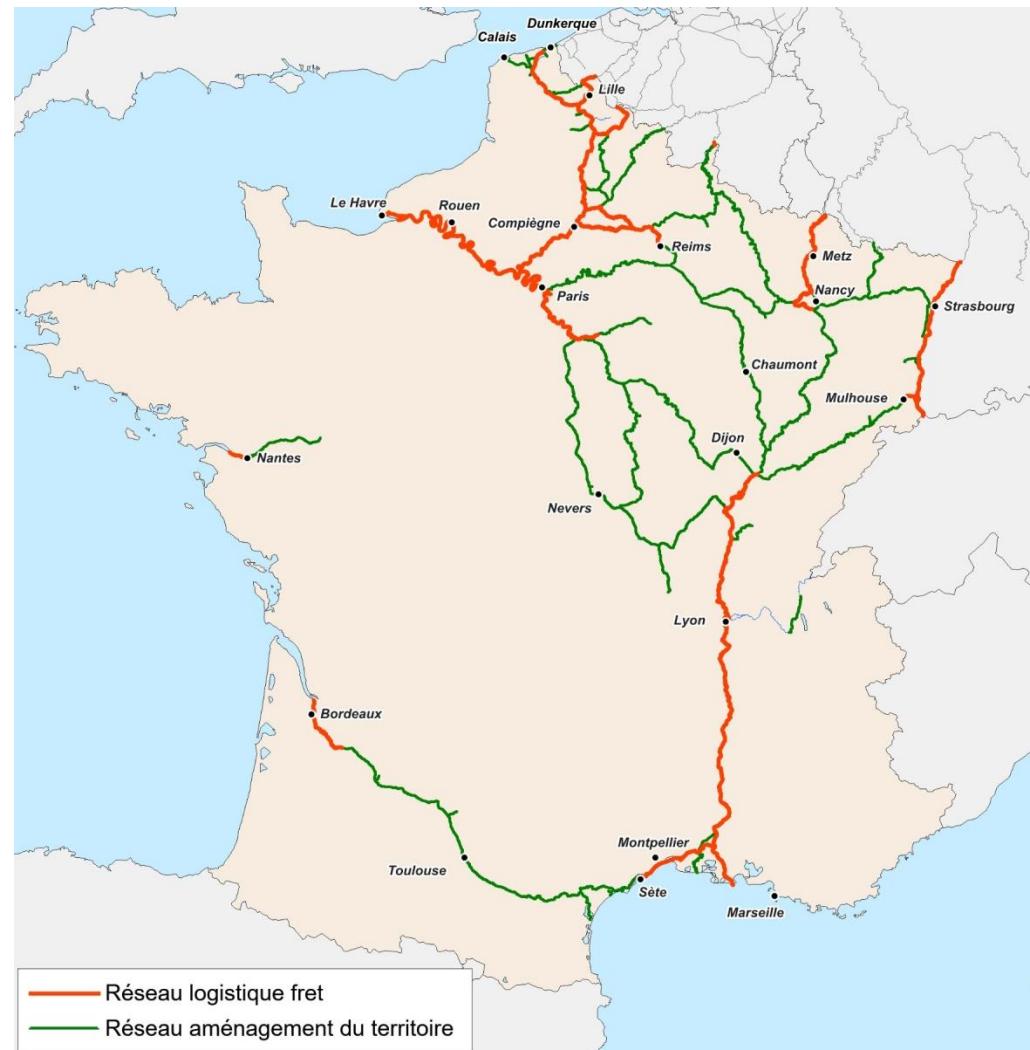
## THE NARROW-GAUGE NETWORK

A large number of works which chiefly date back to the 19th century and sometimes even to previous centuries.

Major degradation arising from under-investment in all linear structures and, especially, hydraulic works (dams, dykes, banks) which may cause safety problems.

# PART OF OUR NETWORK DEDICATED TO LAND DEVELOPMENT

BENEFITING THE  
TOURISM ECONOMY AND  
QUALITY OF LIFE



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## A LAND DEVELOPMENT NETWORK

Benefiting the tourism economy and quality of life

**4,300 km** developed for 21st-century needs

**A ‘seasonal’ service offering**

tailored to use of the waterways.

**Focus on tourism.**

**Heritage which forms the identity of local areas:**

- Over 70 works listed as historical monuments;
- World heritage status for the Canal du Midi.



**Special areas for leisure activities.**

## A LAND DEVELOPMENT NETWORK

To address societal challenges

### Developing river tourism and waterway activities.

- Developing professional and private pleasure navigation (hire, passenger transport).
- Promoting the establishment of greenways.
- Encouraging water sports.

### Developing public rivers to the benefit of local areas and their appeal.

- Supporting the development of economic activities.
- Contributing to quality of life.

### Preserving river heritage

# River Tourism

## What is it ?

*“Any tourism or leisure activity organized on a waterway (such as cruise, boat trip, boat rental, private boating, rowing, kayaking)\*”*

High synergies with tourism activity on land areas located in the immediate vicinity of a waterway (cycling, hiking, ...)

→ **15.6 million** “passenger days” in 2019 (before Covid). VNF expects **similar figures** in 2022

→ 91% of WW are within 5 km of a road identified as **bike lane**

→ **+3%** (average growth rate of the number of tourist between 2016-2019). VNF forecasts **20 millions** “passenger days” in 2030

→ More than half of hikers along WW have already taken a **boat trip** or practiced a **water activity**

\*See VNF [website](#) : Vivre et bouger au bord de l'eau



# River Tourism Assets - Economic Benefits



## Territorial spillover

River tourism generates **€1.4 billion** in economic benefits (2019)

**€845 million direct local benefits, 63%** of which are generated outside major cities



## Good return on investments

River tourism can become a “**profitable**” activity for local authorities

For example, each hotel barge stop generates more than **€ 5,000** in direct economic benefit

# Investigation among 3,000 french people in autumn 2020

**3,000 respondents from all over the country**

Survey conducted online between September 15 and October 7, 2020

Issues specific to VNF and others shared

Some 20 socio-demographic criterias

Many questions about people's lifestyles and opinions

**8 activities tested**

- Multi-day river cruise (*including leisure boats*)
- Boat trip for a few hours
- Water activities (canoeing, paddle, etc.)
- Hiking (walking, cycling, etc.) along waterways
- Fishing
- Bathing
- Leisure base
- Food and beverage (guinguette's style)



## Leisure & tourism activities on waterways, or along them, enjoy an excellent reputation

**“What reasons might prevent you from taking a vacation on, or along, a waterway ?”**

Two possible answers

**“What are some of the reasons you personally might want to take a vacation on, or along, a waterway ?”**

Two possible answers

**Only 4% of French say they had a bad past experience, or heard of a bad experience**

**« Top 3 » motivations :**

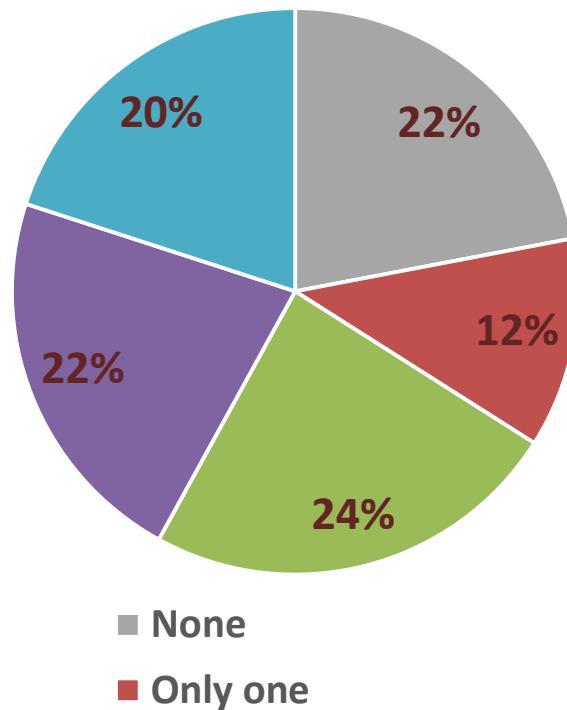
- 1. “Calm, being away from crowds, even in the middle of summer” (38%)**
- 2. «The discovery of a little known part of France» (33%)**
- 3. «Countryside landscapes, with the particular atmosphere brought by a river» (30%)**

## But important gap between reputation & practices

78% of French people practiced activities on (or along) waterways at least once in their lives

And 50% have practiced at least one itinerant nautical activity

*"How many river activities have you done at least once in your life?"*

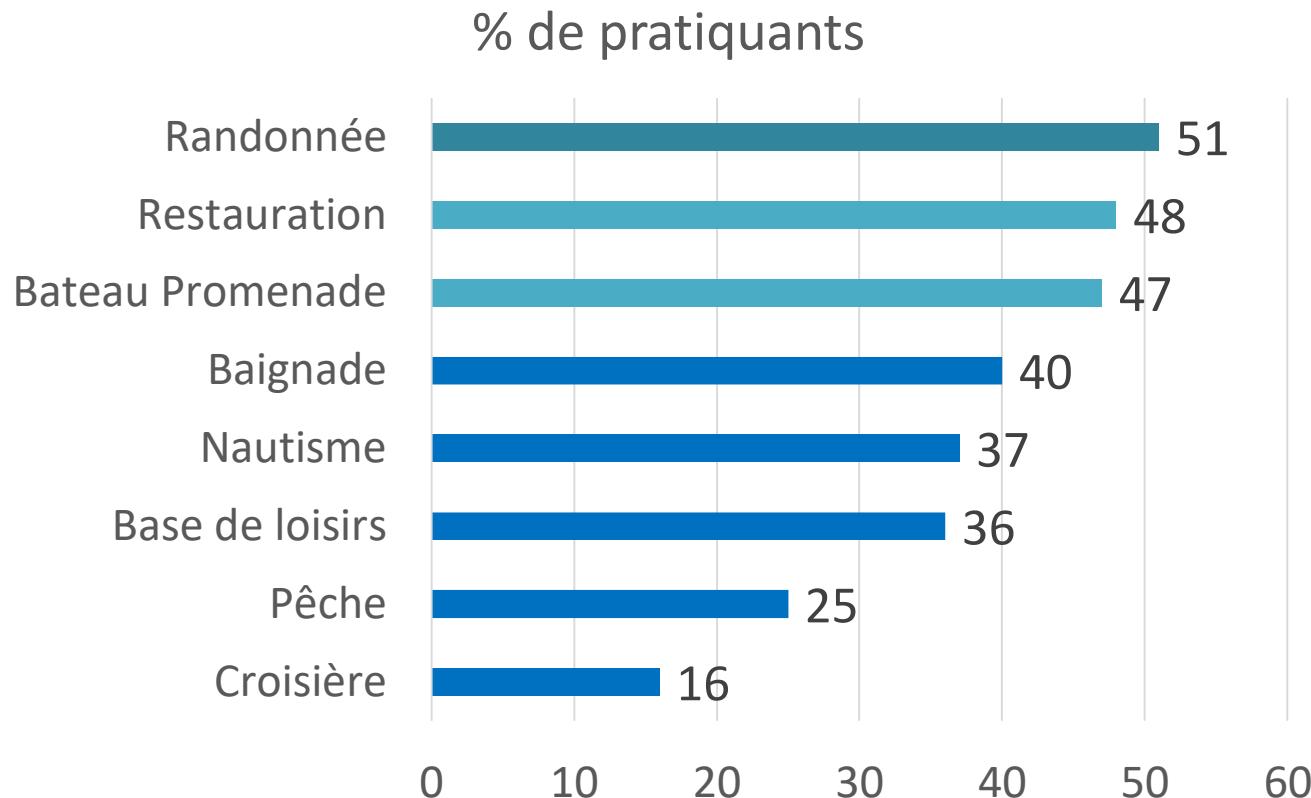


**But :**

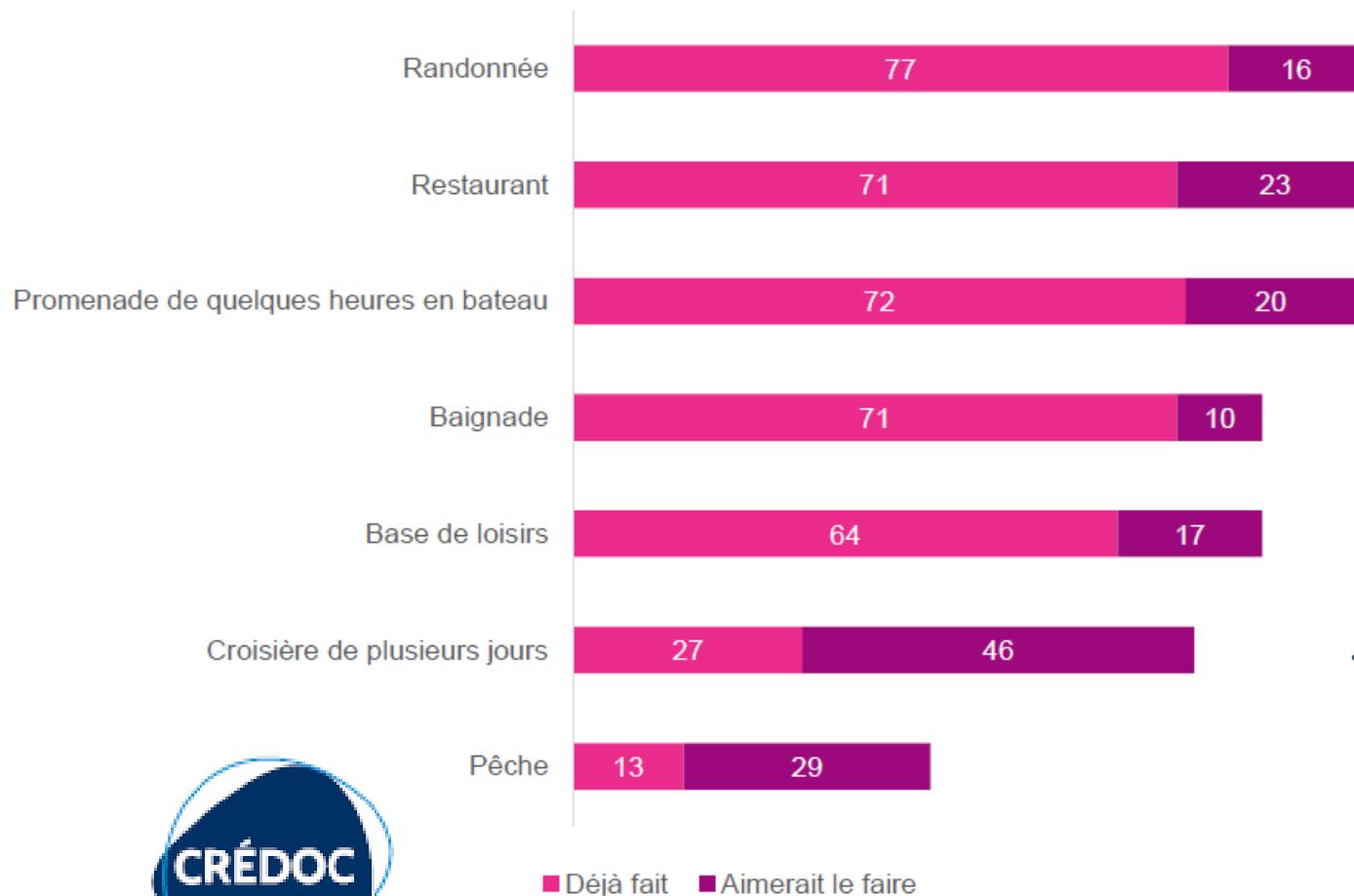
In 2020, 54% of the French have not practiced any activity on, or along, a waterway

In 2020, intensive practitioners (6 or more activities practiced) represented only 3% of French

## Most popular « waterways » activities among french people are walking, biking, F&B, and day cruises



# For « river cruises » activities, potentials are high among people practising canoe, paddle & other forms of « nautic » activities



**Appetite of nautical practitioners for other activities**

46% would love to make a multi days river cruise



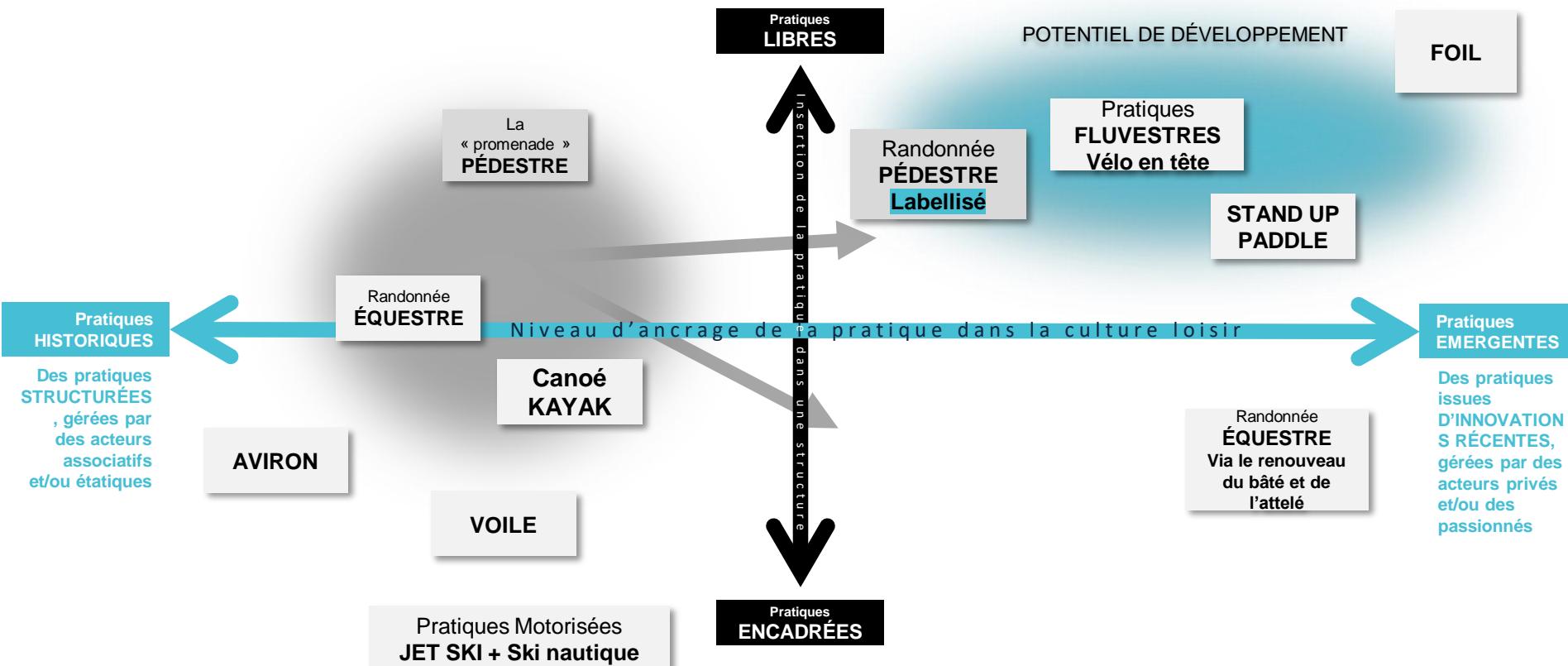
# In 2021, launch of an in depth survey

## Methodology : Socio-economic & Prospective Approach



# A multiplicity of practices structured by 2 main axes

Movement of renewal of declining historical practices,  
They are reinventing themselves thanks to equipment innovations and embrace the broad  
societal trends of sustainable tourism and slow tourism



A movement that goes together with a phenomenon of erosion of the number of members of sports' federations, signs that the approach of nautical practices as developed by the federations is no more in line with the expectations and usages of the practitioners

# Unequal potentials on, or along, french waterways

## STAND UP PADDLE



POTENTIEL POUR VNF



→ UN POTENTIEL À ACCOMPAGNER

## CANOË-KAYAK



POTENTIEL POUR VNF



→ DES INVESTISSEMENTS NOMBREUX

## LA RANDONNÉE PEDESTRE



POTENTIEL POUR VNF



→ UN VECTEUR DE DÉVELOPPEMENT MAJEUR

## CYCLOTOURISME



POTENTIEL POUR VNF



→ UN POTENTIEL ÉCONOMIQUE ÉVIDENT

## SKI NAUTIQUE ET WAKEBOARD



POTENTIEL POUR VNF



→ CONFLITS D'USAGE ET INVESTISSEMENT ÉLEVÉS

## LA RANDONNÉE ÉQUESTRE



POTENTIEL POUR VNF



→ Des infrastructures coûteuses

## L'AVIRON



POTENTIEL POUR VNF



→ UNE IMAGE TRÈS ÉLITISTE

## LA VOILE



POTENTIEL POUR VNF



→ DES CONFIGURATIONS D'EAU TRÈS SPÉCIFIQUES

### 3 « reference models » to be used in our discussions with local authorities

#### SCENARIO 1

##### LE PROMOTEUR DES LOISIRS NAUTIQUES POUR TOUS



##### AMBITION

Dynamiser les activités de loisirs nautiques, valoriser le patrimoine fluvial et promouvoir le mieux être au contact des voies d'eaux

#### SCENARIO 2

##### LE PARTENAIRE DECLARÉ DE LA PERFORMANCE SPORTIVE

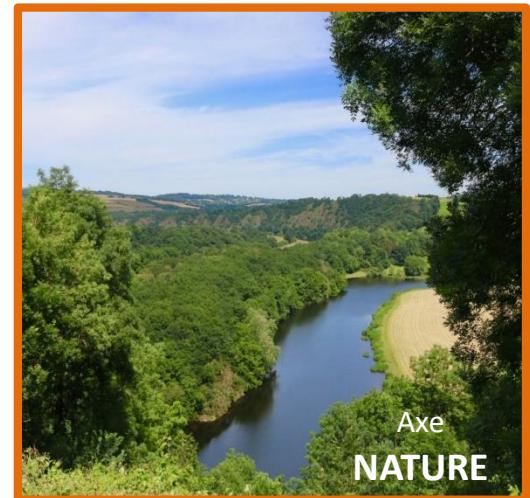


##### AMBITION

Proposer des offres de loisirs et de tourisme actifs  
Désaturer certains espaces naturels sur-fréquentés

#### SCENARIO 3

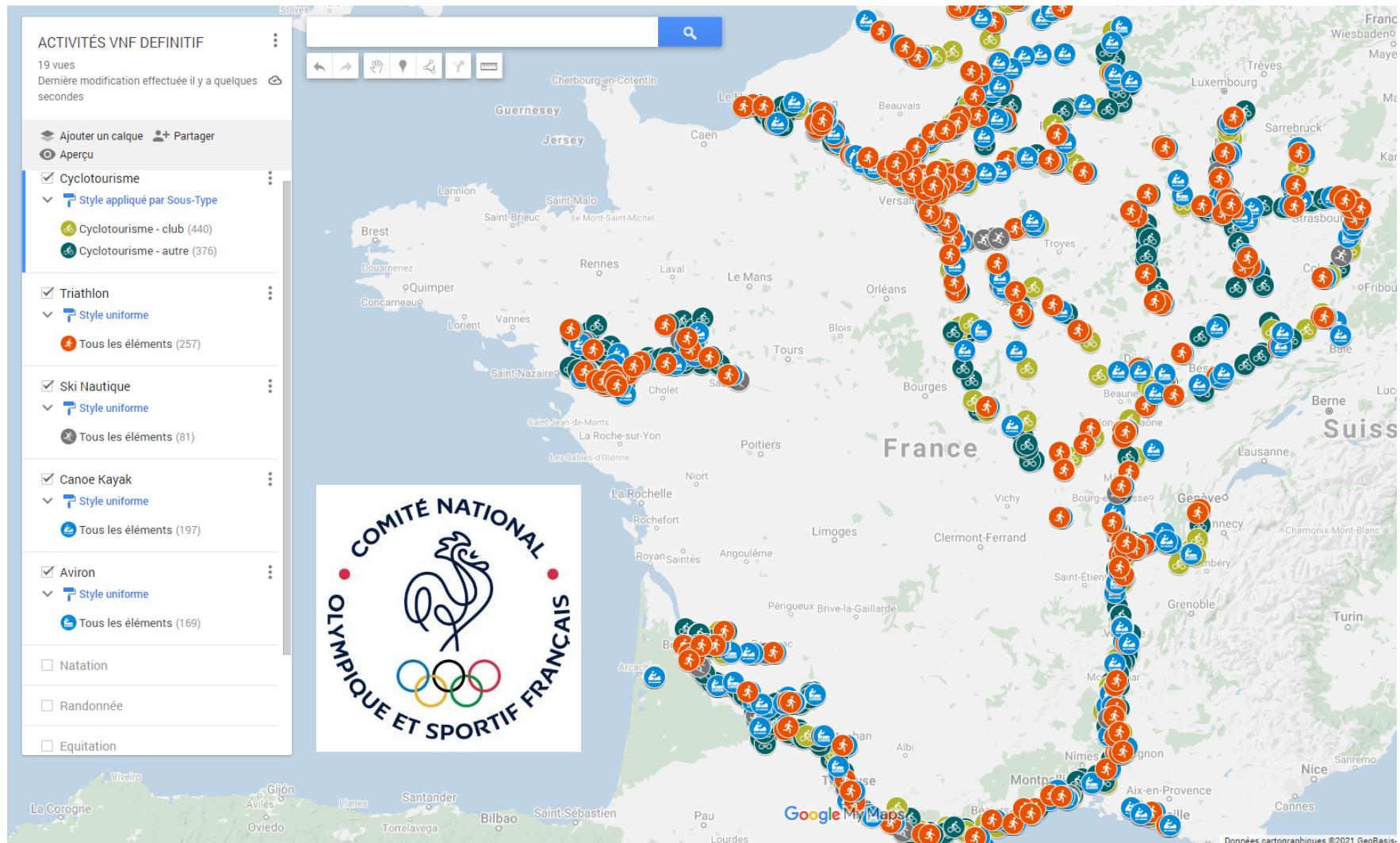
##### L'ACTEUR DE LA VALORISATION DES MILIEUX NATURELS



##### AMBITION

Faire connaître et faire profiter des richesses des espaces naturels préservés

# To come : launch of decentralized working groups



**Fiche identification**  
Saint-Jean-de-Losne

PARCOURS  
LÉGENDAIRE



[+] TOUTES LES ACTUS

## AGENDA

AVRIL 2023



Lu	Ma	Me	Je	Ve	Sa	Di
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

[+] TOUS LES ÉVÉNEMENTS

## Les randonnées du circuit Randon'Aviron 2023

	Date Début	Date Fin	Randonnées Randon'Aviron 2023
1	11/02/2023	12/02/2023	RANDO DES MIMOSAS -
2	18/02/2023	20/02/2023	LA TRAVERSÉE DU SUD MARTINIQUE -
3	01/04/2023	01/04/2023	LA PELLE DE LA DORDOGNE -
4	01/04/2023	02/04/2023	ETANG DE THAU : LE JARDIN DE LA MER -
5	15/04/2023	16/04/2023	RANDO DU BROUILLARTA -
6	22/04/2023	23/04/2023	RANDONNÉE DES PICANTINS -
7	22/04/2023	23/04/2023	RANDONNÉE DU LAC DE VILLEREST -
8	30/04/2023	30/04/2023	L'APPEL DE LA MOSELLE -
9	01/05/2023	01/05/2023	TRAVERSÉE DE LYON -
10	13/05/2023	14/05/2023	YOL'ERDRE-
11	14/05/2023	14/05/2023	RONDE DES CASTORS -
12	27/05/2023	29/05/2023	RANDONNÉE DES TROIS RIVIÈRES -
13	03/06/2023	04/06/2023	RANDONNÉE LÉMANIQUE -
14	10/06/2023	11/06/2023	RANDONNÉE NAUTIQUE DES GORGES DE LA LOIRE -
15	10/06/2023	11/06/2023	RANDO COTENTIN AVENTURE -
16	16/06/2023	18/06/2023	DESCENTE DU LOT -
17	17/06/2023	18/06/2023	LA TRAVERSÉE D'ANTIOCHE -
18	24/06/2023	25/06/2023	LA SAINTONGEISE -
19	24/06/2023	25/06/2023	RAM'N JAZZ PAYS DE FONTAINBLEAU -



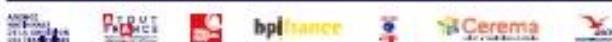
**UN AUTRE REGARD  
SUR LE FLUVESTRE :  
DIRECTION LES PAYS-BAS !**

# Lobbying at national & regional levels



## Destination France

Plan de reconquête et  
de transformation du tourisme



1,9 milliards d'€ de crédits publics  
sur la période 2022-2023

- Objectifs de « *diversifier l'offre touristique, ouvrir de nouveaux marchés et d'allonger la durée des séjours, notamment autour de l'expérientiel, de l'itinérance et de la découverte, en lien, (...) avec le tourisme rural et les activités sport et nature.* »
- Dotations (entre autres) au « slow tourisme » (dont le vélo), à la transition écologique, à l'ingénierie territoriale, au patrimoine
- **Pilotage par les préfets, et incitation à la mise en place de « Comités Etat-Région pour le tourisme »**

# Lobbying at national & regional levels



Source IFOP



# Lobbying at EU's level

European Union's Objectives*
• Developing more sustainable forms of tourism
• Promote local craft activities, agrotourism, rural tourism and ecotourism
• Prioritize the use of the most sustainable means of transport
• Promote slow mobility infrastructures
• Shift to the local economy and local supply chains
• Take into account the wellbeing of local residents

## River Tourism Features



\*European Parliament [resolution](#) of 25 March 2021 on establishing an EU strategy for sustainable tourism

European Commission, Transition [pathway](#) for tourism, 2022

# Lobbying at EU's level



in Recherche

Accueil Réseau Offres d'emploi Messagerie Not

VNF TOURISME AU FIL DE L'EAU

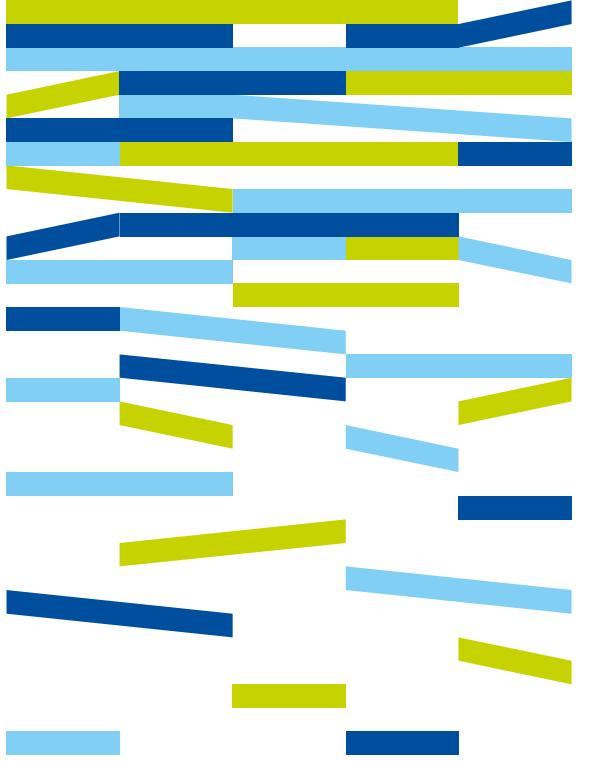
VNF Tourisme au fil de l'eau Vue super administrateur

Toutes les pages Contenu Statistiques Activité 6

VNF Tourisme au fil de l'eau 4 958 abonnés 3 j.

[Tourisme Durable en Europe] Merci à la Commission TRAN, présidée par Karima Delli, de nous avoir donné l'occasion de parler du #tourismefluval (et fluvial) et de l'intérêt qu'il peut représenter, particulièrement pour les territoires ...voir plus





**Voies navigables de France**  
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62408 Béthune cedex

