Focus on Demarrage Project
NECC/NC Meeting – Arnhem 2017
EuroVelo 15 – Rhine Cycle Route

1233 KM IN LENGTH
9 UNESCO WORLD HERITAGE SITES
4 EUROPEAN COUNTRIES
EASY RIDES FOR THE FAMILY

www.ecf.com
EuroVelo 15 – Rhine Cycle Route

January – December 2016
Over 700,000 page views
20% EuroVelo.com

www.rhinecycleroute.eu
EuroVelo 15 – Rhine Cycle Route
EuroVelo 15 – Rhine Cycle Route

- Over 2,000 EuroVelo maps distributed.
- Over 1,500 EuroVelo 15 – Rhine Cycle Route overview map distributed.
- Over 300 EuroVelo 15 – Rhine Cycle Route repair kits (givewaways) including promotinal information distributed.
EuroVelo 15 – Rhine Cycle Route

Befahrene Radfernwege in Deutschland 2014

Die Top-Ten (10 von 249 genannten Radfernwegen) bei mehrtägigen Radreisen

- Elberadweg: 10,7%
- Rheinradweg: 8,4%
- Donauradweg: 6,1%
- Bodensee-Radweg: 5,3%
- Weser-Radweg: 4,5%
- Ostseeküsten Radweg: 4,5%
- Mosel-Radweg: 4,4%
- RuhrtalRadweg: 3,5%
- MainRadweg: 3,2%
- Isar-Radweg: 2,4%
- Berlin-Kopenhagen: 2,4%

ADFC-Radreiseanalyse 2015
05.03.2015

www.ecf.com
2016: Wohin geht die Radreise im Inland?

Insgesamt wurden 251 Regionen und Ziele genannt:

<table>
<thead>
<tr>
<th>Region</th>
<th>Anzahl</th>
<th>%</th>
<th>Änderung</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ostseeküsten Radweg/D2</td>
<td>7,1</td>
<td>+4</td>
<td>0</td>
</tr>
<tr>
<td>Bodensee-Radweg</td>
<td>5,6</td>
<td>+4</td>
<td>0</td>
</tr>
<tr>
<td>Rheinradweg</td>
<td>4,4</td>
<td>+5</td>
<td>0</td>
</tr>
<tr>
<td>Elberadweg</td>
<td>4,1</td>
<td>-2</td>
<td>0</td>
</tr>
<tr>
<td>Münsterland</td>
<td>4,0</td>
<td>+2</td>
<td>0</td>
</tr>
<tr>
<td>Nordseeküstenradweg</td>
<td>3,7</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Bayern</td>
<td>3,5</td>
<td>-3</td>
<td>0</td>
</tr>
<tr>
<td>Mosel-Radweg</td>
<td>3,4</td>
<td>-5</td>
<td>0</td>
</tr>
<tr>
<td>Donauradweg</td>
<td>3,4</td>
<td>-3</td>
<td>0</td>
</tr>
<tr>
<td>Weserradweg</td>
<td>2,8</td>
<td>NEU</td>
<td></td>
</tr>
<tr>
<td>MainRadweg</td>
<td>2,8</td>
<td>NEU</td>
<td></td>
</tr>
<tr>
<td>Mecklenburg-Vorpommern</td>
<td>2,2</td>
<td>NEU</td>
<td></td>
</tr>
</tbody>
</table>

Mehrfachbelegung

ADFC-Radreiseanalyse 2016

www.ecf.com
EuroVelo 15 – Rhine Cycle Route

The European Cyclists’ Federation gratefully acknowledge the financial support to the LTMA by the Demarrage partners:

- Stichting Landelijk Fietsplatform
- Nordrhein-Westfalen
- Rheinland-Pfalz,
- Baden-Württemberg
- Stiftung Schweiz Mobil
- Conseil Général du Bas-Rhin

www.ecf.com
EuroVelo Communication Strategy
NECC/NC Meeting – Arnhem 2017
EuroVelo Communication Strategy: Introduction

- Communication is a core EVMT activity
- Informing: cycling tourists, members and policy environment
- Internal and external communication
- Clear common vision of the project
EuroVelo Communication Strategy
### EuroVelo Communication Strategy: SWOT

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Multilingual and -cultural team and capacities in the ECF</td>
<td>• No clear communication strategy yet</td>
</tr>
<tr>
<td>• Information/resources available through member organisations</td>
<td>• Incoherence on various issues: Differences in EuroVelo online communication (different route statuses and developments on .com)</td>
</tr>
<tr>
<td>• Increased recognition of the importance and benefits of cycling tourism in general</td>
<td>Seasonality (varying weather suitability for cycling in Northern and Southern Europe)</td>
</tr>
<tr>
<td>• A generally good image of EuroVelo (cf. Evaluation 2015)</td>
<td>Limited access to local and regional information of the routes (changes, local events and other related news)</td>
</tr>
<tr>
<td>• EuroVelo is a success story</td>
<td>• Low ECF budget (no money for pictures, videos etc.)</td>
</tr>
<tr>
<td>• Clear design (corporate design manual)</td>
<td>• Limitations of the website</td>
</tr>
<tr>
<td>• High reactivity and flexibility</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• EuroVelo as tourist product and a means to advocacy,</td>
<td>• Confusions between two different EuroVelo websites</td>
</tr>
<tr>
<td>• The diversity of organisations and in infrastructure can Good examples can be shared and spread through the network.</td>
<td>• Confusions about the role EuroVelo plays (ex. builder of infrastructure, travel agency etc.)</td>
</tr>
<tr>
<td>• Incomes and cooperations with private sector : new incomes</td>
<td>• Growing EU-skepticism</td>
</tr>
<tr>
<td>• A professionalized NECC/C system can cover a quality partner structure</td>
<td>• Victim of own success:</td>
</tr>
<tr>
<td>• The development of cycling tourism in countries of Eastern and Southern Europe</td>
<td>• No growth of NECCs limiting the success</td>
</tr>
<tr>
<td>• Becoming the “gateway” to cycling tourism in Europe from a non-European perspective</td>
<td>• Website service provider risks, dependence on these tools → lack of digitalization</td>
</tr>
</tbody>
</table>
EuroVelo Communication Strategy: The Brand
EuroVelo Communication Strategy: Goals

• EuroVelo Strategy 2012 – 2020
  • Increase the **awareness** about the existence of the EuroVelo network
  • Increase the **profile** (vision, identity) of EuroVelo as European Cycle Route network: become the first reference regarding cycling in Europe: dynamic, future-oriented, successful and diverse
  • Increase the **awareness** about the importance of cycling tourism and cycling
  • Increase the **knowledge** about cycling tourism in Europe
  • Change the **perceptions** and **behaviours** to get more people cycling more often
EuroVelo Communication Strategy: Principles

- Subsidiarity
- Interactivity
- Diversity
- Simplicity
- Positivity
EuroVelo Communication Strategy: Messages

- Image 1: Hand holding a bicycle handlebar with a Euro symbol
- Image 2: Group of people standing with bicycles in front of a wooden building
- Image 3: Wooden path over a body of water
- Image 4: Green box with 57% text and "Motivated to cycle for health reasons"

Website: www.ecf.com
EuroVelo Communication Strategy
EuroVelo Communication Strategy:

Available on www.EuroVelo.org
Contact us: eurovelo@ecf.com
EuroVelo IT Strategy
NECC/NC Meeting – Arnhem 2017

The ECF gratefully acknowledges financial support from the European Commission
Discover Europe by bike!

Welcome to www.EuroVelo.com - the website for people interested in cycling in Europe.

EuroVelo is a network of 15 long distance cycle routes connecting and uniting the whole European continent. The routes can be used by cycle tourists as well as by locals people making daily journeys. EuroVelo currently comprises of 13 routes and it is envisaged that the network will be substantially complete by 2020.

For practical information about EuroVelo and this website please click here.

Latest news

The Cyclist Who Went Out In The Cold: Adventures on EuroVelo 19 - Iron Curtain Trail

For his most recent challenge, British author Tim Moore undertook a truly epic cycle ride - travelling the whole of EuroVelo 19 - Iron Curtain Trail on an old GDR shopping bike and just for good measure starting the trip (north of the Arctic Circle) in March. With the book of his experiences The Cyclist Who Went Out In The Cold, out this week, we spoke to Tim about his journey along the longest EuroVelo route in the network.

Oct 25, 2016
First transnational EuroVelo app

EuroVelo 13 App

• Marketing and promotional tool
• First official transnational EuroVelo app
• Launched in Spring 2017
• Includes a rewarding system and connection to social media
• Links to further information at a national / regional level.
• Automatic updates from the web / Easy to replicate for other routes
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EuroVelo web site developments

[Map showing routes and cities such as Karlovy Vary, Praha, Brno, Ostrava, with symbols indicating different stages of development: Certified EuroVelo Route, Developed route with EuroVelo signs, Developed route, Route under development, Route at the planning stage.]
EuroVelo.org

Home

This website has been created as an aid for those organisations and individuals working on the EuroVelo network. For more information on cycling the 15 EuroVelo routes, please visit eurovelo.com

Introduction

The European Cyclists’ Federation (ECF) is coordinating the development of a network of high-quality cycling routes that connect the whole continent. The routes can be used by long-distance cycle tourists, as well as by local people making daily journeys. EuroVelo currently comprises of 15 routes and it is envisaged that the network will be substantially complete by 2020.

EuroVelo:
- promotes economically, environmentally and socially sustainable travel;
- improves the quality of EuroVelo routes in all participating European countries;
- promotes the uniform signing of EuroVelo routes in accordance with published standards;
- provides Europe-wide information on EuroVelo routes and national cycle routes;
- supports the development of national coordination centres for EuroVelo route and national routes; and
- fosters exchange of experience and best practice between European states and regions, stimulating high quality cycle strategies and infrastructure.
EuroVelo.org: Database
Mapping: online and offline
Summary:

• **EuroVelo.com**
  – All routes websites (including maps)
  – EuroVelo 15, EuroVelo 13, EuroVelo 8 and EuroVelo 6 (including maps)

• **EuroVelo Apps**
  – EuroVelo 1, EuroVelo 8… Coming soon.

• **EuroVelo.org**
  – Database

• **EuroVelo ECS App**

• **EuroVelo Overview Map**
Integral EuroVelo IT Solution

• Objective:
  – Offer better, more accurate and quality information to the final user
  – Improve partners experience (EVMT, NECC/Cs, EuroVelo Route Inspectors, etc.)
  – Minimize labor costs (improved efficiency, avoid duplication of work, etc.)

• EU Funded projects: EuroVelo 8, EuroVelo 10 and others
• Implementation: 2017 -2018
• Budget: 100,000 – 120,000 Euro
Integral EuroVelo IT Solution

User
(e.g.: www.eurovelo.com, partner websites apps, etc.)

Web mapping application

Database

EuroVelo route inspector app

Input from the partners, EuroVelo project lead (GUI)
Integral EuroVelo IT Solution

• **Next steps:**

  – **March 2017:** Consultation on an Integral EuroVelo IT Solution

  – **June – September 2017:** Publication of a Call for Tenders

  – **Winter 2017:** Implementation
Integral EuroVelo IT Solution

Questions?
EuroVelo Commercial Developments

NECC/NC Meeting – Arnhem 2017
EuroVelo Commercial Opportunities

1. Background
   • Policy
   • New EuroVelo Map

2. Bookable Offers

3. Advertisement
Background

Objective:
To support the central coordination of the EuroVelo network.
Background: New EuroVelo Overview Map
Background: statistics

EuroVelo Web Platform

Page views

- 2013: 1,096,317
- 2014: 2,128,962
- 2015: 3,380,074
- 2016: 3,693,983

G1: EuroVelo Platform Page Views (2013 to 2016)
## Background: statistics

<table>
<thead>
<tr>
<th>Top Routes</th>
<th>Top Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>EuroVelo 15 – Rhine Route</td>
<td>France</td>
</tr>
<tr>
<td>EuroVelo 6 – Atlantic-Black Sea</td>
<td>Germany</td>
</tr>
<tr>
<td>EuroVelo 1 – Atlantic Coast Route</td>
<td>Italy</td>
</tr>
<tr>
<td>EuroVelo 7 – Sun Route</td>
<td>Poland</td>
</tr>
<tr>
<td>EuroVelo 3 – Pilgrims Route</td>
<td>Spain</td>
</tr>
<tr>
<td>EuroVelo 5 – Via Romea Francigena</td>
<td>Sweden</td>
</tr>
</tbody>
</table>
EuroVelo Media Pack

1. Bookable Offers
2. Advertisement
Discover Europe by bike!

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For practical information about EuroVelo and this website please click here.

Latest news

The Cyclist Who Went Out In The Cold: Adventures on EuroVelo 18 - Iron Curtain Trail

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Cycling on Girona greenways while enjoying the landscape and lodging in charming accommodations. From the natural Parc of La Garrotxa to the Mediterranean Sea. The ride is easy and fun. You’ll be cycling about 85 Km / day. This greenway route is in an idyllic way from the Pyrenees to the sea, is available for all, and especially for people who appreciate a slow travel. This route is attractive, safe, accessible, with little slope and very easy to do. In addition, well signposted and car-free. With places to stop to take a picture or rest for a while. Ideal for beginners in this type of tourism by bike.
Bookable Offers on EuroVelo.com
# Bookable Offers on EuroVelo.com

<table>
<thead>
<tr>
<th>Duration</th>
<th>Transnational/transnational relevant offers</th>
<th>National, regional or local offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 year</td>
<td>450 Euro</td>
<td>850 Euro</td>
</tr>
<tr>
<td>Translation of 1 offer From English into German and/or French</td>
<td>150 Euro per language</td>
<td>150 Euro per language</td>
</tr>
</tbody>
</table>

www.ecf.com
Advertising opportunities on EuroVelo.com

It is possible to add an advert to on EuroVelo.com. There are two different options – a rotating box on the home page or a skyscraper banner.

Home Page Box
- The box on the home page can rotate through up to 5 different images.
- The image should be 250 x 250 pixels.
- The cost is €1,000 per month (excluding VAT).
- Supported file formats: gif, animated gif, jpeg or Flash. Maximum size 60KB.
Advertising opportunities on EuroVelo.com

Skyscraper Banner
- The image should be 120 x 600 pixels.
- The Skyscraper Banners can either appear on the home page or on specific route/country pages.
- For banners on the home page, the cost is €1,200 per month (excluding VAT).
- For banners on the route/country pages, the cost is €1,000 per month (excluding VAT).
- Supported file formats: gif, animated gif, jpeg or Flash. Maximum size 60KB.
Benefits for our NECC/Cs

• **Cooperation:** NECC/Cs are informed of any proposal received. ECF does not proceed without NECC/Cs approval.

• **Opportunity:** NECC/Cs are entitled up to a 20% of the income for Advertisement and insertion on Bookable Offers on EuroVelo.com
Commercial opportunities:

EuroVelo Media Pack available on:
http://www.eurovelo.org/home/commercial-opportunities/

More information:
j.freire@ecf.com
Thank you very much!

www.eurovelo.com

Jesus Freire

j.Freire@ecf.com