

Annual Report

2025

EuroVelo General Meeting 2026

European Cyclists' Federation



Introduction from the EuroVelo Council

2025 was an intense year for EuroVelo as well as for ECF, with many new developments following the adoption of the European Declaration on Cycling in April 2024 and a new European mandate that started in September 2024. In this positive context, EuroVelo grew in quality and quantity, expanded the reports included in the EuroVelo Data Hub, welcomed two new NECCs for Poland and Liechtenstein, distributed and received awards, and further developed its communication channels.

A major milestone for the EuroVelo initiative in 2025 was the conclusion of the mid-term strategy review. This comprehensive process, which involved extensive consultations with NECCs, in-depth discussions within the EuroVelo Council, and valuable support from ECF staff, confirmed the progress made in recent years and reaffirmed the relevance of the EuroVelo Strategy 2030 as a long-term vision. However, the review also highlighted persistent challenges, such as the heterogeneous quality and development of the EuroVelo network across countries. To achieve a higher-quality network by 2030, further efforts are required, particularly in securing sustainable financial resources to coordinate EuroVelo at both transnational and national levels.

The strategy review also helped define clear priorities for the coming years. By 2030, the primary objectives are to accelerate the development and improve the quality of EuroVelo sections, as well as to increase the proportion of the network equipped with EuroVelo signage. To accomplish this, enhanced NECC coverage is essential, as 14 countries currently lack an NECCs. Several key milestones are anticipated along the way, including the 30th anniversary of EuroVelo in 2027, the introduction of a new European Multiannual Financial Framework (MFF) for 2028–2034, and the development of a new EuroVelo Strategy post-2030.

This strategic framework is a collective vision, aimed at transforming our ambition of a fully developed, high-quality European cycle route network into reality. As members of the EuroVelo Council, we are proud to represent NECCs throughout the year and to support the strategic development of the network. While the ECF staff responsible for EuroVelo implements transnational activities, none of this would be possible without the ongoing dedication of national, regional, and local partners who bring EuroVelo to life on the ground. In this regard, we extend our special gratitude to the NECCs, which deliver amazing work in sometimes challenging contexts.

Our professional community convenes annually at the EuroVelo & Cycling Tourism Conference, an event that continues to grow. Each year, it attracts an increasingly diverse and enthusiastic group of experts, eager to network and share knowledge. This conference truly serves as the backbone of our community.

I wish you a pleasant reading of the EuroVelo Annual Report 2025.

Jesper Pørksen

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

KEY FIGURES



11,000+

Kilometres of EuroVelo routes developed between 2021 and 2025



8

Countries use European Certification Standard methodology to survey cycle routes



4%

Increased traffic on EuroVelo routes in 2025 (compared to 2024)



2.4 million

Number of web sessions on EuroVelo.com in 2025



Extract from [ECF Annual Report 2025](#)

EuroVelo Annual Report

In 2025, EuroVelo grew not only in size but also in quality, ambition, and visibility. Major route developments took shape, and valuable data was collected. New NECCs and the successful application for the Sava Cycle Route to become future EuroVelo 18, demonstrated strong cooperation across the network, while a mid term strategy review and milestone Conference brought inspiration, motivation and priorities for the future.

Route development and quality improvements

In 2025, [EuroVelo](#) added 1,379 km of newly developed routes to its network. As a result, 69% of the total network is now fully ready to cycle, a 2% increase from the previous year. The network was also extended by 62 km along EuroVelo 15 into Liechtenstein, making Liechtenstein the 39th country being crossed by a EuroVelo route. In addition, the Sava Cycle Route was announced as the candidate for the future EuroVelo 18, following a successful application and cooperation among Slovenia, Croatia, Bosnia and Herzegovina, and Serbia. The route is expected to be officially integrated into the network by 2029.

The [ECS methodology](#) for assessing cycle route quality marked its 10th anniversary. Since its launch in 2014, more than 300 inspectors from 32 countries have been trained to survey and certify EuroVelo routes, providing quality controls of the infrastructure, services and communications, and identifying priority improvements. This year, two [Route Inspectors' Training](#) courses were held in Brussels and Ljubljana, and over 5,000 km across eight countries were surveyed. One key outcome was the reconfirmation of EuroVelo 15's high route quality: the stretch from Breil/Brigels in Switzerland to Rolandswerth and Rheinbreitbach in Germany was successfully certified for the third time.

Better data, better routes

Together with many partners, EuroVelo continued to collect data to support the further development of routes and related infrastructure, publishing them in the [EuroVelo Data Hub](#). Notably, the EuroVelo Usage Barometer, drawing on data from 546 automatic counters installed by Eco-Counter, showed that cycling traffic remained largely stable in 2024, with a 0.5% overall increase from 2023. The Danube Cycling Tourism Survey, launched in 2024, gathered an impressive 5,000+ responses and highlighted strong demand for public transport to reach destinations.

Awards to give and receive

The [EuroVelo & Cycling Tourism Conference 2025](#) took place in Balatonfüred, Hungary, bringing together over 350 participants from 31 countries. For the first time, it hosted the EuroVelo & Cycling Tourism Awards Ceremony, celebrating excellence with two award categories. The Amazon of Europe Bike Trail won Best Cycling Tourism Initiative Award (sponsored by SRAM), while the Western Pomeranian Voivodeship received Best Cycle Route Development Award. Earlier in the year, EuroVelo also took home an award at the Deauville Green Awards international film festival for two animated short films promoting EuroVelo 15 and EuroVelo 8.

Expanding EuroVelo family and mid-term strategy review

The day before the conference, EuroVelo Council elections were held at the [EuroVelo General Meeting](#), re-electing Christian Weinberger and Pinar Pinzuti for a second term and welcoming Wanda Nowotarska as a new Council member. Silvia Casorran replaced Henk Swarttouw as ECF Board representative on the



EuroVelo Council. Two new National EuroVelo Coordination Centres (NECCs) were also established in 2025: SwitzerlandMobility for Liechtenstein and the Polish Tourism Organisation for Poland.

NECCs play a central role in route development and act as national guardians of the brand. To support NECCs in supervising signage and communications, the EuroVelo Brand kit was finalised this year, including icons, logos, route and country maps. A revised and expanded NECC Manual was also published to help aspiring NECCs prepare their applications.

As 2025 marks the halfway point of the EuroVelo Strategy 2030, the EuroVelo team, Council, and NECCs reviewed progress over the past five years, assessed the current context, and set the main priorities for the next five years.

Communication and marketing

In 2025, EuroVelo responded to popular demand by adding EuroVelo t-shirts to its [official merchandise](#). Two in-house designs were sustainably printed on high quality, organic cotton and proved a huge success. Digital communications also advanced: EuroVelo switched to a new newsletter template and mailing system, achieving an average open rate of 59%. Following the launch of the LinkedIn account in 2024, the social media presence continued to grow steadily, including on Instagram.

Annex: Overview of EuroVelo Annual Work Plan 2025 with associated results

1. Route network

- Delivering the **EuroVelo Route Development Status report 2025** with updated figures on the network, and update GPX tracks available on EuroVelo.com
 - [EuroVelo Route Development Status Report 2025](#) published in September 2025.
 - Regular updates of GPX tracks, especially following the Spring Clean and the request to provide updated GPX tracks for the new EuroVelo Overview Map to be printed in 2026.
- Developing the **European Certification Standard** (ECS) by providing training on the methodology, promoting surveys and national initiatives involving ECS and following up on new developments
 - Two training sessions and more than 5,000 km of routes in eight countries surveyed with ECS in 2025. [Article](#)
 - Following a survey, partial [re-certification of EuroVelo 15 – Rhine Cycle Route](#).
- Working with current and future applicants for **new routes or major extensions** to the EuroVelo network
 - Regular updates with the consortium of the Iberian Cycle Route, future EuroVelo 16.
 - Announcement of the Sava Cycle Route as the [future EuroVelo 18](#).
 - Coordination and evaluation of pre-applications and assistance towards full applications.
 - Announcement of the minor [extension of EuroVelo 15 – Rhine Cycle Route](#) to Liechtenstein and Austria.
- Starting the reflection on **updating the EuroVelo Map Legend** to better reflect cycling conditions for users, considering available data at European level
 - Definition of the new EuroVelo route development categories with multiple consultation rounds of a specific group of experts, the EuroVelo GIS subgroup and NECCs.
 - Request for updated route information to all NECCs and other contact points in the Autumn 2025.
- Lobbying for the recognition of **EuroVelo as backbone of national and regional cycle route networks** within UNECE and within National Cycling Strategies promoted through THE PEP
 - “[UNECE cycling network: guide for designating cycle route networks](#)” as official UN publication in 2025.
 - Discussions on establishing a group of experts on an international convention on cycle route network within UNECE.
 - Highlight of WHO as contributor to THE PEP Masterplan on cycling during a plenary session focusing on health at the EuroVelo & cycling Tourism Conference 2025.
 - Contribution to the THE PEP [guide to sustainable tourism mobility](#)

2. Services

- Support the development of **multimodal mobility solutions**, **cycle-friendly service schemes** at national level and **bookable offers**

- Regular updates on multimodality, especially following the second edition of ECF's [Cyclists Love Trains report](#).
- Creation of a mailing list of [cycling-friendly label](#) managers and first online meeting in November 2025.
- Management of listed [tour packages](#) and regular contacts with Tour Operators for recruitment of new packages.

3. Marketing and promotion

- Organising the **EuroVelo & Cycling Tourism Conference 2025** in Balatonfüred, Hungary and select the host for the EuroVelo & Cycling Tourism Conference 2026
 - Highly successful EuroVelo & Cycling Tourism Conference in Balatonfüred, Hungary, with 350 participants from 31 countries and 60 speakers, high-level participation and high attendee satisfaction. [Article](#)
 - Announcement of Utrecht, the Netherlands, as host city of the 2026 edition.
 - Opening of bids to host the 2027 edition.
- Continuing the further development of [EuroVelo.com](#) for users, [Pro.EuroVelo.com](#) for professionals, EuroVelo's [social media](#) and the [EuroVelo newsletter](#)
 - [EuroVelo Digital Stats Report 2024](#), analysing the website data gap due to a tracking error, as well as social media growth and strong SEO performance.
 - Regular web updates and coordination with web developer for the deployment of new features
 - Management of social media, including updating the social media strategy and creating a Bluesky profile to substitute Twitter/X.
 - Creation of the monthly newsletter and other mailings, with a new mailing system and templates.
- Further strengthening the **EuroVelo brand** by publishing a [EuroVelo brand kit](#) and [EuroVelo Style Guide](#) for internal use
 - Publication of a revised [EuroVelo Brand Guide](#) in March 2025
 - EuroVelo Brand Kit shared with NECCs in March 2025, but not made publicly available.
 - Progress on the EuroVelo Style Guide but no publication due to focus on the Brand Kit.
- Additionally: Public tender for the design, printing and distribution of the new EuroVelo Overview Map 2026, selection of the company and start of the collaboration, and recruitment of advertisers.

4. Monitoring and impact assessment

- Continuing to develop the [EuroVelo Data Hub](#), highlighting progress on route status, route users, digital users in comparison with 2024, and promoting two additional pillars on cycling tour operators and cycling tourists in the Danube region
 - [Danube Cycling Tourist Survey](#), published in February 2025
 - [EuroVelo Usage Barometer](#) in collaboration with Eco-Counter, published in April 2025
 - [EuroVelo Digital Statistics Report](#), published in April 2025
 - [EuroVelo Route Development Status Report](#), published in September 2025
 - [Tour Operators Industry report](#) published in 2024 still available.
- Reflecting on new [methods and solutions](#) to monitor the development of EuroVelo, cycle route networks and cycling tourism together with a [group of experts on monitoring cycling tourism](#)

- Online meeting of the group of experts in January 2025.
- Regular updates with members of the group of experts and upload of cycling monitoring studies on a shared platform.
- Continued efforts to advocate for a updated study on cycling tourism in Europe.

5. Organisation and financial affairs

- Organising the **EuroVelo General Meeting** (EVGM) on 24 September 2025
 - Another record attendance for the EVGM; approval of the mid-term strategy review; successful application of SwitzerlandMobility as NECC for Liechtenstein and of the Polish Tourism Organisation as NECC for Poland; second mandate for two EuroVelo Council members and appointment of a new one; successful introduction of thematic workshops. [Article](#)
 - 4 NECC online workshops (Brand Kit, mid-term strategy review, maps, multimodality), workshops during the EVGM, 5 NECC Broadcasts, and several smaller mailings.
- Supporting the **expansion of the network of NECCs** by producing updated application materials and assisting high potential missing countries
 - Assistance of Polish partners and Liechtenstein representatives to prepare their applications.
 - Publication of the [NECC Manual](#) in May 2025.
 - Support to other organisations considering NECC applications.
- Developing **new untied resources** for EuroVelo through EuroVelo business opportunities, new projects applications, consultancy activities and sponsorships
 - Continued work on EuroVelo Route Partnerships, representing 19% of EuroVelo revenues.
 - Additional revenue sources from ECS with an ad hoc training in Slovenia and ECS survey of EuroVelo 15 in Alsace.
 - Creation of new successful donation item, [t-shirts](#), promoted through dedicated mailing and communication work, bringing additional donation revenues.
 - Consulting for the international extension of the La Voie Bleue cycle route, the European Heritage Label Bureau, etc.
 - Development of revenues connected to tour packages and promotion of this type of offers.
 - One application submitted on DUT in November 2025 focusing on urban cycling tourism: URB-CYCLO-TOUR but unsuccessful; another unsuccessful application submitted end of 2024 for which ECF was subcontractor.
- Preparing a **EuroVelo Strategy 2030 mid-term review** under the initiative of the EuroVelo Council to present at the EVGM 2025
 - Approval by the EVGM of the mid-term strategy review proposal and publication of the [short version](#). Long version shared with NECCs only.

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 three EuroVelo Route Partnerships have been running in 2025 with all activities implemented; successful renewal of the EuroVelo 19 Partnership.

- Work to advocate for the establishment of EuroVelo Route Partnerships for EuroVelo 5 – Via Romea (Francigena), EuroVelo 10 – Baltic Sea Cycle Route and EuroVelo 13 – Iron Curtain Trail.
- Unsuccessful efforts to strengthen the EuroVelo 1 cooperation and decision not to renew the EuroVelo 8 Partnership due to lack of funding and commitment from the partners, as well as relevant gaps in the participating countries.
- Work on the new Interreg projects related to **EuroVelo 13 – Iron Curtain Trail** and **EuroVelo 10 – Baltic Sea Cycle Route**
 - 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.

7. Advocacy

The Advocacy work of ECF related to EuroVelo is mainly connected to the work package on Multimodality & cycling tourism.

- Advocating for policies and investments that benefit **cycling tourism** in the frame of the Transition Pathway for Tourism and the European Agenda for Tourism 2030, the implementation of chapter VII ‘supporting multimodality and cycling tourism’ of the European Declaration on Cycling and taking advantage of opportunities to share best practices and promote cycling tourism also in a global context, including through the MoU we renewed in 2024 with UN Tourism to advocate for more cycling tourism
 - ECF shared its pledge for the Transition Pathway for Tourism during the EU Tourism Stakeholder meeting in May 2025.
 - [ECF calls on stakeholder participation in EU Sustainable Tourism Strategy consultation](#) in June 2025.
 - ECF participated in the European Tourism Summit in Copenhagen in December 2025. [Article](#).
- Advocating for implementation of the new **TEN-T regulation** in favour of active mobility with a stronger focus on **rural connectivity** (cycling in urban nodes, synergies with cycling infrastructure and long-distance cycle routes, including cycling in multimodal hubs, etc)
 - Integration within a broader framework of advocating for cycling within the TEN-T. [Page](#).
- Advocating for a good implementation of the cycling measures in the **EU Rail Passenger Rights Regulation**, and championing other pro-consumer EU regulations
 - Publication of the Cyclists Love Trains Report 2025 at the occasion of the implementation of the EU Rail Passenger Rights Regulation.
 - [Article](#) focusing on high-speed train and bicycle carriage.
- Encouraging and advocating for the **combination of cycling and public transport**, particularly on European train networks, which we will do by assessing the cycle friendliness of European long-distance train operators.
 - Publication of the [Cyclists Love Trains Report](#) 2025 in June 2025, a dedicated NECC online workshop in July 2025, and a parallel session in the programme of the EuroVelo & Cycling Tourism Conference 2025.
 - European Rail operators introduce common definition for a bicycle on international train services in December 2025. [Article](#).

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