



EuroVelo
the European cycle route network



EuroVelo.com Media Pack

Price list January 2017

EuroVelo Media Pack

Introduction

EuroVelo is the European cycle route network – a network of 15 long distance cycle routes that connect the whole continent.

Founded in 1995, the routes can be used by long-distance cycle tourists, as well as by local people making daily journeys.

The network is developed and coordinated by the European Cyclists' Federation (ECF) on the European level with a network of National EuroVelo Coordination Centres working to realise the routes on the ground.



Cycle tourism is booming

According to a 2012 study commissioned by the European Parliament, there are an estimated 2.3 billion cycle tourism trips in Europe every year, of which 20.4 million include at least one overnight stay.

The study found that the average direct expenditure for multi-day cycle trips is just under €440 per person, per trip. In total, cycle tourism has a value in excess of €44 billion, which is higher than the European cruise ship industry.

The study estimated that when complete, the EuroVelo network alone will generate 60 million trips creating a total of €7 billion of direct revenue.



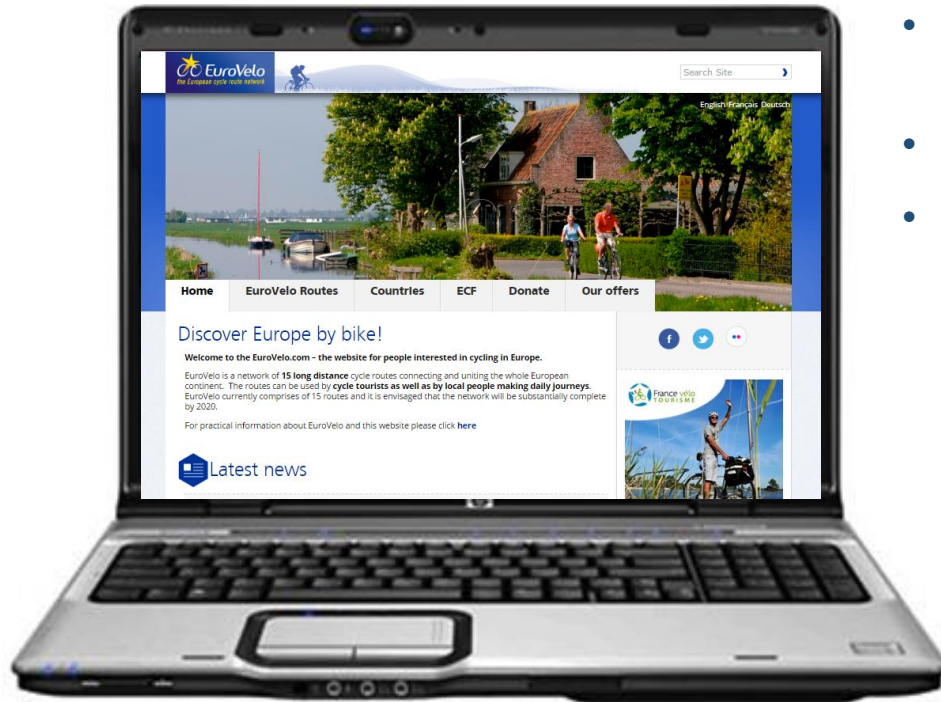
Investing in EuroVelo

The routes that make up the network incorporate some of the most attractive and popular that the continent has to offer. Routes such as the Loire à vélo in France and the Danube Cycle Path through parts of Germany, Austria, Slovakia and Hungary.

EuroVelo provides a gateway for anyone wanting to cycle in Europe. The two main communication and promotional tools are the EuroVelo.com website and the EuroVelo Overview Map.

EuroVelo Communication Tools

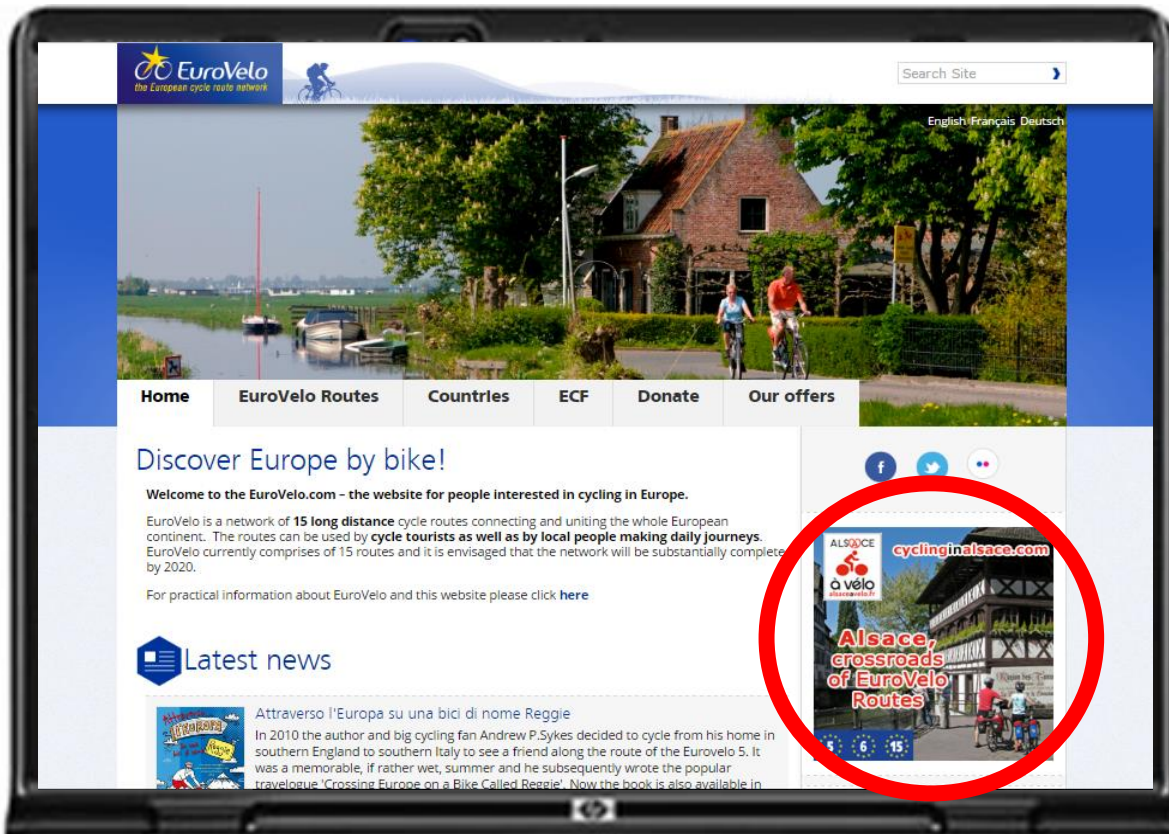
www.EuroVelo.com



- Main overview website providing information to explore Europe by bike.
- Available in English, French and German.
- Over 3.5 million page views on EuroVelo.com over the past year (December 2015 – December 2016). Average 8.5% annual growth.
- Top 5 countries of origin: France, UK, Germany, Spain and the US.
- According to Google Analytics, 27.5% of visitors are aged between 18-24 and 33.5% are aged between 25-34, while 46% of visitors are female.

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.



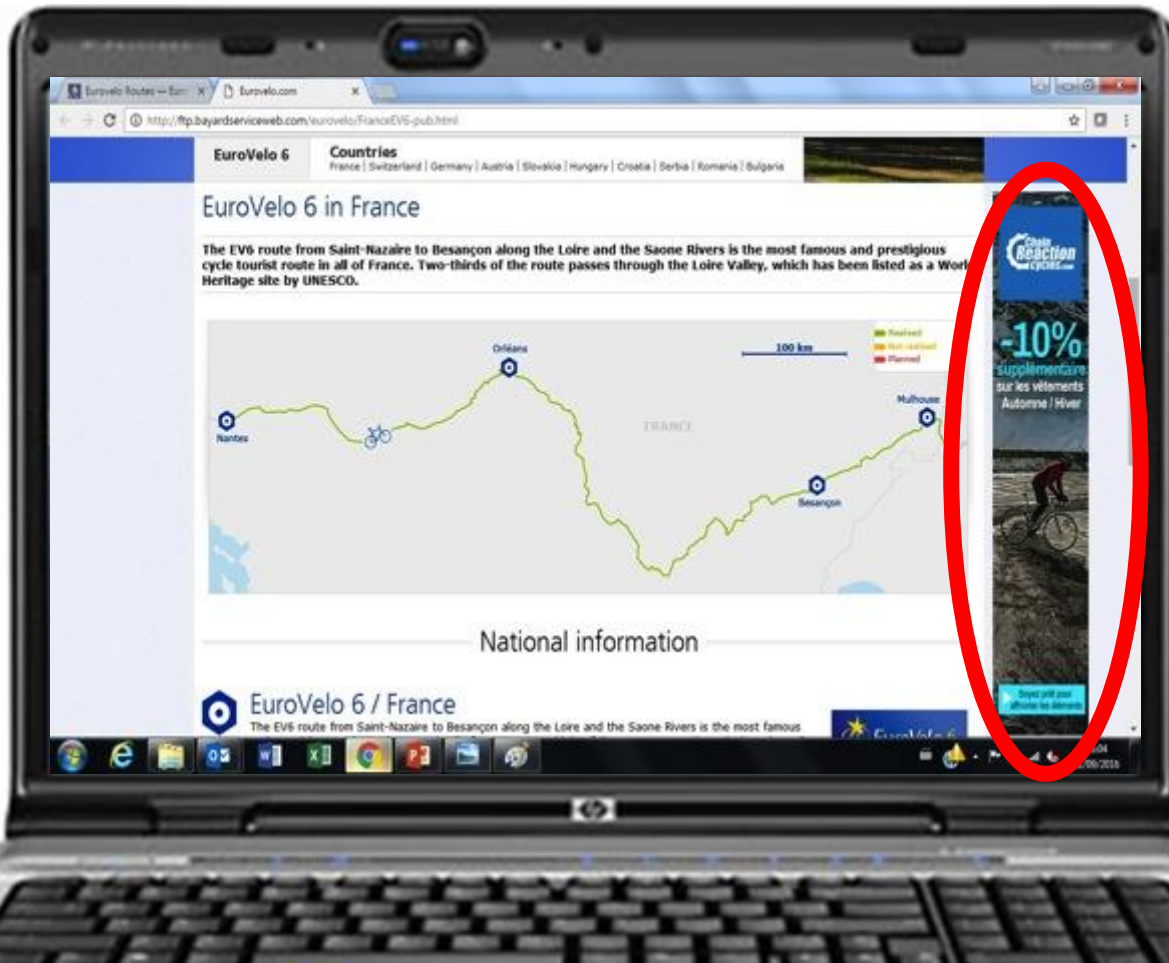
Home Page Box

- 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

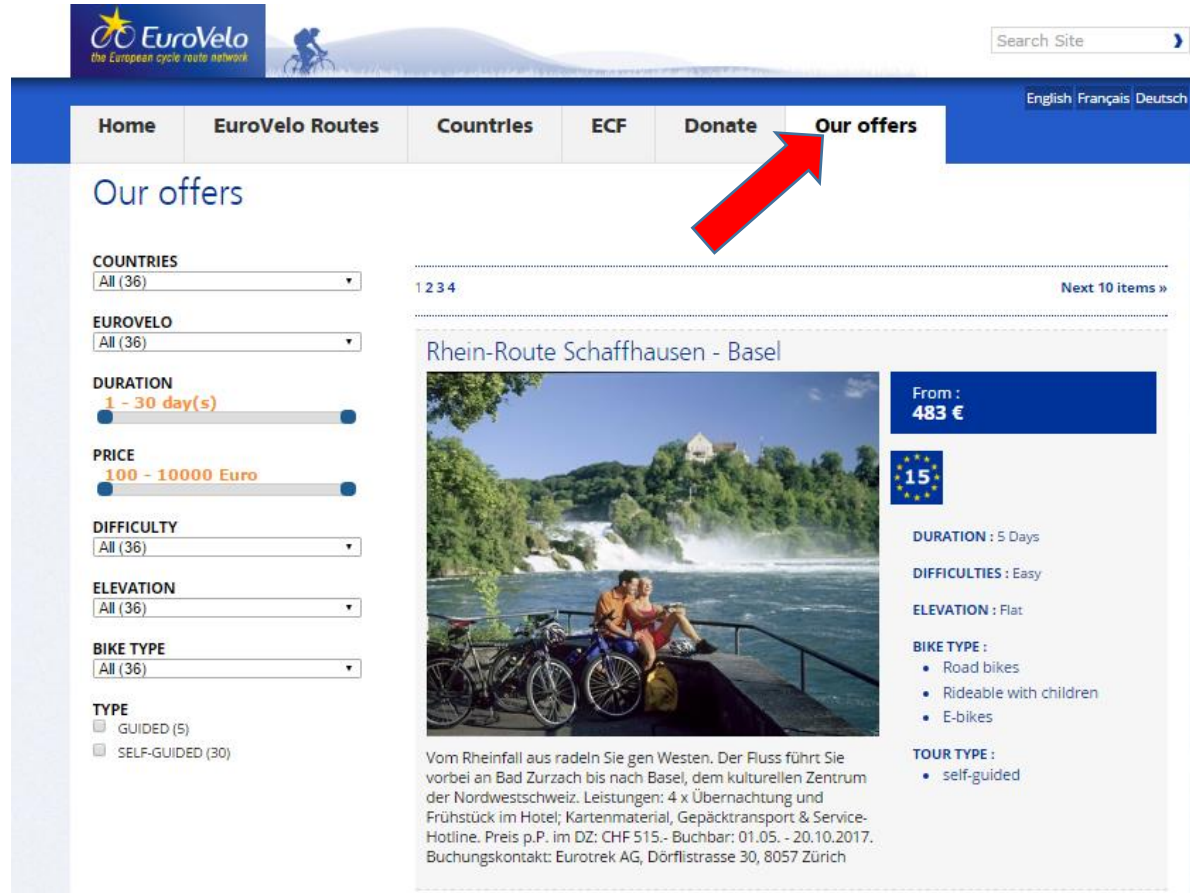
- The image should be 120 x 600 pixels.
- The Skyscraper Banners can either appear on the home page or on specific route/country pages.
- For banners on the home page, the cost is €1,200 per month (excluding VAT).
- For banners on the route/country pages, the cost is €1,000 per month (excluding VAT).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



Bookable Offers on EuroVelo.com

Bookable offers

- A high quality search engine is now available on EuroVelo.com for bookable offers, providing filters for the cycle tourists to help them find their dream holiday.
- With a detailed description of the bookable offer, price, contact information and link to the tour operator, the search engine is available in English, German and French.
- The search engine for bookable offers was launched in September 2016 and is available on EuroVelo.com under ['Our offers'](#).



The screenshot displays the EuroVelo.com website interface. At the top, the EuroVelo logo is visible, along with a search bar and language options (English, Français, Deutsch). The main navigation bar includes links for Home, EuroVelo Routes, Countries, ECF, Donate, and Our offers. A red arrow points to the 'Our offers' link. Below the navigation, the 'Our offers' section is active, showing a list of filters on the left and a featured offer on the right. The featured offer is titled 'Rhein-Route Schaffhausen - Basel' and includes a price of 483 €, a duration of 5 days, and a difficulty level of Easy. The offer description mentions a route from the Rhinefall to Basel, including 4 nights of accommodation and breakfast in a hotel. The booking contact is Eurotrek AG in Zurich.

Our offers

COUNTRIES
All (36)

EUROVELO
All (36)

DURATION
1 - 30 day(s)

PRICE
100 - 10000 Euro

DIFFICULTY
All (36)

ELEVATION
All (36)

BIKE TYPE
All (36)

TYPE
 GUIDED (5)
 SELF-GUIDED (30)

Rhein-Route Schaffhausen - Basel

From : 483 €

15

DURATION : 5 Days
DIFFICULTIES : Easy
ELEVATION : Flat
BIKE TYPE :
• Road bikes
• Rideable with children
• E-bikes
TOUR TYPE :
• self-guided

Vom Rheinfall aus radeln Sie gen Westen. Der Fluss führt Sie vorbei an Bad Zurzach bis nach Basel, dem kulturellen Zentrum der Nordwestschweiz. Leistungen: 4 x Übernachtung und Frühstück im Hotel; Kartenmaterial, Gepäcktransport & Service-Hotline. Preis p.P. im DZ: CHF 515.- Buchbar: 01.05. - 20.10.2017. Buchungskontakt: Eurotrek AG, Dörflistrasse 30, 8057 Zürich

Opportunities to include your bookable offer on EuroVelo.com

The EuroVelo.com search engine for bookable offers provides an opportunity to include your bookable offers directly on one of the most visited cycling tourism web sites in Europe.

Inclusion of bookable offers on the EuroVelo.com search engine

Visitors can view:

- Title and short description per bookable offer.
- Characteristics of the offer: country, EuroVelo route, duration, price, difficulty, elevation, bike type, guided or self guided tours.
- Certified EuroVelo routes and 'Silver Cyclists' offers identified with their own label.
- Information available in 3 languages.

Our offers


COUNTRIES

All (34) ▼

EUROVELO

All (34) ▼

DURATION

1 - 30 day(s)


PRICE

100 - 10000 Euro


DIFFICULTY

All (34) ▼

ELEVATION

All (34) ▼

BIKE TYPE

All (34) ▼

TYPE

GUIDED (5)

INDIVIDUAL (28)

Opportunities to include your bookable offer on EuroVelo.com

Concept:	Transnational/ transnational relevant bookable offers (Price per unit)	EuroVelo National, regional or local bookable offers (Price per unit)	Non-EuroVelo bookable offers (Price per unit)
1 bookable offer	450 Euro	850 Euro	850 Euro
Optional: Translation of 1 bookable offer from English into German and /or French	150 Euro per language	150 Euro per language	150 Euro per language
1 advertorial article	Free	Free	N/A

Prices differ if the bookable offers are:

- **Transnational and transnationally relevant:** bookable offer that involves more than one country or that does not involve two countries but it is transnationally relevant since it covers a significant section of a route.
- **National, regional and local :** national, regional or local bookable offers without transnational relevance.
- **Non-Eurovelo:** bookable offers that are not along EuroVelo routes.



Technical information for the bookable offers

- Tour operators must provide:

- Offer title and detailed description (120 words) in English, French and German
- Duration of the offer (n. of days)
- Level of difficulty
- Price in Euro
- Elevation
- Bike type
- Tour type
- High quality picture
- PDF and Word version (1 page) of the offer
- Link to the offer (if located on another web site or as a PDF)

ECF services

Web and search engine maintenance

Update of the offer if requested by the tour operator (max. 2 times a year)

Translation of the offer from English into German and/or French (against a fee)

Promotion of the search engine for bookable offers

Terms & Conditions

- **Price:** Prices are subject to statutory VAT and are correct for 2017. Price changes reserved.
- **Payments:** Payment should be made 10 days after receipt of the invoice. Interest shall be added in the standard bank interest on overdrafts calculated.
- **Cancellation:** Advertisements can be cancelled at least 4 weeks before the relevant deadline. If a payment has already been made then there will be a cancellation fee of 10% of the net amount. After that date the cancellation fee will raise to the full amount of the advertisement.

Bank details:

BNP Paribas Fortis Bank, Rond
Point Schuman 10, 1040
Brussels, Belgium
Name account holder: ECF
asbl
IBAN: BE82210033980768
BIC: GEBABEBB36A
VAT: BE0460439895



Contact

For information about any of the advertising opportunities included in this document please contact the ECF directly:

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+32 4834 4954 (mobile)

We look forward to hearing from you!

Delivery

E-mail:

j.freire@ecf.com

Post:

Data on CD / Memory stick:

FAO EuroVelo Team

European Cyclists' Federation

(ECF)

Rue Franklin 28

Brussels

Belgium