

Cycling tourism in Europe

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www.eurovelo.com



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Cycling
Industries
Europe

ECF gratefully acknowledges financial support from the cycling industry via Cycling Industries Europe

www.ecf.com

**Do you enjoy cycling during your
holidays?**

Cycling tourism

‘recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit’



Cycling tourism: various experiences



What the type of bike is being used? What's the purpose of the cycling trip?

Cycling tourism: various experiences



Accommodation: same for multiple days or changing every nights?

What impact of cycling tourism in Europe?

A faded background image showing four cyclists riding along a path. The path is bordered by a low wall on the left and a large tree on the right. The scene is bright and sunny, suggesting a pleasant day for cycling.

**Environment
+ Climate**



Business



Social Affairs



**Energy
+ Resources**



**Technology
+ Design**



Mobility



Health

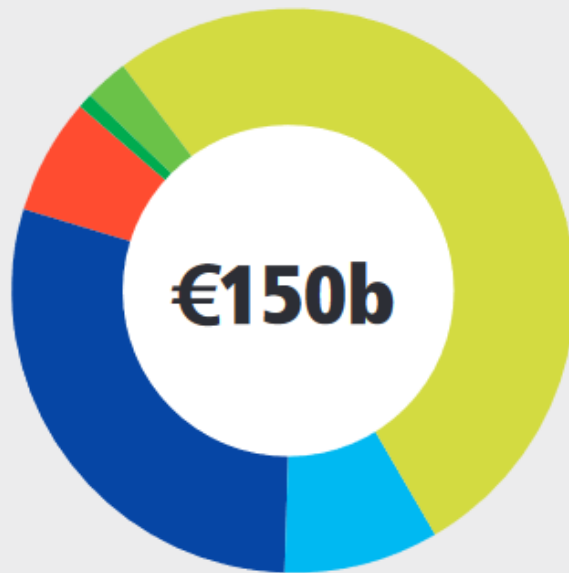


**Time
+ Space**



**Diversity
of cultures**





- **€78b** Health
- **€44b** Cycling tourism
- **€13b** Bicycle market
- **€9.7b** Mobility
- **€4b** Fuel savings
- **€1.3b** Environment

Economic benefits of cycling

In 2018, ECF estimated that cycling produces total benefits of **€150 billion** in Europe. Cycling tourism is a major contributor, with a value of **€44 billion** according to the latest available figures. Sales and production of bicycles, parts and accessories reached a total value of more than **€23 billion** in 2021.

Sources: The EU Cycling Economy (2018), ECF, and European Bicycle Industry and Market Profile (2021), CONEBI

Business

04

04.2



cruise tourism



cycle tourism

	cruise tourism	cycle tourism
economic value	38bn euros	44bn euros
jobs	326.000	525.000

Cycle tourism

- There is an estimated number of **2.3 billion cycle tourism trips per year** in the EU, which stand for a **total economic value of 44 bn EUR**.
- Cycle tourism is linked to ca. **525 000 jobs in the EU**.
- In France, cycle tourists spend **almost 20% more** than the average for all tourists.
- In comparison, the cruise tourism industry stood for an **economic value of 38 bn EUR and 326 000 jobs** in 2012.

Sources: + European Parliament, Directorate General for Internal Policies, 2012: The European Cycle Route Network EuroVelo. Study.
+ ATOUT FRANCE, 2009: Spécial économie du vélo + CLIA Europe Economic Contribution Report (2013 edition)



Cycling tourism and greenways

A faded background image showing four cyclists riding along a paved path in a park-like setting with trees and a body of water in the distance.

Cycling tourists
use greenways
as one type of
infrastructure /
route

Long-distance
cycle routes, such
as EuroVelo, are
successful
products

Greenways
welcome
cyclists as one
type of user



EuroVelo 5 in Belgium (304 km)

Best cycle route of the year 2023

Example of the stage from Ronse to Geraardsbergen – 28 km



EuroVelo: a cycling tourism case study



EuroVelo

Discover Europe by bicycle!

From the most **accessible**
river valleys,

To the most **challenging** and
breathtaking views above the
sea,

Find your **perfect cycle route**
on [EuroVelo.com!](https://www.eurovelo.com)



EuroVelo

the European cycle route network

In numbers:

- 17 routes
- 38 countries
- +92,000 km when fully realised
- 66% ready to use!
- Features in 11 national cycling strategies
- 1 priority of the **EU Cycling Strategy** resolution of European Parliament
- Launched in 1997



What is the impact of EuroVelo?

EuroVelo Data Hub



2022 EuroVelo Digital Statistics Report



EUROVELO FOR USERS* 

2 031 401

web sessions

1 806 676


web visitors

+22.5%

clicks through **Google search** (compared to 2021)

47 500+

social media **engagement** (reactions, shares, comments)

EUROVELO FOR USERS* 

53%

mobile web visitors

3m27s

average session time per visitor

40%


of web visitors are female

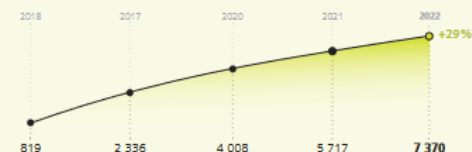
SOCIAL MEDIA FOLLOWERS


 **48 600+** +14% GROWTH

 **11 200+** +8% GROWTH

 **14 650+** +24% GROWTH

NEWSLETTER SUBSCRIBERS 



EUROVELO FOR PROFESSIONALS* 

14 306

pro web visitors

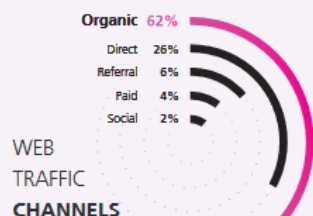
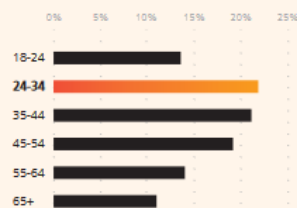
46%

pro web mobile usage

1m54s

pro web average session

WEB AGE CATEGORIES



GPX TRACKS DOWNLOADS

40 500+

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

20% FULL ROUTE

80% DEVELOPED PARTS ONLY

19 200+ +125% GROWTH

members on Facebook discussion group

EuroVelo route and country with most web visits



EuroVelo 15
Rhine Cycle Route



France

FULL ROUTE AND COUNTRY STATISTICS CAN BE FOUND ON PAGES 2-4 →

EuroVelo Usage Monitoring Report (2022)

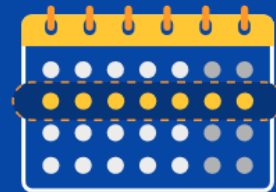


KEY FIGURES ON EUROVELO USAGE

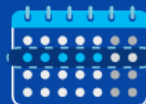
1 January to 31 December 2022

Compared to 2019

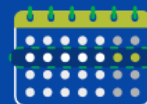
+11%
FULL WEEK



+9.7%
WEEKDAYS



+14.3%
WEEKENDS



Compared to 2021

FULL WEEK +6.1%

WEEKDAYS +8.3%

WEEKENDS +0.5%

SUMMARY OF THE REPORT

- Cycling on EuroVelo grew strongly in 2022 compared to 2019, both on weekends and weekdays.** This indicates increased usage of EuroVelo – the European cycle route network –, by +11% be it for leisure, tourism or mobility purposes.
- Compared to 2019, **the growth in 2022 was higher in winter, autumn and spring than during summer**, flattening the seasonal curve with its summer peak, even though summer is still the season with the highest number of bike counts. With relatively low traffic growth of +3.5% in summer, usage may have been impacted by the heat waves that hit large parts of Europe in 2022.
- All ten observed EuroVelo routes saw growth both on weekdays and weekends compared to 2019**, indicating a global increasing trend of cycling across the EuroVelo network. Growth was the highest on EuroVelo 17 – Rhone Cycle Route (+35%), followed by EuroVelo 8 – Mediterranean route (+21%) and EuroVelo 5 – Via Romea (Francigena) (+16%).
- When using 2021 as a base for comparison, growth in 2022 was +6%. **This annual growth was driven by weekday traffic only (+8.3%), while traffic remained stable during weekends (+0.5%).** This could indicate a trend of increased usage for mobility purposes on EuroVelo, probably also related to a post-pandemic trend of people returning to their workplaces. Further research would be needed to confirm this assumption.

EuroVelo Route Development Status Report (2023)



KEY EUROVELO NUMBERS

Total length of EuroVelo: 92,000+ km

The 17 EuroVelo routes represent a network of 92,820 km across Europe! This is a small reduction compared to 2022 due to more accurate data, even though the EuroVelo network counts **almost 500 km of new routes in 2023**, following the addition of EuroVelo 3 – Pilgrims Route extension in Galicia (Spain), and the second part of EuroVelo 14 – Waters of Central Europe in Hungary.

34% (32,000+ km) of EuroVelo routes to develop by 2030

A third of the EuroVelo network is still to be developed (under development or at the planning stage). Improving those parts of the network is a priority to complete EuroVelo by 2030. ECF is working in partnership with a growing network of NECCs across Europe to achieve this ambitious goal. Responsible authorities would need to **develop around 4,500 km of EuroVelo per year to reach this objective**, meaning that the yearly increase of newly developed sections should grow to 5% instead of 2%. Ultimately, sections of the EuroVelo network may be removed if no sufficient developments are realistically foreseen.

66% (60,000+ km) of the EuroVelo network is ready to cycle

This is the percentage of EuroVelo routes that are either certified, developed with EuroVelo signs, or developed. There are now 60,785 km of EuroVelo routes waiting to be discovered, including 8 routes developed at 75% or more. **This is an increase of 2% compared to 2022!** Developed route can be heterogeneous in terms of quality of infrastructure (i.e. route component type, width, surface, gradient, etc.) and some would require improvements.

37% (33,000+ km) of the network with EuroVelo signs in 24 countries

EuroVelo signs can be followed on 37% of the network, meaning about 33,965 km of EuroVelo signposting is already in place. 24 countries have implemented at least a part of EuroVelo signs at a national level, that is **63% of all countries** with a EuroVelo route. EuroVelo signage is essential for cyclists to easily find their way from one country to another.

TOP ROUTES AND COUNTRIES

Top 5 Routes in terms of Levels of development

1. EuroVelo 15 – Rhine Cycle Route
2. EuroVelo 17 – Rhone Cycle Route
3. EuroVelo 19 – Meuse Cycle Route
4. EuroVelo 14 – Waters of Central Europe
5. EuroVelo 1 – Atlantic Coast Route

Top 3 Routes in terms of Quality increase since 2022 in % of the whole length

1. EuroVelo 5 – Via Romea (Francigena) +11%
2. EuroVelo 6 – Atlantic-Black Sea +3%
3. EuroVelo 9 – Baltic-Adriatic +3%

Top 5 Countries in terms of Levels of development

1. Switzerland
2. France
3. Belgium
4. Estonia
5. Republic of Ireland

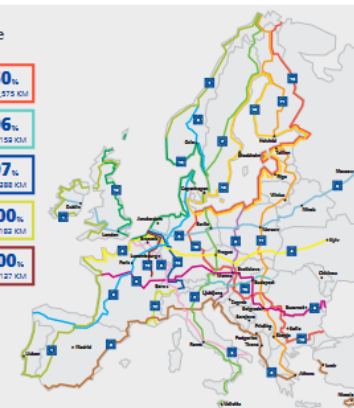
Top 3 Countries in terms of Quality increase since 2022 in % of the network

1. Greece +6% (+83km)
2. Hungary +5% (+382km)
3. Italy +5% (+237km)

Level of development per EuroVelo route

1	97% of 10,876 km	7	45% of 7,842 km	13	50% of 10,875 km
2	48% of 5,032 km	8	51% of 7,227 km	14	96% of 1,152 km
3	88% of 5,222 km	9	45% of 2,158 km	15	97% of 2,288 km
4	77% of 5,272 km	10	53% of 2,120 km	17	100% of 1,182 km
5	60% of 2,228 km	11	26% of 6,770 km	19	100% of 1,127 km
6	70% of 6,022 km	12	97% of 7,227 km		

Note: For routes going on both sides of a river, the length given is the total length, taking into account both left and right banks.



What are the main trends on cycling tourism?

A faded background image showing a group of cyclists riding along a path in a park-like setting with trees and a large tree trunk in the foreground.

Cycling tourism trends

- Slow tourism
- E-bikes
- Multimodality



EuroVelo 1 in Spain - P. Plazaola_NAVARRA

Slow tourism

Cycling as a way to slowly experience a destination:

- Gastronomy
- Culture
- Swimming
- Natural sites



E-bikes



© ADFC - www.pd-f.de/Flyer



Ease slopes

Reassure

Unify skills in a group



Heavier

More expensive

Autonomy of battery

Multimodality & cycling

<https://www.sbb.ch/fr/horaire/conseils-voyageurs/velo/voyager-avec-son-velo.html>



To conclude: what is needed for #MoreCyclingTourism?



#MoreCyclingTourism

Develop, support and promote EuroVelo and other cycle routes

Develop cycling tourism products and offers including the ones on Greenways

Support EuroVelo and our advocacy work: we need updated data on cycling tourism in Europe!



EuroVelo & Cycling Tourism Conferences

2023 | Izmir, TÜRKIYE
11-13 October 2023

2024 | Viborg, DENMARK
23-25 September 2023

2025 | Call for bids opened until
31 January 2024

More info [here](#)



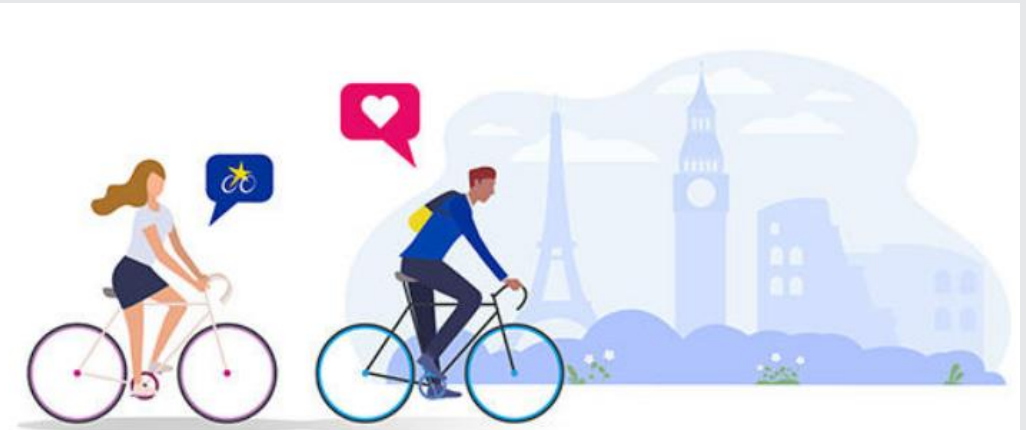
We look forward to welcoming you to The EuroVelo & Cycling Tourism Conference in Viborg September 23rd – 25th 2024.

Registration opens December 2023

A NATION OF CYCLISTS

Thank you!

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**Support us to connect
Europe by bicycle**