



Cycling tourism as a tool for sustainable (and healthy) tourism

Jill Warren, CEO, European Cyclists' Federation
5 June 2024



 @JillWarrenECF



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union



Cycling
Industries
Europe

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

www.ecf.com

We promote cycling as a sustainable and healthy means of transport and leisure



ECF's ambitious strategy goals

More cycling

Double the number of km cycled in Europe

Safer cycling

**Reduce deaths and serious injuries by at least 50%
(on the way to Vision Zero)**

Stronger political support

Cycling is a strategic priority and fully-fledged mode of transport

Higher public investment

**Cycling to get 10% of national transport spend
EU to invest €20 bn more in cycling development**

More and better infrastructure

100,000 km of new cycling infrastructure in Europe



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union



Cycling Industries Europe

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

www.ecf.com

- Leading European voice of civil society for cycling
- Strength of our pan-European and global networks
- Platform and communications reach
- Expertise, reputation, credibility with policy makers

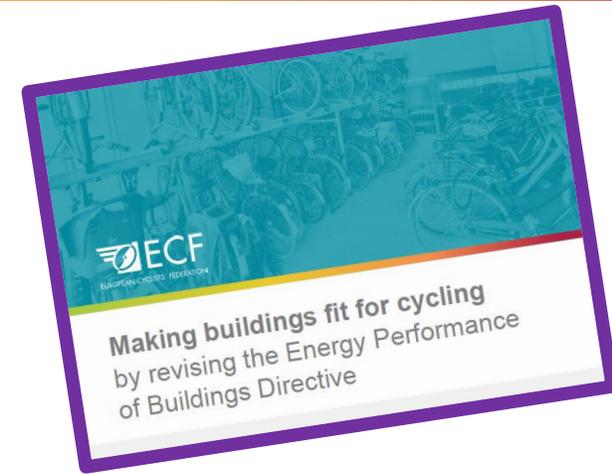




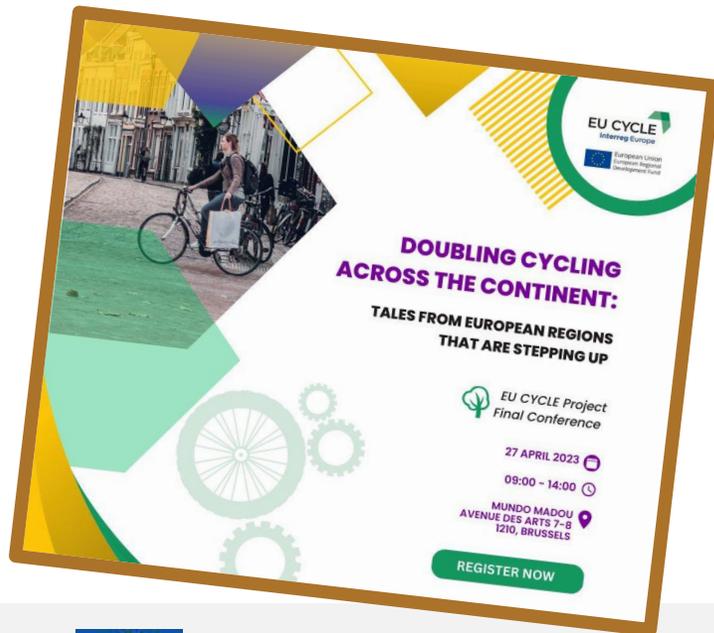
The benefits of cycling
Unlocking their potential for Europe



The state of national cycling strategies in Europe (2023)
3rd edition



Making buildings fit for cycling
by revising the Energy Performance of Buildings Directive



DOUBLING CYCLING ACROSS THE CONTINENT:
TALES FROM EUROPEAN REGIONS THAT ARE STEPPING UP

EU CYCLE Project
Interreg Europe
European Union
European Regional Development Fund

EU CYCLE Project
Final Conference

27 APRIL 2023
09:00 - 14:00

MUNDO MADOU
AVENUE DES ARTS 7-8
1210, BRUSSELS

REGISTER NOW



CYCLISTS LOVE TRAINS
How bike-friendly are Europe's rail companies?
7 July 2021

ECF
EUROPEAN CYCLISTS' FEDERATION



PATH
Partnership for Active Travel and Health

National Policies for Walking and Cycling
in all 197 UNFCCC countries

Read more at
PathForWalkingCycling.com

Modal shift

Infrastructure

Safety

Urban Mobility

Cycling tourism/
rural connectivity

Thought
leadership

Cross-cutting themes



We advocate for more investment in EuroVelo and cycling tourism

- It is active, healthy and sustainable
- It boosts local economies and supports local small and medium sized businesses
- It improves infrastructure for local journeys and rural connectivity
- It attracts tourism to new areas and eases overtourism of popular hotspots
- There are options for all ages and abilities
- It has much more potential



Economic benefits of cycling tourism

44 billion Euros

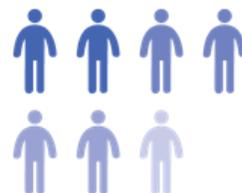
500,000 jobs



44 billion



38 billion



Cycling
Tourism



Mining
and
quarrying



Steel
industry



Cruise
industry

* Figures date from 2011!

“Recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit”





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



Accommodation: same for multiple days or different every night?

- Slow tourism
- E-bikes
- Multi-modality



How to unlock the benefits of cycling tourism



From vision to reality – 27 years of EuroVelo



EuroVelo, the European cycle route network

- 17 Routes
- 38 Countries
- Over 90,000 km when complete
- 60 million trips made every year generating at least €7 billion in direct annual revenue



1 Atlantic Coast Route

2 Capitals Route

3 Pilgrims Route

4 Central Europe Route

5 Via Romea (Francigena)

6 Atlantic – Black Sea

7 Sun Route

8 Mediterranean Route

9 Baltic – Adriatic

10 Baltic Sea Cycle Route

11 East Europe Route

12 North Sea Cycle Route

13 Iron Curtain Trail

14 Waters of Central Europe

15 Rhine Cycle Route

17 Rhone Cycle Route

19 Meuse Cycle Route



EuroVelo in Finland

 **7**  **Sun Route**

 **10**  **Baltic Sea Cycle Route**

 **11**  **East Europe Route**

 **13**  **Iron Curtain Trail**



EuroVelo in the Baltic region

-   **7 Sun Route**
-   **9 Baltic – Adriatic**
-   **10 Baltic Sea Cycle Route**
-   **11 East Europe Route**
-   **13 Iron Curtain Trail**



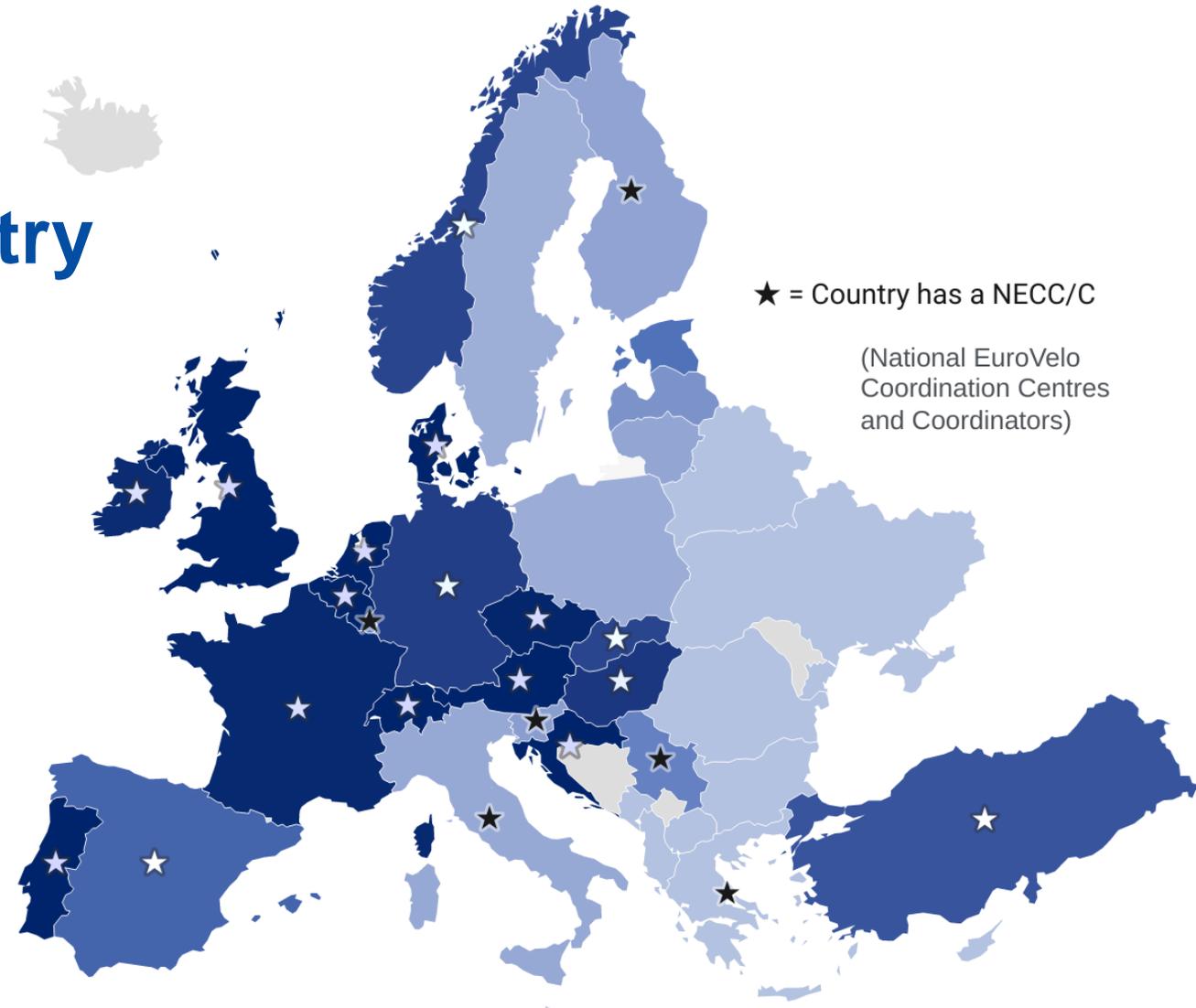
EuroVelo: Much accomplished, but still a work in progress

- Network developed at **66%** in 2023
- **37% (33,000+ km)** of signed EuroVelo routes in **24** countries
- About **32,000 km** still to develop by 2030

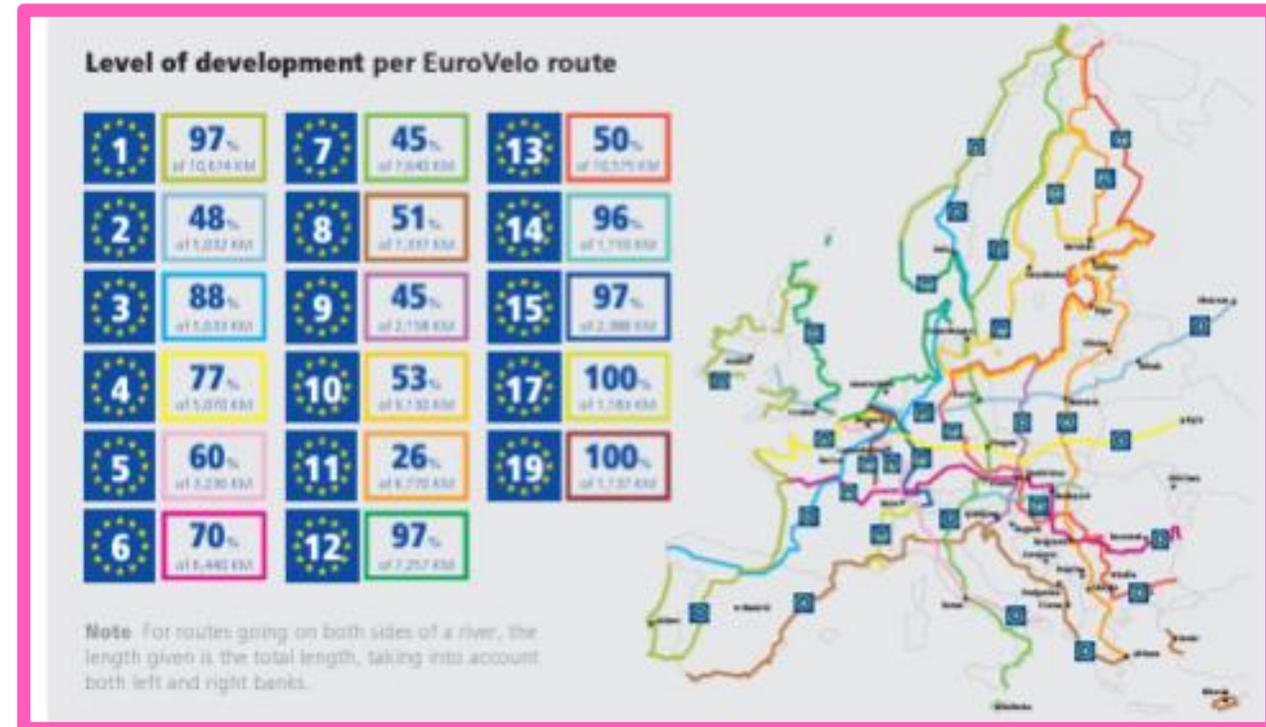


Level of development of EuroVelo routes per country in 2022

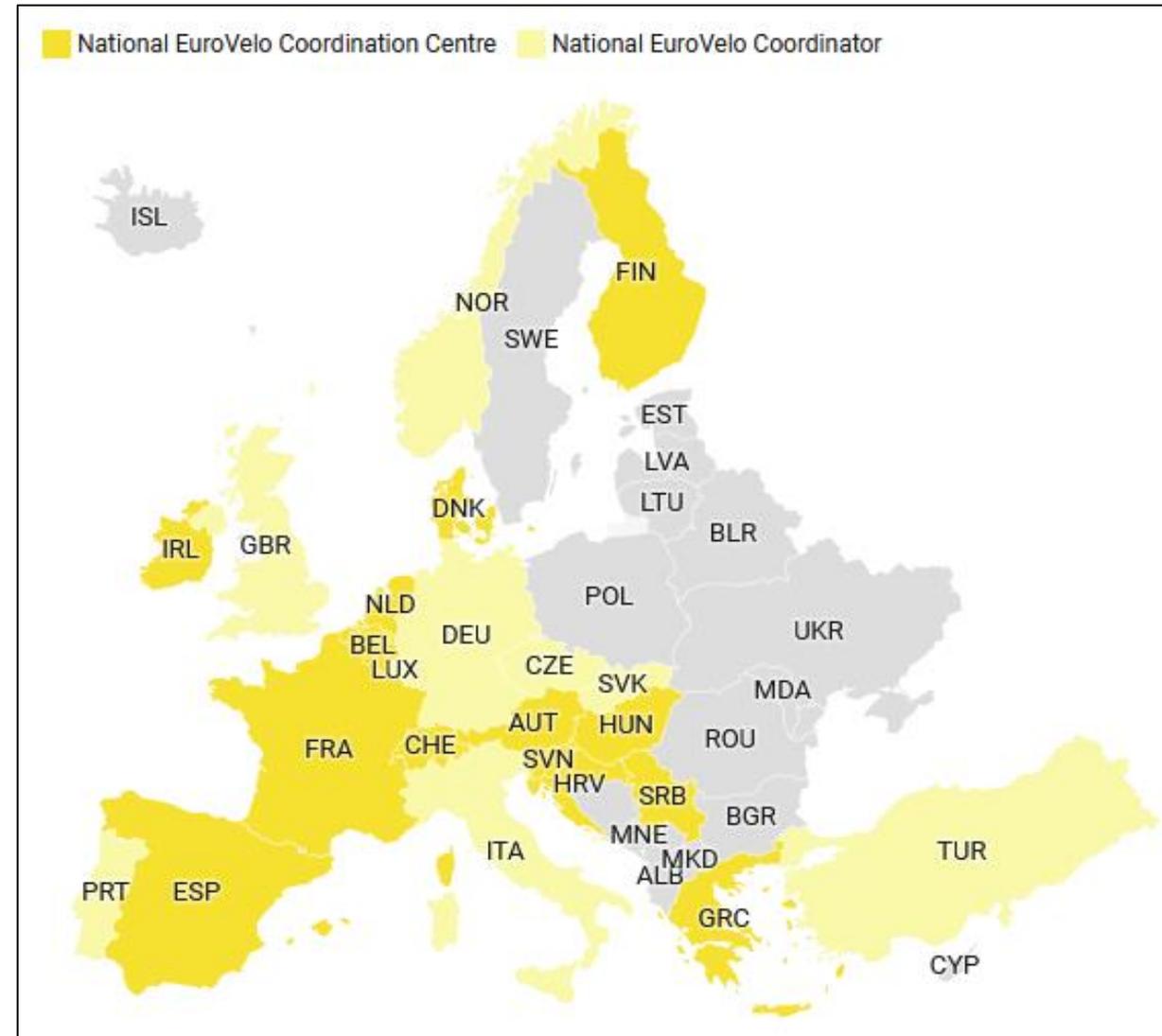
% of EuroVelo routes that are developed, developed with signs or certified in the country



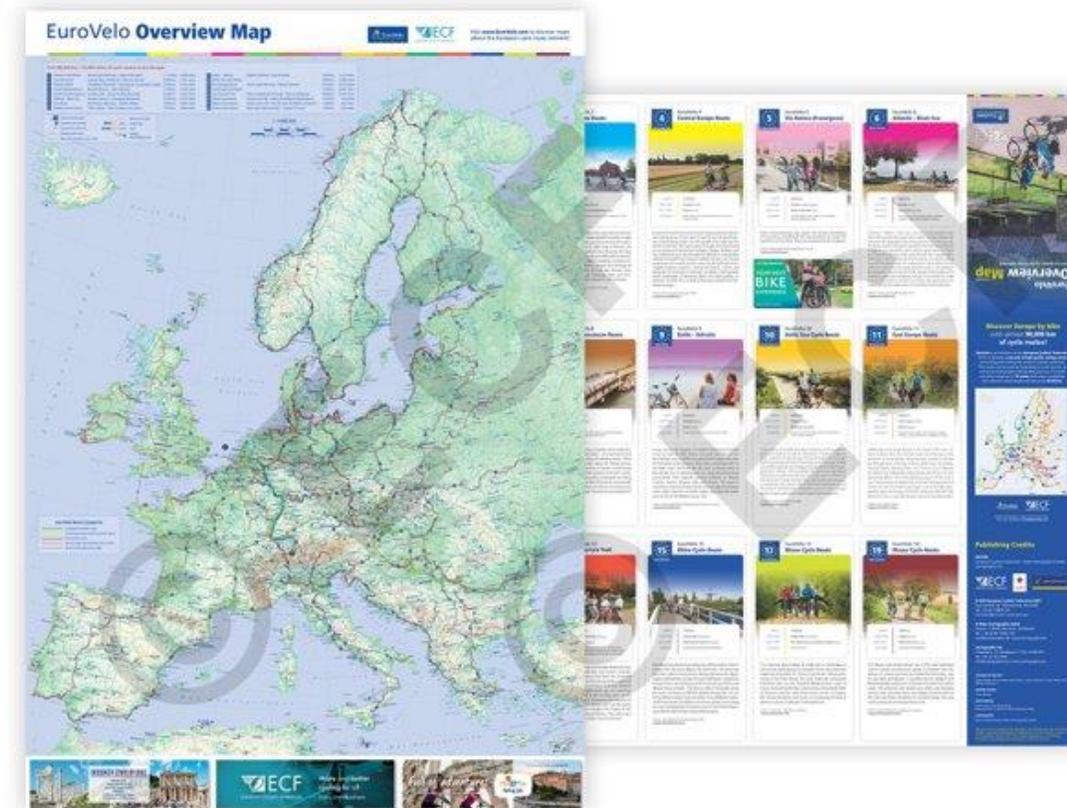
- **3,000+** km developed since 2021
- **EuroVelo 15 – Rhine Cycle Route** fully certified with the European Certification Standard
- **8** routes developed at **75%+**
- **5** routes are between **96** and **100%** developed



- EuroVelo is developed in cooperation with national and regional partners
- ECF centrally coordinates
 - EuroVelo Management Team (EVMT)
 - Subsidiarity principle
- Network of **24** National EuroVelo Coordination Centres and Coordinators (NECC/Cs)
 - EuroVelo General Meeting (EVGM)
- EuroVelo Council (EVC)
 - Advisory board elected by the EVGM



- **EuroVelo brand development**
 - Strong visual identity
 - Increased brand recognition
- **EuroVelo.com digital presence**
 - Hub for EuroVelo and cycling tourism
 - For users and professionals
 - Focus on EV routes and cycling destinations



EuroVelo for tourists

[EuroVelo.com](https://www.eurovelo.com)

- Up-to-date information for cyclists planning their trip (as available on national or route specific web pages).
- Central hub with travel stories, more specific info on routes, maps and guidebooks, services and bookable offers.

EuroVelo for professionals

[Pro.EuroVelo.com](https://www.pro.eurovelo.com)

- Connects and informs cycling tourism professionals with news about EuroVelo projects and developments in the coordination of routes.
- Best practices, official EuroVelo manuals and guidance are also available to download.



2.5 million

Number of web sessions on
EuroVelo.com in 2023

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

1 Atlantic Coast Route

2 Capitals Route

3 Pilgrims Route

Routes



Countries

Albania

Austria

Belarus

Belgium

Bosnia and He...

Bulgaria



EuroVelo FOR
PROFESSIONALS

ORGANISATION

NEWS &
EVENTS

ROUTES &
PROJECTS

BUSINESS
OPPORTUNITIES

RESOURCES & PRESS CONTACT

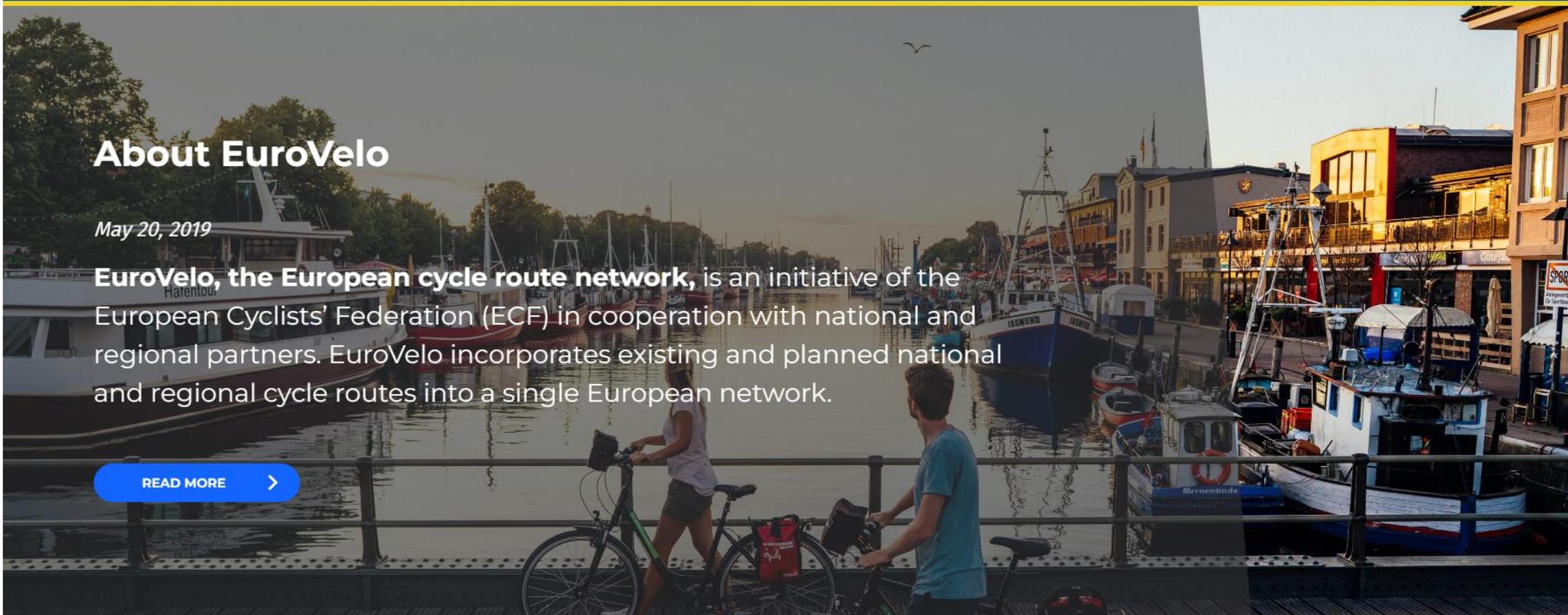
🔍 Search for project new

About EuroVelo

May 20, 2019

EuroVelo, the European cycle route network, is an initiative of the European Cyclists' Federation (ECF) in cooperation with national and regional partners. EuroVelo incorporates existing and planned national and regional cycle routes into a single European network.

READ MORE





EuroVelo data hub



pro.eurovelo.com/projects/eurovelo-data-hub

Network usage

Data provided by [Eco-Counter](#)

Route development

[Read the latest report](#)

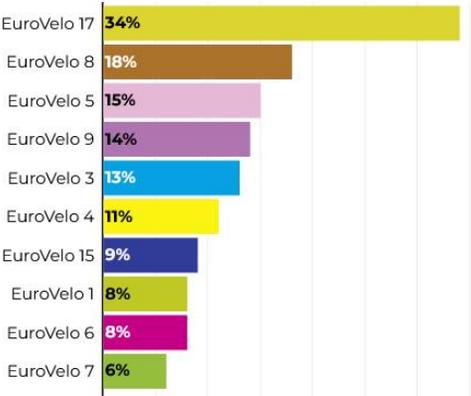
The aggregated results for the usage of the EuroVelo network are based on data from a sample of 170 automatic counters installed by Eco-Counter and its local partners. For the sample, we have selected counters where we found that there was a minimum level of representativity, both in number of counters 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



Web statistics

[Read the latest report](#)

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



EuroVelo newsletter



8,300+ subscribers to the EuroVelo newsletter

Winter is Coming. Cozy cycling through the breathtaking route at Sligo, Ireland along EuroVelo 1 – Atlantic Coast Route

Winter is approaching, the temperatures are dropping, and it is time to dress warm and enjoy the festive atmosphere. It is also the perfect time to enjoy a cozy and romantic winter bike ride along EuroVelo 1 – Atlantic Coast Route, which includes over 11,000km stretches from the north of Norway to the south of Portugal, through England, Ireland, France, and Spain. Happy cycling!

Pictures credit: EuroVelo

DISCOVER EUROVELO 1

#MoreCyclingTourism: EuroVelo for Youth

Cycling is a fun and authentic way to (re-)discover new places! Changing the way we travel is an important step toward a future that is greener, healthier and more inclusive.

We believe that EuroVelo, the European cycle route network, is for everyone at every time. As 2022 is the 'European Year of Youth', we have joined forces with the EUFED (European Federation of Youth Hostels Associations) to bring cycling trips closer to the youngsters around Europe! Cycling during the off-season is the best method to enjoy a quieter way of travelling for you and also for the destinations.

The Portuguese Youth Hostel Network and the Swiss Youth Hostels Network are offering off-season

EuroVelo November 2022 Newsletter

Dear Jill,
Thank you for celebrating with us the 25 years of EuroVelo!

ECF is thankful to the 15 brilliant speakers that helped us build an enticing programme for the 25th Anniversary of the European cycle route network and to all the participants, who engaged in the discussion and shared their support. Find below the highlights of the '25 Years of EuroVelo' online event. Let's continue the discussion in October 2023 at the EuroVelo & Cycling Tourism Conference in Izmir, Türkiye.

In the November Newsletter, besides inspiring news stories for your next cycling trip, you can also read about the next EuroVelo Route Inspectors' Training and the history of EuroVelo recounted by a special contributor.

Enjoy the read!

EuroVelo Management Team

PS: As Christmas is approaching and you might start looking for gifts ideas for your loved ones, do not miss our promotion on the EuroVelo Overview Map. If you would like to [donate](#) and receive a EuroVelo Cycling Jersey or a bundle, you will get two free maps!

Read this month's **LATEST NEWS**

Highlights and video of the online event: '25 Years of EuroVelo'

15 brilliant speakers filled the over two-hour event with insightful presentations and panel discussions. Did you miss the event? Or do you just want to watch it again? Don't worry, we've got you covered!

25 years EuroVelo
the European cycle route network

Laying the foundations for cycling tourism in Europe

EuroVelo December 2022 Newsletter

Dear Jill,
In our final newsletter of 2022 of achievements and cycling

The latest data demonstrate the EuroVelo network as seen in the European Agenda for 2023

Read on to learn more about Belgium-Norway, and enjoy the read!

Save the date! The EuroVelo & Cycling Tourism Conference 2023 will be held in Izmir, Türkiye (co-organized by EuroVelo & the Mediterranean Route) in the selected location to host the EuroVelo & Cycling Tourism Conference that will take place from 11 to 13 October 2023. Stay tuned for more information. For now, don't forget to save the date!

Open call for participants to join the 10th edition of the EuroVelo Route Inspectors' Training

On 4-5 April 2023, anyone interested in learning how to survey cycling routes and evaluate their quality using the European Certification Standard (ECS) methodology is welcome to join us for a two-day training session in Brussels, Belgium!

Cycling home on and beyond EuroVelo - Part 1/3

This month sees the start of a new article series as Paul Anton takes us onboard from Hamburg to the home town in Romania. His journey will take him through the European cycle routes.

EuroVelo, an exciting journey

Jens Erik Larsen (Førenningen Frie Fugle), one of the founding fathers of EuroVelo, takes us back in time and tells us about the first steps to build the European cycle routes.

Poland - My Autumn Adventures by RawCandyRides! Part 2

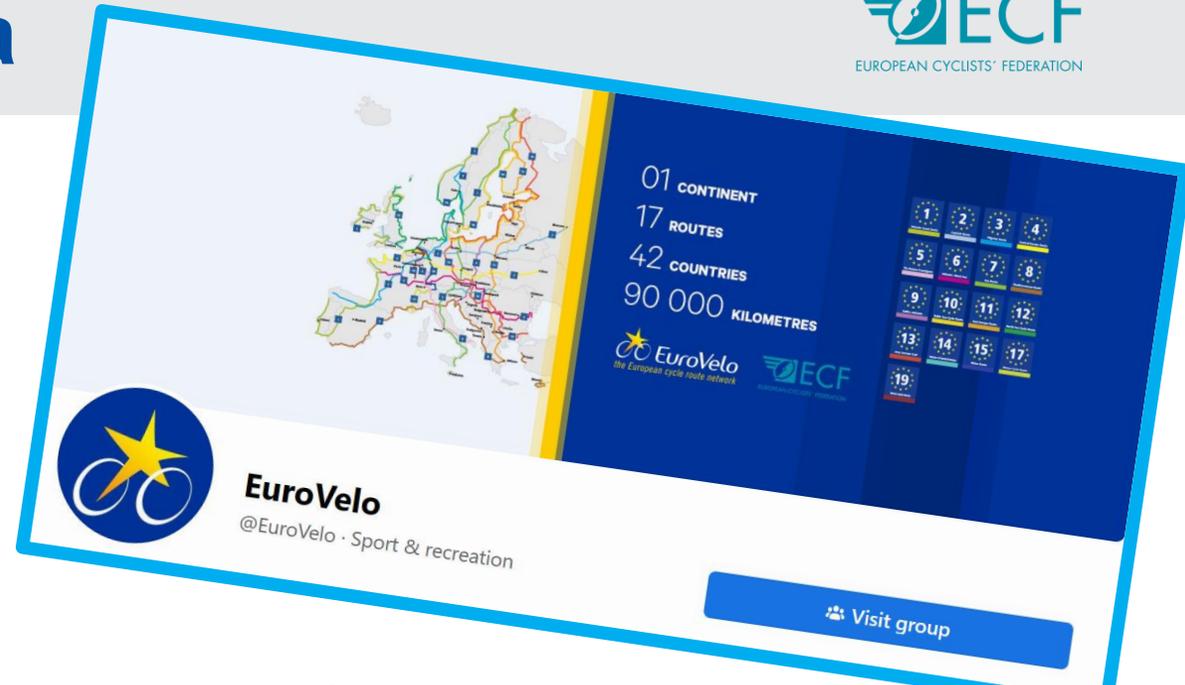
Bright aka RawCandyRides explored 41 countries so far - by bike, of course. She is currently on an autumn journey on EuroVelo routes.

See you in Izmir
The EuroVelo & Cycling Tourism Conference 2023

Happy holidays



Social media



51,900+
followers
+7% growth



11,800+
followers
+5% growth



22,300+
followers
+52% growth



New in 2023
3,000+ followers



Support #MoreCyclingTourism

Reimagining the way we travel is essential to shift our future to one that is **greener, healthier and more inclusive**. At ECF we believe that #MoreCycling will reduce the negative impacts of travel and that #MoreCyclingTourism has the potential to actually generate ripples of positive effects in destinations themselves by restoring **life and ecosystems**, supporting the creation of **vibrant communities**, and boosting **local economies**. Of course it's also a fun and unforgettable way to discover new places!

Learn more about the benefits that #MoreCyclingTourism can bring to the **individual**, the **society**, the **planet** and the **future** below.

Follow us and inspire others to plan a cycling trip for the summer by sharing:
Why you stand for #MoreCyclingTourism.







NEW

EuroVelo Cycling Jersey
2023 edition. Includes two free maps & one handbook
€95.00

Donate Now



PROMO & 2 maps!

EuroVelo Cycling Jersey
2020 edition. Includes two free maps & one handbook
€80.00

Donate Now



EuroVelo Cycling Cap
Including free map
€35.00

Donate Now



EuroVelo Cycling Socks
Including free map
€25.00

Donate Now



EuroVelo Route Handbook
Including free map
€25.00

Donate Now



PROMO!

EuroVelo Overview Map
€14.00

Donate Now



Extra Map!

Enthusiast bundle
Includes all items
€125.00

Donate Now



Extra Map!

Cyclist bundle
Includes cap, socks & two maps
€55.00

Donate Now



Monetary donation
One-time or recurring
€1.00 or more

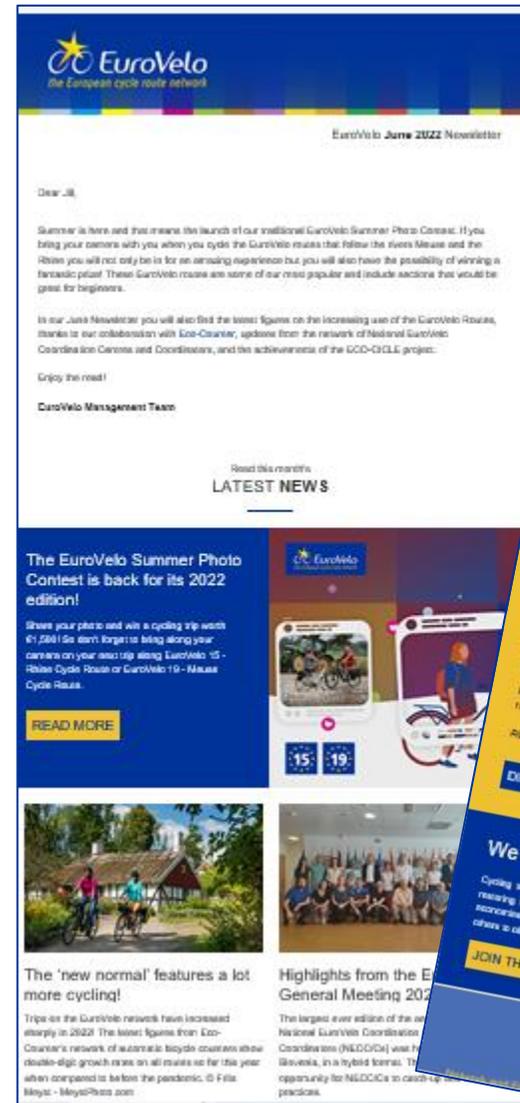
Donate Now

**[en.eurovelo.com/
support-us](https://en.eurovelo.com/support-us)**

- EuroVelo Overview Map
 - Last edition (2023) 40,000 copies
 - New edition 2026
 - Scale 1:5,000,000
 - Distributed at major fairs and events and through EuroVelo NECCs and other partners
- Various advertising options



- 8360+ subscribers
- Avg. open rate 30-35% (unique opens)
- Total views approx. 75% of the number of subscribers



- Tour operators can promote their cycling tourist packages on one of the leading cycle tourism web portals in Europe
- Join our EuroVelo Tour Operators mailing list!

15 GERMANY

The romantic Rhine from Mainz to Cologne

FROM	590 €
DURATION	7 days
DIFFICULTY	Easy
ELEVATION	Flat
TOUR TYPE	Self-guided
FOR	Road bikes, Rideable with children, Mountain bikes, Suitable for trailers, E-bikes, Touring bikes

[FIND OUT MORE >](#)



A one-week trip that follows the Rhine along the EuroVelo 15 between Mainz and Cologne. During this stay, you will follow one of the most beautiful parts of the famous European river: the romantic Rhine, where you will get to discover its thousand-year-old heritage through its steep hillsides, silhouettes of castles and fortresses in ruins. Along this prestigious itinerary, you will also have the opportunity to taste delicious culinary specialties accompanied by renowned regional wines.



Thank you

See you on EuroVelo routes!

Jill Warren, CEO
j.warren@ecf.com

