



Focus on Demarrage Project

NECC/NC Meeting – Arnhem 2017





EuroVelo 15 – Rhine Cycle Route



1233
KM IN
LENGTH

9
UNESCO WORLD
HERITAGE SITES

4
EUROPEAN
COUNTRIES

EASY
RIDES FOR
THE FAMILY



EuroVelo 15 – Rhine Cycle Route

Home | EuroVelo Routes | Countries | ECF

Search Site

EuroVelo 15 Rhine Cycle Route

Nederlands English Français Deutsch

EuroVelo 15 Countries: Switzerland | Germany | France | Netherlands | Stages | Touristic Information | Our offers

EuroVelo 15: From the source of the Rhine to its mouth in the North Sea

"The Rhine combines every quality a river can exhibit. The rapidity of the Rhone, the breadth of the Loire, the rocks of the Meuse, the sinuosity of the Seine, the translucency of the Somme, the historical reminiscences of the Tiber, the regal dignity of the Danube, the mysterious influence of the Nile, the golden sands of the glittering streams of the New World, the phantoms of some Asiatic stream" - Victor Hugo.

January – December 2016

Over 700,000 page views

20% EuroVelo.com

www.rhinecyclerroute.eu

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Suitable for cyclists of all fitness levels and abilities, the Rhine Cycle Route runs along one of the longest rivers in Europe. From the Swiss Alps to the North Sea, the Rhine has fostered a cultural and economic dialogue between the Alps and Northern Europe for over 2000 years. Explore the beauty of the river landscape and the picturesque towns and villages lining its banks, a number of which are listed as UNESCO World Heritage Sites. Go for a stroll or a bike ride along the cycling route following the course of the Rhine. Welcome to the EuroVelo 15 website - the Rhine Cycle Route.

1235 km of length | **9** UNESCO World Heritage Sites | **4** European Countries | **EASY** for the family

Cultural heritage | Natural heritage | The Rhine | Europe | Art along the Rhine | UNESCO World Heritage Sites | Cultural heritage along the Rhine

WÜRTH MUSEUM - ERSTEIN

Born in Erstein by the company Würth, the museum houses some of the 10,000 works from the personal collection of Bertold Würth. In a fantastic space covering 800 m², you can admire masterpieces of German expressionism and surrealism, significant sets of decorative architecture and more.

The countries

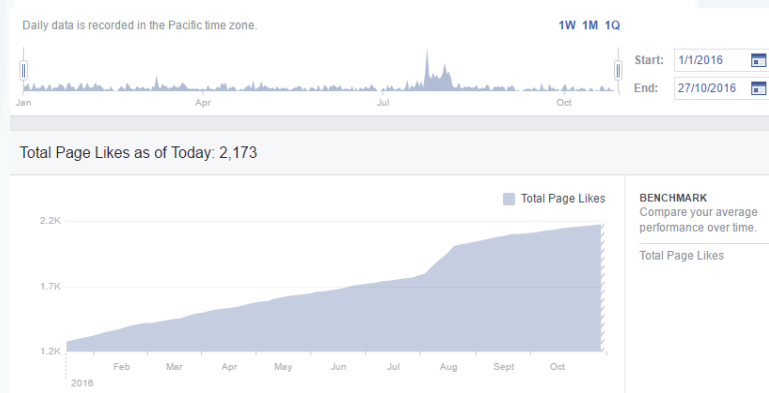
Switzerland

Switzerland, the starting point of the EuroVelo 15, is the point of arrival for those riding the...

Latest news

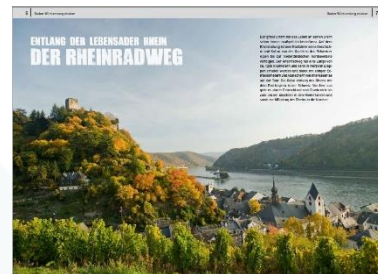
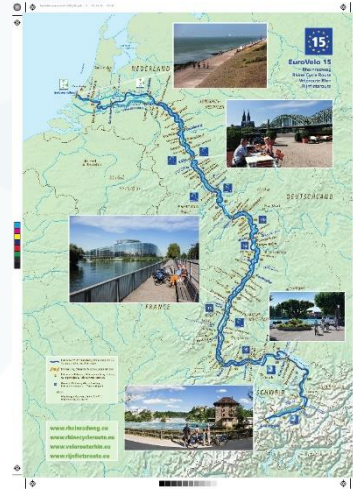
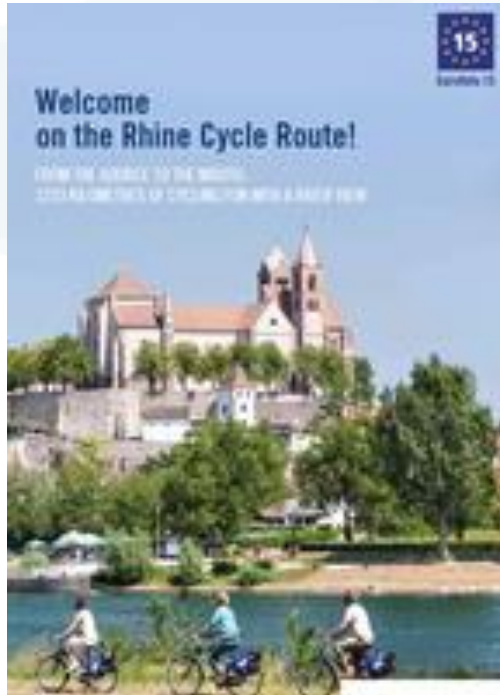


EuroVelo 15 – Rhine Cycle Route





EuroVelo 15 – Rhine Cycle Route





EuroVelo 15 – Rhine Cycle Route

- Over 2,000 EuroVelo maps distributed.
- Over 1,500 EuroVelo 15 – Rhine Cycle Route overview map distributed.
- Over 300 EuroVelo 15 – Rhine Cycle Route repair kits (giveaways) including promotional information distributed.

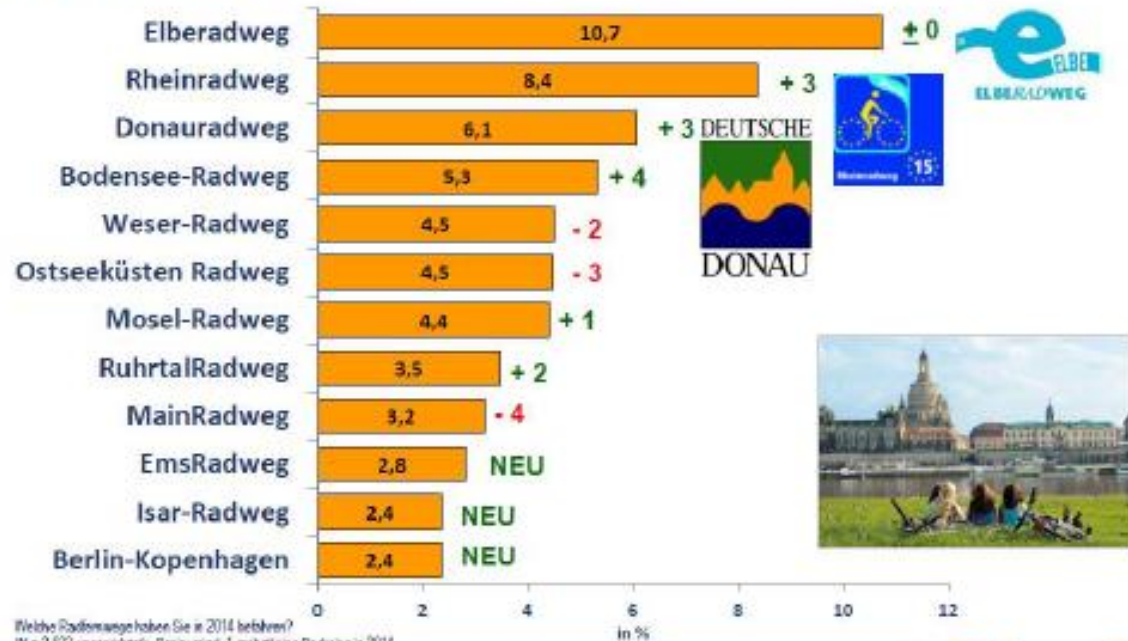




EuroVelo 15 – Rhine Cycle Route

Benutzte Radfernwege in Deutschland 2014

Die Top-Ten (10 von 249 genannten Radfernwegen) bei mehrtägigen Radreisen



Welche Radfernwege haben Sie in 2014 benutzt?
 (N = 2.622 angewandte); Basis: mind. 1 mehrtägige Radreise in 2014

ADFC-Radreiseanalyse 2015

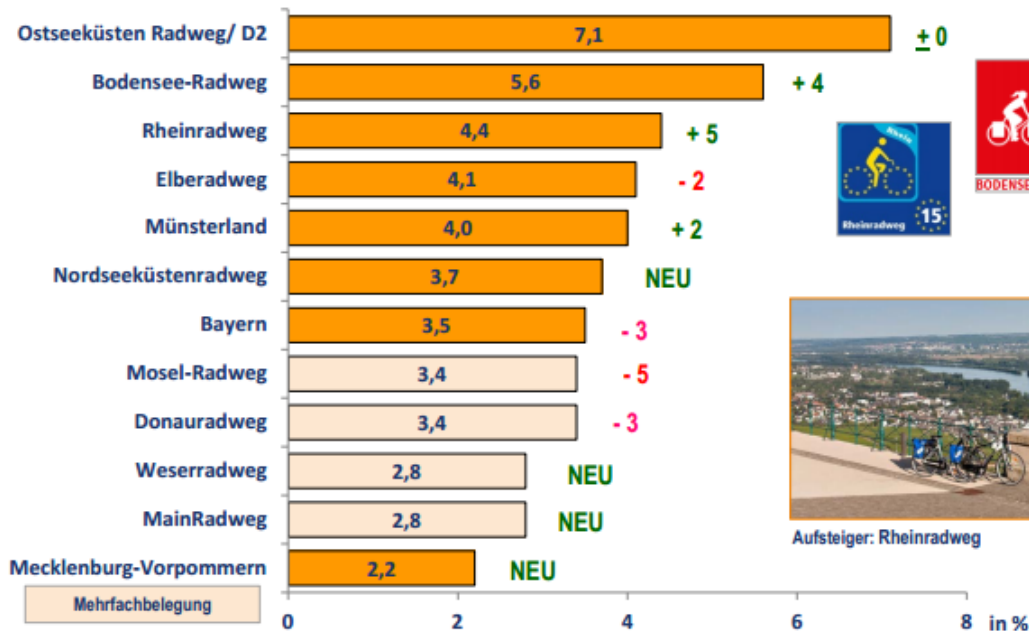
| 32 | 05.03.2015



EuroVelo 15 – Rhine Cycle Route

2016: Wohin geht die Radreise im Inland?

Insgesamt wurden 251 Regionen und Ziele genannt:



Welches Ziel innerhalb Deutschlands planen Sie in 2016 für Ihre Radreise? (n=1.713 ungewichtet)

ADFC-Radreiseanalyse 2016

| 38

| 10.03.2016



Aufsteiger: Rheinradweg



EuroVelo 15 – Rhine Cycle Route

The European Cyclists' Federation gratefully acknowledges the financial support to the LTMA by the Demarrage partners:

- Stichting Landelijk Fietsplatform
- Nordrhein-Westfalen
- Rheinland-Pfalz,
- Baden-Württemberg
- Stiftung Schweiz Mobil
- Conseil Général du Bas-Rhin





EuroVelo Communication Strategy

NECC/NC Meeting – Arnhem 2017



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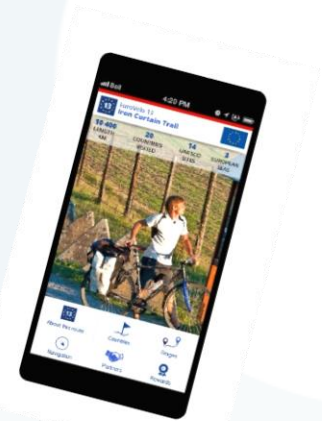
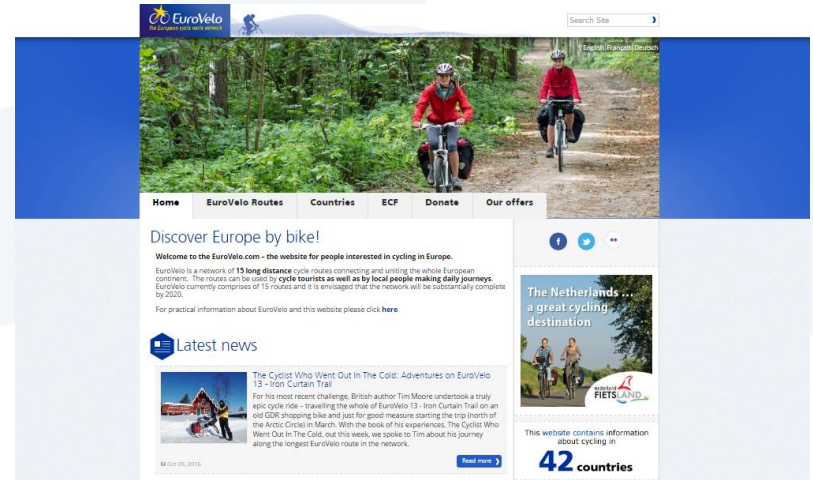
EuroVelo Communication Strategy: Introduction



- Communication is a core EVMT activity
- Informing: cycling tourists, members and policy environment
- Internal and external communication
- Clear common vision of the project



EuroVelo Communication Strategy



EuroVelo Communication Strategy: SWOT

STRENGTHS

- Multilingual and -cultural team and capacities in the ECF
- Information/resources available through member organisations
- Increased recognition of the importance and benefits of cycling tourism in general
- A generally good image of EuroVelo (cf. Evaluation 2015)
- EuroVelo is a success story
- Clear design (corporate design manual)
- High reactivity and flexibility

WEAKNESSES

- No clear communication strategy yet
- Incoherence on various issues:
Differences in EuroVelo online communication (different route statuses and developments on .com)
- Seasonality (varying weather suitability for cycling in Northern and Southern Europe)
- Limited access to local and regional information of the routes (changes, local events and other related news)
- Low ECF budget (no money for pictures, videos etc.)
- Limitations of the website

OPPORTUNITIES

- EuroVelo as tourist product and a means to advocacy,
- The diversity of organisations and in infrastructure can
Good examples can be shared and spread through the network.
- Incomes and cooperations with private sector : new incomes
- A professionalized NECC/C system can cover a quality partner structure
- The development of cycling tourism in countries of Eastern and Southern Europe
- Becoming the “gateway” to cycling tourism in Europe from a non-European perspective

THREATS

- Confusions between two different EuroVelo websites
- Confusions about the role EuroVelo plays (ex. builder of infrastructure, travel agency etc.)
- Growing EU-skepticism
- Victim of own success:
- No growth of NECCs limiting the success
- Website service provider risks, dependence on these tools → lack of digitalization

EuroVelo Communication Strategy: The Brand



EuroVelo Communication Strategy: Goals

- EuroVelo Strategy 2012 – 2020
 - Increase the **awareness** about the existence of the EuroVelo network
 - Increase the **profile** (vision, identity) of EuroVelo as European Cycle Route network: become the first reference regarding cycling in Europe : dynamic, future-oriented, successful and diverse
 - Increase the **awareness** about the importance of cycling tourism and cycling
 - Increase the **knowledge** about cycling tourism in Europe
 - Change the **perceptions** and **behaviours** to get more people cycling more often

EuroVelo Communication Strategy: Principles

Subsidiarity

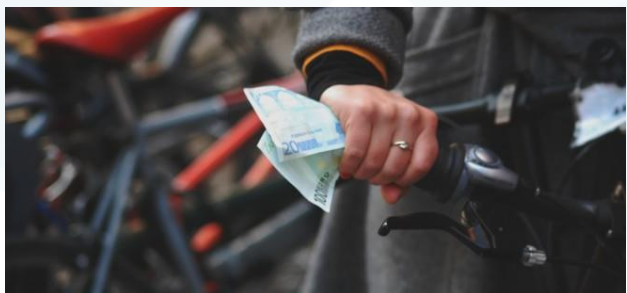
Interactivity

Diversity

Simplicity

Positivity

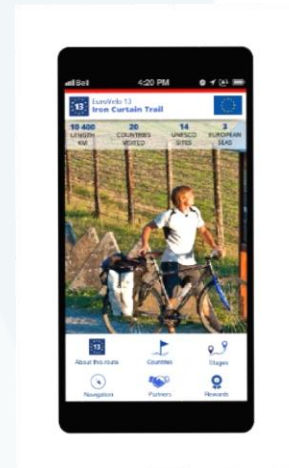
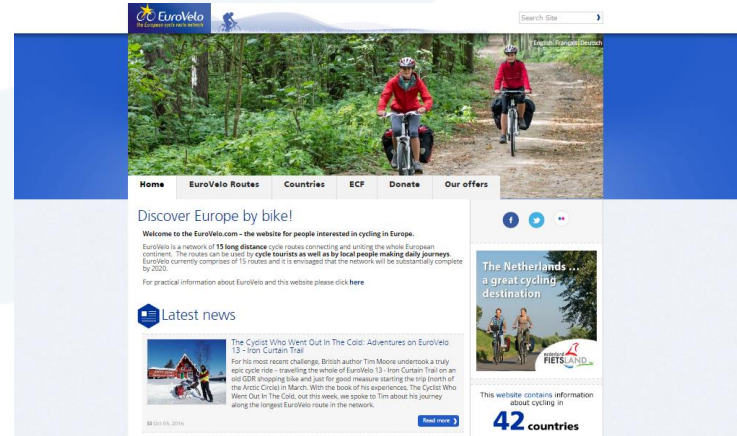
EuroVelo Communication Strategy: Messages



57%
Motivated to
cycle for health
reasons



EuroVelo Communication Strategy



EuroVelo Communication Strategy:

Available on www.EuroVelo.org

Contact us: eurovelo@ecf.com



EuroVelo IT Strategy

NECC/NC Meeting – Arnhem 2017



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Search Site

English | Français | Deutsch

[Home](#) [EuroVelo Routes](#) [Countries](#) [ECF](#) [Donate](#) [Our offers](#)

Discover Europe by bike!

Welcome to the EuroVelo.com - the website for people interested in cycling in Europe.

EuroVelo is a network of **15 long distance** cycle routes connecting and uniting the whole European continent. The routes can be used by **cycle tourists as well as by local people making daily journeys**. EuroVelo currently comprises of 15 routes and it is envisaged that the network will be substantially complete by 2020.

For practical information about EuroVelo and this website please click [here](#)

Latest news



The Cyclist Who Went Out In The Cold: Adventures on EuroVelo 13 - Iron Curtain Trail

For his most recent challenge, British author Tim Moore undertook a truly epic cycle ride - travelling the whole of EuroVelo 13 - Iron Curtain Trail on an old GDR shopping bike and just for good measure starting the trip (north of the Arctic Circle) in March. With the book of his experiences, *The Cyclist Who Went Out In The Cold*, out this week, we spoke to Tim about his journey along the longest EuroVelo route in the network.

Oct 05, 2016

[Read more](#)



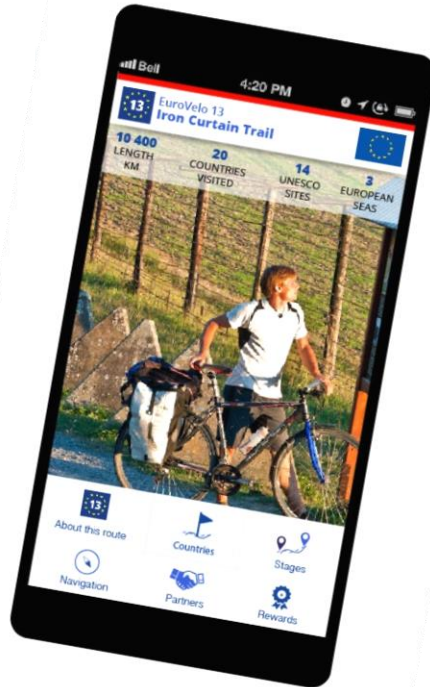
The Netherlands ...
a great cycling
destination



This website contains information
about cycling in

42 countries

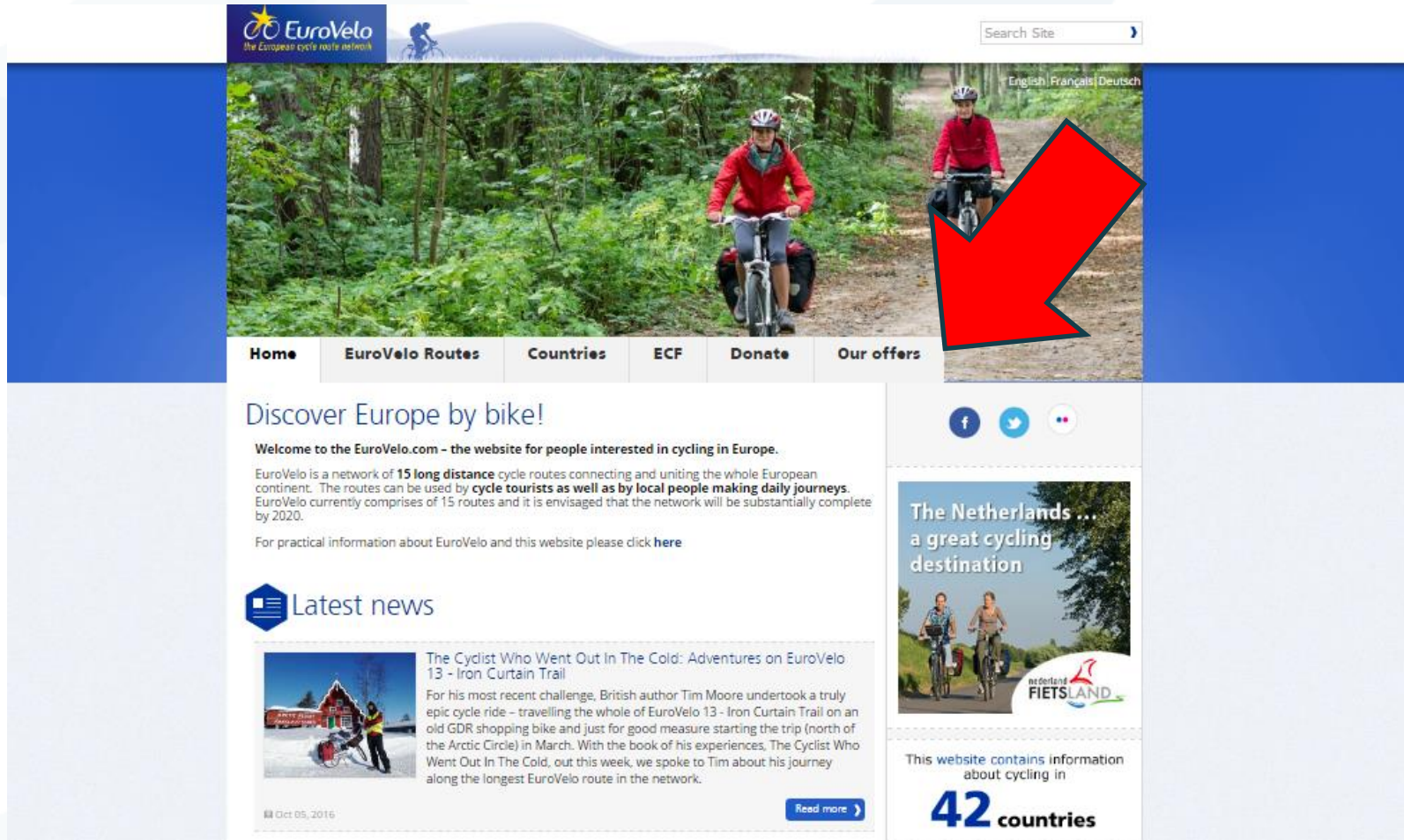
First transnational EuroVelo app



EuroVelo 13 App

- Marketing and promotional tool
- First official transnational EuroVelo app
- Launched in Spring 2017
- Includes a rewarding system and connection to social media
- Links to further information at a national / regional level.
- Automatic updates from the web / Easy to replicate for other routes

EuroVelo web site developments



The screenshot shows the EuroVelo website homepage. At the top left is the EuroVelo logo with the tagline 'the European cycle route network'. To the right is a search bar and language options for English, Français, and Deutsch. The main header features a large image of two cyclists on a forest path, with a red arrow pointing to the navigation menu below it. The navigation menu includes links for Home, EuroVelo Routes, Countries, ECF, Donate, and Our offers. Below the navigation is a section titled 'Discover Europe by bike!' with a welcome message and a brief description of the EuroVelo network. To the right of this section are social media icons for Facebook, Twitter, and YouTube. Below the social media icons is a promotional banner for 'The Netherlands ... a great cycling destination' featuring two cyclists and the 'nederland FIETSLAND' logo. At the bottom of this banner, it states 'This website contains information about cycling in 42 countries'. On the left side, there is a 'Latest news' section with a featured article titled 'The Cyclist Who Went Out In The Cold: Adventures on EuroVelo 13 - Iron Curtain Trail', dated Oct 05, 2016, and a 'Read more' button.

EuroVelo
the European cycle route network

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English | Français | Deutsch

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Oct 05, 2016 [Read more](#)

The Netherlands ... a great cycling destination

nederland **FIETSLAND**


This website contains information about cycling in **42 countries**

EuroVelo web site developments



- Certified EuroVelo Route
- Developed route with EuroVelo signs
- Developed route
- Route under development
- Route at the planning stage


EuroVelo.org




[HOME](#) [NEWS](#) [ORGANISATION](#) [ROUTES](#) [RESOURCES](#) [CONTACT](#)

You are here: EuroVelo

Home



This website has been created as an aid for those organisations and individuals working on the EuroVelo network. For more information on cycling the 15 EuroVelo routes, please visit eurovelo.com






Introduction

The **European Cyclists' Federation (ECF)** is coordinating the development of a network of high-quality cycling routes that connect the whole continent. The routes can be used by long-distance cycle tourists, as well as by local people making daily journeys. EuroVelo currently comprises of 15 **routes** and it is envisaged that the network will be substantially complete by 2020.

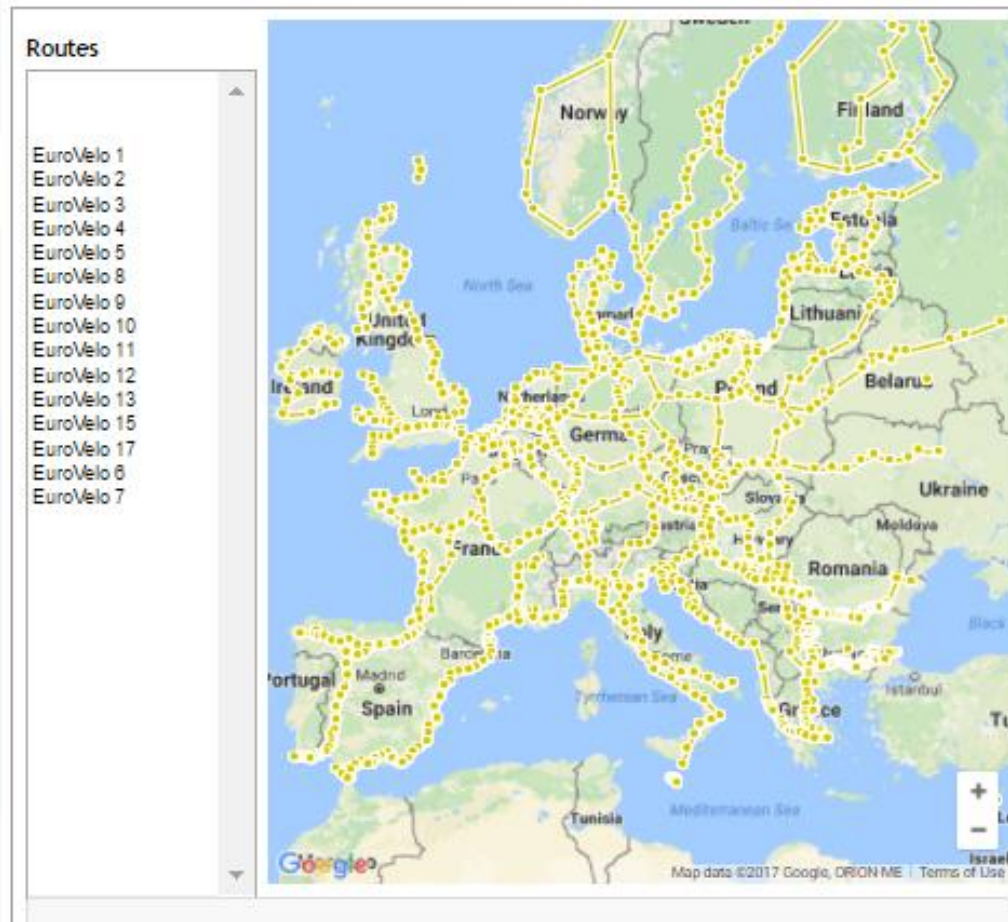
EuroVelo:

- promotes economically, environmentally and socially sustainable travel;
- improves the quality of EuroVelo routes in all participating European countries;
- promotes the uniform signing of EuroVelo routes in accordance with published standards;
- provides Europe-wide information on EuroVelo routes and national cycle routes;
- supports the development of national coordination centres for EuroVelo route and national routes; and
- fosters exchange of experience and best practice between European states and regions, stimulating high quality cycle strategies and infrastructure.

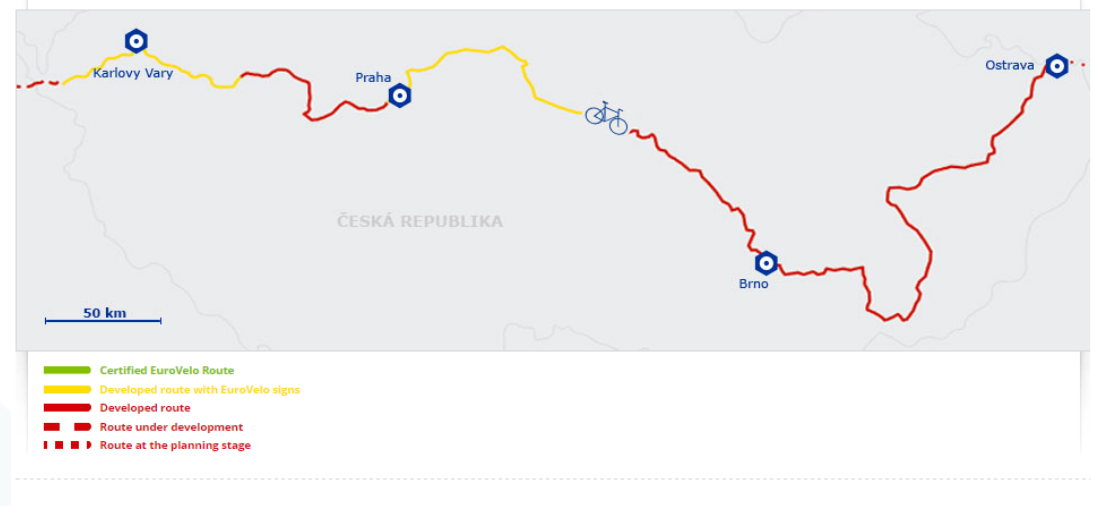
JOIN OUR GROUPS:    



EuroVelo.org: Database



Mapping: online and offline



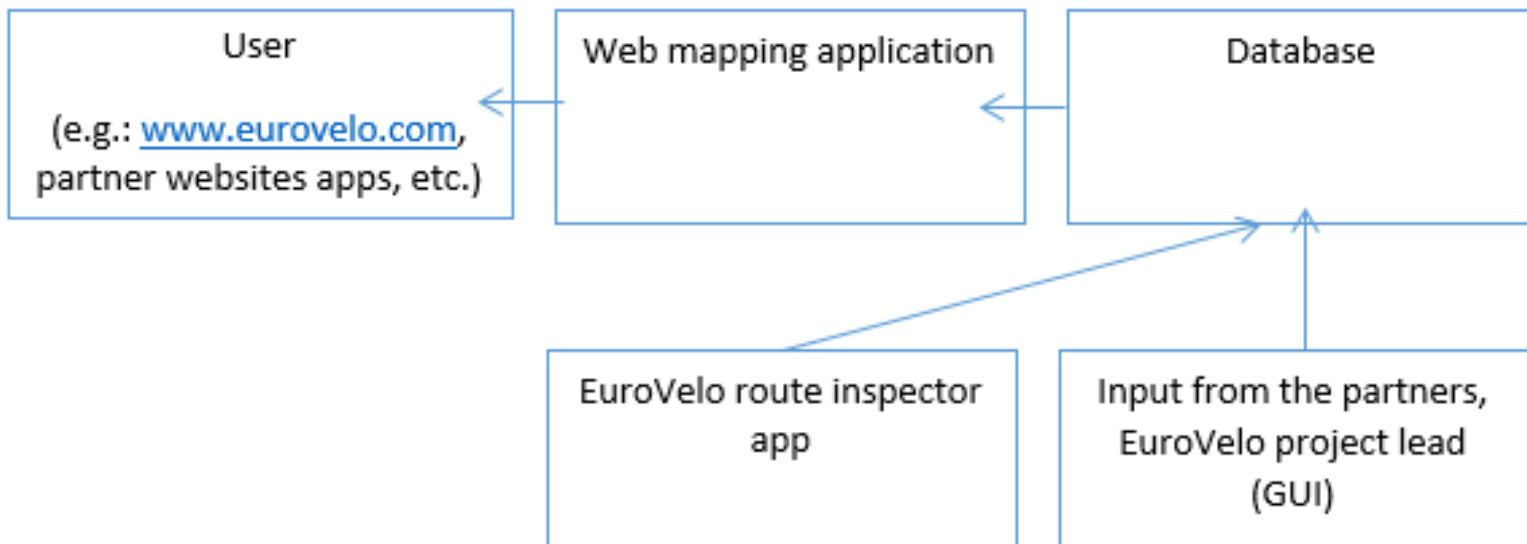
Summary:

- EuroVelo.com
 - All routes websites (including maps)
 - EuroVelo 15, EuroVelo 13, EuroVelo 8 and EuroVelo 6 (including maps)
- EuroVelo Apps
 - EuroVelo 13. Available.
 - EuroVelo 5 . Under development.
 - EuroVelo 1, EuroVelo 8... Coming soon.
- EuroVelo.org
 - Database
- EuroVelo ECS App
- EuroVelo Overview Map

Integral EuroVelo IT Solution

- Objective:
 - Offer better, more accurate and quality information to the final user
 - Improve partners experience (EVMT, NECC/Cs, EuroVelo Route Inspectors, etc.)
 - Minimize labor costs (improved efficiency, avoid duplication of work, etc.)
- EU Funded projects: EuroVelo 8, EuroVelo 10 and others
- Implementation: 2017 -2018
- Budget: 100,000 – 120,000 Euro

Integral EuroVelo IT Solution



Integral EuroVelo IT Solution

- **Next steps:**
 - **March 2017:** Consultation on an Integral EuroVelo IT Solution
 - **June – September 2017:** Publication of a Call for Tenders
 - **Winter 2017:** Implementation

Integral EuroVelo IT Solution

Questions?



EuroVelo Commercial Developments

NECC/NC Meeting – Arnhem 2017



The ECF gratefully
acknowledges financial
support from the
European Commission

EuroVelo Commercial Opportunities

1. Background

- Policy
- New EuroVelo Map

2. Bookable Offers

3. Advertisement



Background

Objective:

To support the central coordination of the EuroVelo network.



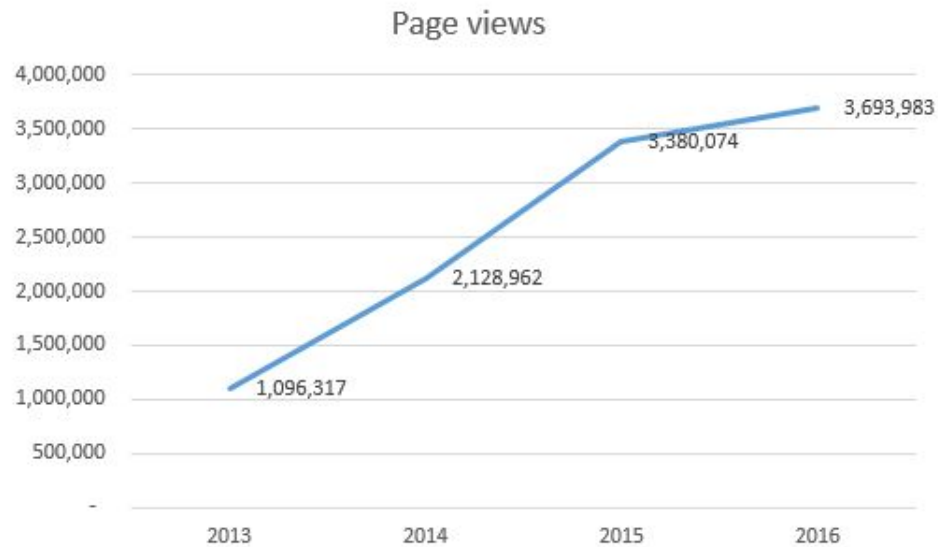
Background: New EuroVelo Overview Map

	A	B	C	D	E	F	G	H	I	
1	Eurovelo Beschreibung 1:100.000 100 x 100 mm	Eurovelo Beschreibung 1:100.000 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ B 100 x 100 mm	10 Adressen Typ B 100 x 100 mm	10 Adressen Typ B 100 x 100 mm	10 Adressen Typ B 100 x 100 mm	10 Adressen Typ B 100 x 100 mm	10 Adressen Typ B 100 x 100 mm	EuroVelo Map Beschreibung 1:100.000 100 x 100 mm
2	Satellite Beschreibung 1:100.000 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	EuroVelo Map Beschreibung 1:100.000 100 x 100 mm
3	EuroVelo Beschreibung 1:100.000 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	10 Adressen Typ A 100 x 100 mm	EuroVelo Map Beschreibung 1:100.000 100 x 100 mm



Background: statistics

EuroVelo Web Platform



G1: EuroVelo Platform Page Views (2013 to 2016)

Background: statistics

Top Routes

- EuroVelo 15 – Rhine Route
- EuroVelo 6 – Atlantic-Black Sea
- EuroVelo 1 – Atlantic Coast Route
- EuroVelo 7 – Sun Route
- EuroVelo 3 – Pilgrims Route
- EuroVelo 5 – Via Romea Francigena

Top Countries

-  France
-  Germany
-  Italy
-  Poland
-  Spain
-  Sweden

EuroVelo Media Pack

1. Bookable Offers
2. Advertisement



Bookable Offers on EuroVelo.com

EuroVelo
the European cycle route network

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Oct 05, 2016 [Read more](#)

The Netherlands ...
a great cycling destination

42 countries

This website contains information about cycling in

Bookable Offers on EuroVelo.com



[Home](#) [EuroVelo Routes](#) [Countries](#) [ECF](#) [Donate](#) [Our offers](#) [English](#) [Français](#) [Deutsch](#)

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)

1 2 3 4 [Next 10 items »](#)

Enjoy Greenways in Girona



From : 210 €



DURATION : 3 Days
DIFFICULTIES : Easy
ELEVATION : Flat
BIKE TYPE :

- Mountain bikes
- Rideable with children
- Suitable for trailers

TOUR TYPE :

- Individual

[See details »](#)

Cycling on Girona greenways while enjoying the landscape and lodging in charming accommodations. From the natural Park of La Garrotxa to the Mediterranean Sea. The ride is easy and fun. You'll be cycling about 35 Km / day. This greenway route in descent way from the Pyrenees to the sea is available for all, and especially for people who appreciate a slow-travel. This route is attractive, safe, accessible, with little slope and very easy to do. In addition, well signposted and car-free. With places to stop to take a picture or rest for a while. Ideal for beginners in this type of tourism by bike.

Bookable Offers on EuroVelo.com

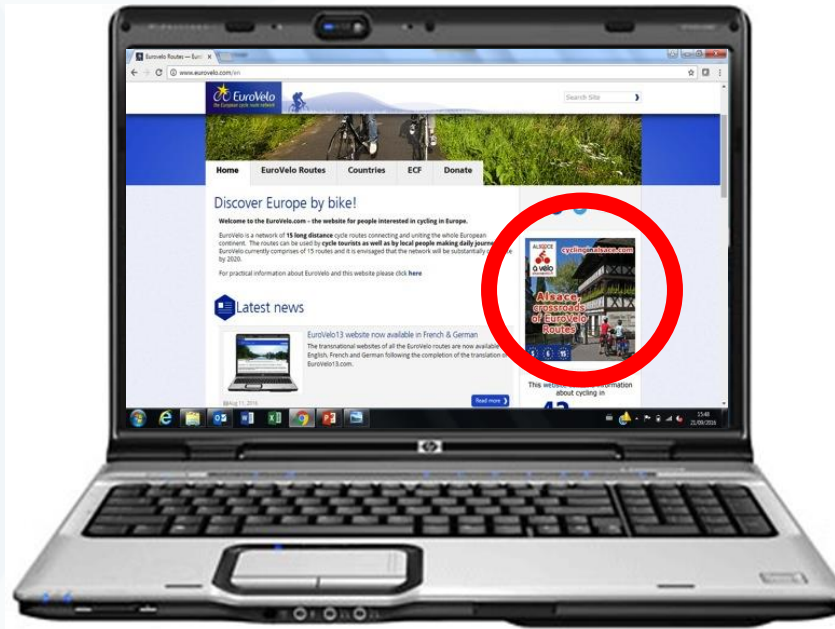


Bookable Offers on EuroVelo.com

Duration	Transnational/ transnational relevant offers	National, regional or local offers
1 year	450 Euro	850 Euro
Translation of 1 offer From English into German and / or French	150 Euro per language	150Euro per language

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



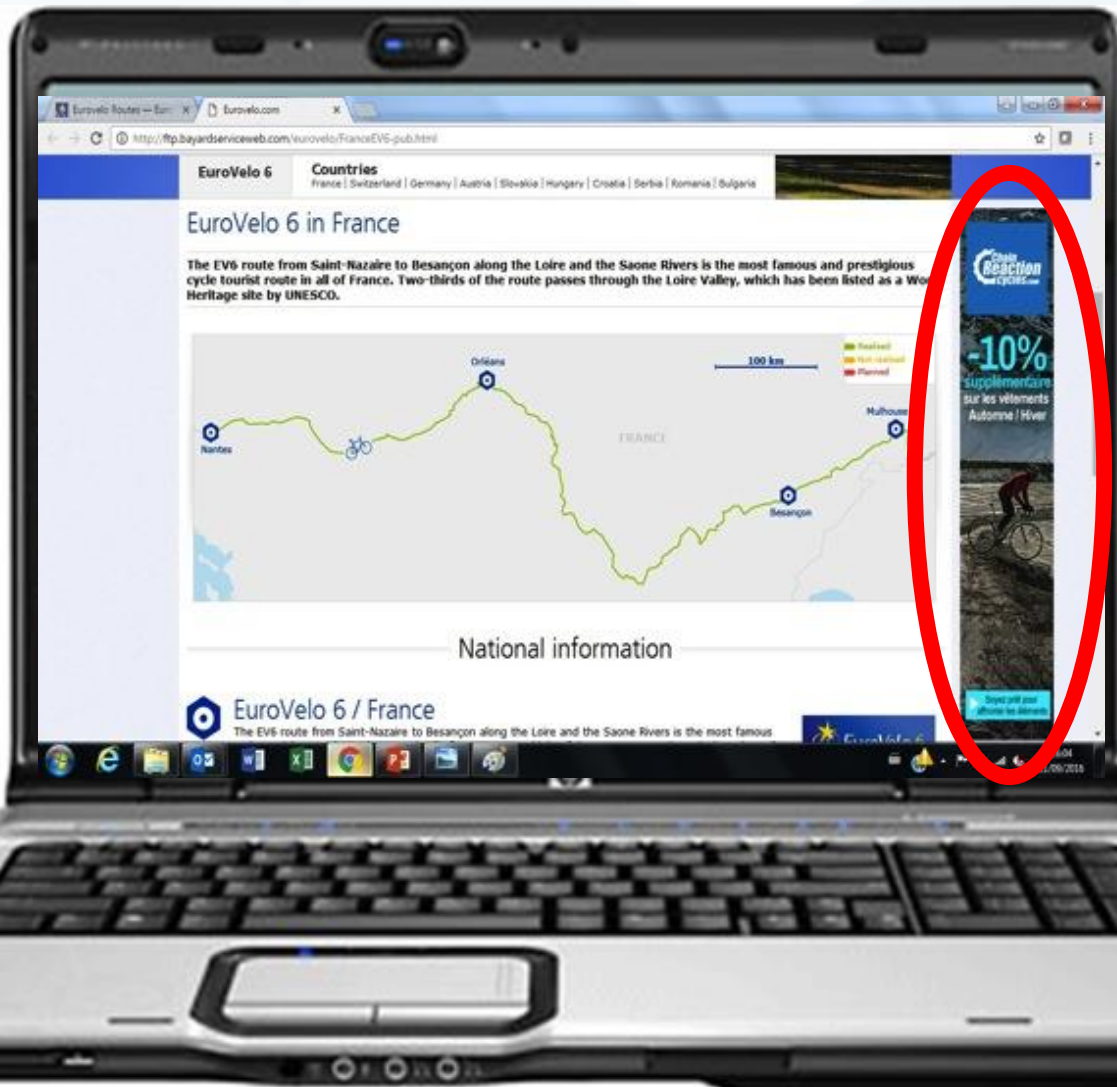
Home Page Box

- 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



Benefits for our NECC/Cs

- **Cooperation:** NECC/Cs are informed of any proposal received. ECF does not proceed without NECC/Cs approval
- **Opportunity:** NECC/Cs are entitled up to a 20% of the income for Advertisement and insertion on Bookable Offers on EuroVelo.com

Commercial opportunities:

EuroVelo Media Pack available on:

<http://www.eurovelo.org/home/commercial-opportunities/>

More information:

j.freire@ecf.com



Thank you very much!

www.eurovelo.com

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www.ecf.com