

The EuroVelo Data Hub

Measuring cycle tourism

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www.eurovelo.com
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Goals:

- Present aggregated data on the development of the network and its use over time
- Promote investments in the network
- Inspire other actors in the cycle tourism sector to develop monitoring and evaluation activities by making guidance available

WELCOME TO ALL,



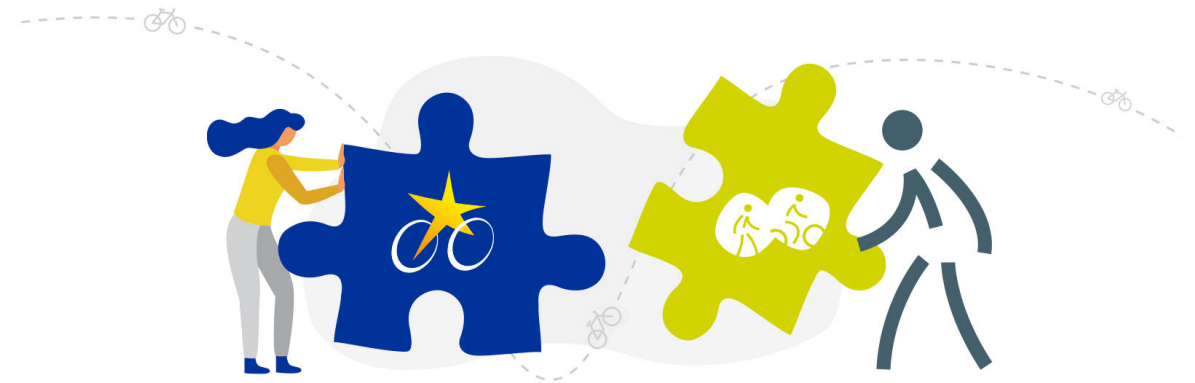
Data types and sources:

- **Network usage:** collaboration with Eco-Counter - sample of 170 counters along ten EuroVelo routes
- **Route development:** data provided by National EuroVelo Coordination Centres and Coordinators or national contact points
- **Digital statistics:** Google Analytics, EuroVelo social media channels



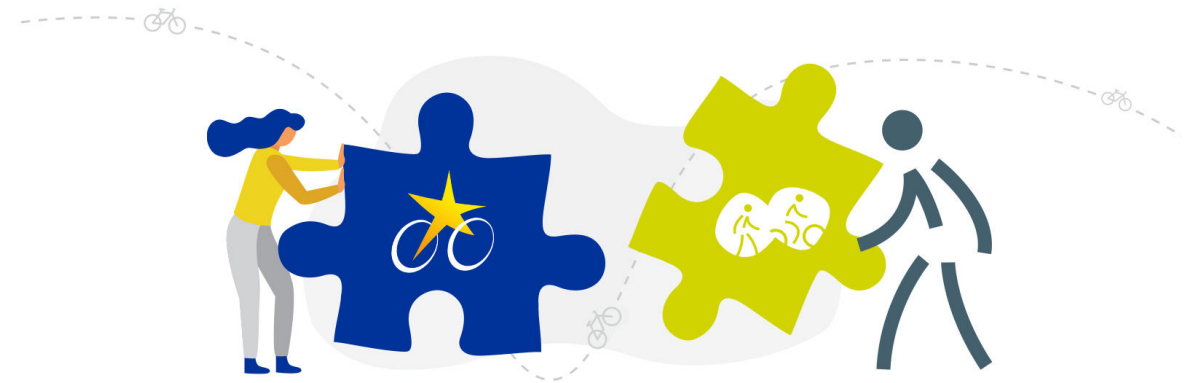
Network usage: Methodology

- Based on a sample of 170 automatic counters installed by Eco-Counter and its local partners
- Currently ten routes in the sample with sufficient representativity of counters and countries along the route
- We hope to grow this sample in the future to include more parts of the network



Network usage: Goals of monitoring

- Understand the impacts of route development
- Measure the increase in bicycle traffic after new connections are made
- Calculate long term trends such as yearly bicycle growth
- Determine the economic benefit of tourism - fusion with other data



Network usage: All EuroVelo Routes January - October 2022



+10%

Weekday bike counts vs 2019



+14%

Weekend bike counts vs 2019



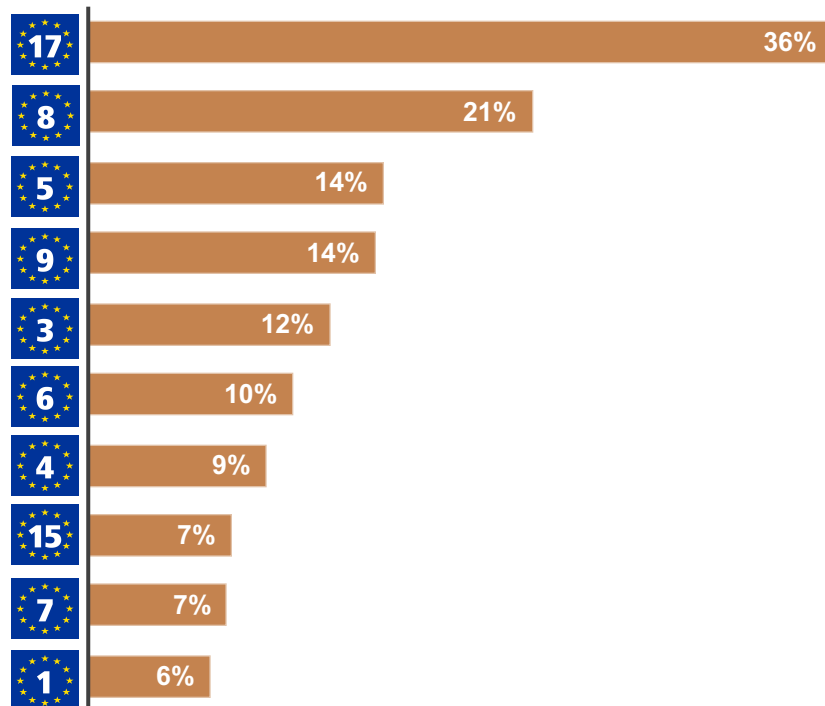
+11%

Full week bike counts vs 2019

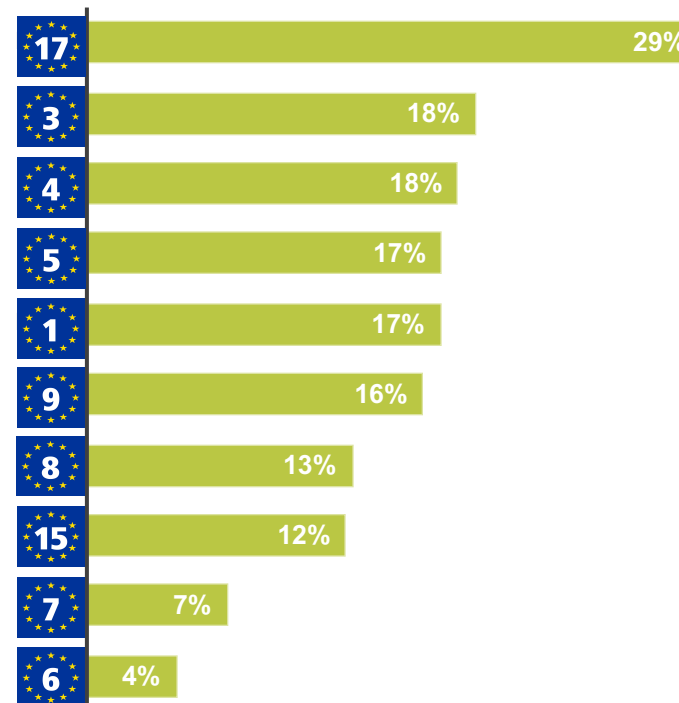


Network usage: Individual EuroVelo Routes Jan - Oct 2022

Weekdays % Change 2022 vs 2019



Weekends % Change 2022 vs 2019



Route Development 2022

93,021 km

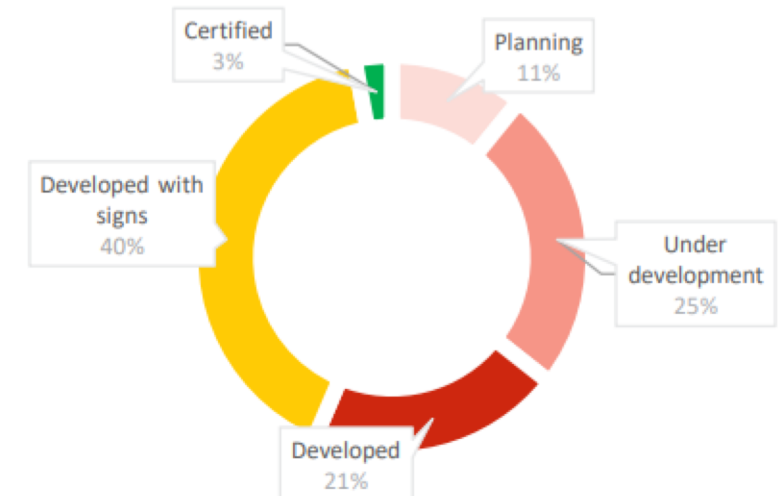
Total length of the EuroVelo network

64% (56,000 km)

of the EuroVelo network is ready to cycle

- “Ready to cycle” means: certified, developed with signs, or developed
- More than **2,500 km** of routes developed between 2021 and 2022
- ca. **31,000 km** of routes remain to be developed by 2030 – we need EU funding and national, regional and local initiatives to achieve this

Development status distribution across the network



Route Development 2022

1 EuroVelo 1
Atlantic Coast Route
97% 11,148 km

13 EuroVelo 13
Iron Curtain Trail
48% 10,433 km

10 EuroVelo 10
Baltic Sea Cycle Route
52% 9,116 km

8 EuroVelo 8
Mediterranean Route
56% 7,600 km

7 EuroVelo 7
Sun Route
43% 7,608 km

12 EuroVelo 12
North Sea Cycle Route
97% 7,245 km

6 EuroVelo 6
Atlantic-Black Sea
67% 6,608 km

11 EuroVelo 11
East Europe Route
20% 6,818 km

3 EuroVelo 3
Pilgrims Route
87% 5,515 km

4 EuroVelo 4
Central Europe Route
76% 5,066 km

2 EuroVelo 2
Capitals Route
48% 5,040 km

5 EuroVelo 5
Via Romea (Francigena)
49% 3,193 km

15 EuroVelo 15²
Rhine Cycle Route
97% 2,378 km

9 EuroVelo 9
Baltic-Adriatic
42% 2,162 km

17 EuroVelo 17
Rhine Cycle Route
100% 1,214 km

19 EuroVelo 19
Meuse Cycle Route
100% 1,137 km

14¹ EuroVelo 14
Waters of Central Europe
100% 737 km

KEY
Level of development (%) Total length

¹ Length corresponds to the first section of the route, that was launched in 2020. The full EuroVelo 14 – Waters of Central Europe will be over 1150 km.

² For routes going on both sides of a river, the length given is the total length, taking into account both left and right banks.



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

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.

Thank you!

<https://pro.eurovelo.com/projects/eurovelo-data-hub>

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