

TUSCANY

NEVER-ENDING RENAISSANCE

**“Tuscany by bike:
harmony in motion.”**



visittuscany.com



Regione Toscana



TOSCANA
PROMOZIONE TURISTICA

Charter of Values for Cycle Tourism

A state of mind in motion

Cycling in Tuscany is not simply a way of getting around or exercising, but a profound state of mind, an exercise in harmony that finds its fulfilment in the steady rhythm of pedalling. It is the pursuit of a perfect centre of gravity, a balance that manifests itself in three inseparable dimensions: with oneself, with the surrounding environment, and with the people encountered along the way. The bicycle is the key to seeing what surrounds you with new eyes, following roads that unite landscapes and stories in an experience that is transformed into a sequence of profound sensations.

The reflection of a pervasive beauty

This rare balance is a reflection of a land in which art, cultural heritage and nature coexist in a perfect harmony. Summarised in the concept of beauty, Tuscany is the result of a harmonious agreement between nature and the thousands of years of work by man, creating splendid scenery that accompanies the discovery of the region. Choosing to travel by bicycle means allowing yourself time to listen, performing an act that restores depth to space and value to the experience you are living. It is an invitation to explore an authen-





tic geography that slowly reveals itself: from the blue of the Tyrrhenian Sea to the green of the Apennine ridges, from the unpaved roads to the villages that have seen centuries of passage.

Harmony between host and guest

In this scenario, cycle tourism decodes the Tuscan way of life. An extraordinary encounter takes place between host and guest: a subtle balance where operators and visitors mirror the same values. Guests recognise themselves in the eyes of the hosts, because what tourists perceive as emotion corresponds to what operators experience in their daily lives. Those who work in this land are its guardians, committed to preserving biodiversity and me-

memory. It is a harmony of intent that transforms travelling into an act of cultural sharing.

Encountering the Genius Loci

Cycling in Tuscany activates the five senses in a rediscovered human dimension, where a slow pace is essential to embrace wonder. The bicycle becomes the common thread linking events, artistic heritage, nature, crafts and foods, transforming every stop into a regeneration of the spirit. Finally, balance is achieved in the encounter with the Genius Loci. Here, the concept of guest takes on a mirror image: the guest is someone who opens the doors of their home, offering a fragment of their identity; the guest is also someone who receives this welcome with gratitude. Together, both



are guests of a sovereign land. The Charter of Values is a formal commitment to building this balance, making travel on two wheels an all-round hospitality experience.

THE SEVEN COMMITMENTS OF OPERATORS

1. Authenticity: Respect for the Region and Authentic Places

Authenticity is the commitment to preserving Tuscany and its values. Operators thus become 'guardians and narrators' of a heritage that lives on in daily gestures, in the care of their facilities, villages and in the protection of a landscape

in which human actions are always expressed with kindness and in search of harmony. Promoting authenticity means respecting seasonality and the truth of local stories, guiding visitors to products that are a sincere expression of the land. The region's commitment is to make travel an experience of profound knowledge: an encounter with the 'real' that allows guests to truly take in the essence of the destination. In this exchange, the cycle tourist becomes an active witness to a beauty preserved with pride and constant dedication.

2. Hospitality: Sense of Service and Attention to Detail

It is the promise of a welcome that puts the people before means. It is the commitment

to offering a physical and emotional presence that makes guests feel at home, valuing conviviality and authentic relationships. A smile on arrival, advice on a trail or the tales of a local producer become key elements of the trip. A commitment to offering hospitality based on centuries of reception, empathy, kindness and the ability to listen to those who travel by bicycle and create an authentic human connection. Hospitality in Tuscany is expressed in that natural sensitivity and capacity to understand the needs of the soul as well as the technicalities. It is a welcome made of communication, attention to detail and that authentic kindness that makes visitors feel not like tourists, but part of a community, transforming every stop into a memorable human exchange. This value is underpinned by a solid network in which collaboration between public and private

sectors guarantees consistently attentive hospitality.

3. Humanism: The Value of Encounter and Exchange

In an increasingly frenetic world, cycle tourism in Tuscany also offers itself a privileged space for inner journeys. Local businesses are committed to enhancing the human side of every single encounter, fostering the creation of authentic relationships. Cycling through our hills thus becomes an opportunity to promote constant dialogue between the host and the traveller, making rediscovered sociality the core component of the experience. This commitment transforms the trip into a journey of introspection and sharing, where the slow



pace of travel allows time for listening. The promise of the businesses is a return to the essentials and profound regeneration through human contact, guaranteeing guests the opportunity of a unique experience and to return home enriched by a new self awareness

4. Expertise: Knowledge to Inform and Inspire

The businesses in our region are committed to cultivating knowledge and continuous technical training to inform guests with passion. Knowing the network of routes and the needs of those who travel by bicycle is considered an act of respect towards the cycle tourists. This commitment guarantees cyclists the security of expert advice and qualified support at every stage of their journey. Trained and

experienced local operators make planning your trip to Tuscany that much easier.

5. Attention to Beauty: Quality and Variety of the Offering

Tuscany is a mosaic of possibilities and local businesses are committed to ensuring care and quality at every stage of your trip. From the state-of-the-art facility to the artisan workshop, loving what we do is the common thread that unites our tourist offering. Operators are committed to always putting the complete satisfaction of their guests first. For example, in the food and wine sector, they are committed to promoting locally sourced and genuine products, recommending places that are a true expression of the Tuscan way of life. The promise is carefully orchestrated richness of of-





fering, where the physical journey celebrates the encounter between great culinary art and the uniqueness of the region.

6. The Art of Slow Living: The Right to Slow Down

Tuscany by Bike seeks to confirm slow tourism as a philosophy of life. Local businesses are committed to promoting a mode of travel that rejects haste to embrace the 'expansion of time', where the journey is as important as the destination. Operators encourage human rhythms, allowing guests to rediscover the value of breathing in tune with the cycles of nature. The promise is a rediscovered time, where a slower pace is a choice to transform movement into contemplation and regeneration of the spirit.

7. Sustainability: Preservation as an Act of Love

Sustainability is the indispensable way in which businesses protect the immense heritage that the destination preserves. Operators undertake to act responsibly, reducing environmental impact and protecting biodiversity. Preserving this land means ensuring that the wonder of today will also be here tomorrow. This value is translated into ethical choices and education in the importance of respecting our regional heritage. The promise is a harmonious journey in which cycle tourists become our allies in defending the balance between nature, history and the future.



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finding yourself at the
crossroads of stories
and landscapes.”**

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