

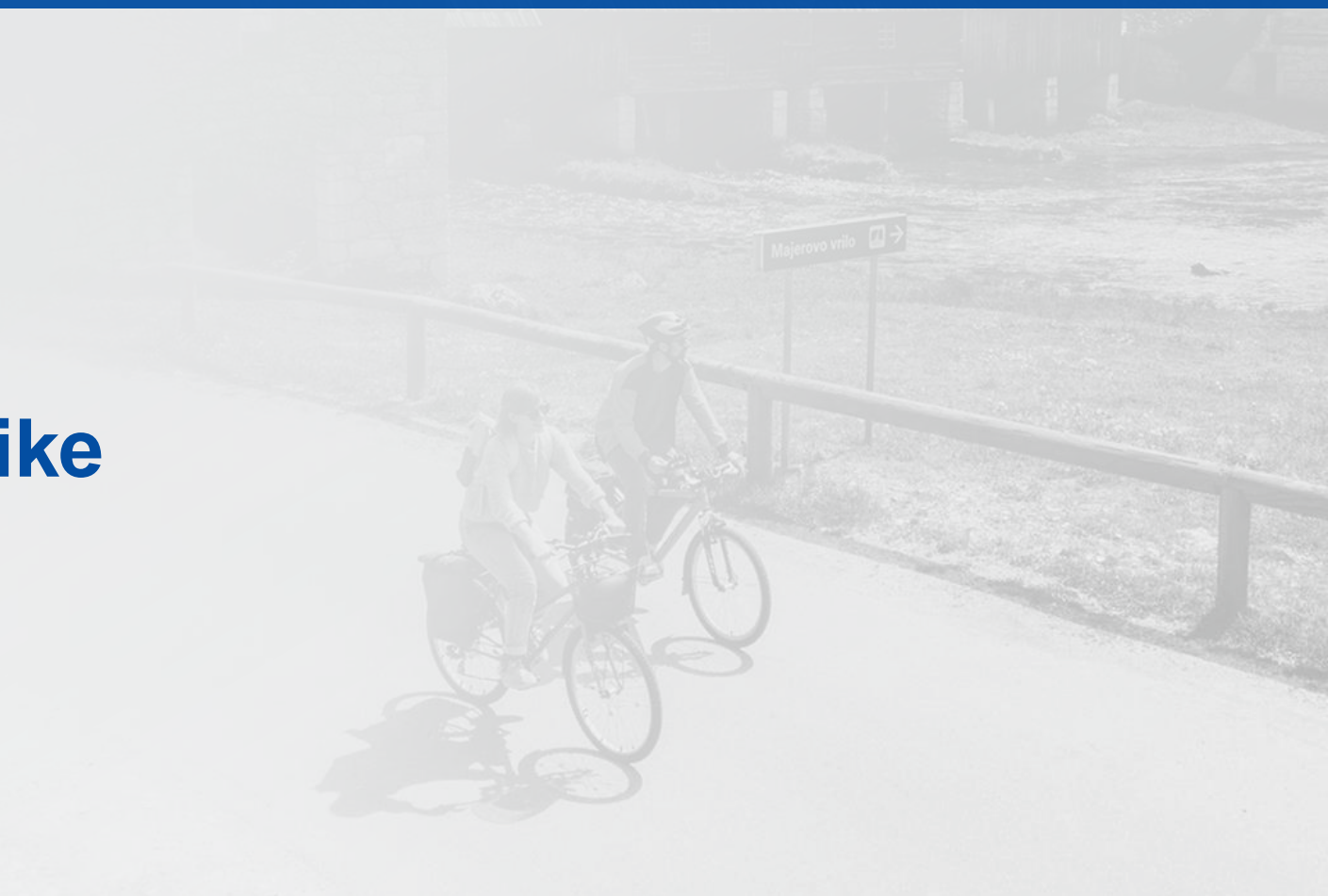
# EuroVelo

## Connecting Europe by bike

**Ed Lancaster**  
**EuroVelo Director**

**Wednesday 18<sup>th</sup> May 2022**  
Sustrans Scotland – Europe in Rotation

[www.eurovelo.com](http://www.eurovelo.com)  
[www.ecf.com](http://www.ecf.com)



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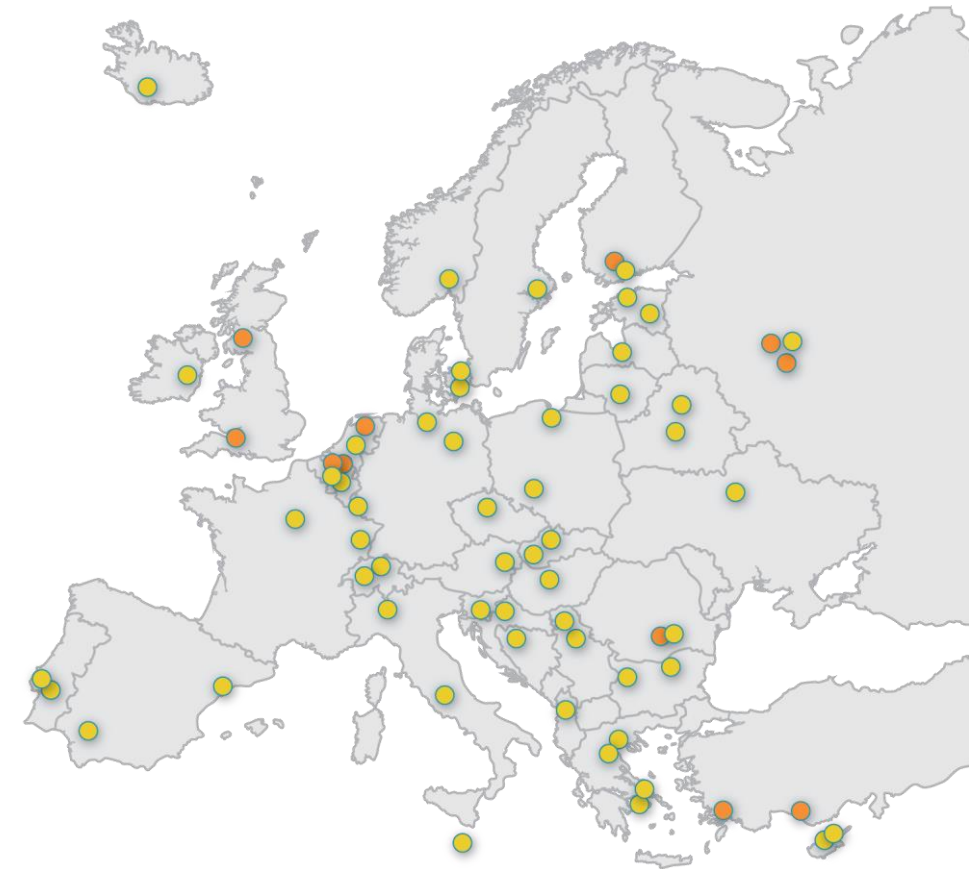
1. Introduction to ECF & EuroVelo
2. Communication
3. Monitoring and evaluation
4. Next steps & future projects
5. Conclusions, questions & final discussion

# 1. Introduction to ECF & EuroVelo



# 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





## ECF activities and outputs

- Evidence-based **advocacy, coalitions and campaigns**
- Innovative **research** and thought-leadership projects and initiatives
- Provision of **tools, resources and trainings**
- Organisation of **Velo-city**, the premier international planning conference on cycling
- Coordination and development of the **EuroVelo** cycle route network



## In the beginning...



# EuroVelo, the European cycle route network

## In numbers:

- First launched in **1997**
- **17** routes
- **42** countries
- **93,021** km
- Features in **8** national cycling strategies
- **Hundreds of millions** of € invested to date





# Mission

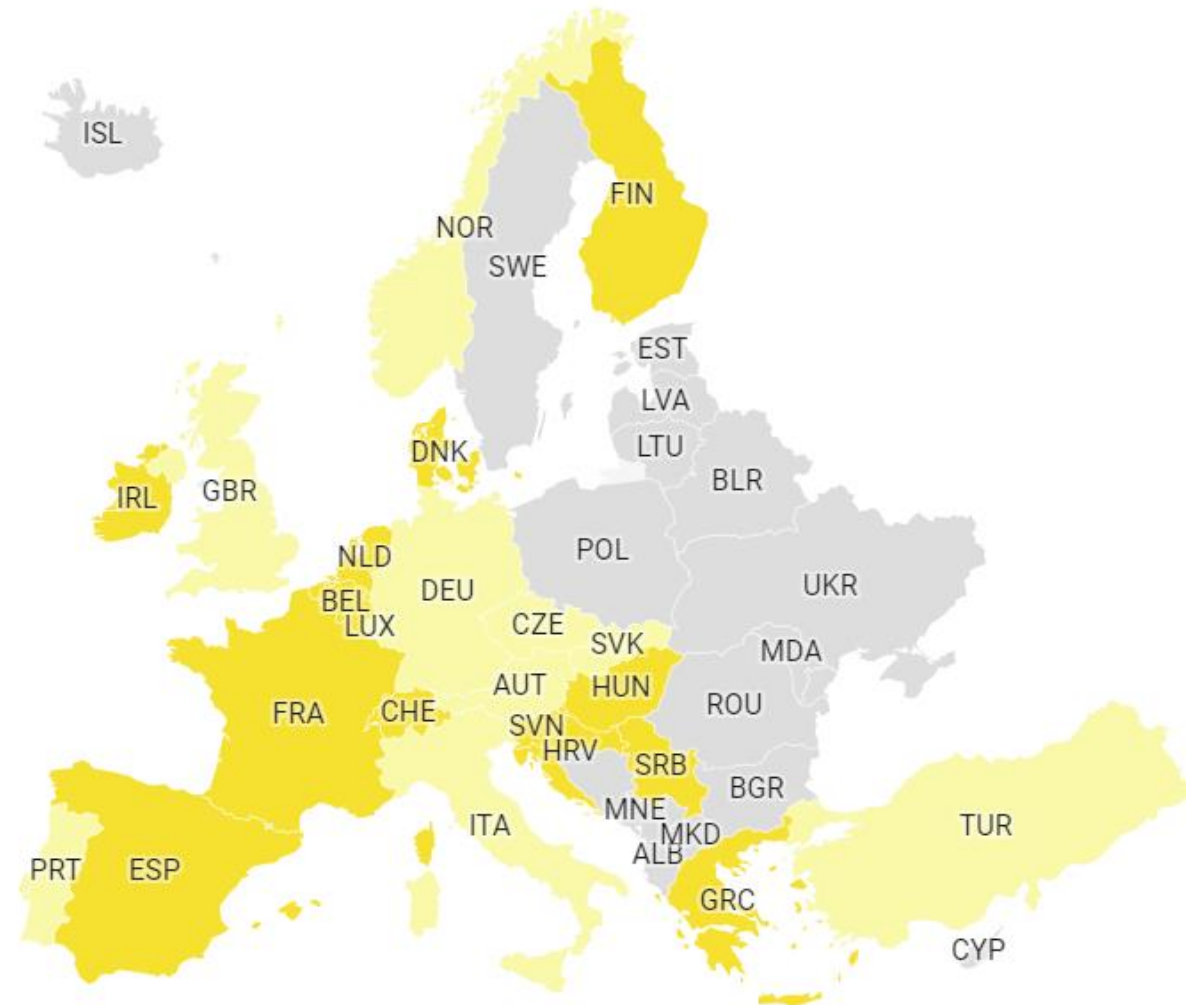
Our mission is to promote the further development of a sustainable, strong and well-connected European cycle route network, which

- Acts as an accelerator to increase cycling;
- Drives change in European and national policies and practice;
- Benefits all categories of cyclists, including everyday cyclists, cycling tourists and leisure cyclists;
- Fosters sustainable tourism.

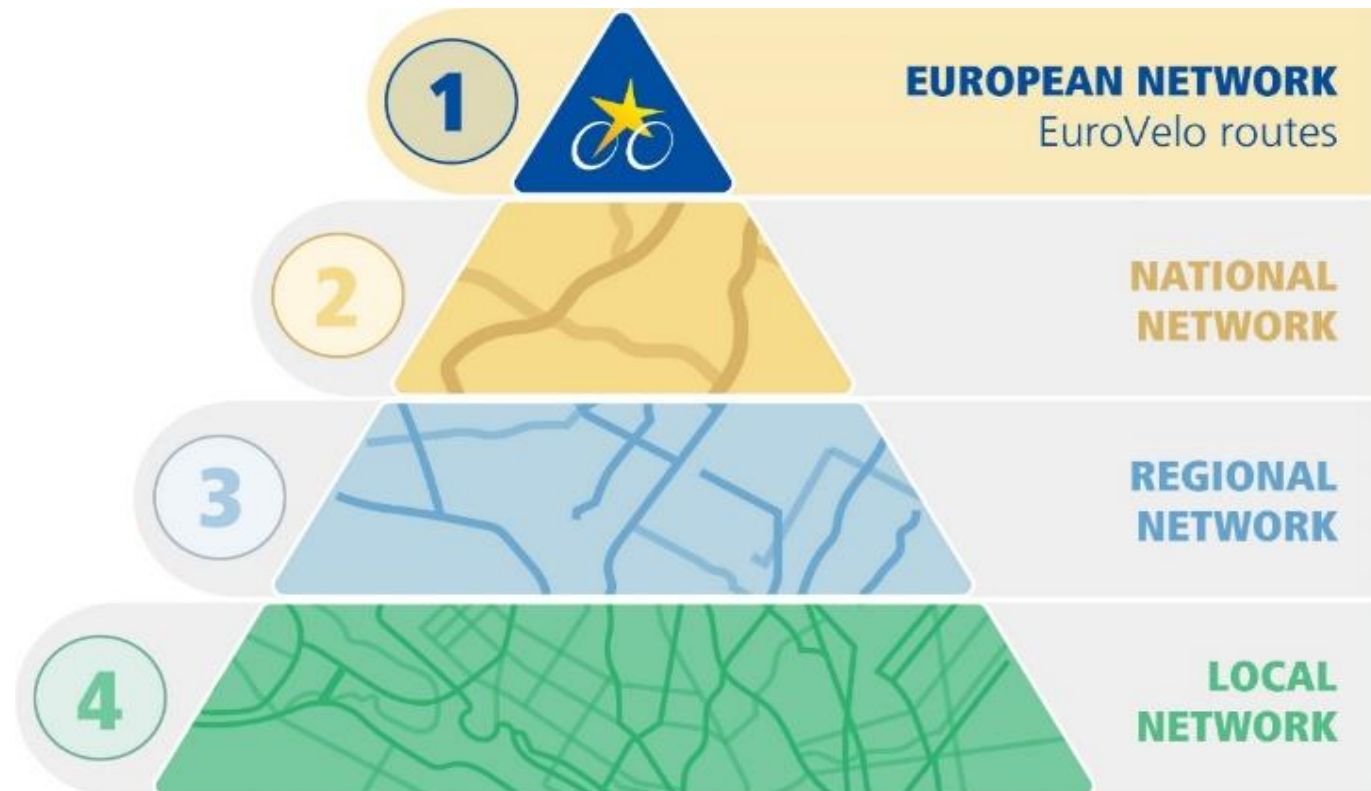


# Coordination

 National EuroVelo Coordination Centre  National EuroVelo Coordinator



# A backbone to cycle route networks



# Case study: EuroVelo 3

## Bicimugi project

- Budget: 4.4M Euro
- Start/end: 2020 – 2022
- Main activities:
  - Development and signing of EuroVelo 3 – Pilgrims Route and other local routes,
  - Creation of services for cyclists,
  - Installation of counters, promotion and awareness-raising of cycling mobility in rural areas,
  - Development of intermodality, especially along the hillier sections.

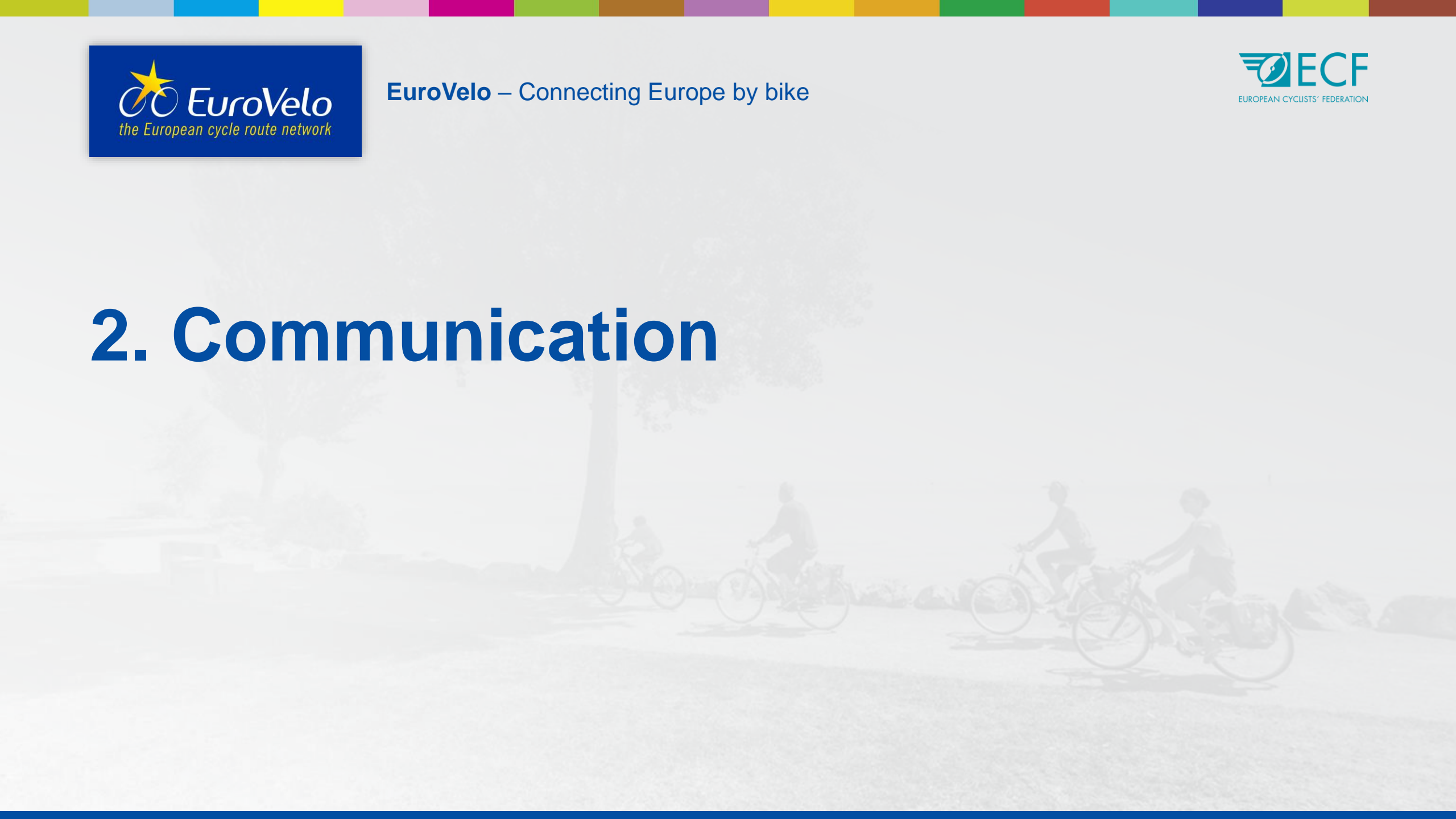








## 2. Communication







# Domestic tourism





# Rural tourism



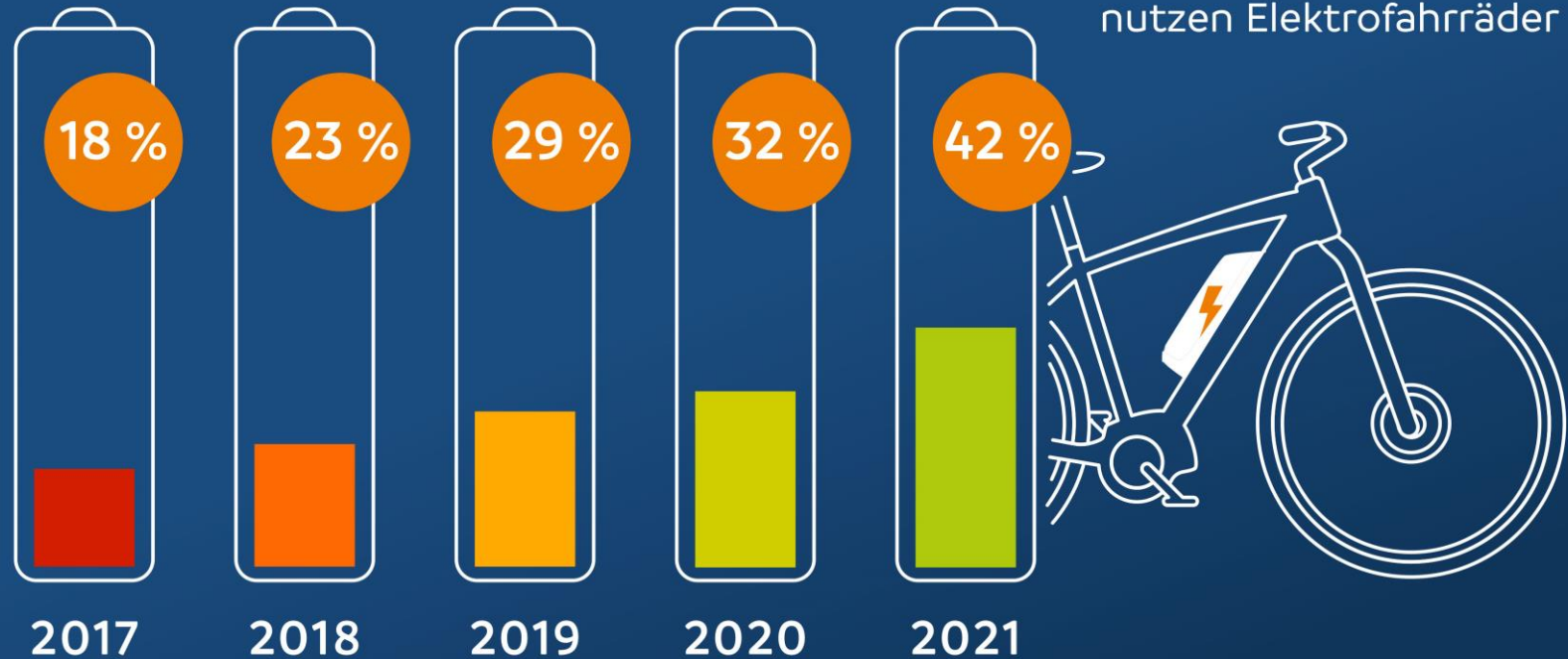


# Ecotourism



## Ebikes!

### Trend Elektrofahrrad



# 3. Monitoring and evaluation





# From vision to reality





# EuroVelo Data Hub

1. Usage data
2. Website statistics
3. Route development status



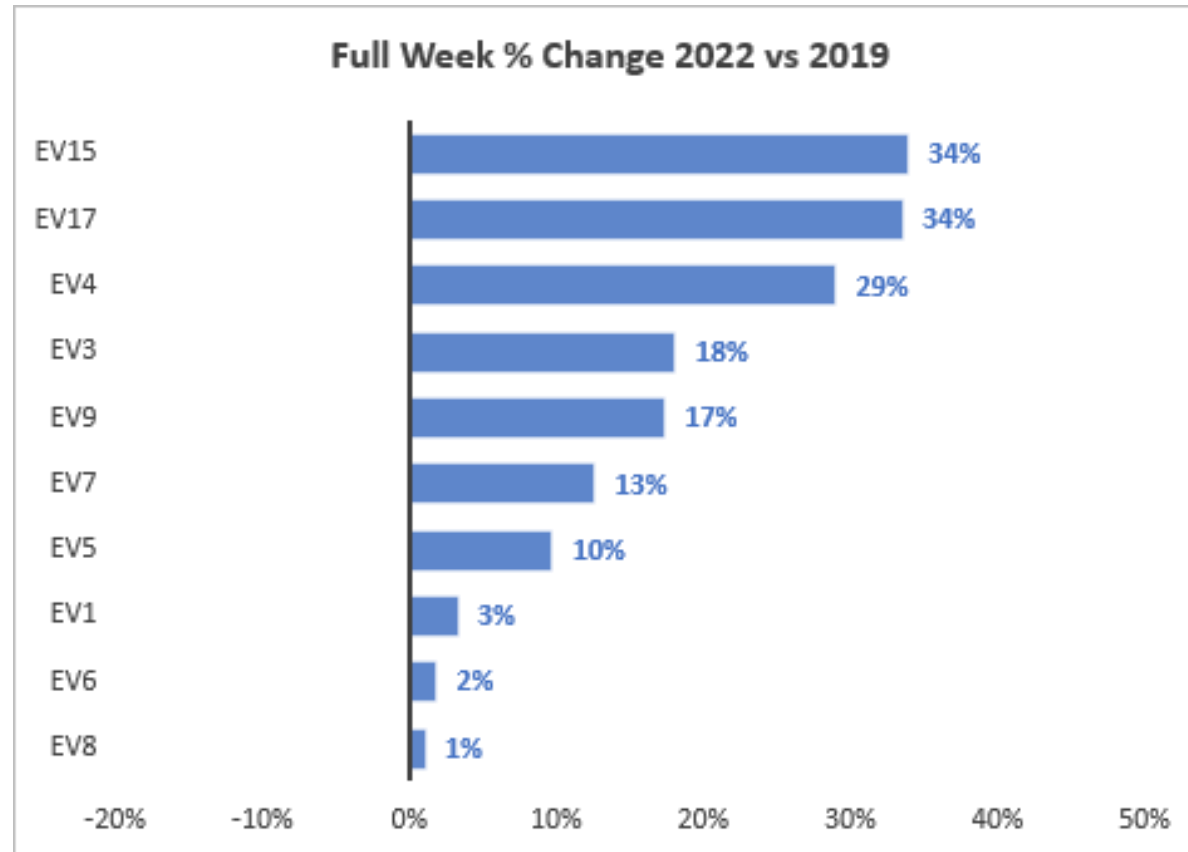
# EuroVelo Data Hub

## 1. Usage data

**+16% Weekday**

**+23% Weekend**

**+18% Average**



# EuroVelo Data Hub

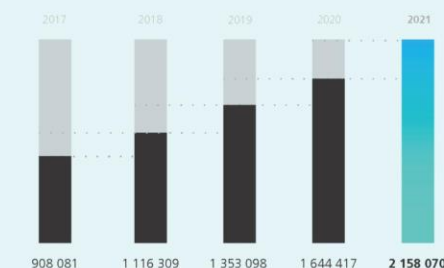
## 2. Website statistics

### 2021 Web Statistics

#### TOP VISITING LOCATIONS



#### EVOLUTION OF WEB VISITORS



**31%**  
growth in visitors  
since previous year

**2 MILLION**  
total visitors milestone  
reached in 2021

#### AGE CATEGORIES



**35-44** was the category with the biggest growth

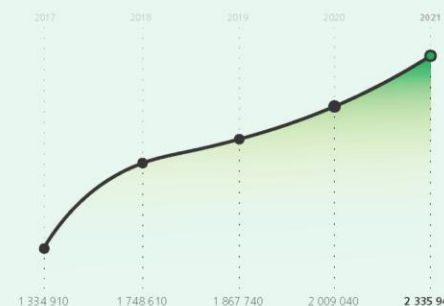
**41%** of the web visitors are female

**3** pages per session

**3m2s**

average session time per visitor

#### EVOLUTION OF WEB SESSIONS



**16%**  
growth in sessions  
since previous year

**JULY 2021**  
was the month with the  
highest amount of sessions

#### TOP ROUTES



**52%**  
of visitors  
browsed the  
websites using  
mobile devices  
compared to  
49% in the  
previous year

Organic 60%  
Direct 24%  
Referral 7%  
Paid 6%  
Social 3%

#### TRAFFIC CHANNELS

#### TOP COUNTRIES



# EuroVelo Data Hub

## 3. Route development status

- **64%** of the network ready to use!
- Number of countries with EuroVelo signs: **24**
- EuroVelo signs: **35,609 km** (compared to 33,232 km in 2021)
- Number of routes developed at 75% or more: **8**

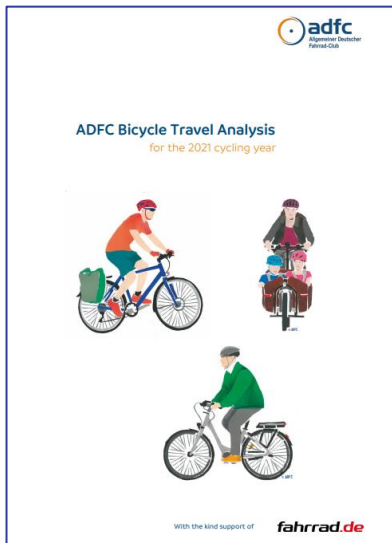




# National data sets

## Germany

ADFC Bicycle Travel  
Analysis 2022



## The Netherlands

Key figures  
Cycling Holidays 2021-2022



## France

Economic impact and  
development potential of  
bicycle use in France 2020



## Italy

National Survey on Cycling  
2020



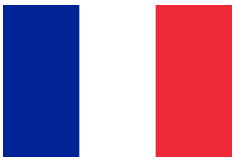
## National data sets



- Around **41.6 million** Germans went on at least one cycling day trip in 2021 (+11 million)!



- An average Dutch cycling holiday lasted **3.8** nights, which means that approximately **6.8 million** overnight stays took place during 2021.



- The economic spin-offs of bicycle tourism in France have increased by 46% in 10 years to reach **€5.1 billion** per year



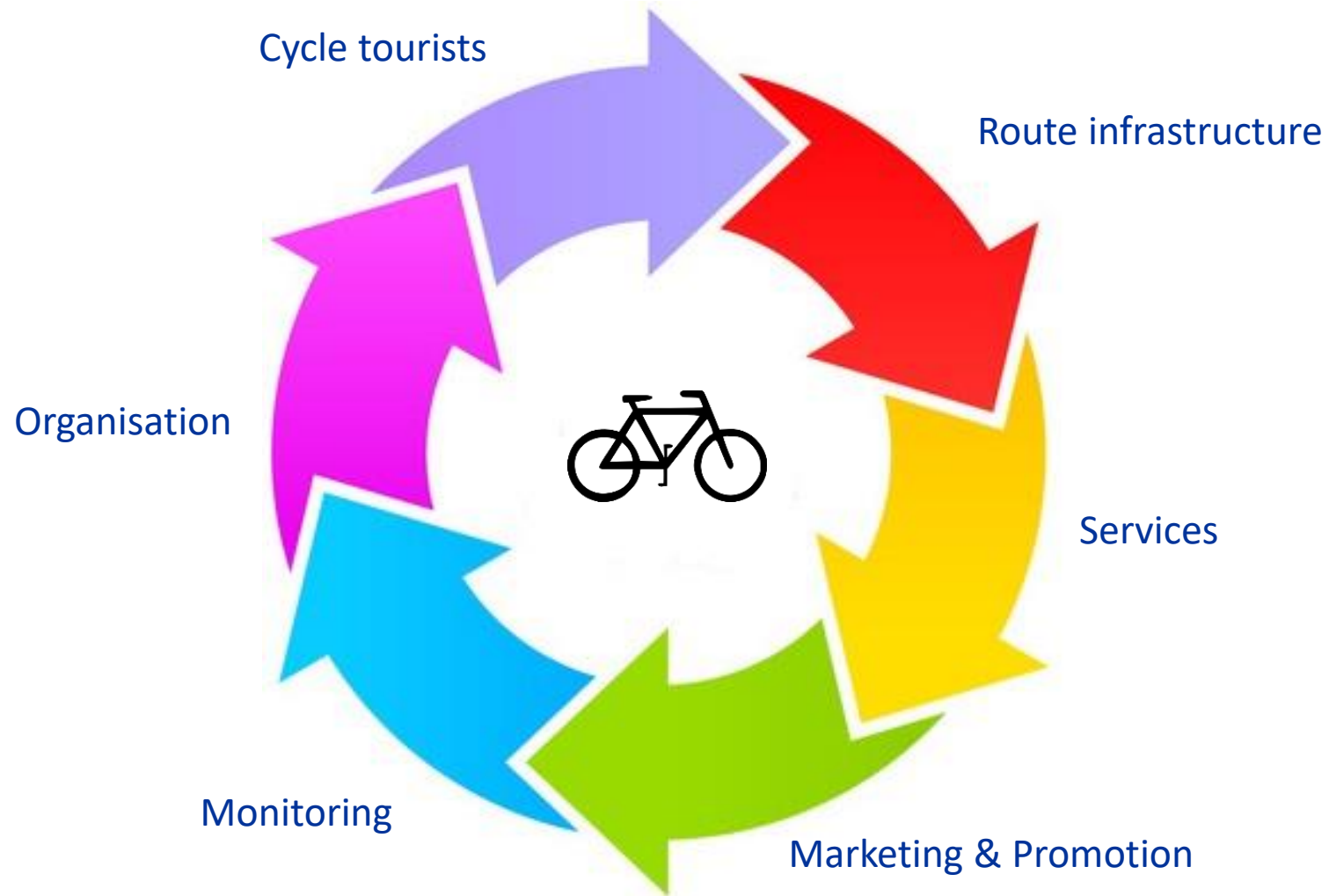
- The daily stages, for **70%** of Italian respondents, are between **50 and 70** kilometres.



# 4. Next steps & future projects







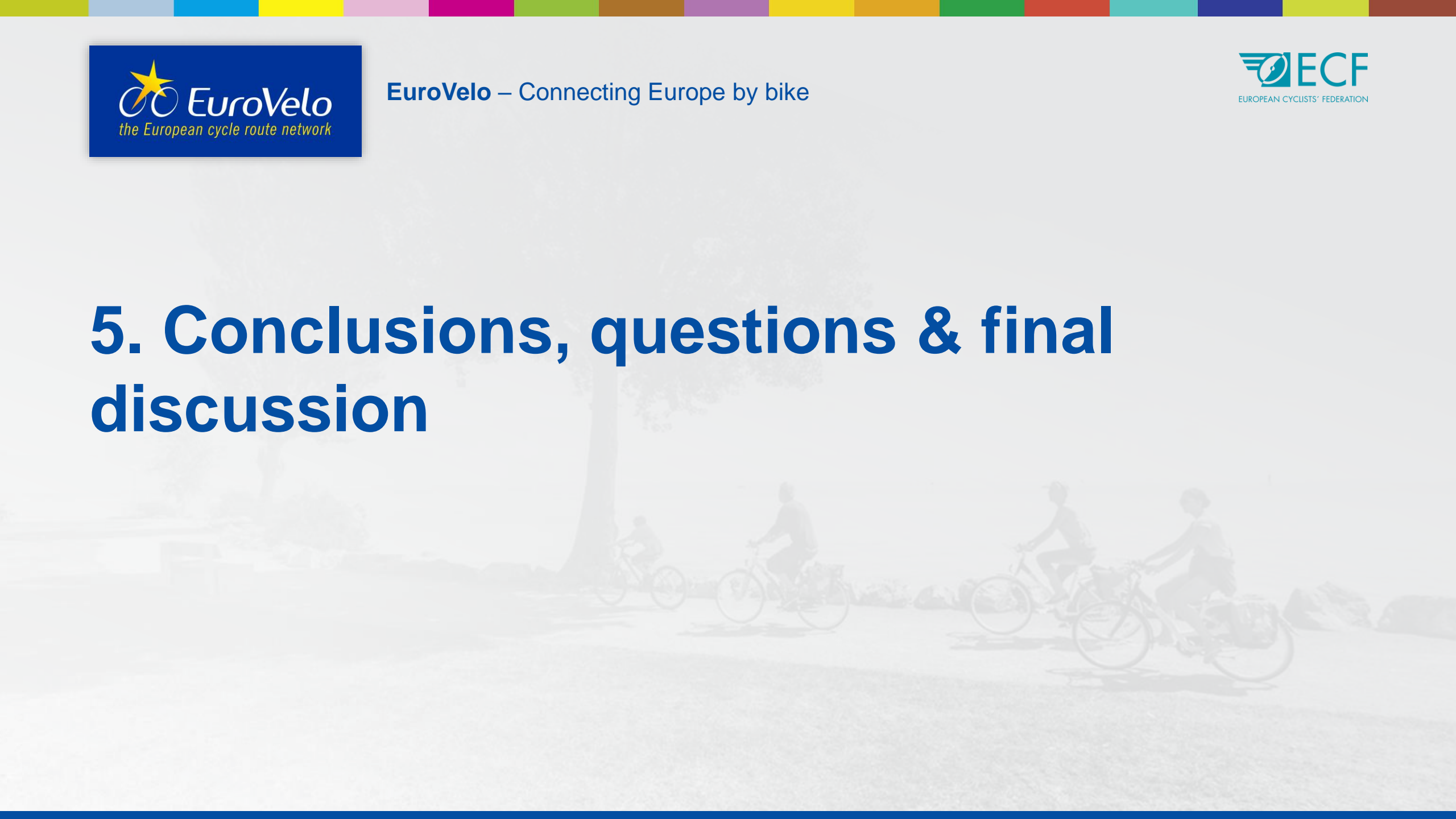
## Barriers

- Level of development varies considerably.
- Need to share knowledge, experiences, good practices etc.
- Adjusting to the growth (e.g. policies, lack of expertise).

## Opportunities

- Increasingly seen as a mainstream activity.
- No longer just the 'usual suspects'.
- Funding is becoming less of an issue.
- Need to revise our ambitions upwards!

# 5. Conclusions, questions & final discussion





# Conclusions

- EuroVelo has been connecting Europe by bike since 1997!
- Increasing amount of data available about the network.
- Reflects growth in the sector more generally – cycling tourism's move to the mainstream
- Connects to all the major trends in the tourism sector
- To realise the full benefits, investments are needed but good return can be expected





## Velo-city 2022 Ljubljana

#VC22

**Join us for the world cycling summit on Cycling the Change from 14-17 June 2021**

**More information: [www.velo-city2022.com](http://www.velo-city2022.com)**

# Thank you!

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