

Promoting cycle tourism in Europe

 **EuroVelo**
the European cycle route network



 **ECF**
EUROPEAN CYCLISTS' FEDERATION

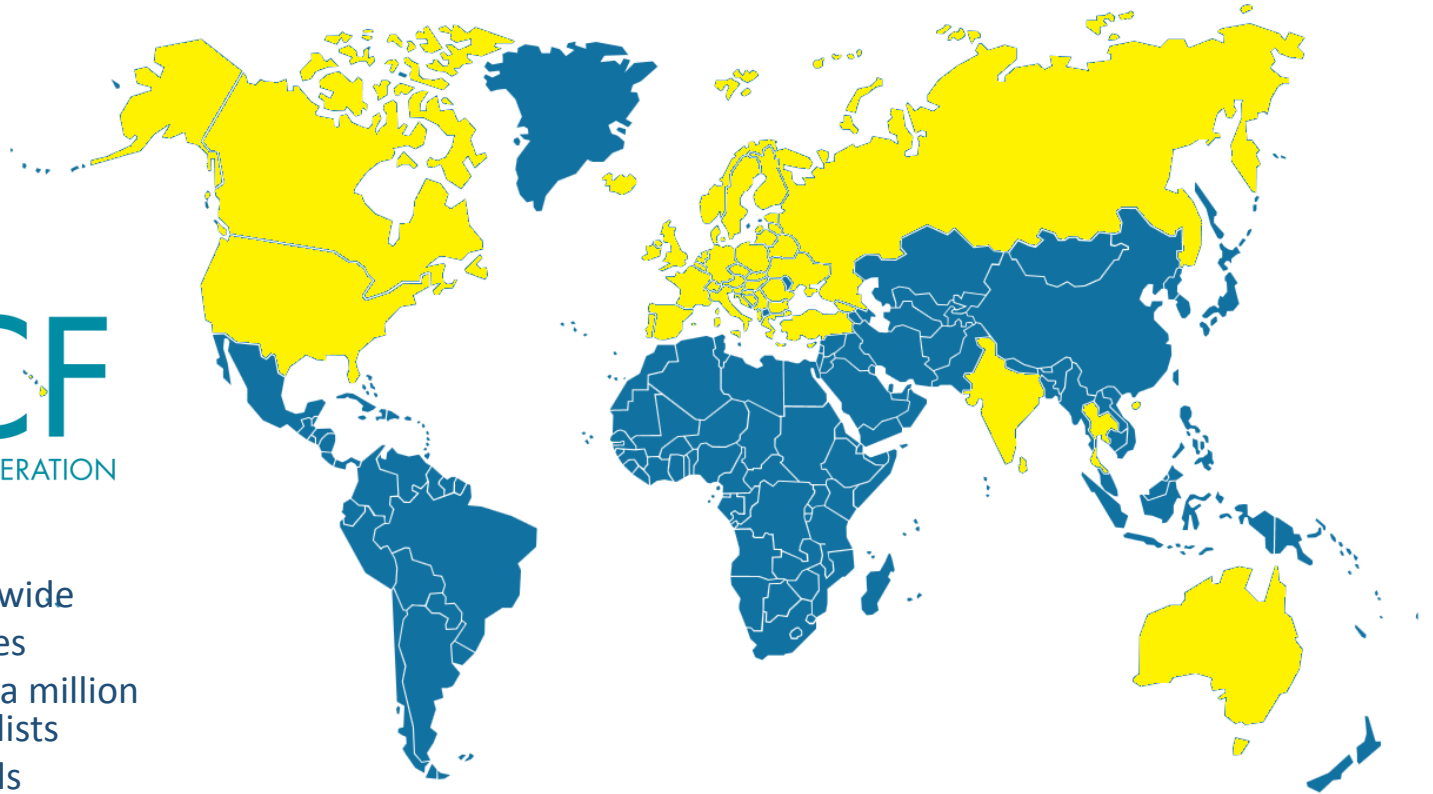


The ECF gratefully acknowledges financial support from the European Commission

Contents

1. Introduce ECF and why cycling tourism is important
2. Explain how the ECF promotes cycle tourism in Europe
3. Provide a reminder that it only one part of the jigsaw

European Cyclists' Federation (ECF)



Founded 1983

85 members worldwide

Over 40 countries

Representing over half a million
individual cyclists

Based in Brussels

21 members of staff





Vs



€44 billion

€39 billion



EuroVelo

the European cycle route network

EuroVelo by numbers

15 routes

Over 70,000 km

42 countries

16 National EuroVelo
Coordination Centres and
Coordinators

7 National EuroVelo Contact
Points



Promoting cycle tourism in Europe



Websites



Social Media



Twitter



Facebook

Overview Map

App



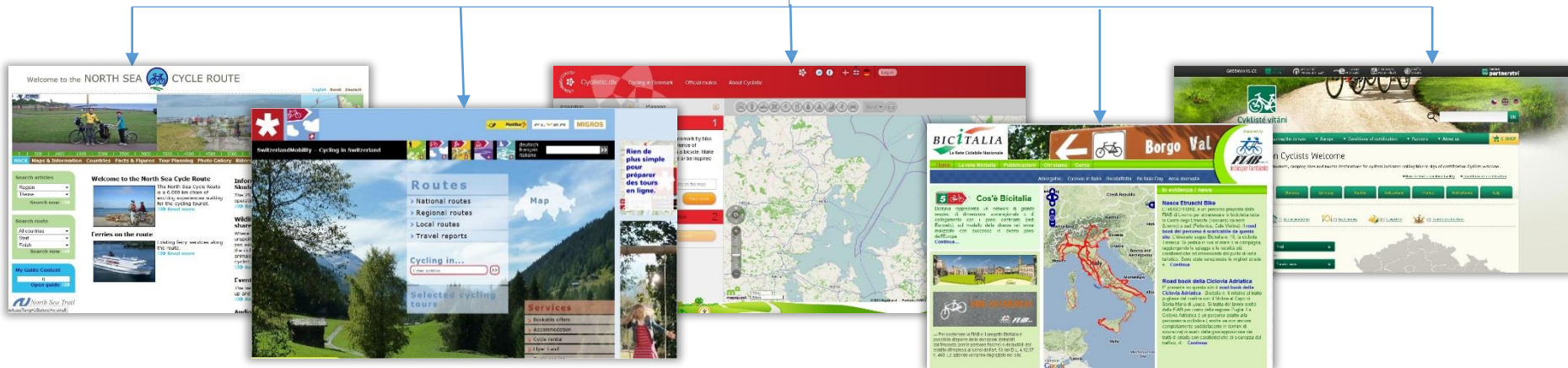
Events



Subsidiarity principle

Overview information on the European level

Links to detailed information at a national / regional level



EuroVelo Promotional Tools

www.EuroVelo.com

- Available in English, French and German.
- The News section forms the basis of the monthly EuroVelo newsletter (in English).
- 5 biggest countries of origin are: France, UK, Germany, Spain and the US.



EuroVelo Promotional Tools

www.EuroVelo.com

- Over 3.5 million page views on the EuroVelo Overview websites over the past year.
- 27.5% of visitors are aged between 18-24 and 33.5% are aged between 25-34, while 46% of visitors are female.
- Just introduced a transnational package offers search engine.



EuroVelo Promotional Tools

EuroVelo Social Media

- Over 3,600 followers on twitter.
- Over 13,000 likes on Facebook with a reach of over 100,000 per month.
- Facebook games run to boost visitors to EuroVelo.com



Twitter

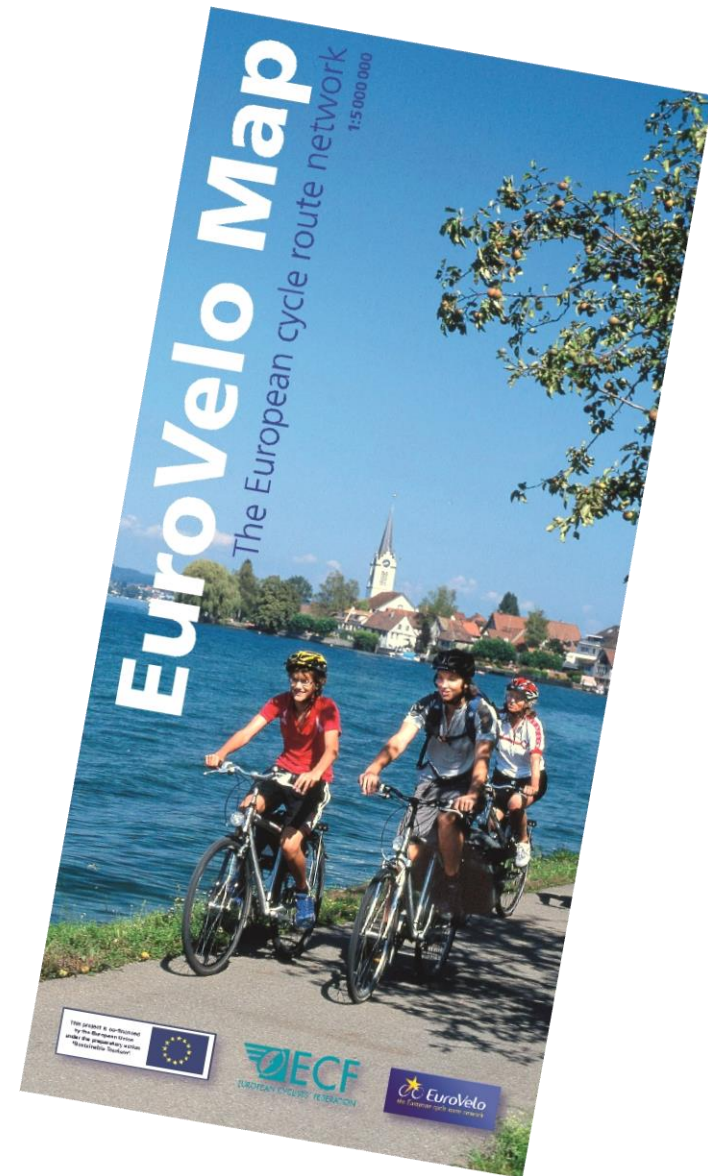


Facebook

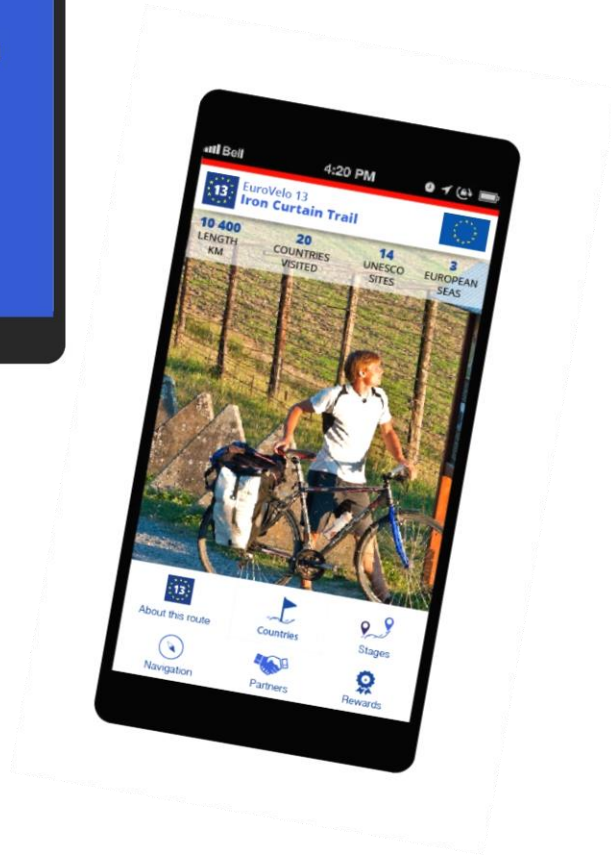
EuroVelo Promotional Tools

EuroVelo Overview Map

- A high quality overview map (scale 1:5,000,000) covering the entire European network.
- Each edition is valid for at least three years.
- Over 80,000 copies of the first edition of the [map](#) were eventually printed and distributed across Europe.
- The new edition of the map will be published at the beginning of 2017 in an initial run of 30,000.



EuroVelo Promotional Tools



EuroVelo 13 App

- The first official transnational EuroVelo app is being developed as part of the ongoing ICTE project, supported by the European Commission's COSME Programme.
- Launched in Spring 2017.
- Will incorporate a rewarding system.
- Links to further information at a national / regional level.

EuroVelo Promotion

Attending events

- For example, ITB Berlin – the world's leading travel trade fair located in the largest cycle tourism market.
- Over 200,000 visitors over 5 days.
- For the fifth year in a row the ECF had a booth and organised a cycle tourism event, which this year focused on the Silver Cyclists Project and EuroVelo 15 – Rhine Cycle Route.



Promoting cycle tourism in Europe



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Overview Map

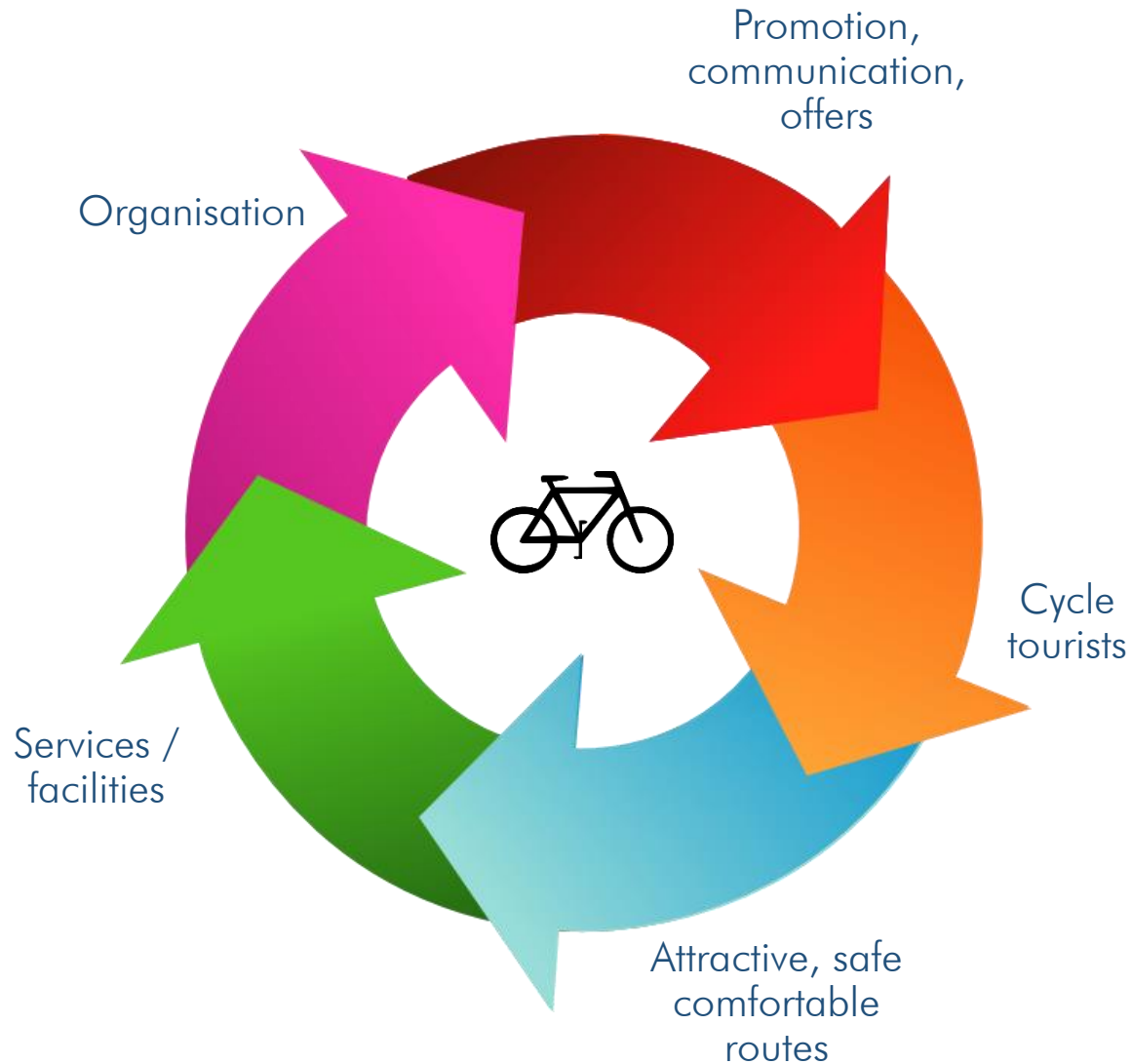
App



Events



The cycle tourism cycle



Encouraging investments

Marketing &
Communications



Clear and consistent signing

Good public transport connections



Encouraging investments



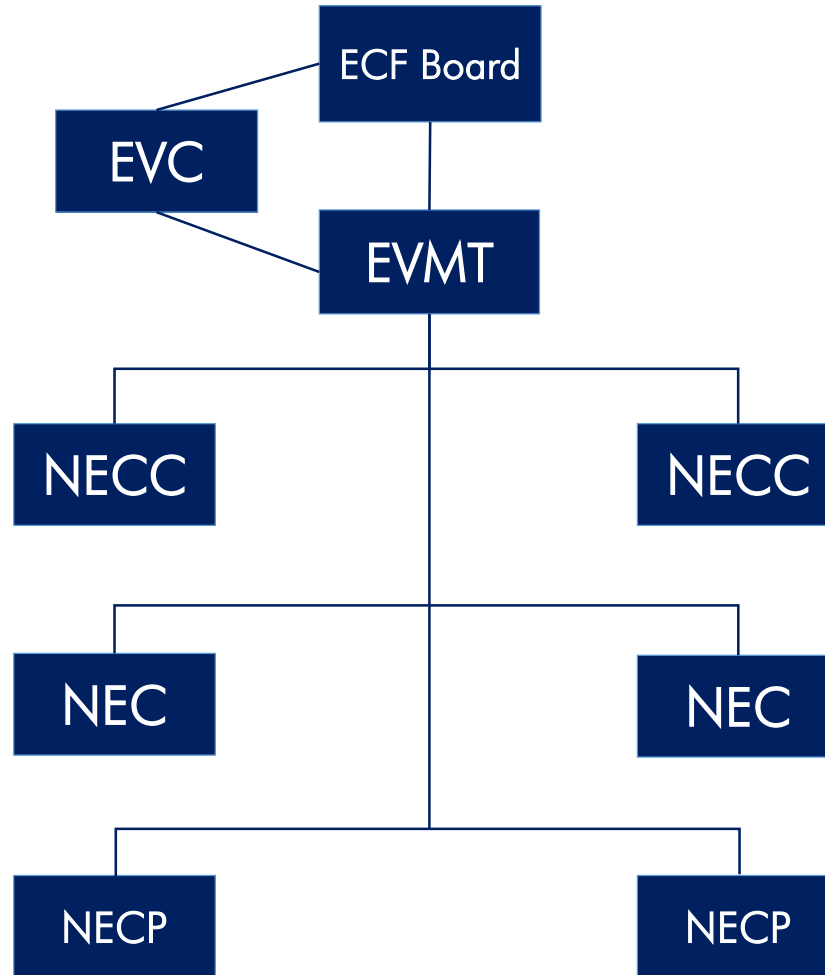
Cycling friendly services

attractive, safe and comfortable routes



Encouraging investments

Sustainable organisational structures



More information:
www.ecf.com
www.eurovelo.com
www.eurovelo.org

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the European cycle route network

