EuroVelo, the European cycle route network

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Definitions (1)

What is ECF?

- is the European federation of national and regional cycling organizations
- founded in 1983
- 65 member organizations
- based in Brussels
- Owner of the EV trademark and coordinator of the network
Definitions (2)

What is EuroVelo? (a)
- A project of the ECF
- To develop a network of high-quality cycling routes linking all countries in Europe
- The network can be used by long-distance cycle tourists, as well as by local people making daily journeys.
Definitions (2)

What is EuroVelo? (b)

- currently 14 routes

- can be supplemented by the addition of new routes (ICT nr. 13; Rhine route nr. 15)

- shall be substantially completed by 2020 (ECF plan)
Why?

Because;

1. **Cycling tourism is a booming business**

2. **EuroVelo has significant added value**

How much?

**The EuroVelo study shows....**
Background:

Made by:
1. Institute of Transport and Tourism, University of Central Lancashire (UK)
2. NHTV CSTT (NL)

Requested and funded by: the EP’s Committee on Transport and Tourism
Key aims:

1. **Determine the current scale and scope of cycle tourism in Europe**

2. **Evaluate the extent to which EuroVelo can be developed as a sustainable tourism network**

3. **Investigate the potential of the Iron Curtain Trail**
Demand and impact

Demand model:
Number of cycle tourists dependent on bed density in NUTS 3 regions; number of day cyclists dependent on population density in NUTS 3 regions

Economic impact:
Economic impact estimated by using weighted averages of (daily) spending (12 national & regional studies).
Demand:

Cycle tourists spend €53 per day on average

Cycle tourists spend €353 per trip on average

Day excursion cyclists spend almost €16 per day on average

60-75% on food & drinks
European cycle tourism estimates (per year):

2.8 billion cycle tourism trips in Europe

25,6 million overnight trips = 3% of total tourist trips by EU population

Total economic impact of €54 billion from it €18.5 billion in France
EuroVelo potential – if network is developed:

Estimated 12.5 million holiday trips per year

Estimated 33.3 million day excursions per year

Potential total direct revenue of almost €5 billion per year
PROJECT COMPONENTS (1) of a EuroVelo route:

- Attractive, safe, comfortable route
- Clear, unitary signposting
- Service – accommodation
- Effective promotion, update information

Take care on the target groups!
PROJECT COMPONENTS (2): Attractive, safe and comfortable routes
PROJECT COMPONENTS (2): Attractive, safe and comfortable routes

- based on existing or future national or regional routes of the involved countries

- at least two countries are involved

- route length at least 1,000km
PROJECT COMPONENTS (3): Unitary, clear signposting
PROJECT COMPONENTS (3): Unitary, clear signposting

- **N° du Point noeud à gauche pour lecture rapide gauche-droite**
- **Nom du lieu dit du Pt Noeud si il existe**
- **Indication des itinéraires longues distances de type EuroVélo, Réseau, ...**
- **Logos vélo pour indiquer que ce sont des balises destinées à un réseau vélo**
- **Code barre2d pour lecture par smartphone avec relais vers un site web de référence**
- **N° du Pt Noeud suivant et respect de la couleur de la province : Vert-Hainaut suivant le décret balisage**
- **km jusqu'à destination**

**Examples of signposts:**
- Pont de l'Alma
- Mouscron 10,5
- Tournai 7,4
- Donauradweg
- Wien - Brno
- SalzburgerLand
PROJECT COMPONENTS (3): Unitary, clear signposting
PROJECT COMPONENTS (4): Service – accommodation
PROJECT COMPONENTS (4): Service – accommodation

Most successful target group oriented marketing - cooperation of hotels in Germany! www.bettundbike.de
A vision is becoming reality ... good examples
- North Sea Cycle Route (EuroVelo 12)
- From Atlantic to Black Sea (EuroVelo 6)
- Rhein Route (EuroVelo15) – will be the first sustainable
PROJECT COMPONENTS (5): Effective promotion, update information

A vision is becoming reality ...good examples
- From Atlantic to Black Sea (EuroVelo 6)
A vision is becoming reality ... good examples
- Corporate Design EV15 Rhein Route
Organization (1)

- EuroVelo Council
- ECF Board
- EuroVelo Management Team
- Project Partners
  - NECC/C Project Partners
  - NECC/C Project Partners
  - NECC/C Project Partners
**Organization (2)**

**ECF and EuroVelo**

- implementation coordination - European level
- quality assurance - European level
- advises to the national level
- exchange of skills and experiences
- communicate on the EU level
- the management is supported by the EU Commission DG ENTR in 2011
Organization (3)

National coordination centres

- coordination, quality assurance - national level
- coordination with the ECF
- communicate EuroVelo nationally
- arrange for detailed information
Organization (4)
National coordination centres

- are organized in accordance with requirements of each country, bringing together;
  territorial authorities,
  tourism organizations,
  cycling organizations,
  public transport companies and service providers

- until they are not established, EuroVelo coordinators (without organization) replace them partly
Organization (5)

*EuroVelo National coordination – different countries, different solutions*

**Single NGO based solutions:**
ADFC, Sustrans

**Governmental solutions:**
Flandern, Norway, (Hungary)

**Consortia solutions:**
SwissMobile, Fietsplatform, (Czech Republic)
Organization

Stiftung SchweizMobil
Coordination / Development overall project and cross-sectional duties, in particular:
- national & regional NMT routes
- signalization, info points
- combined mobility NMT/public transport
- Internet, guides, maps
- accommodation
- bike etc. rental
- supporting promotion

Cantons / Principality of Liechtenstein
Planning/realisation of infrastructure NMT, information

Federal Roads Office
Basic principles for NMT (signalisation, route planning, statistics etc.)

Swiss Hiking Federation
Coordination & development of hiking in Switzerland

Public transport companies
Combined mobility NMT/public transport, timetable info

Rent a Bike
Rental of cycles, mountain bikes, flyers etc.

SchweizMobil Marketing Group
Bookable offers (production, marketing)

Switzerland Tourism
International & national marketing

Publishers
Official guides to SchweizMobil

Accommodation Associations and individual partners
Ensuring accommodation quality
Organization (6)
National coordination centres

- manuals;

www.eurovelo.org
www.europemobility.info
To learn more about cycling tourism and EuroVelo

EuroVelo
The European cycle route network

EuroVelo
Signage of EuroVelo cycle routes

EuroVelo
National Coordination Centres
Guidance on application process

Route Development Handbook
Coming Soon
Visit our websites ecf.com (eurovelo.org from this week, eurovelo.com from 2012)

Subscribe on our newsletters by sending email to eurovelo@ecf.com

Contact your national coordinator; DRC and Camille Thome!
Thank you for your attention!
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www.ecf.com