Promoting cycle tourism in Europe
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
€44 billion  Vs  €39 billion
Européenne de la Route de Cyclisme - 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

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
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

- Websites
- Social Media (Twitter, Facebook)
- Overview Map
- App
- Events
The cycle tourism cycle

Promotion, communication, offers

Organisation

Services / facilities

Cycle tourists

Attractive, safe comfortable routes
Encouraging investments

Marketing &
Communications

Good public transport connections

Clear and consistent signing
Encouraging investments

Cycling friendly services

attractive, safe and comfortable routes
Encouraging investments

Sustainable organisational structures

ECF Board
  ├── EVC
  │    └── EVMT
  │         ├── NECC
  │         │    └── NEC
  │         │         ├── NECP
  │         │         └── NECP
  │         └── NECC
  │                   └── NEC
  │                            └── NECP
More information:
www.ecf.com
www.eurovelo.com
www.eurovelo.org