



EuroVelo Route Cycling Explosion of 2022

Bicycle counts on selected EuroVelo
routes in 2022

Luboš Kala / Partnerství
Vincent BOUCICAUD / Eco-Counter
7 December 2022



Some figures

22,000

installed counters

22

years of existence

13,800

Eco-Visio users

4,100

clients

56

countries

35

distributors

6 billion

People counted in 2021!

3

subsidiaries

124

staff

About the EuroVelo Barometer



**10 routes
analyzed**



18 countries



**ECF / Eco-
Counter
partnership**



**170
counters**



**Extensive
data
validation**

All EuroVelo Routes Jan-Oct 2022



+11%

Full week bike counts



+14%

Weekend bike counts



+10%

Weekday bike counts vs 2019

Compared to the same period in 2019

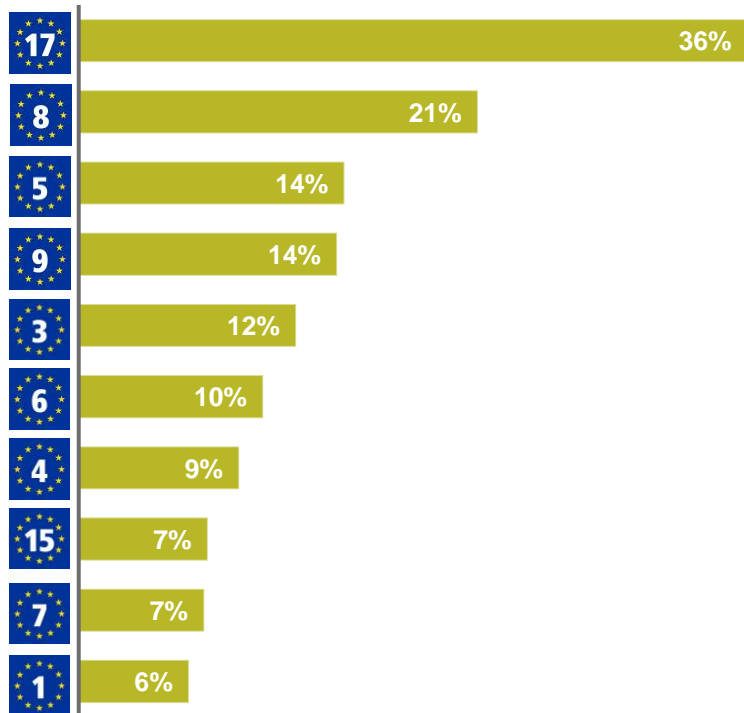
January - October 2022 vs. same period in 2019



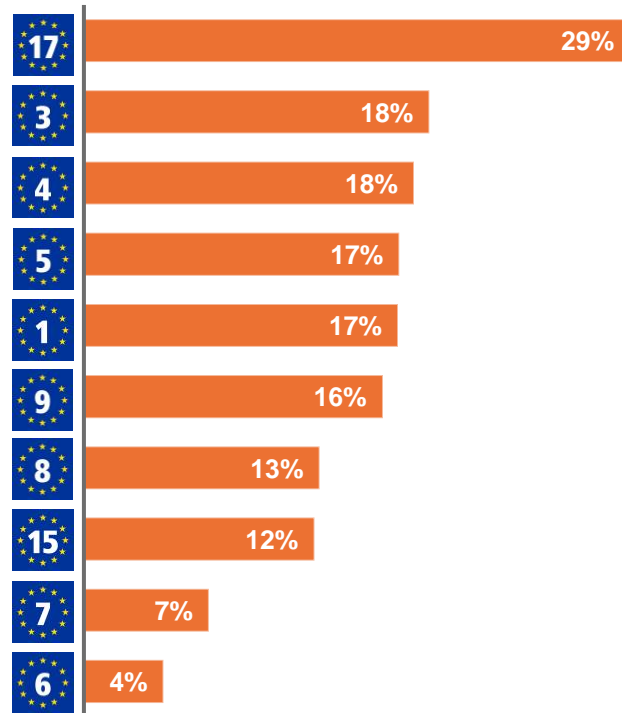
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Frits Meyst /
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EuroVelo Routes: 2022 Growth on Weekdays & Weekends

Weekdays % Change 2022 vs 2019



Weekends % Change 2022 vs 2019



Why count?

The data from permanent bicycle counters allows you to measure...

- the impact of route development
- the economic benefits of tourism when crossed with survey data
- the increase in bicycle traffic after new connections are made
- long-term bicycle growth

**Communicate
with the public**

**Justify
investments
and expansion**

Manage sites

Bridge of freedom (Slovakia)



Count to measure attractiveness

- Pedestrian/cyclists bridge built in 2013 between Slovakia / Austria
- Counter installed to measure frequentation and evaluate ROI
- Results show high statistics from the first year

Vendée vélo (France)

Count to measure and manage

- 1800 km of bike paths in the Vendée Region
- Surveys show that 46% of tourists found services « bad » or « poor » : lack of rest areas, toilets, water sources
- Current infrastructure has been refurbished, with new services areas
- Bike counters have been installed to measure before and after



Donauradweg (Austria)

Count to communicate

- Danube bike path – 150 km route through four regions
- Data from 17 counters to get key metrics combined with tourist surveys
- Results communicated with the public and the partners
- Follow-up : public support for improvements to the path after communicating attendance



Thanks and have a nice ride!

nadace partnerství

