# 2022 EuroVelo Digital **Statistics Report**

EUROVELO FOR USERS\*



+22.5%



47 500+

social media

SOCIAL MEDIA FOLLOWERS 48 600+ f +14% GROWTH 11 200+ +8% GROWTH 14 650+ +24% GROWTH





engagement (reactions, clicks through Google 2 031 401 shares, comments) search (compared to 2021) 0 web sessions EUROVELO FOR USERS\* 806 676 **53%** 40% 3m27s web **visitors** mobile web average session of web visitors visitors time per visitor are female EUROVELO FOR WFB AGE CATEGORIES Organic 62% **PROFESSIONALS\*** Direct 26% [7] Referral Paid 18-24 14 306 Social 2% 24-34 WEB pro web 35-44 TRAFFIC visitors 45-54 **CHANNELS** 55-64 46% 65+ pro web mobile usage FULL ROUTE 1m54s **19 200+** +125% GROWTH AND COUNTRY EuroVelo route **EuroVelo 15** 15 France and country with STATISTICS CAN Rhine Cycle Route pro web most web visits **BE FOUND ON** average session members on Facebook discussion group PAGES 2-4 →



# 2022 RANKING OF EUROVELO ROUTES (SORTED BY WEB SESSIONS)

Rank	Route	Sessions	Visitors	Mobile usage	Traffic channels	5 1 - 2			Top route country	Top route stage
1	<b>EuroVelo 15</b> Rhine Cycle Route	123 146	121 887	52%	57% Organic	20% Direct	5% Referral	1% Social	DEU	Basel - Karlsruhe
2	EuroVelo 6 Atlantic-Black Sea	94 043	97 350	55%	75% Organic	19% Direct	5% Referral	1% Social	FRA	Nevers - Basel
3	<b>EuroVelo 8</b> Mediterranean Route	86 195	110 738	55%	65% Organic	23% Direct	9% Referral	1% Social	ESP	Venice - Rijeka
4	EuroVelo 1 Atlantic Coast Route	85 145	98 657	56%	64% Organic	22% Direct	4% Referral	1% Social	FRA	Atlantic - Navarra
5	<b>EuroVelo 19</b> Meuse Cycle Route	75 293	84 054	55%	32% Organic	15% Direct	3% Referral	1% Social	BEL	Langres - Verdun
6	EuroVelo 7 Sun Route	50 813	75 446	54%	75% Organic	18% Direct	3% Referral	2% Social	ITA	_
7	<b>EuroVelo 12</b> North Sea Cycle Route	48 696	70 885	54%	58% Organic	30% Direct	10% Referral	1% Social	NED	_
8	<b>EuroVelo 5</b> Via Romea (Francigena)	45 912	68 890	53%	69% Organic	22% Direct	5% Referral	1% Social	FRA	Alsace Vineyards
9	<b>EuroVelo 3</b> Pilgrims Route	42 812	70 740	54%	67% Organic	25% Direct	6% Referral	1% Social	FRA	Via Turonensis
10	<b>EuroVelo 10</b> Baltic Sea Cycle Route	30 640	39 345	56%	64% Organic	24% Direct	7% Referral	2% Social	SWE	Swedish Coast
11	EuroVelo 13 Iron Curtain Trail	29 018	44 084	49%	61% Organic	<b>28%</b> Direct	7% Referral	2% Social	DEU	German Border
12	EuroVelo 4 Central Europe Route	23 397	45 074	52%	73% Organic	23% Direct	4% Referral	1% Social	FRA	_
13	EuroVelo 17 Rhone Cycle Route	17 034	34 151	54%	70% Organic	<b>25%</b> Direct	1% Referral	1% Social	FRA	_
14	EuroVelo 9 Baltic-Adriatic	15 674	25 140	57%	73% Organic	<b>18%</b> Direct	5% Referral	2% Social	AUT	_
15	EuroVelo 11 East Europe Route	11 742	26 957	57%	69% Organic	23% Direct	6% Referral	3% Social	POL	_
16	EuroVelo 2 Capitals Route	9 207	24 518	51%	63% Organic	31% Direct	4% Referral	1% Social	DEU	_
17	<b>EuroVelo 14</b> Waters of Central Europe	3 806	11 863	56%	61% Organic	<b>29%</b> Direct	9% Referral	1% Social	AUT	_

Notes **1** For EuroVelo 1, 8, 15 and 19, visitors acquired from search campaigns ran under the Google Ad Grants program (for non-profits) are counted in the 'Organic' channel.

2 Paid ad campaigns account for 9% of traffic for EuroVelo 1, 16% of traffic for EuroVelo 15 and 50% of traffic for EuroVelo 19.



# 2022 TOP20 EUROVELO COUNTRIES (SORTED BY WEB SESSIONS)

20 418

12 974

11 215

13 438

7 597

5 199

5 205

4 932

5 761

4 775

3 579

3 814

3 7 1 9

2 641

2 651

2 772

2 2 1 3

3 639

2 020

2 324

Rank		Country	Sessions
1		France	12 349
2		Italy	9 698
3		Belgium	8 472
4		Germany	8 292
5		Spain	5 492
6	-	Denmark	4 220
7	o	Portugal	4 069
8	*	Croatia	4 018
9		Netherlands	4 006
10		Poland	2 948
11	-	Sweden	2 928
12	╡╞══	Norway	2 488
13	+	Switzerland	1 987
14	•	Slovenia	1 921
15		Ireland	1 917
16		Czechia	1 899
17	+	Finland	1 718
18		Austria	1 704
19		Luxembourg	1 629
20	+	Greece	1 559

450%?Sun RouteSun RouteSun RouteMedite548%Sun RoutePilgrims RouteMeuse347%Sun RouteSun RouteInon Cu49%Mediterranean RouteAtlantic Coast RoutePilgrim55%North Sea Cycle RouteBaltic Sea Cycle RouteSun Route49%Atlantic Coast RouteAtlantic Coast RouteAtlantic Coast RouteAtlantic Coast Route	
5   48%   5   Via Romea (Francigena)   3   Pilgrims Route   19   Meuse     3   47%   15   Rhine Cycle Route   7   Sun Route   13   Iron Cu     49%   8   Mediterranean Route   1   Atlantic Coast Route   3   Pilgrim     55%   12   North Sea Cycle Route   10   Baltic Sea Cycle Route   7   Sun Route     49%   1   Atlantic Coast Route   10   Baltic Sea Cycle Route   7   Sun Route	omea (Francigena)
3   47%   15   Rhine Cycle Route   1   Sun Route   13   Iron Cu     49%   8   Mediterranean Route   1   Atlantic Coast Route   3   Pilgrim     55%   12   North Sea Cycle Route   10   Baltic Sea Cycle Route   1   Sun Route     49%   1   Atlantic Coast Route   1	erranean Route
49%   8   Mediterranean Route   1   Atlantic Coast Route   3   Pilgrim     55%   12   North Sea Cycle Route   10   Baltic Sea Cycle Route   7   Sun Ro     49%   1   Atlantic Coast Route   1   -   -   -	e Cycle Route
55%   12   North Sea Cycle Route   10   Baltic Sea Cycle Route   7   Sun Ro     49%   1   Atlantic Coast Route   1   -   1   -   1	urtain Trail
49% Atlantic Coast Route — —	ns Route
	oute
56% 8 Mediterranean Route 6 Atlantic - Black Sea 13 Iron Cr	urtain Trail
55% North Sea Cycle Route North Sea Cycle Route Meuse	e Cycle Route
64% Baltic Sea Cycle Route East Europe Route Baltic	- Adriatic
56% Baltic Sea Cycle Route Sun Route North	Sea Cycle Route
52% Atlantic Coast Route North Sea Cycle Route Pilgrim	ns Route
51% 75 Rhine Cycle Route 6 Atlantic - Black Sea 5 Via Ro	omea (Francigena)
49% 🥑 Baltic - Adriatic 8 Mediterranean Route 13 Iron Cu	urtain Trail
54% Atlantic Coast Route Capitals Route —	
47% Sun Route Central Europe Route II Iron Cu	urtain Trail
54% Baltic Sea Cycle Route East Europe Route Ion Cu	urtain Trail
40% 🥑 Baltic - Adriatic 6 Atlantic - Black Sea 13 Iron Cu	urtain Trail
46% 🚺 Via Romea (Francigena) 🚺 —	
59% 8 Mediterranean Route 11 East Europe Route 13 Iron Cu	urtain Trail

1 See definition on page 4 for difference between Country and Notes Country per route pages. Countries like Portugal, Luxembourg and Ireland only have two or less EuroVelo routes passing thourgh their territory.



## 2022 TOP10 VISITING LOCATIONS (SORTED BY WEB SESSIONS)

Rank		Location	Sessions	Visitors	Mobile usage	Top 3 routes for location visitors		
1		France	251 579	155 253	58%	6 Atlantic - Black Sea	8 Mediterranean Route	Atlantic Coast Route
2		Germany	209 825	136 848	55%	15 Rhine Cycle Route	19 Meuse Cycle Route	6 Atlantic - Black Sea
3		United Kingdom	106 461	62 697	54%	15 Rhine Cycle Route	Atlantic Coast Route	12 North Sea Cycle Route
4	+	Switzerland	84 100	52 079	54%	15 Rhine Cycle Route	6 Atlantic - Black Sea	8 Mediterranean Route
5		Belgium	79 339	47 735	46%	19 Meuse Cycle Route	5 Via Romea (Francigena)	3 Pilgrims Route
6		Netherlands	69 215	42 967	51%	15 Rhine Cycle Route	19 Meuse Cycle Route	12 North Sea Cycle Route
7		United States	51 291	31 452	45%	6 Atlantic - Black Sea	15 Rhine Cycle Route	8 Mediterranean Route
8		Spain	42 602	27 321	60%	8 Mediterranean Route	Atlantic Coast Route	3 Pilgrims Route
9		Austria	37 510	24 409	55%	Baltic Sea Cycle Route	13 Iron Curtain Trail	6 Atlantic - Black Sea
10		Italy	31 519	20 348	56%	8 Mediterranean Route	Sun Route	Rhine Cycle Route

## DEFINITIONS

## Sessions

The period of time a user is active on the site. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave the site and return within 30 minutes are counted as part of the original session. This metric gives an accurate estimate of the number of times visitors opened EuroVelo website(s).

## Visitors (or users)

A visitor to the website(s). Google Analytics keeps track of visitors on the website by automatically creating a user ID. The browser stores this ID as a cookie.

## Traffic channels

Shows the percentage of sessions by their acquisition method. Users typically start a session by arriving to the website through organic (search engine), direct, referral (other website) or social (Facebook, Twitter, etc.) channels. Users arriving through paid advertising are counted seperately (only for EuroVelo 1, 15 and 19).

### EuroVelo countries These are the countries where at least one EuroVelo passes through. These main country pages are different to country per route pages and they act as national hubs

### Country per route For each EuroVelo route, there are separate national pages which contain detailed information such as points of interest and other resources.

Visiting location Shows the number of sessions and visitors from a particular country for either the whole EuroVelo web platform or specific route websites.

## NOTES

\* At the beginning of 2022, to comply with GDPR regulations, ECF implemented a 'cookie consent' dialog to ask each web visitor to give permission to track their visit on EuroVelo.com. This technical change meant that the website is not able to capture any data from web sessions where the user denies setting an "analytics cookie". As such, from 2022 onwards, web users will always have the option to deny their visit from being tracked. This means we can not compare the data sets between 2021 and 2022 and, going forward, this year becomes the 'new baseline' for future reports and comparisons. Report based on data collected from Google Analytics, Search Console, Facebook, Twitter, Instagram and Semrush.

Analysis and design by Omer Malak, o.malak@ecf.com

Device categories

Shows the percentage of

sessions by device type,

desktop (PC, laptop) and

mobile (smartphone, tablet,

typically divided into

wearables) devices.

**Copyight 2023 © European Cyclists' Federation.** EuroVelo® is a registered trademark of the European Cyclists' Federation.

# www.**EuroVelo**.com www.**ECF**.com