

How to take advantage of EuroVelo 13 by developing cycling-friendly services?

ICTr-CE
Training & Mentoring Workshops

6 March 2025
Online

Cassandra de Froidmont
Projects Coordinator



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union

Interreg
CENTRAL EUROPE



Co-funded by
the European Union



[EuroVelo.com](https://www.eurovelo.com)

The EuroVelo network: a European success story

- An initiative coordinated by the European Cyclists' Federation (ECF)
- Created in 1997, EuroVelo will be **28 years old** this year!
- **17** routes, 18 by 2028
- **38** countries
- **92,000+** km of cycling routes
- **60,000+** km of developed routes
- **33,000+** km signed with EuroVelo signs
- A backbone for national cycle networks



EuroVelo, the European cycle route network (2023)

EuroVelo 13 – Iron Curtain Trail

Overview of the route's theme

1. A symbol of reconciliation, dialogue and **remembrance** promoting **peace** and inter-knowledge as **common heritage** in Europe
2. A sustainable tourism product with attractivity and meaning, part of the growing segment of **cycling tourism**
3. A network of **20 countries**, involving various local, regional, national and international stakeholders
4. The inclusion in the broader **EuroVelo network** (National EuroVelo Coordination Centres, EuroVelo Council etc.)

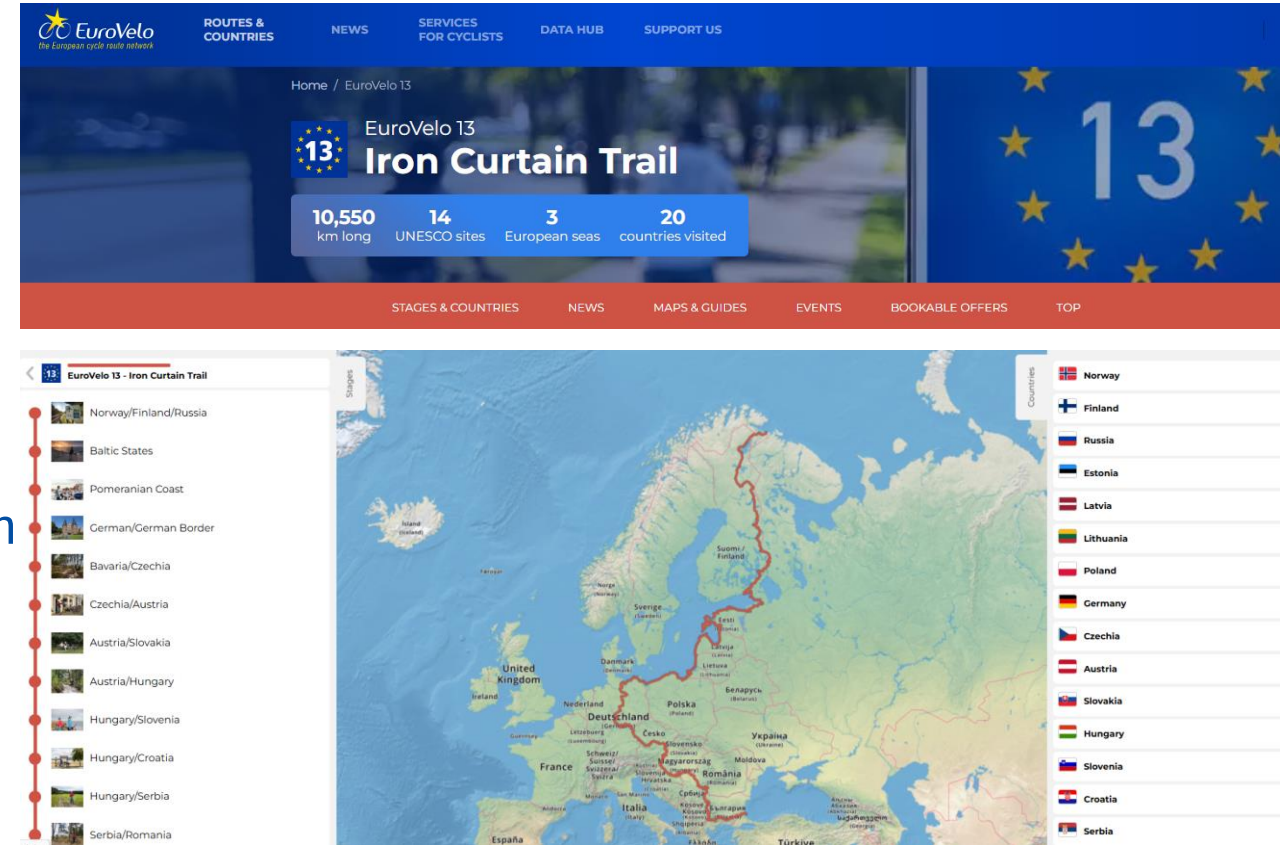


EuroVelo 13 – Iron Curtain Trail

- 10,550 km
- 20 countries
- 14 UNESCO sites
- 3 European seas
- ICTr-CE project covers: 8 countries and +3,000 km

Route development in 2023

- 50% of the route developed,
- 38% developed with EuroVelo 13 signs
- **Ranking** compared to other routes: **11th**
- 2% increase in route development compared to 2022



Route logos and signing

EUROVELO BRAND KIT

Route information panels are also used for signing

- Four variations used for road signs



Route logos

- Two variations used for digital and printed communications, as well as co-branding



Please use the PDF version of the logo for the right colour code.

Designs for new route signs that incorporate EuroVelo route information panels should be **submitted to ECF and the corresponding National EuroVelo Coordination Centre (NECC) for approval before they are installed on the ground.**



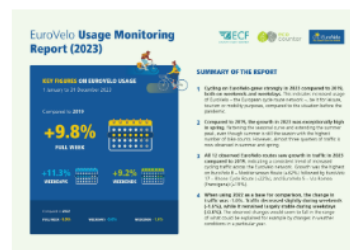
EuroVelo and cycling tourism interest and visibility is increasing!

Data centralised on [EuroVelo.com](https://eurovelo.com) – on the [EuroVelo Data Hub](https://eurovelo.com):

Usage monitoring

Data provided by Eco-Counter

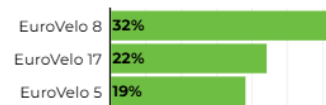
 Read the [latest report](#) (2023)



+9.8% usage evolution (2019-2023)

Top EuroVelo routes

CYCLING TRAFFIC CHANGE 2023 VS 2019



Route development

 Read the [latest report](#) (2023)



92,000+ km

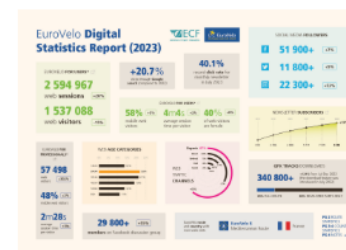
total length of the EuroVelo network (as of 2023)

66% (60,000+ km)

of the EuroVelo network is ready to cycle (as of 2023)

Digital statistics

 Read the [latest report](#) (2023)



2.5M+

web sessions in 2023

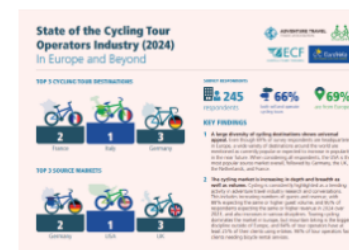
86,000+

social media followers in 2023

 **EuroVelo 8**
most popular route in 2023

Tour Operators Industry

 Read the [latest report](#) (2024)



66% of survey respondents both sell and operate cycling tours

Top cycling tour destinations

 **ITA**
 **FRA**
 **GER**

Top source markets

 **USA**
 **GER**
 **UK**

A growing usage, with more cyclists on EuroVelo routes!

New report available including data on EuroVelo 10, 13 and EuroVelo 7

“increased usage of EuroVelo be it for leisure, tourism or mobility purposes” compared to 2019.

EuroVelo Usage Monitoring Report (2023)



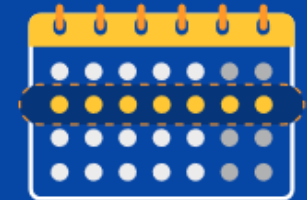
KEY FIGURES ON EUROVELO USAGE

1 January to 31 December 2023

Compared to 2019

+9.8%

FULL WEEK



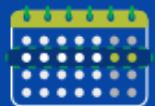
+11.3%

WEEKDAYS



+9.2%

WEEKENDS



Compared to 2022

FULL WEEK **-1%**

WEEKDAYS **-1.6%**

WEEKENDS **-0.8%**

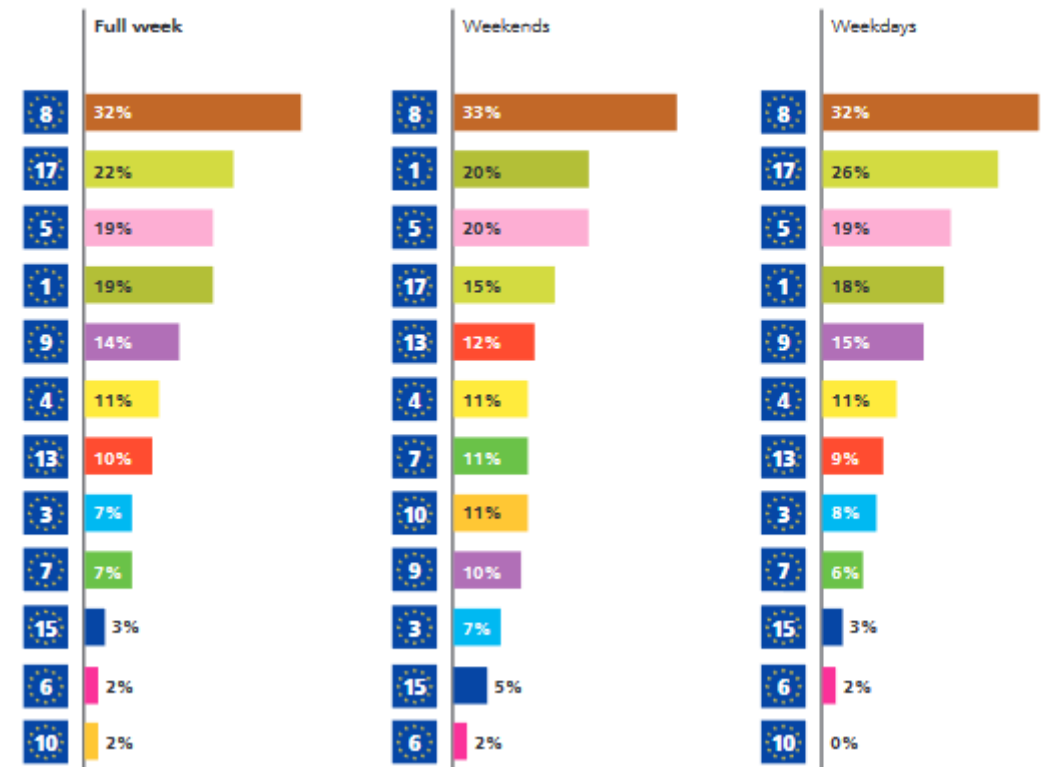
EuroVelo 13 – Iron Curtain Trail Route Usage Evolution

+10% bicycle counts from 2019
to 2023.

+12% bicycle counts on weekends.

+9% bicycle counts on weekdays.

TRAFFIC ON INDIVIDUAL EUROVELO ROUTES
CHANGE 2023 VS 2019



EuroVelo Digital Statistics Report (2023)



EUROVELO FOR USERS*

2 594 967

web sessions +28%

1 537 088

web visitors -15%

+20.7%clicks through Google
search (compared to 2022)**40.1%**record click rate for
monthly newsletter in
February 2023

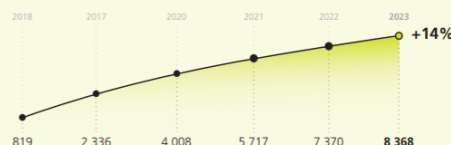
EUROVELO FOR USERS*

58% +5%mobile web
visitors**4m4s** +37saverage session
time per visitor**40%** +0%of web visitors
are female

SOCIAL MEDIA FOLLOWERS

f 51 900+ +7% GROWTH**t 11 800+** +5% GROWTH**i 22 300+** +52% GROWTH

NEWSLETTER SUBSCRIBERS



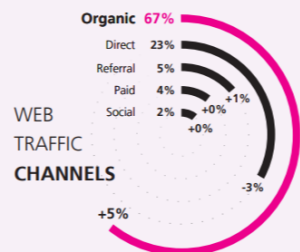
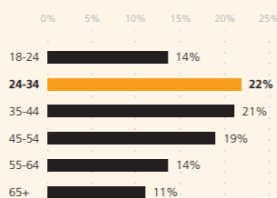
GPX TRACKS DOWNLOADS

340 800++124% from Jul-Dec 2023
(the download feature was
introduced in July 2022)

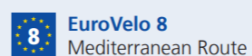
20% FULL ROUTE 80% DEVELOPED PARTS ONLY

EUROVELO FOR
PROFESSIONALS***57 498**pro web
visitors +302%**48%** +2%pro web
mobile usage**2m28s**pro web
avg. session +34s

WEB AGE CATEGORIES

**29 800+** +55% GROWTH

members on Facebook discussion group

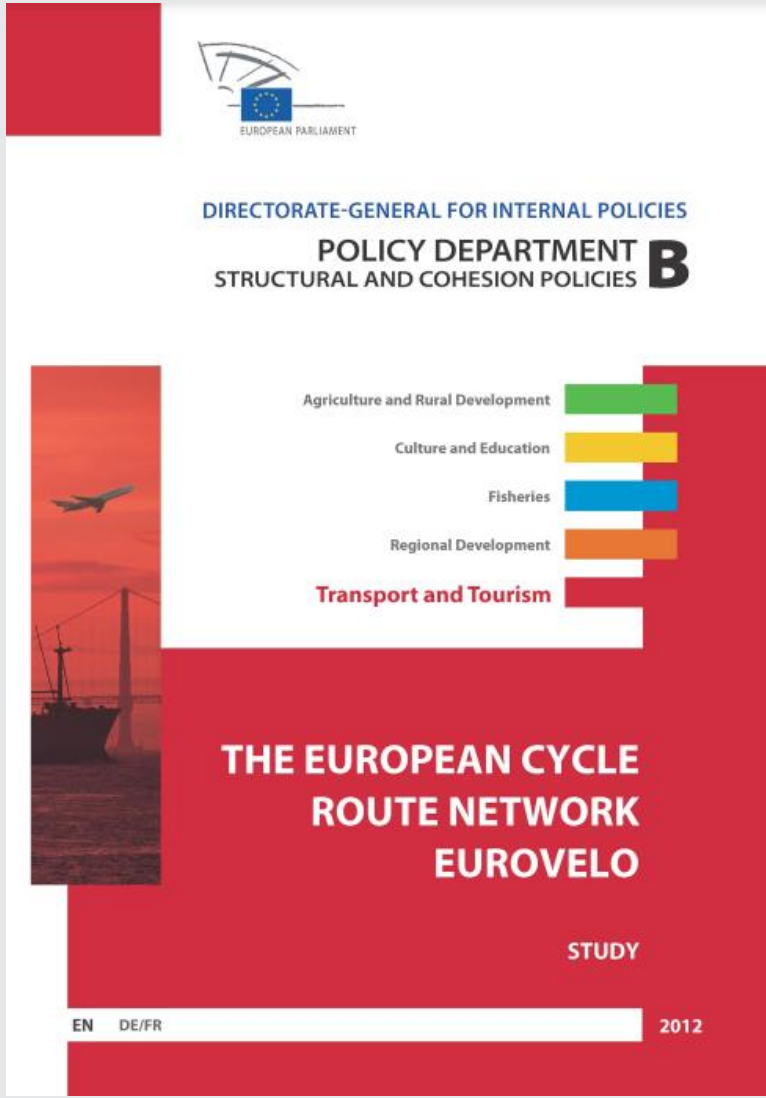
EuroVelo route
and country with
most web visitsFULL ROUTE
AND COUNTRY
STATISTICS CAN
BE FOUND ON
PAGES 2-4 →

A growing interest for EuroVelo online

Latest report focusing on 2023
available online.

+27% sessions on EuroVelo 13
pages in 2023 compared to
2022 (36,800+ in total).





Economic impact estimations of cycling tourism:



Europe (2012): €44 billion economic impact a year

- Germany (2009): **€9.2 billion** economic impact a year
- Italy (2024): **€5.5 billion** economic impact estimated a year
- The Netherlands (2021): **€1 billion** economic impact from Dutch in the NL
- France (2019): **€4.2 billion** direct economic impact estimated a year
- France-La Loire à Vélo-900km section of EuroVelo 6 (2023): **€0.5 billion** economic impact a year

How to categorise cycling tourists?

- 1 Cycling needs of the users** – European Certification Standard's user categories based on the fitness level, skills, experience and type of bicycle

Regular cycle tourist

Occasional cycle tourist

Demanding cycle tourist

- 2 Purpose of the cycling trip:** holidays, sport, transport, leisure



©Vélo & Territoires

How to categorise cycling tourists?

3 Type of cycling itinerary used



©Fietsplatform



Trekking-Fahrrad



Mountainbike



Stadt-/Cityrad



Gravelbike



Rennrad



Lastenrad

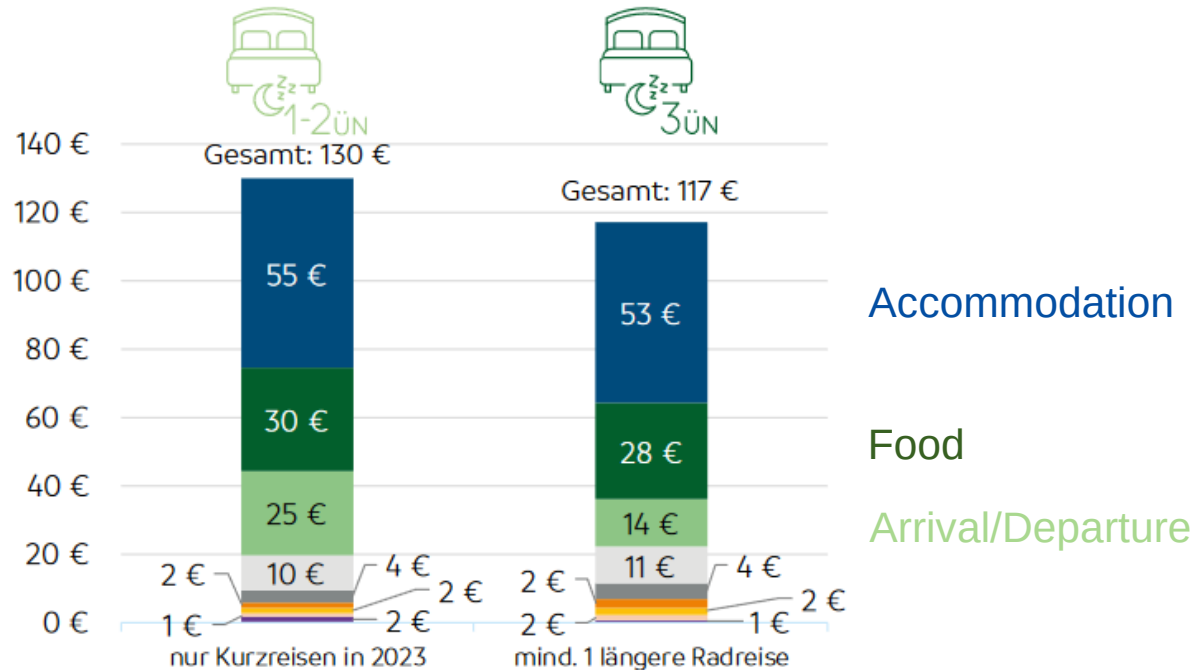


Handbike



sonstiges

Who are the cycling tourists? What are they spending?



ADFC categories of German cycling tourists in Germany (2024): Source

Cycling tourist
3 nights and more
117€/day



Cycling tourist
1-2 nights
130€/day



Non-cycling tourists
55% could go on a cycling trip in the future



Cyclists in holidays
123€/day



Day tripper cyclists
32€/day



Learnings from **State of the Cycling Tour Operators Industry (2024)** In Europe and Beyond

Cycling tour operators' industry is an interesting segment... but most cycling tourists organise their trip themselves.

ADFC bicycle travel analysis 2023: **90,9%** of German cycling tourists organised their trip entirely independently in 2022, 3% partially organised by a Tour Operator and 6% entirely organised by a Tour Operator.



ADVENTURE TRAVEL
TRADE ASSOCIATION



EUROPEAN CYCLISTS' FEDERATION



Who answered the cycling tour operators survey?

- Online survey: February-April 2024
- Where are the respondents based? ➔

SURVEY RESPONDENTS

 **245**
respondents

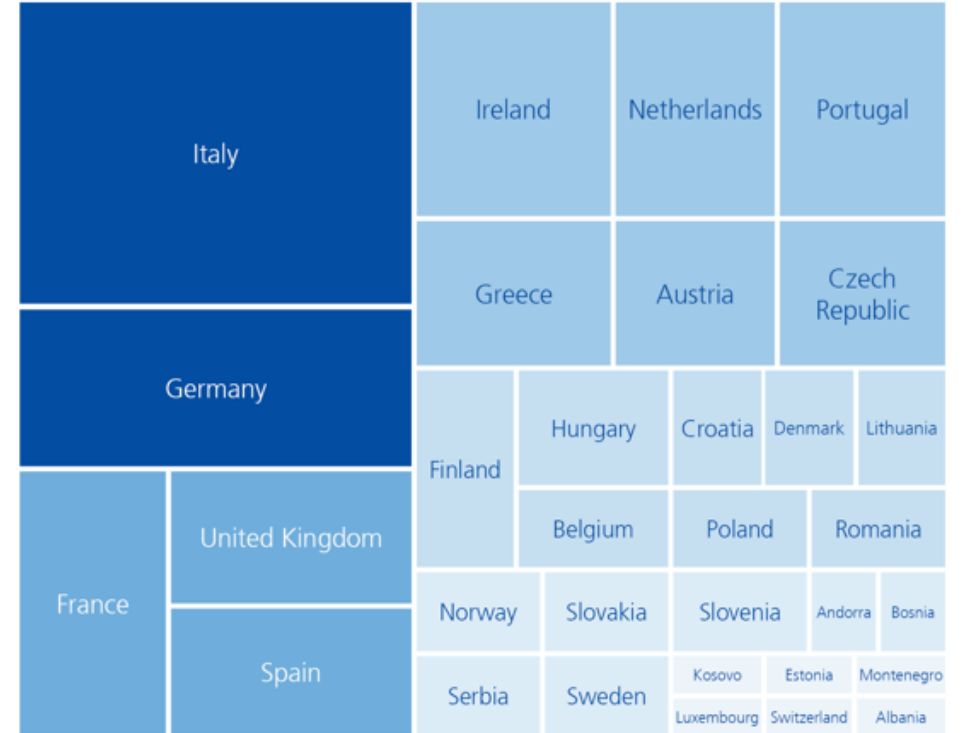
 **66%**
both sell and operate
cycling tours

 **69%**
are from Europe

COUNTRY WHERE THE RESPONDENT'S ORGANISATION IS HEADQUARTERED

ALL N=245 / EUROPEAN N=169 / NON-EUROPEAN N=76

EUROPE



NORTH AMERICA



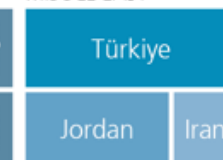
SOUTH AMERICA



ASIA



MIDDLE EAST



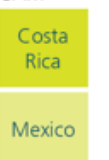
AFRICA



PACIFIC



CAM*

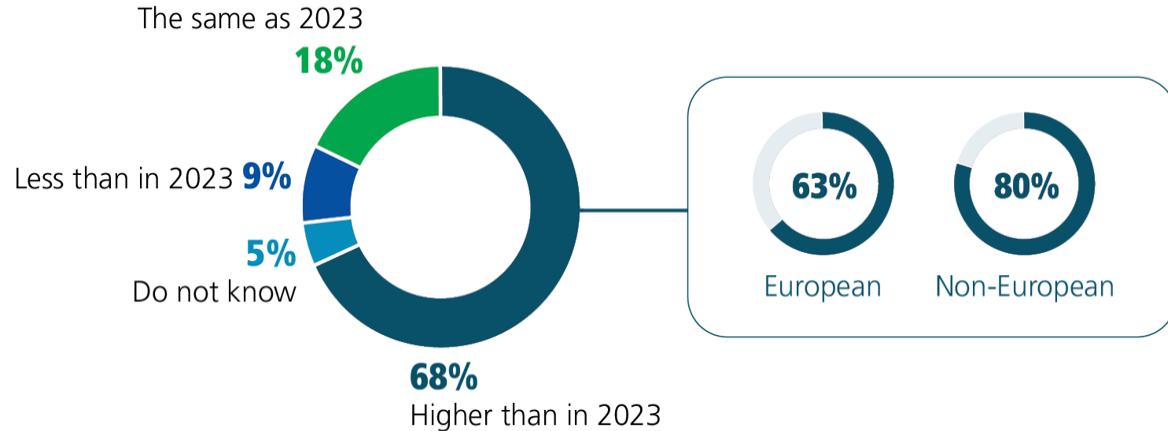


Cycling tour operators' business is growing

- **2023** was generally good: higher than 2019 in terms of revenues, close to equal in terms of number of clients.
- **2024** expected to deliver an increase in revenue and clients: 68% of respondents (80% non-Europeans, 63% Europeans)

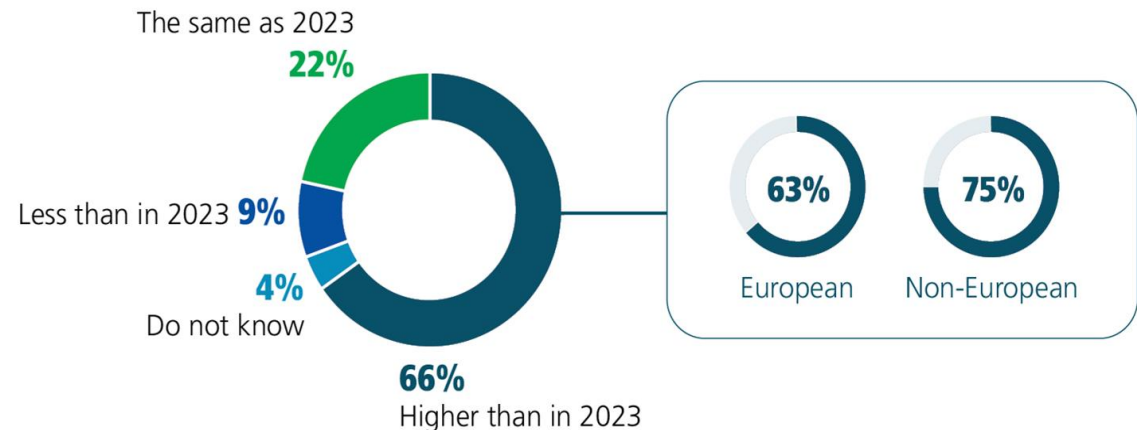
EXPECTED REVENUE IN 2024 COMPARED TO 2023

ALL N=187 / EUROPEAN N=131 / NON-EUROPEAN N=56



EXPECTED NUMBER OF CYCLING CLIENTS IN 2024 COMPARED TO 2023

ALL N=186 / EUROPEAN N=131 / NON-EUROPEAN N=55



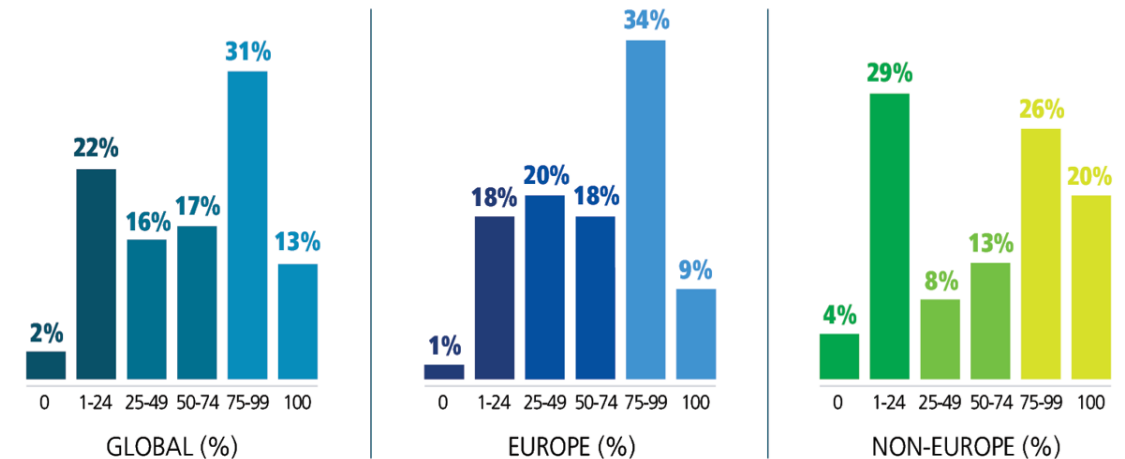
Bicycle rental is highly requested by costumers

- 61% of respondents have the majority of their customers renting bikes.
- 29% do not own bicycles.
- 71% of respondents own a median number of 50 bikes and renew fleet every 4 years.

- Adapted bicycle rental services is needed for tour operators to operate.
- Local services brings local economic impact!

PERCENTAGE OF RESPONDENTS' CUSTOMERS NEEDING BICYCLE RENTAL SERVICES

ALL N=186 / EUROPEAN N=130 / NON-EUROPEAN N=56



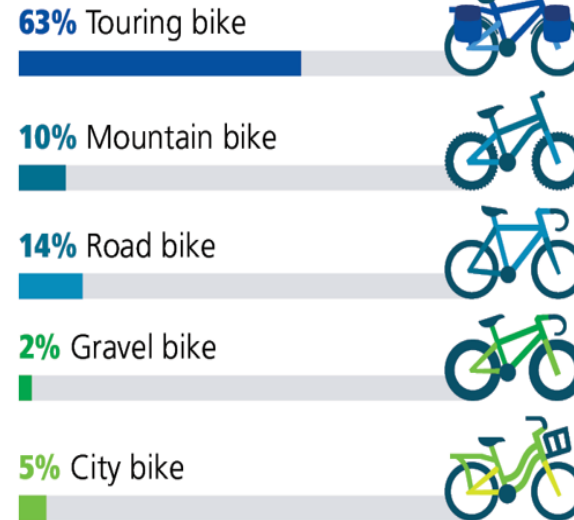
What type of bicycle do cycling tours' clients use?

- Diverse type of bicycles
- Touring bikes are dominating in Europe
- Mountain bikes are the main category outside of Europe followed by touring and road bikes.

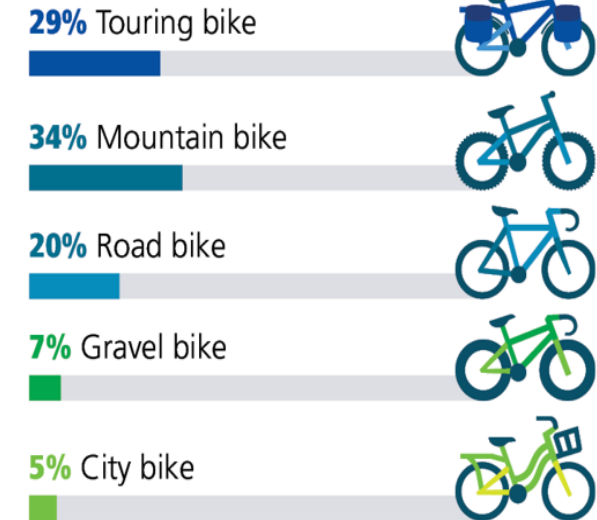
TYPE OF BICYCLE USED BY CYCLING TOURS' CLIENTS

ALL N=186 / EUROPEAN N=130 / NON-EUROPEAN N=56

EUROPEAN



NON-EUROPEAN



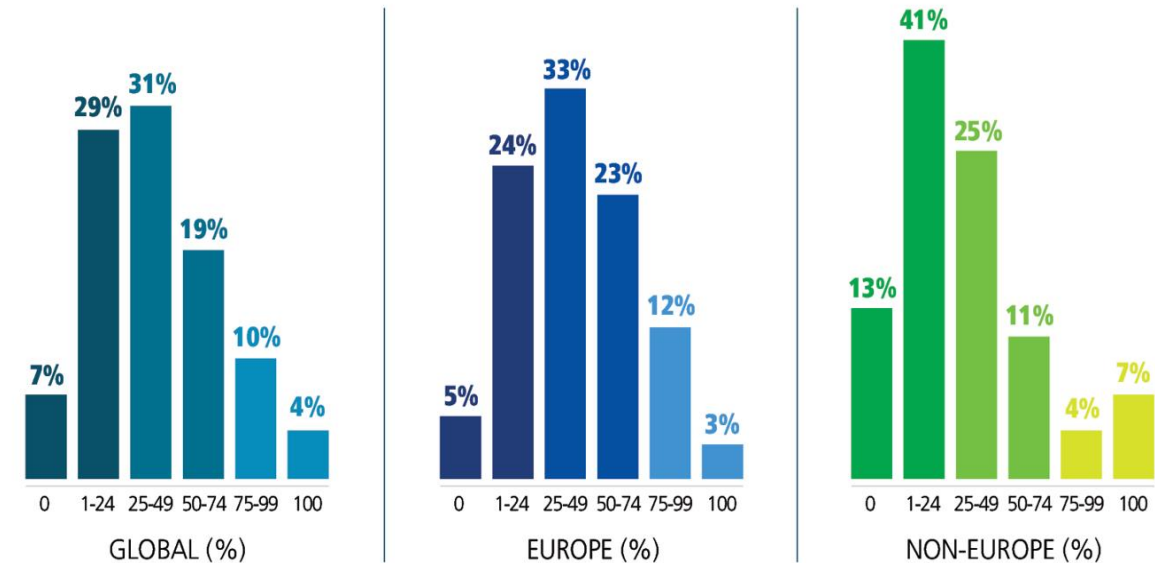
E-bikes are a trend and opportunity but not more used than muscular bikes yet

- 64% of respondents have at least 25% of their clients using e-bikes (more in Europe – 72% - than outside of Europe – 46%)
- 33% of respondents have more than half of their clients using e-bikes

Most tour operators offer both muscular and e-bikes to their clients. More respondents offer no e-bikes at all (7%) than only e-bikes (4%).

PERCENTAGE OF CUSTOMERS CHOOSING TO USE E-BIKES

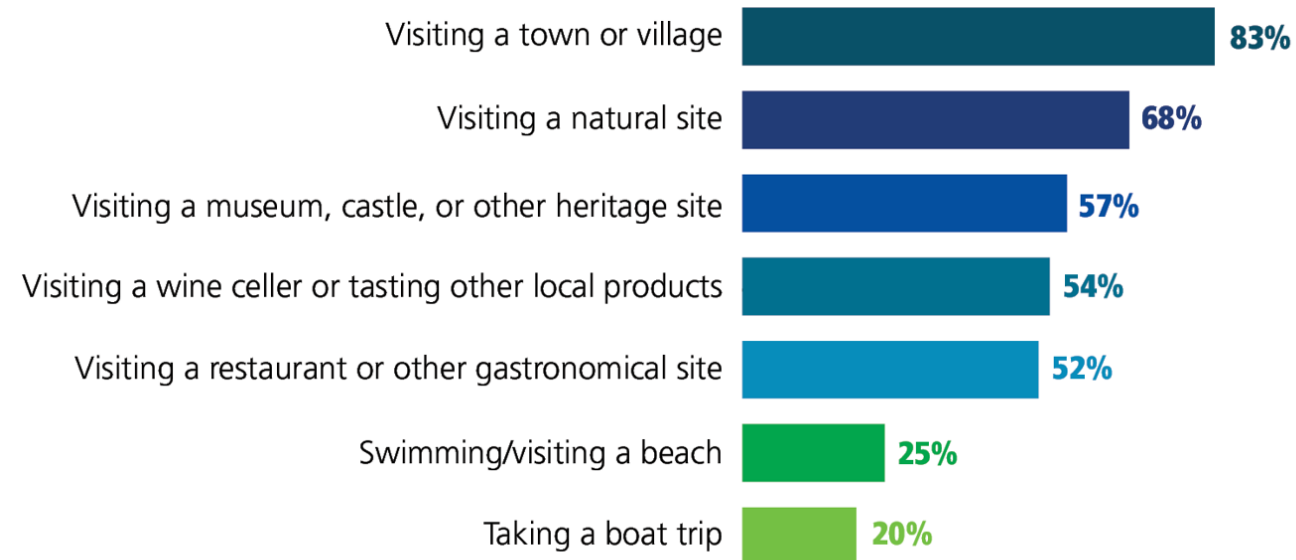
ALL N=186 / EUROPEAN N=130 / NON-EUROPEAN N=56



Activities while on tours

MOST POPULAR ACTIVITIES AMONGST CYCLING TOUR CLIENTS WHILE ON TOURS

ALL N=182



Internal business challenges

- Inflation
- Seasonality (Europe)
- Number of customers (non Europe)
- Staff Shortage
- Lack of support from public bodies
- Software solutions

External business challenges

- Accommodation offers
- Quality of the itineraries
- Logistical aspects
- Various fitness levels of clients (non Europe)

Trending destinations

- Europe (main destinations and Eastern Europe)
- South America (Chile, Colombia, Andes)
- Other popular areas, such as Nordic countries

Key findings:

#1 A large diversity of cycling destinations shows universal appeal.

#2 The cycling market is increasing in depth and breadth as well as volume.

#3 Inflation and marketing to new customers are primary internal challenges

#4 Accommodation offers are lacking in all areas of the world.

MAIN TREND IN CYCLING TOURS



E-bikes

(51% of respondents)

MAIN CHALLENGE OF CYCLING TOUR OPERATORS



Inflation

(62% of respondents)

Needs of cycling tourists for qualitative services

Specific to Accommodations:

- One-night stays available
- A variety of types to meet different needs
- Harty breakfast available early morning
- Payment of bill the night before
- Laundry service



Bay of Puck, Poland, along EuroVelo 10 – Baltic Sea Cycle Route and EuroVelo 13 – Iron Curtain Trail © Pomorskie.travel



ravel.wallonie.be/home/tips/bienvenue-velo © Coralie Cardon

Needs of cycling tourists for qualitative services

- Safe bike storage
- Space to clean and repair bikes
- One-way bike rental
- Rest areas with drinkable water and toilets
- Pick-up service
- Information on cycling offers around the area

→ Essential to the development of successful cycling tourism products



Bay of Puck, Poland, along EuroVelo 10 – Baltic Sea Cycle Route and EuroVelo 13 – Iron Curtain Trail © Pomorskie.travel



ravel.wallonie.be/home/tips/bienvenue-velo © Coralie Cardon

Cycling-friendly service schemes

- Guarantee of quality (minimum of what is expected by a cyclist)
- Common brand and visibility
- Clear message to users/clients
- Commitment from service providers to consider the needs of cycling tourists

**National or regional organisation is needed.
Transnational coordination is required for client's satisfaction!**



Example of a Cycling-friendly service scheme: ADFC Bett+Bike

Requirements:

- Secure bicycle storage
- Bike repair
- Cyclist friendly services (accepting guests for only one night, having a room to dry clothes and equipment, as well as providing information regional touristic offers.)



At least 3/4 of the following:

- Cyclist friendly service (including pick-up and drop-off for cyclists, a rental program for regular bikes and e-bikes, access to an e-bike charging station, and the option to rent navigation devices for easy route planning.)
- Travel Planning & Luggage Support
- Technical Assistance & Partnerships
- Wifi

Example of a Cycling-friendly service scheme: ADFC Bett+Bike



Application → On-Site Inspection → Certification and Listing

~140€ registration fee
~70€ yearly fee + 6,50€ per room

How to take advantage of EuroVelo 13?

- Develop **specific services** (bike rental, safe storage, bicycle tools, catering offer, laundry service, etc)
- **Promote those services** on your communication tools: website and social media + **promote the routes** close to you!
 - Add a section on your website about your offers for cyclists
 - Indicate information about your connection with EuroVelo 13 – Iron Curtain Trail



© EuroVelo – Alexandra Fournier on EuroVelo 15 - Rhine Cycle Route



© France Vélo Tourisme – David Darrault

How to take advantage of EuroVelo 13?

- Join a **cycling friendly service** scheme
- **Connect with other stakeholders** and exchange knowledge



Example from Belgium - <https://www.cyclodges-tour.com>



Example from Lithuania - <https://www.bbtravel.lt/rental-prices-conditions/>

Call for abstracts are open!



**EuroVelo & Cycling
Tourism Conference**

Balatonfüred

24–26 September 2025

Thank you!

Any questions?

Cassandre de Froidmont
Projects Coordinator
c.de-froidmont@ecf.com

Support us to
connect Europe
by bicycle!

Follow EuroVelo on

