Introduction

EuroVelo is the European cycle route network – a network of 16 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.
Communication Tools

www.EuroVelo.com

- Main overview website providing information for people wanting to explore Europe by bike.
- The website is available in English, French and German.
- Over 5 million page views on the EuroVelo Overview websites over the past year (2018) with an annual growth of over 26%.
- 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.
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’.
Opportunities to include your 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.
## Opportunities to include your offer on EuroVelo.com

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

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)**

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**ECF services**

- Web and search engine maintenance
- Translation of the offer from English into German and/or French (against a fee)
- Update of the offer if requested by the tour operator (max. 2 times a year)
- Promotion of the search engine for bookable offers
**Terms & Conditions**

- **Price:** Prices are subject to statutory VAT and are correct for 2019. 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
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Contact

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We look forward to hearing from you!

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