

Marketing of long-distance cycle routes and EuroVelo® in Europe



07/12/2022

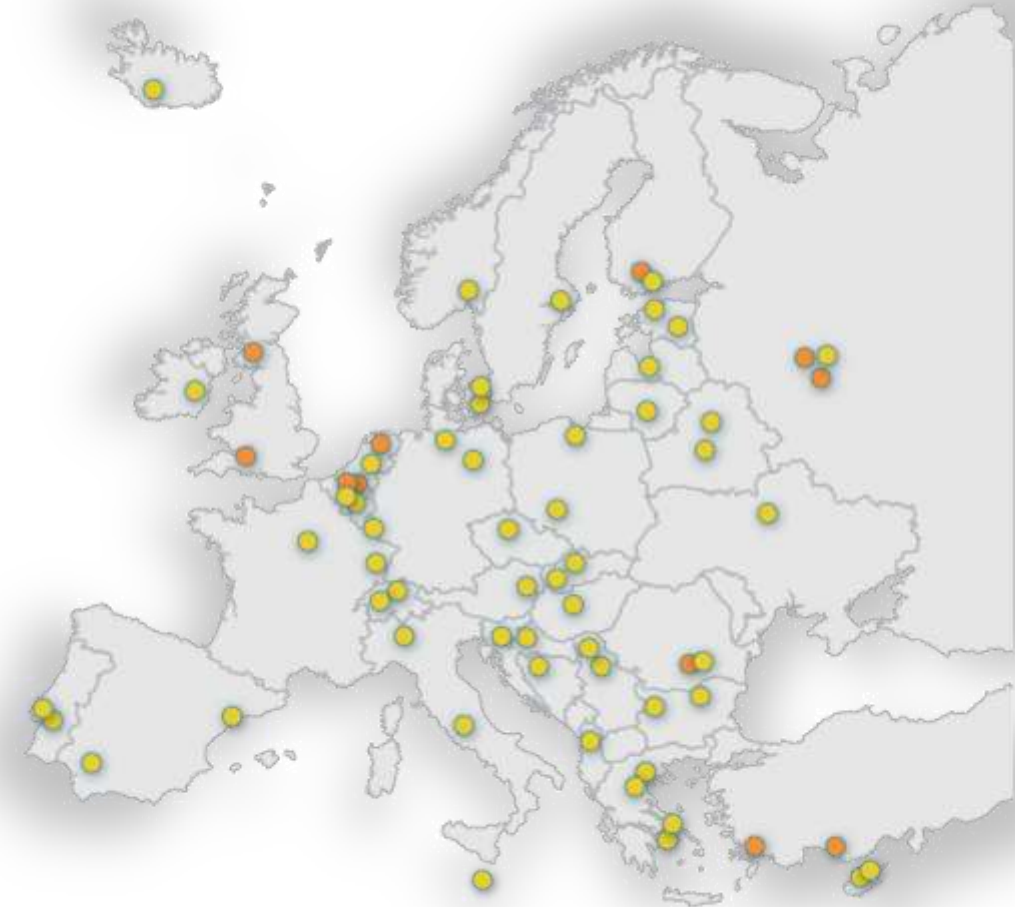
Agathe Daudibon, EuroVelo Manager, European Cyclists' Federation – a.daudibon@ecf.com

www.eurovelo.com

www.ecf.com

European Cyclists' Federation (ECF)

- Established in 1983
- Federation of civil society organisations with 60+ members in over 40 countries
- We promote cycling as a sustainable and healthy means of transportation and leisure
- We harness the power of the European cycling movements
- One of ECF core project: EuroVelo®, the European Cycle Network



What is EuroVelo?



The EuroVelo network: A European success story



- Since 1997, **25** years of EuroVelo!
- **17** routes
- **42** countries when completed
- Over **90,000** km of cycle routes
- A backbone to cycle route networks

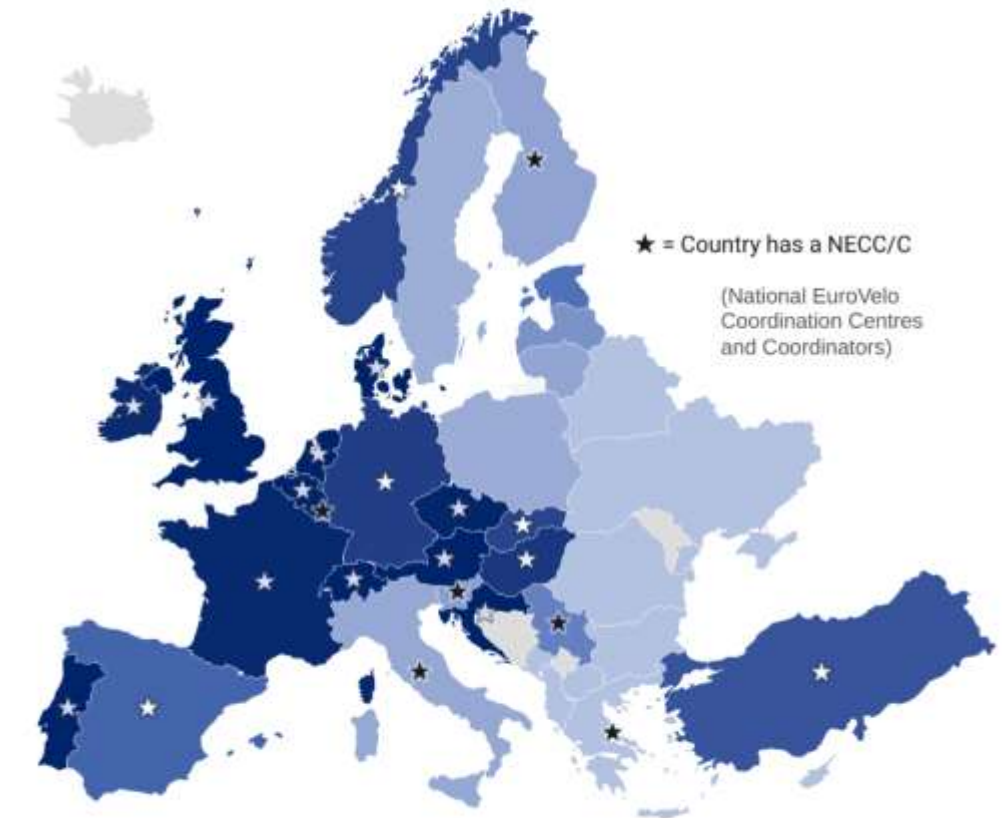


EuroVelo, a work in progress...

- Network developed at **64%** in 2022 (+50,000 km)
- **35,609** km of EuroVelo signs in 24 countries
- About **31,000** km to develop by 2030

Level of development of EuroVelo routes per country in 2022

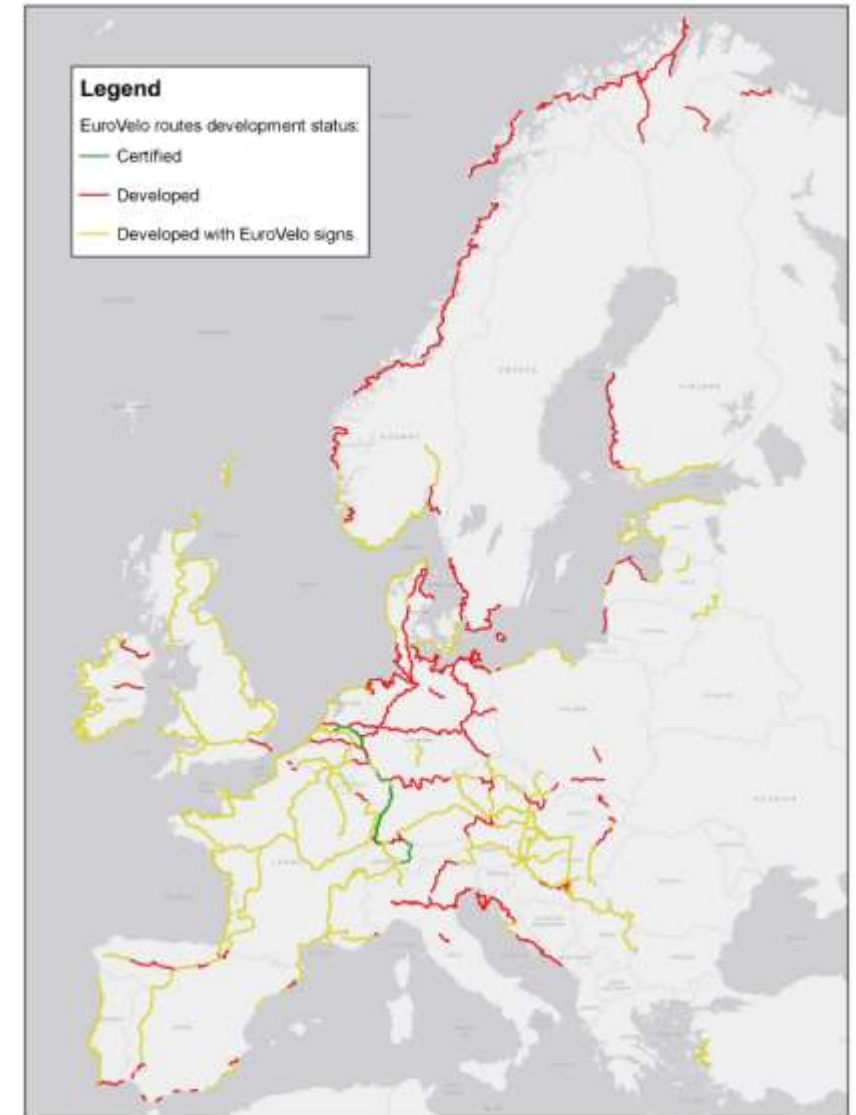
% of EuroVelo routes that are developed, developed with signs or certified in the country



... But progressing each year!

- **2,518** km of routes newly developed since 2021
- **EuroVelo 15 – Rhine Cycle Route** fully certified with the European Certification Standard and more to come!
- **8** routes developed at 75% or more
- **100%** developed:
 - EuroVelo 19 – Meuse Cycle Route
 - EuroVelo 17 – Rhone Cycle Route
 - EuroVelo 14 – Waters of Central Europe

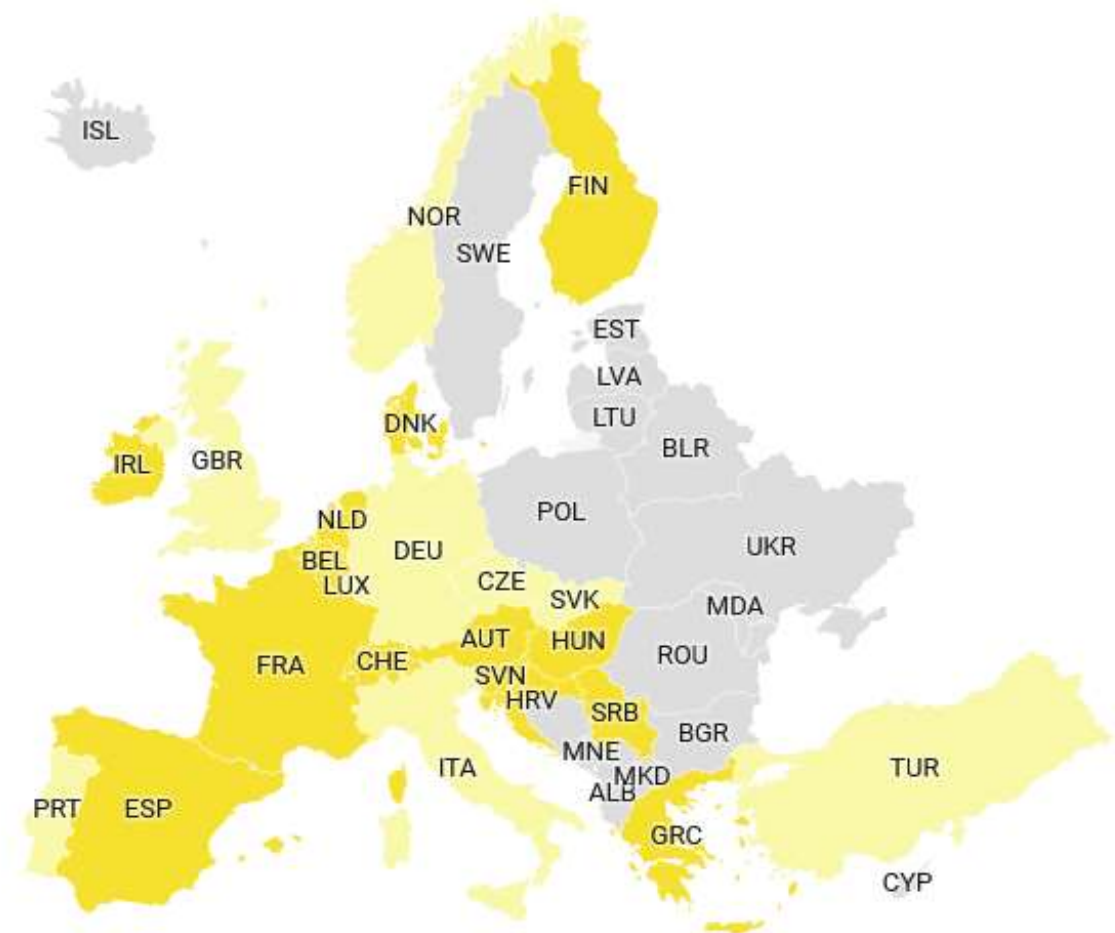
Developed sections of the EuroVelo Network in 2022



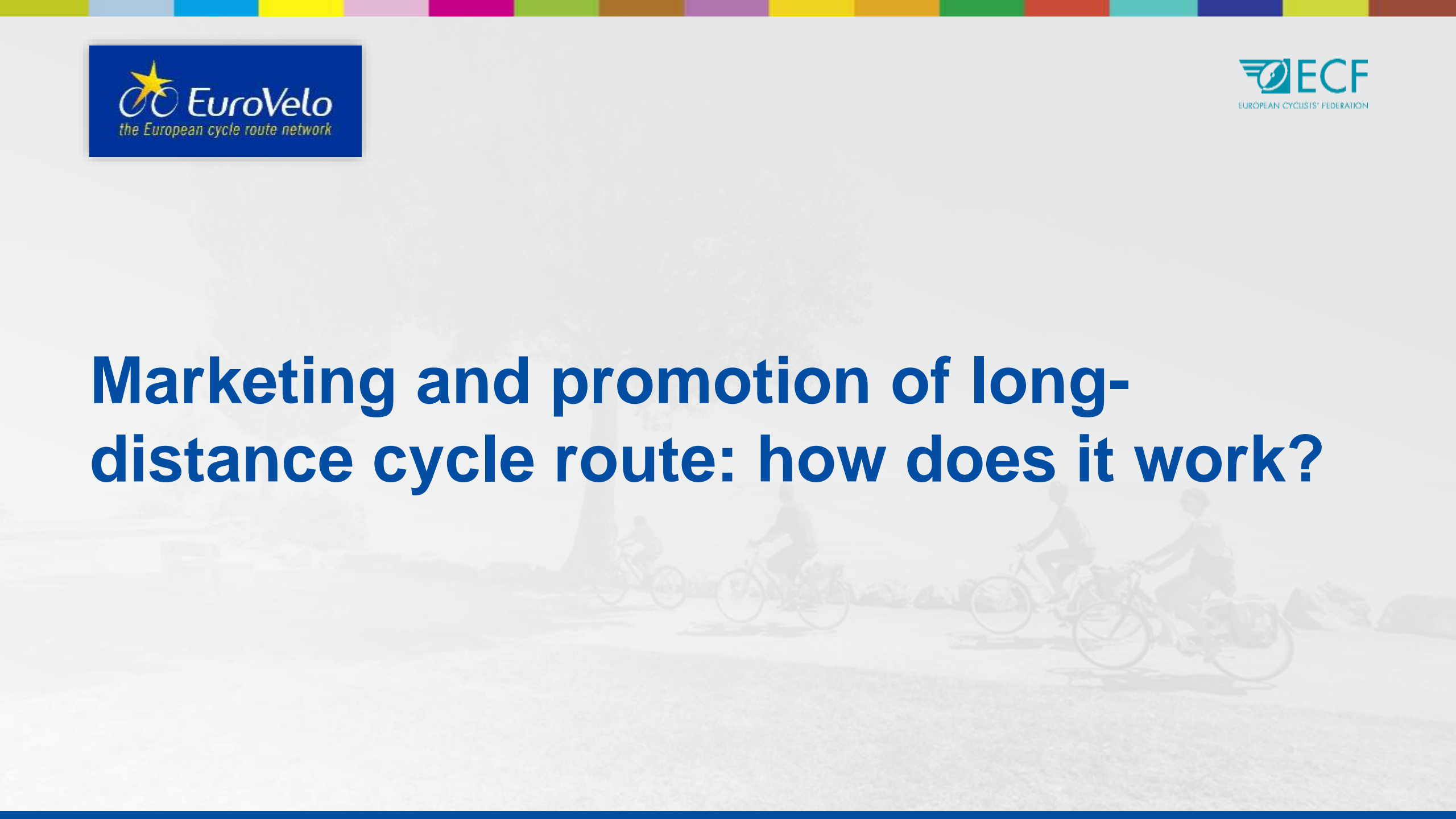
EuroVelo Governance

- Network of **23** National EuroVelo Coordination Centres and Coordinators (NECC/Cs)
- Subsidiarity principle

■ National EuroVelo Coordination Centre ■ National EuroVelo Coordinator



Marketing and promotion of long-distance cycle route: how does it work?



EuroVelo Strategy 2030

Increase visits and online presence

Focus on EuroVelo routes and cycling destinations.

EuroVelo.com as a European hub on cycling tourism

Visibility of EuroVelo

EuroVelo Overview Map, and other maps and guides.

Brand recognition of EuroVelo: visual identity.



EuroVelo websites

EuroVelo for tourists

EuroVelo.com

- This site provides the most up-to-date information available to cyclists planning their trip (as available on national or route specific web pages).
- Central hub which links users to travel stories, more specific information on routes, maps and guidebooks, services and bookable offers.

EuroVelo for professionals

Pro.EuroVelo.com

- This site aims to connect and inform cycling tourism professionals across Europe with news about EuroVelo projects and recent developments in the coordination of routes.
- Examples of best practices, official EuroVelo manuals and guidance are also available to download.

2021 STATS

2.3 million
sessions **+16%**

2.1 million
visitors **+31%**

52% mobile **+3%**
41% female **+2%**

3m2s session time **-20s**
60% organic traffic **+19%**



EuroVelo
the European cycle route network

Discover Europe by bike!

ROUTES & COUNTRIES NEWS SERVICES FOR CYCLISTS DATA HUB SUPPORT US

Search for routes, news, etc. EN EuroVelo FOR PROFESSIONALS

Poland – My Autumn Adventures by RawCandyRides! Part 2

Birgit aka RawCandyRides explored 41 countries so far – by bike, of course. She is currently on an autumn loop on EuroVelo routes in northern and central Europe and she reports from it with a short series on EuroVelo.com!

[FIND OUT MORE >](#)

ROUTES & COUNTRIES



Routes

- 1 Atlantic Coast Route
- 2 Capitals Route
- 3 Pilgrims Route

Countries

- Albania
- Austria
- Belarus
- Belgium
- Bosnia and He...
- Bulgaria

And also...

Social media,
Bookable offers,
Communication campaigns,
Brand & marketing of EuroVelo,
Events,
Other,
etc



EuroVelo Data Hub: demonstrating the impact of Cycling Tourism





2022 EuroVelo Digital Statistics

1 619 004¹
web visitors

+22.5%
clicks through Google
(compared to 2021)


3m24s¹
avg session time

53%¹
mobile visitors

7,200+ subscribers to
EuroVelo newsletter

32,000+ GPX tracks downloads²
for EuroVelo.com




48,600+
followers
+16% growth


11,250+
followers
+9% growth


14,550+
followers
+27% growth

1. Based off data gathered using Google Analytics. These numbers only include users who have given their consent to set tracking cookies.

2. The ability to download GPX tracks was added on 25 July 2022.

EuroVelo Data Hub

Network usage

Data provided by [Eco-Counter](#)



The aggregated results for the usage of the EuroVelo network are based on data from a sample of 170 automatic counters installed by Eco-Counter and its local partners. For the sample, we have selected counters where we found that there was a minimum level of representativity, both in number of counters and in number of countries along the route represented. This is currently the case for EuroVelo routes 1, 3, 4, 5, 6, 7, 8, 9, 15 and 17. In the future, we hope to be able to grow this sample and make it even more representative, as more counters are placed along the routes all around Europe.

Usage evolution (2019-2022)¹

+11% growth

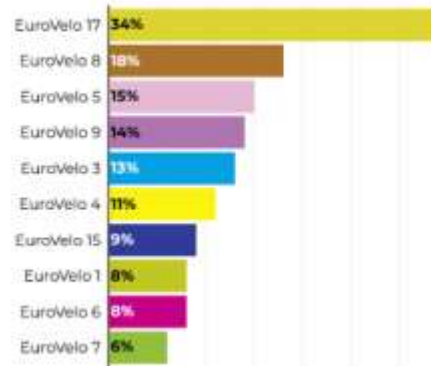
+14% during weekends

+10% during weekdays

¹ Average from January to October 2022 compared to the same period in 2019

² Full week evolution from January to October 2022 compared to the same period in 2019

2022 EuroVelo Barometer²



Route development

[Read the latest report](#)



Web statistics

[Read the latest report](#)



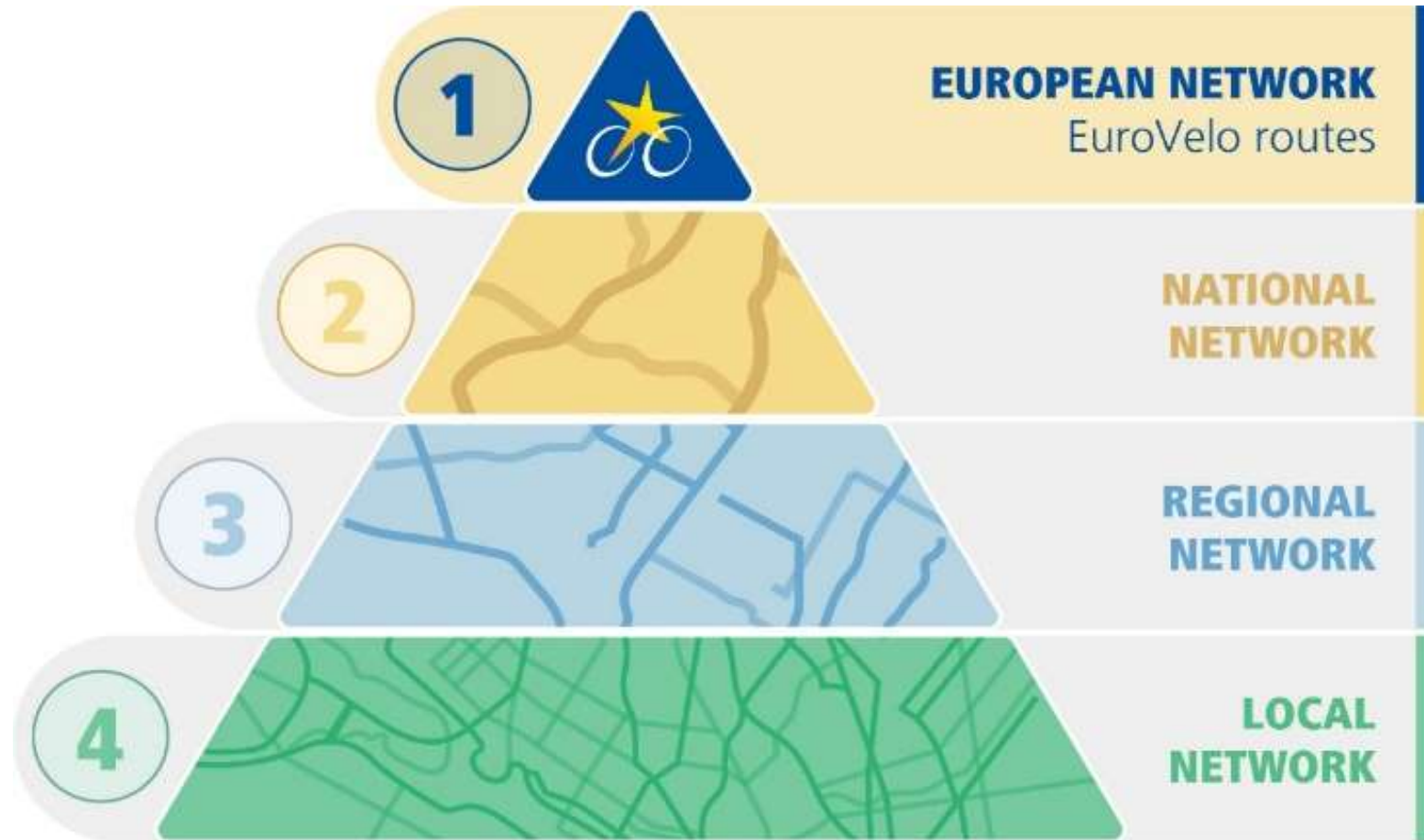
+ Guidance on how to start monitoring cycling tourism and evaluating its economic impacts

EuroVelo & the Trans-European Transport Network (TEN-T)

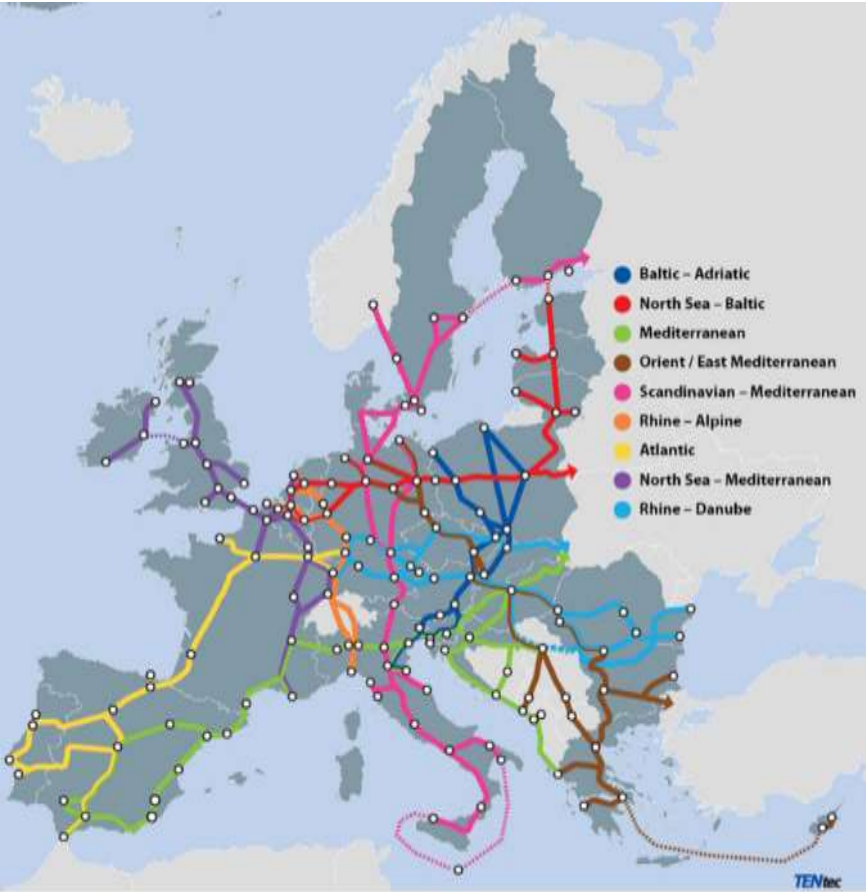


EuroVelo as a backbone

Need for national & international coordination



TEN-T & EuroVelo



Note: the nine TEN-T core network corridors are based on the GEF and TEN-T Regulations (1318/2013 & 1315/2013); they have been created as a coordination instrument to facilitate the completion of major parts of the core network of strategic importance.
Source: European Commission, Directorate-General for Mobility and Transport, TEN-Tec Information System

How to improve the TEN-T guidelines?

- 1) Include EuroVelo, the European cycle route network, in TEN-T
- 2) Integrate elements of walking and cycling infrastructure in other TEN-T networks

More information on [ECF.com](https://www.ecf.com)

Thanks and see you on EuroVelo routes!

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