

Annual Report

2024

EuroVelo General Meeting 2025

European Cyclists' Federation



Introduction from the EuroVelo Council

This annual report reflects the work done by ECF for and with the National EuroVelo Coordination Centres (NECCs) in implementing the EuroVelo Strategy 2030 transnationally. But we cannot do it alone, so let me first highlight how NECCs' professionalisation benefits EuroVelo's growth. They are the ones developing national ownership of EuroVelo and delivering the EuroVelo Strategy 2030 at a national level. In 2024, Germany and Italy upgraded as NECCs to strengthen EuroVelo's coordination and formalise their collaboration with public authorities. This is an invitation for more countries to follow the same path. As EuroVelo Council, we represent NECCs all year long and contribute to the strategic course of EuroVelo, hand-in-hand with NECCs and ECF.

2024 was the year the European Declaration on Cycling was adopted, marking the European Union's recognition of cycling as a priority. A positive context for EuroVelo, considering its focus on cycling infrastructure and its reference to cycling tourism. In April 2024, the new Trans-European Transport Network (TEN-T) guidelines were also adopted, including for the first time promotion of active modes and calling for synergies (e.g., with EuroVelo). This is a significant step forward, even if the TEN-T still does not include a cycling-specific network. Indeed, it is connected to the financial instrument Connecting Europe Facility (CEF), with double budget proposed in the next financial framework. Finally, in September 2024, the UN Economic Commission for Europe (UNECE) adopted a guide and recommendations on cycle route networks, highlighting the contributions and expertise of EuroVelo, and encouraging Member States to designate national cycle route networks. One potential follow-up could be an international convention on cycle route networks, similar to the ones in place for road or rail: a significant opportunity for a high-level recognition of cycle route networks, also making the case for EuroVelo or a cycling network in the TEN-T.

This policy background supported EuroVelo's 2024 achievements, which focused this year again on the quality and development of EuroVelo routes. 10,000 km of EuroVelo routes were developed between 2021 and 2024, but 33% of the EuroVelo network is still under development. More efforts are needed to fully develop and improve the quality of the EuroVelo network by 2030. ECF is supporting at a transnational level, but the proper implementation is the responsibility of local or national stakeholders. Another highlight of 2024 was the further expansion of the EuroVelo Data Hub, which now includes new data on cycling Tour Operators' Industry. More data is needed to make the case for EuroVelo and cycling tourism.

I hope you will enjoy reading this EuroVelo Annual Report 2024, providing a snapshot of what happened during the year.

Jesper Pørksen

Chair of the EuroVelo Council
Director of Danish Cycling Tourism
On behalf of the EuroVelo Council

KEY FIGURES



10,000+

Kilometres of EuroVelo routes developed between 2021 and 2024



11

Countries use European Certification Standard methodology to survey cycle routes



9.8%

Increased traffic on EuroVelo routes in 2024 (compared to 2019)



1.8 million

Number of web sessions on EuroVelo.com in 2024

Extract from [ECF Annual Report 2024](#)

EuroVelo: Growth propelled by data and policy

In 2024, EuroVelo continued to grow with more developed routes, increased certification, and improved signage. Better data access and industry insights strengthened the network's role in elevating cycling tourism, while stronger national partnerships and promotions amplified its impact.

EuroVelo routes: An increase in both quality and methodology

Between 2021 and 2024, more than 10,000 additional kilometres of EuroVelo routes have been officially reported as developed, bringing the network to a solid 67% level of development. Moreover, 39% of the network is now equipped with EuroVelo signage, improving accessibility and navigation for cyclists.

The European Certification Standard (ECS) – a methodology developed by ECF to assess the quality of cycle routes – achieved significant progress in 2024. Implemented across 11 countries, from France to Denmark, ECS provides a framework for evaluating cycling infrastructure, cycling-friendly services, and route promotion. This comprehensive methodology has proven instrumental in identifying gaps and opportunities to enhance the quality of cycle route networks both nationally and across Europe. Notably, the French section of EuroVelo 1 – Atlantic Coast Route, also known as La Vélodyssée, achieved EuroVelo Certification. It is only the second EuroVelo route to meet the high standards required for certification since 2015, following EuroVelo 15 – Rhine Cycle Route.

Accurate and accessible data for improving the EuroVelo network and cycling tourism advocacy

Accurate and accessible data is essential for improving the EuroVelo network and supporting advocacy efforts for sustainable mobility, which drives the growth of cycling tourism across Europe. In a landmark decision at the 2024 EuroVelo General Meeting, it was agreed to apply the Open Database License (ODbL) to EuroVelo GPX tracks. This change allows users to freely share, adapt, and create works from the tracks, provided they attribute the source, maintain open access, and share any adaptations under the same license. The EuroVelo GPX download feature has already proven incredibly successful, with over 340,800 downloads recorded in 2023 alone. Supporting more open data will further boost the visibility and accuracy of EuroVelo route tracks.

Our EuroVelo Data Hub revealed further progress. The 2024 release of the Cycling Tour Operators Industry Report has complemented existing pillars on EuroVelo usage (in partnership with Eco-Counter), route development, and digital visibility. Developed by ECF in collaboration with ATTA and CycleSummit, the report highlights significant growth in the cycling tourism sector, with over two-thirds of tour operators anticipating increases in both guest volume and revenue in the coming year. To capitalise on the growth identified in the report, new promotional campaigns have been launched, driving awareness and further engagement with the EuroVelo network. By leveraging data and insights, ECF continues to improve the EuroVelo experience and strengthen its role as a key advocate for sustainable mobility and cycling tourism in Europe.



Further professionalisation of EuroVelo

In 2024, EuroVelo continued to strengthen its B2B communications. A key milestone was the launch of a dedicated LinkedIn page. By the end of the year, the platform had gained 4,000 followers and established itself as a valuable tool for engaging with professionals and businesses.

At the same time, bookable offers remained steady, capitalising on the growth in cycling tourism identified in the Tour Operators Survey. This reflects the potential for further growth as EuroVelo continues to expand its network and promotional efforts.

A major breakthrough came in 2024 when two of the largest countries within the EuroVelo network, Germany and Italy, upgraded to National EuroVelo Coordination Centres during the EuroVelo General Meeting held on 22 September in Viborg, Denmark. Both ECF members, they formalised their close collaboration with authorities in developing and promoting EuroVelo at a national level: in Germany, ADFC is now sharing responsibilities with the Federal Agency for Logistics and Mobility (BALM) on EuroVelo matters. Meanwhile, in Italy, FIAB announced the establishment of a consortium with participation from various Italian regions.

Annex: Overview of EuroVelo Annual Work Plan 2024 with associated results

1. Route network

- Work with applicants for **new routes or major extensions** to the EuroVelo network.
 - Regular updates on the [future EuroVelo 16 – Iberian Cycle route](#)
 - Updated “[New Route Manual](#)” in December 2024
- Deliver the **Guidance on Route Development Process Manual**, **EuroVelo Route Development Status report 2024**, and **update GPX tracks** available on EuroVelo.com
 - [EuroVelo Development Guide](#) published in September 2024 (acting as Guidance on Route Development Process Manual)
 - [EuroVelo Route Development Status report 2024](#) published in September 2024
 - Regular updates on GPX tracks, especially following the annual EuroVelo Spring Clean
- Develop the **European Certification Standard (ECS)** by providing training, promoting surveys and national initiatives involving ECS and following up on new developments
 - Three training sessions and many surveys with the European Certification Standard (ECS) methodology in 2024 – [summarised in the end-of-the-year article on ECS](#).
- Lobby for the recognition of EuroVelo as the backbone of national and regional cycle route networks within the **UNECE group of experts on cycling infrastructure** and within National Cycling Strategies promoted through THE PEP
 - Adoption of the group of experts on cycling infrastructure report by WP5 in September 2024 – [read our article](#).

2. Services

- Support the development of **multimodal mobility solutions**, **cycle-friendly service schemes** at the national level and **bookable offers**
 - Regular updates of EuroVelo.com on multimodality, cycle-friendly service schemes and bookable offers.

3. Marketing and promotion

- Organise the **EuroVelo & Cycling Tourism Conference 2024** in Viborg, Denmark and select the host for the EuroVelo & Cycling Tourism Conference 2025
 - Successful EuroVelo & Cycling Tourism Conference 2024 in Viborg, Denmark, with 150 participants from 24 countries, inspiring programme, and high-satisfaction from participants – [read our follow-up article](#).
 - Announcement of Balatonfüred, Hungary, as host of the EuroVelo & Cycling Tourism Conference 2025 – [read our article](#).
- Continue the further development of **EuroVelo.com**, EuroVelo’s **social media** and the **EuroVelo newsletter**
 - [EuroVelo Digital Statistics Report 2024](#), published in April 2025, shows strong web figures in challenging time for tracking data and significant growth in social media and EuroVelo newsletter.
 - Regular web updates and management of social media and monthly newsletter by EVMT.

- Further strengthen the **EuroVelo brand** by publishing a **EuroVelo Style Guide** for internal use
 - Progress has been made on a draft EuroVelo Style Guide but not yet finalised and additional efforts have been invested in developing a EuroVelo Brand kit finalised in 2025.

4. Monitoring and impact assessment

- Continue to develop the **EuroVelo Data Hub**, highlighting progress on route status, route users, digital users in comparison with 2023. Develop a new study on **cycling tour operators** together with Adventure Travel Trade Association and CycleSummit
 - [EuroVelo Usage Monitoring Report 2023](#) published in partnership with Eco-Counter in March 2024
 - [EuroVelo Digital Statistics report 2023](#) published in April 2024
 - [EuroVelo Development Status report 2023](#) published in September 2024
 - [State of the Cycling Tour Operators Industry](#) published in September 2024 (first edition), in partnership with ATTA and CycleSummit

5. Organisation and financial affairs

- Organise the **EuroVelo General Meeting** (EVGM) on 23 September 2024
 - Successful EVGM 2024: participation record, for the third year in a row; a new principle for EuroVelo GPX tracks; Germany and Italy upgrade as NECCs; re-election of 3 EuroVelo Council members and Chairperson – [read our article](#)
 - 4 NECC Online Workshops were organised (on Monitoring cycling tourism, ECS, Cycling Tour Operators and EuroVelo Development Guide) and 6 NECC Broadcasts were sent to NECCs.
- Support the **expansion of the network of NECCs** by producing updated application materials and assisting high-potential missing countries
 - Assistance to Germany and Italy in preparing their applications to upgrade from NEC as NECC. Support to partners preparing applications for 2025.
- Develop **new untied resources** for EuroVelo through EuroVelo business opportunities, new project applications and sponsorships
 - Consulting opportunity in 2024 for the Interreg project A2PT, new flyers to promote [Bookable offers](#) and [individual donations](#).

6. Cross-cutting

The activities listed below contribute to two or more of the work programmes listed above.

- Continue to manage the three **EuroVelo Route Partnerships** (formerly called LTMAAs) related to EuroVelo 8 – Mediterranean Route, EuroVelo 15 – Rhine Cycle Route and EuroVelo 19 – Meuse Cycle Route. Prepare the renewal of EuroVelo 19 Partnership and successfully transform the transition year on EuroVelo 1 Partnership for a strengthened transnational cooperation.
 - All EuroVelo Route Partnerships have been running in 2024 with all activities implemented and successful end-of-the-year meetings.
- Work on the new Interreg projects related to **EuroVelo 13 – Iron Curtain Trail** and **EuroVelo 10 – Baltic Sea Cycle Route**
 - Ongoing implementation of two Interreg projects: ICTr-CE (on EuroVelo 13 – Iron Curtain Trail) and Baltic Biking Upgrade (on EuroVelo 10 – Baltic Sea Cycle Route) with ECF as project partner.

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