

# *EuroVelo, the European cycle route network*

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 **EuroVelo**  
*the European cycle route network*

 **ECF**  
EUROPEAN CYCLISTS' FEDERATION



## ***CONTENT***

### ***Definitions***

***What is ECF?***

***What is EuroVelo?***

### ***Benefits of cycling tourism and EuroVelo***

### ***Route development and promotion tools***

### ***Organization - cooperation***

***ECF***

***National coordination***

### ***To learn more about cycling tourism and EuroVelo***



## 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.*



**EuroVelo**

**The European  
cycle route network**



[www.ecf.com](http://www.ecf.com)



## 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*



DIRECTORATE-GENERAL FOR INTERNAL POLICIES  
POLICY DEPARTMENT  
STRUCTURAL AND COHESION POLICIES **B**



THE EUROPEAN CYCLE ROUTE NETWORK EUROVELO



**THE EUROPEAN CYCLE  
ROUTE NETWORK  
EUROVELO**

STUDY

EN DE FR

2009

## ***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:***

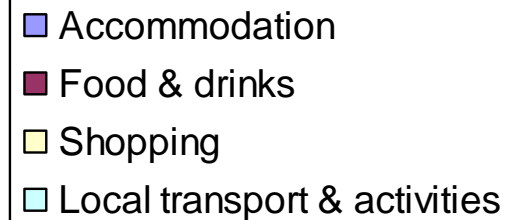
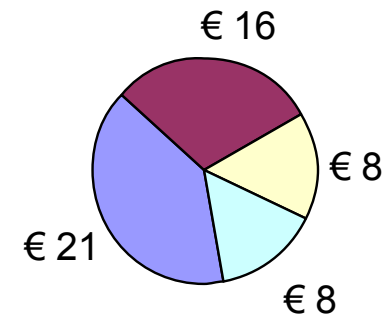
***Cycle tourists spend €53 per day on average***

***Cycle tourists spend € 353 per trip on average***

***Day excursion cyclists almost €16 per day spend on average***

***60-75% on food & drinks***

**Daily spending cycle tourists**



## *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 – accomodation***
- Effective promotion, update  
information***

***Take care on the target groups!***



## ***PROJECT COMPONENTS (2): Attractive, safe and comfortable routes***

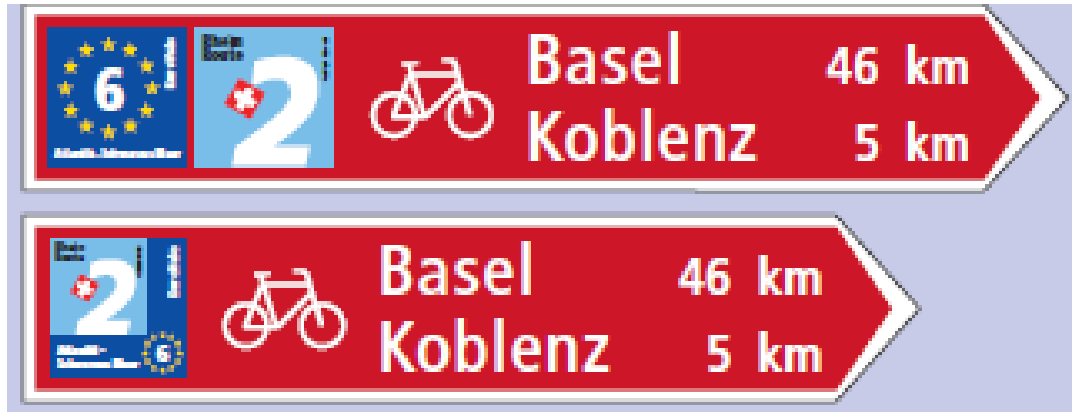


## ***PROJECT COMPONENTS (2): Attractive, safe and comfortable routes***

- 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***

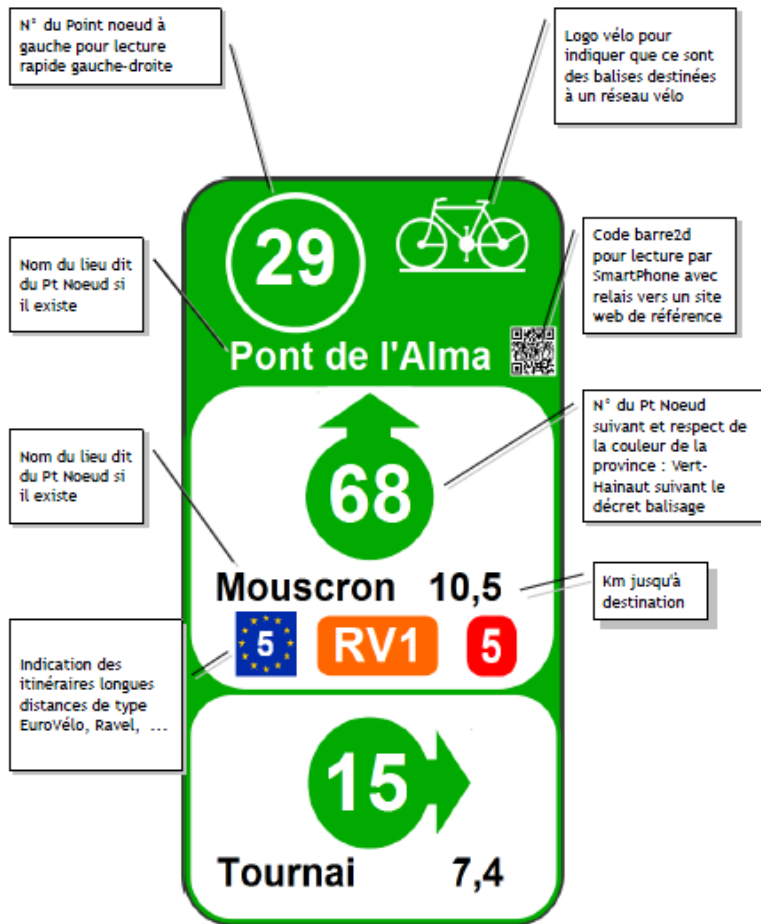


## PROJECT COMPONENTS (3): Unitary, clear signposting





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## *PROJECT COMPONENTS (4): Service – accomodation*



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*Most succesful target group oriented marketing - cooperation of hotels in Germany! [www.bettundbike.de](http://www.bettundbike.de)*



## PROJECT COMPONENTS (5): Effective promotion, update information –



***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)***

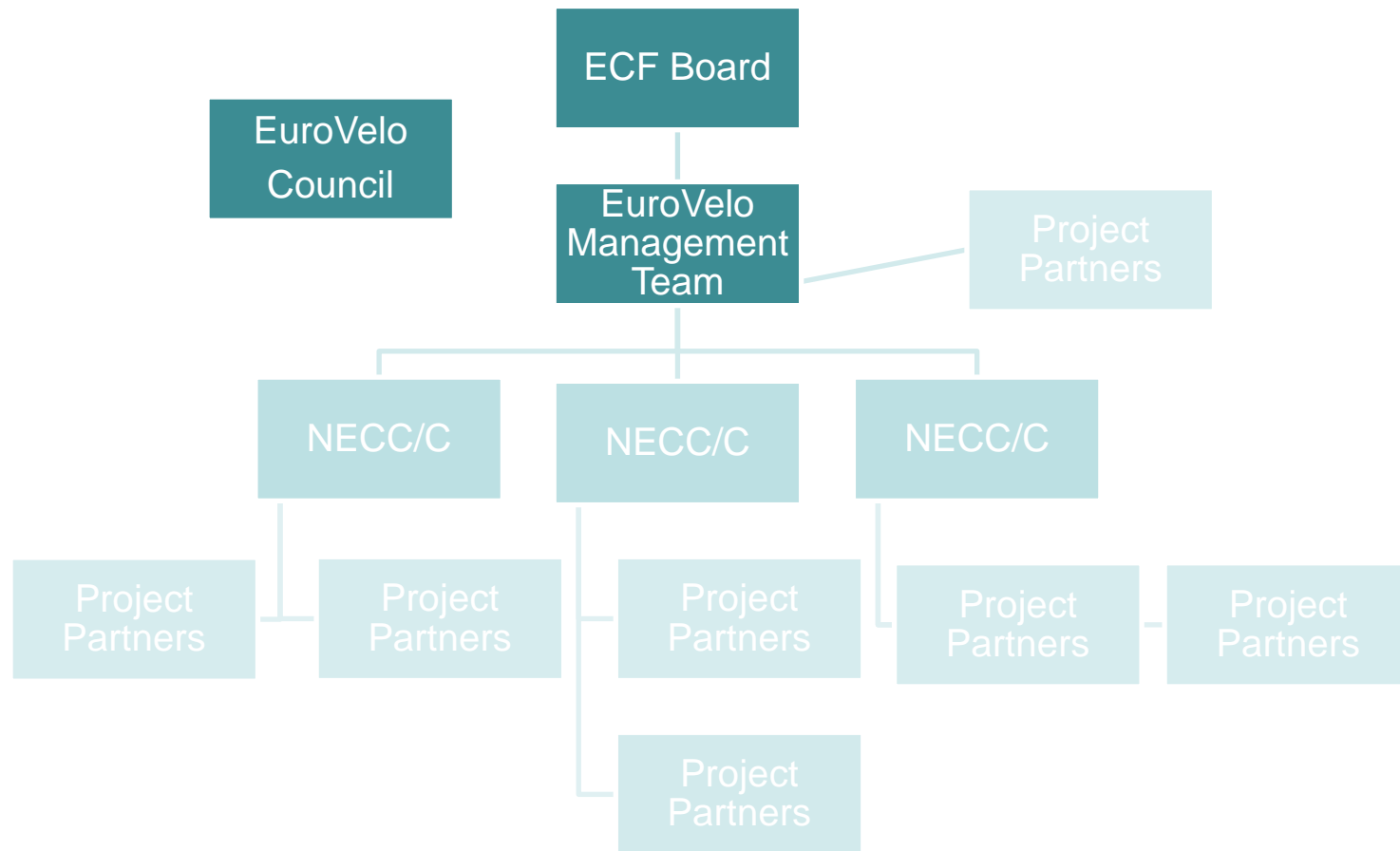
## *PROJECT COMPONENTS (6): Effective promotion, update information*



*A vision is becoming reality ...good examples*  
*- Corporate Design EV15 Rhein Route*



## Organization (1)





## Organization (2)

### *ECF and EuroVelo*

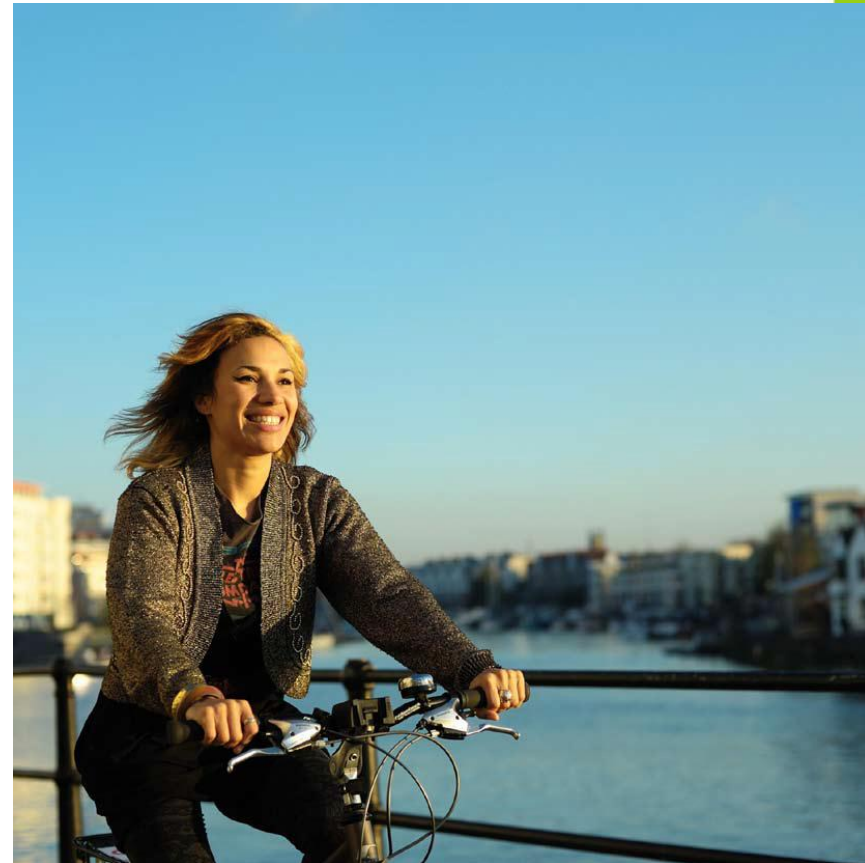
- *implementation coordination - European level*
- *quality assurance - European level*
- *advises to the national level*
- *exchange of skills and experiences*
- *communicate on the EU level*
- *the management is supported by the EU Commission DG ENTR in 2011*



## 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:*

*Flanders, Norway, (Hungary)*

*Consortia solutions:*

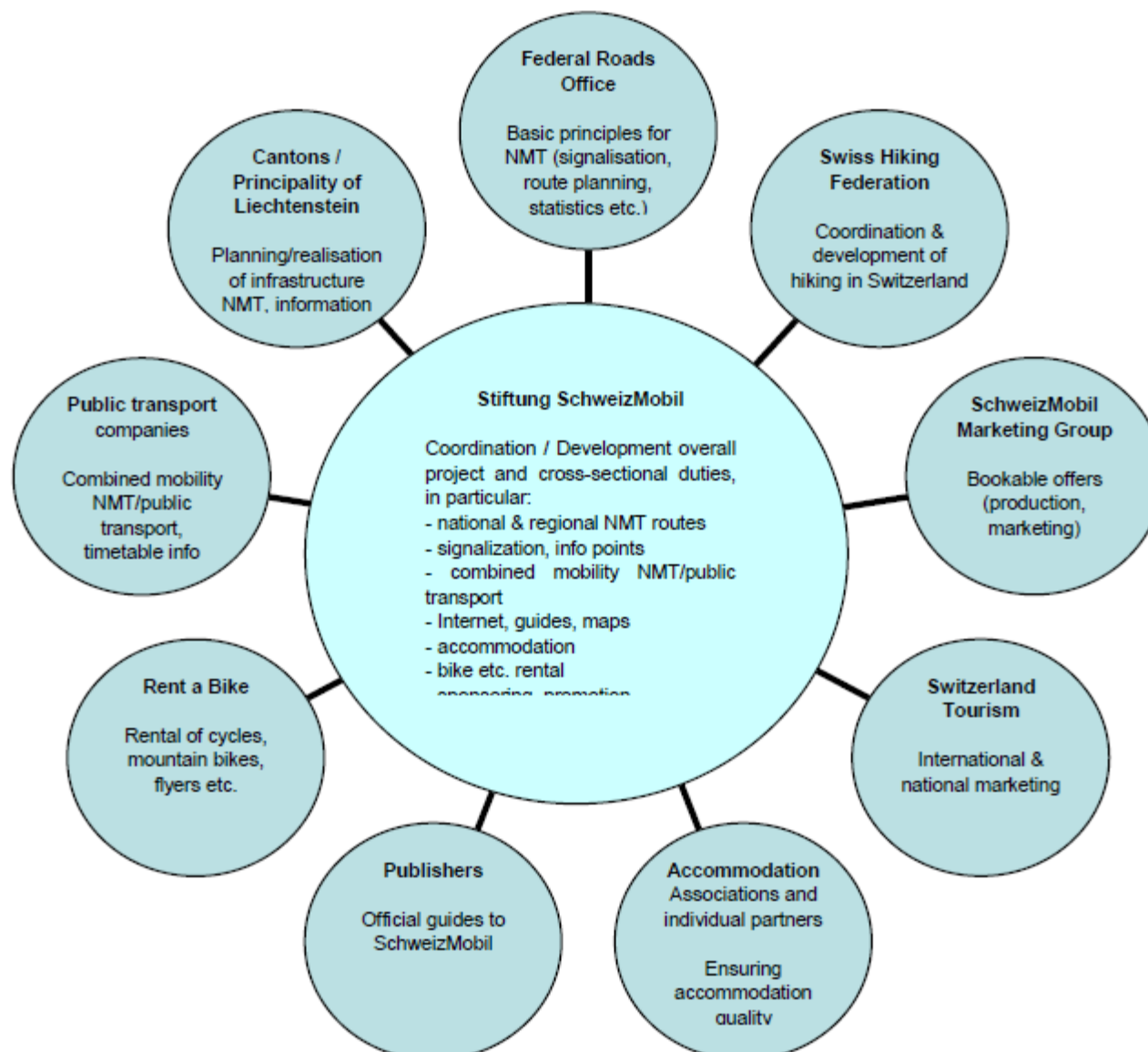
*SwissMobile, Fietsplatform,  
(Czech Republic)*



flanders







## ***Organization (6)*** ***National coordination centres***

***- manuals;***

***[www.eurovelo.org](http://www.eurovelo.org)***

***[www.europemobility.info](http://www.europemobility.info)***



## EuroVelo

The European cycle route network



## EuroVelo

Signing of EuroVelo cycle routes



## EuroVelo

National Coordination Centres

Guidance on application process



**Route  
Development  
Handbook  
Coming Soon**

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*Contact your national coordinator;  
DRC and Camille Thome!*





***Thank you for your attention!***  
***Ádám Bodor***  
***[www.ecf.com](http://www.ecf.com)***

