

# EuroVelo Digital Statistics Report (2025)



**58%**  
mobile web sessions **+1%**

**5m2s**  
avg. session duration **+27s**

EUROVELO FOR USERS

**2,396,755**  
web sessions **+33%**

**1,307,888**  
web visitors **+11%**

EUROVELO FOR PROS

**63,100** **+62%**  
web sessions

EUROVELO ROUTE AND COUNTRY  
WITH MOST WEB SESSIONS

EuroVelo 15  
Rhine Cycle Route

France

GPX TRACKS DOWNLOADS

**175,400+**  
**+18%**

NEWSLETTER  
SUBSCRIBERS

**12,400+**  
**+38%**

SOCIAL MEDIA  
FOLLOWERS

**101,600+**  
**+10%**

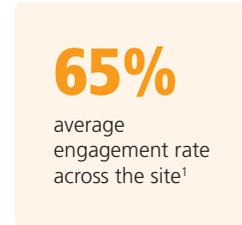
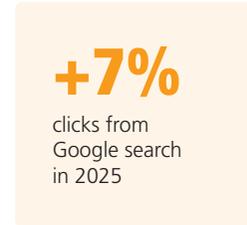
## KEY INSIGHTS

- 1** [EuroVelo.com](#) remains the go-to platform for both cycling inspiration and trip planning with **more than 1.3 million visitors and a 33% increase in web sessions** this year. Nearly two-thirds of sessions involved meaningful interaction including downloads, partner link clicks and more. The website also saw a demographic shift with **younger audiences staying on average the longest on the website**. Despite disruption from AI in the digital space, the EuroVelo website achieved a **new high in organic visibility**, with 75% of visitors arriving via this channel, and Google clicks increasing by 7%. A revamped [services section](#) was already launched at the beginning of 2026, while further updates are underway to adapt to AI-driven “zero-click searches.”
- 2** [Pro.EuroVelo.com](#) saw large growth in sessions (**+62%**) and visitors (**+49%**), with a niche but very highly engaged audience. Unlike the website for users, the audience profile for the Pro site remained more stable.
- 3** **GPX downloads increased by 18%** reflecting strong trip-planning intent from visitors. [EuroVelo 15 – Rhine Cycle Route](#) was the **most visited route** on the website, while [France](#) ranked as the **most popular country**. However, traffic differed significantly between these pages as indicated on [page 4](#) of the report.
- 4** **EuroVelo’s social media presence remained strong in 2025, maintaining over 101,600 followers.** [LinkedIn](#) recorded the fastest growth at +36%, highlighting increasing engagement from professionals interested in EuroVelo network developments, followed by [Instagram](#) at +16%. EuroVelo remains committed to being an early adopter on [Bluesky](#). As social media **plays a stronger community role than purely driving traffic** to the web platform, it’s promising to the surge (+24%) of the [discussion group](#) on Facebook, which surpassed 50,000 members.
- 5** Email remains a reliable owned channel for EuroVelo. The **monthly newsletter grew to 12,400 readers (+8%)**, with an average open rate of 58% (+23%) and an average click rate of 9%. EuroVelo plans to further develop its email channel by **introducing short polls or surveys** within the newsletter (along with the website and social media) to gather feedback and better align content with audience expectations and interests.



## WEBSITE

Bouncing back from a tracking gap in the previous report, the EuroVelo website reached 1.3 million visitors and a 33% increase in sessions this year. One trend stayed the same: EuroVelo.com remains the go-to platform for both inspiration and trip planning, reflected in the [Route Planner](#) having twice the average views per visitor, sessions lasting over five minutes, and mobile use accounting for 58% of traffic. With one exception, data shows that the ten most visited routes have at least 60% mobile usage. However, traffic differs significantly between route and country pages as indicated by the the most visited route ([EuroVelo 15 – Rhine Cycle Route](#)) and country ([France](#)). See page 4 for the full breakdown. In terms of demographics, younger audience segments saw minor growth, and the 24-and-under group stayed on average the longest on the website, suggesting a gradual shift in user base from previous years. Female representation grew and now stands at 43%, a notable increase from below 35% at the website’s launch in 2018.

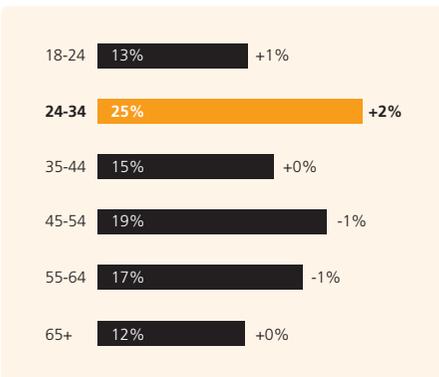


### Deeper dive into engagement

Engagement metrics indicate that visitors arrive with a clear purpose to the site and are actively exploring [resources](#), external [offers](#), and supporting the initiative through [donations](#). Nearly two-thirds of sessions involved meaningful interaction, triggering more than 336,000 key events. These actions include downloads, partner link clicks and more. This type of engagement also highlights EuroVelo.com's role as an entry point into the cycling tourism ecosystem. The site performs above industry benchmarks ([see further](#)), showing a good degree of alignment between visitor intent and the content available.

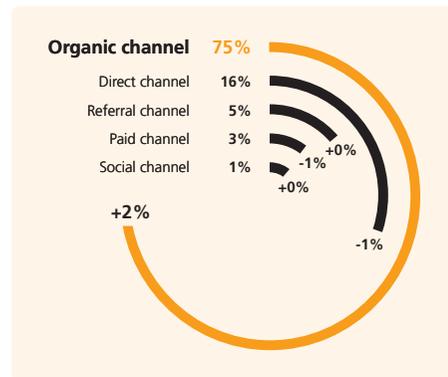
### WEB AGE CATEGORIES

2025 VS 2024



### WEB TRAFFIC CHANNELS

2025 VS 2024



### Organic search and artificial intelligence

Despite disruption from AI in the digital space, the EuroVelo website achieved a new high in organic visibility, with 75% of visitors arriving via this channel, and Google clicks increasing by 7%. This growth reflects the work done to strengthen EuroVelo's brand awareness, and it is driven by a variety of SEO improvements (crawlability, speed, metadata) and content optimisation. While traditional search remains the website’s main discovery channel, [studies](#) show AI-driven searches have already doubled in 2025. As AI-generated answers increase the number of “zero-click searches”, EuroVelo.com is likely to receive less traffic and will need to adapt, both to maintain click-through traffic and to remain discoverable through AI tools.

<sup>1</sup> Calculated based on sessions where one or more key events took place.

<sup>2</sup> Key events include donations, resources downloaded, external links visited (offers, publications, websites, etc.)



## Pro.EuroVelo.com

Large growth in sessions (+62%) and visitors (+49%) suggest rising demand for professional resources related to the EuroVelo network. The website for professionals primarily attracts task-oriented visits (such as consulting datasets, reports or projects) as indicated by lower average session duration and higher desktop use. The popularity of the EuroVelo [Data Hub](#) and [ECS](#) pages cements this further. As such, the audience for this site is niche but very highly engaged, even more so than the website for users, at 71% engagement rate. Most traffic continued to come from organic search, while August and October saw unusual spikes, likely linked to the [EuroVelo & Cycling Tourism Conference](#). Unlike the website for users, the audience profile for the Pro site remained more stable and did not show a younger demographic shift.

## GPX downloads and Route Planner

In 2025, GPX downloads from route pages increased by 18% reflecting strong trip-planning intent from visitors. The real travel activity is likely higher than what can be inferred from the GPX downloads figure as the tracks generated using the EuroVelo [Route Planner](#) are not included in this total. Improving analytics for this feature is a priority. In terms of the balance between "full route" and "developed parts only" GPX files, the download ratio changed to 60/40 (compared with 47/53 last year). The fluctuations in this ratio over recent years make it difficult to draw conclusions about user preferences when planning trips. However, this ratio also varies considerably by route, and might suggest that infrastructure quality influences planning behaviour. For example, a route like EuroVelo 8, which has infrastructure gaps, sees more downloads for developed sections while a certified route like EuroVelo 15 attracts more full route downloads. Not surprisingly, web traffic and GPX downloads are closely linked as the most downloaded tracks correspond to the most visited routes - EuroVelo [15](#), [6](#), and [8](#).

# 43,300

Pro web visitors

+49%

# 40%

Pro web mobile visitors

-3%

# 2m58s

average session time on Pro web

+11s

# 45+

website developments in progress

### GPX TRACKS DOWNLOADS

# 175,400+

 +18% compared to 2024

60% FULL ROUTE

40% DEVELOPED PARTS ONLY

## Website developments and what to expect in 2026

The EuroVelo website continues to evolve through a regular development cycle each year. In 2025, work focused on refining SEO, improving existing tools like the text editor to introduce better formatting options, updating the UI (including the footer and news articles), and implementing numerous backend usability and survey database improvements. A revamped [services section](#) was already launched at the beginning of 2026, while further updates to the UI/UX, other page layouts, interactive map and route categories are underway. At the same time, the team is adapting content strategies to the growing influence of AI search tools by prioritising "people-first content" while still structuring pages for AI readability, for example through concise summaries for long articles and clearer audience targeting. An outlook for 2026 is provided at the end of the report.



## Ranking of EuroVelo routes in 2025 (sorted by web sessions)

Like previously, the table and map on this page are based on web sessions where visitors start with either a route or country page as the first page. Next year, ECF might change this metric to track engagement across the whole site instead of only evaluating the entry point.

| Rank | Route          | Sessions | +/-  | Visitors | +/-  | Mobile use |
|------|----------------|----------|------|----------|------|------------|
| 1    | — EuroVelo 15  | 163.961  | +58% | 125.298  | +48% | 63%        |
| 2    | +1 EuroVelo 6  | 104.514  | +24% | 81.089   | +23% | 63%        |
| 3    | -1 EuroVelo 8  | 95.851   | +7%  | 73.961   | -1%  | 62%        |
| 4    | +1 EuroVelo 19 | 74.164   | +36% | 59.239   | +31% | 66%        |
| 5    | -1 EuroVelo 1  | 69.275   | +15% | 57.058   | +12% | 58%        |
| 6    | — EuroVelo 5   | 55.853   | +27% | 42.495   | +23% | 60%        |
| 7    | — EuroVelo 3   | 51.334   | +20% | 41.386   | +17% | 60%        |
| 8    | — EuroVelo 12  | 47.879   | +18% | 37.818   | +16% | 61%        |
| 9    | — EuroVelo 7   | 45.250   | +13% | 35.643   | +6%  | 63%        |
| 10   | +2 EuroVelo 10 | 35.231   | +28% | 28.379   | +25% | 60%        |
| 11   | -1 EuroVelo 13 | 33.653   | +20% | 27.140   | +14% | 56%        |
| 12   | -1 EuroVelo 4  | 31.722   | +14% | 26.434   | +14% | 58%        |
| 13   | — EuroVelo 17  | 22.834   | +25% | 18.108   | +19% | 60%        |
| 14   | — EuroVelo 9   | 17.330   | +11% | 13.731   | +3%  | 58%        |
| 15   | — EuroVelo 11  | 14.362   | +10% | 11.489   | +3%  | 59%        |
| 16   | — EuroVelo 2   | 12.567   | +5%  | 10.329   | +0%  | 54%        |
| 17   | — EuroVelo 14  | 6.284    | -7%  | 5.324    | -5%  | 57%        |

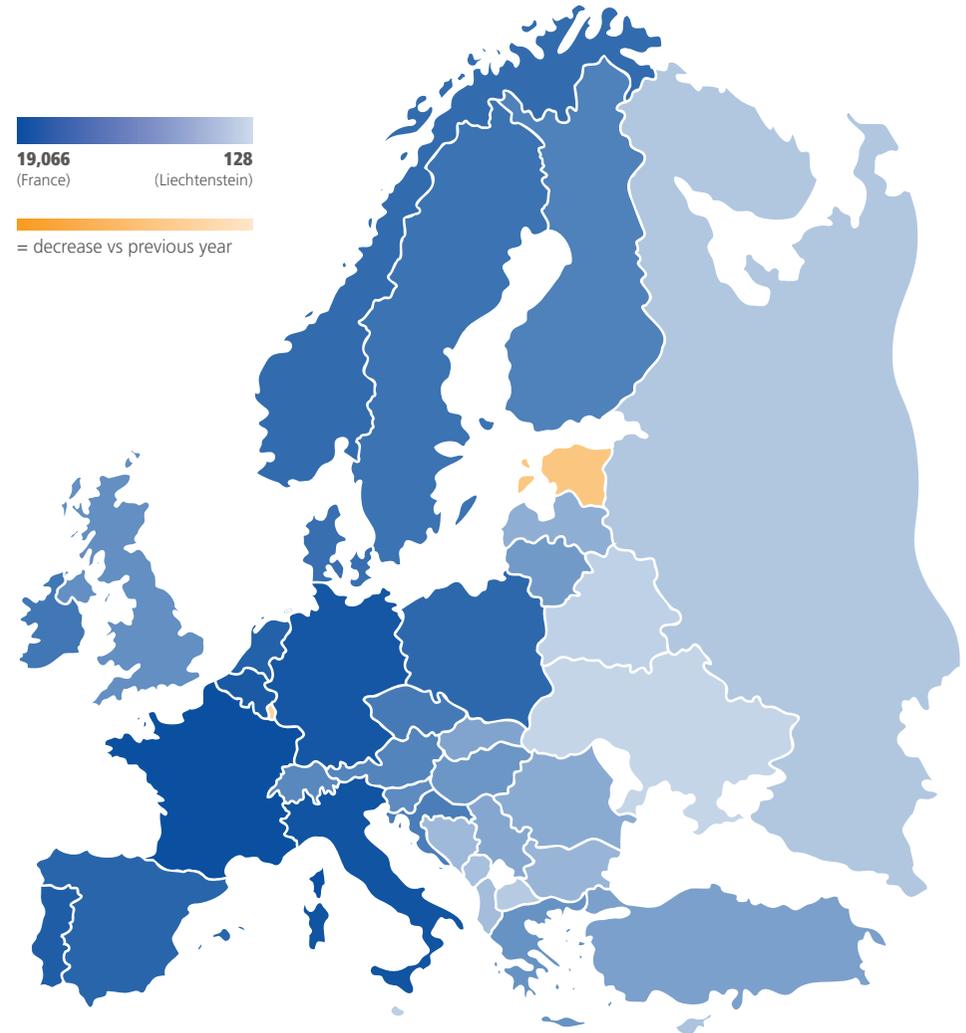
### NOTES

<sup>3</sup> Total web sessions for EuroVelo country pages only. For example, Belgium.

<sup>4</sup> Total visitors from the location itself, and not to the country page on EuroVelo.com.

Full definitions are provided on the last page of this report.

## Most visited EuroVelo country pages (based on web sessions<sup>3</sup>)



### WEB TRAFFIC ORIGIN<sup>4</sup>

Europe: 1. France (490,059) — 2. Germany (489,684) — 3. United Kingdom (196,574)

Outside: 1. United States (119,764) — 2. Canada (56,016) — 3. New Zealand (14,784)

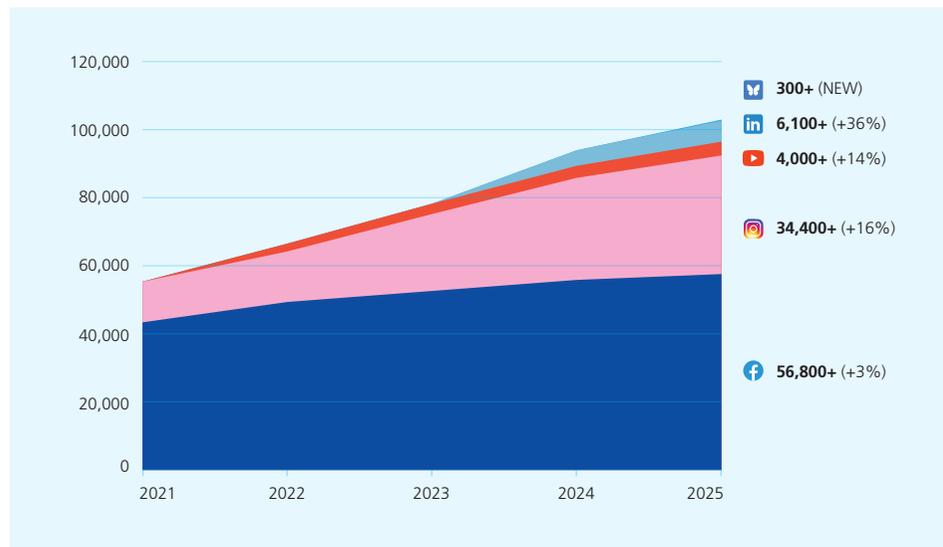


## SOCIAL MEDIA

EuroVelo's social media presence remained strong in 2025, maintaining over 101,600 followers, despite the decision to discontinue posting on Twitter/X at the start of the year. When excluding X from the 2024 baseline, the overall audience still grew by 10% in 2025. This shows that the brand's growth remained resilient across other platforms. [LinkedIn](#) recorded the fastest growth at +36%, highlighting increasing engagement from professionals interested in EuroVelo network developments, while [Instagram](#) grew by 16% as a key channel for visual storytelling and reaching the travel community. Despite slower growth compared to other platforms, [Facebook](#) still provides the widest audience reach with more than 56,800 cycling enthusiasts.

### EVOLUTION OF SOCIAL MEDIA FOLLOWERS

END-OF-YEAR TOTALS FOR MAIN PLATFORMS (2021-2025)



### Building better on Bluesky

EuroVelo continued developing its presence on [Bluesky](#) in 2025. The platform's rapid growth from around 10 million users in 2024 to 40 million in 2025 [indicates](#) a classic early-stage expansion typical of emerging social networks. However, unlike other networks designed to retain users within the platform, Bluesky promotes outbound links and discovery, which aligns well with EuroVelo's goal of directing audiences to its website and partner resources. While the platform continues to roll out core features such as drafts and improved tools for creators, EuroVelo remains committed to being an early adopter, also to gain higher visibility and influence as communities form.

### Looking ahead: strategy, community and 2026 expectations

EuroVelo regularly reviews its social media strategy to improve engagement with cycling and tourism communities. In 2025, social media accounted for around 1% of organic website sessions. EuroVelo realises that social media plays a stronger community role than purely driving traffic to its web platform. As such, it's promising to see the fast growth (+24%) of the [discussion group](#) on Facebook, which surpassed 50,000 members in 2025. This community has strong user-driven engagement, where cyclists exchange advice, experiences and recommendations. For 2026, the team plans to improve platform-specific key performance indicators (KPIs) tracking, including for the discussion group, and to gather more feedback from social media audiences. In terms of consumption, short-form video has become one of the fastest-growing content formats, therefore, the team will focus on producing such content towards the second half of the year. EuroVelo also aims to maintain a strong and consistent visual identity across posts to improve brand recall and audience trust. Find out more about the 2026 social media outlook at the end of the report.



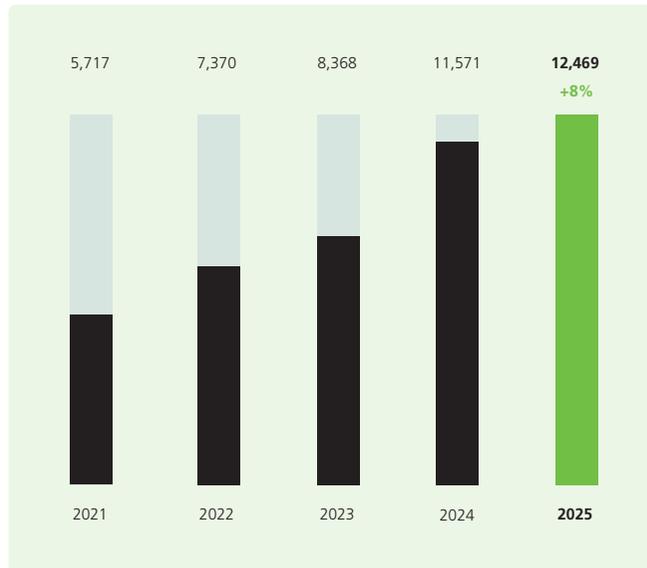
## EMAIL

**58%**  
Average newsletter open rate<sup>5</sup> **+23%**

**9%**  
Average newsletter click rate **-11%**

**55+**  
total EuroVelo mailings to various lists

**EVOLUTION OF NEWSLETTER SUBSCRIBERS**  
END-OF-YEAR TOTALS (2021-2025)



Email remains a reliable owned channel for EuroVelo, as shown by the steady growth (+8%) of the monthly [newsletter](#) which delivers updates and developments across the EuroVelo network and covers routes, destinations and partner initiatives. It reached over 12,400 subscribers in 2025 and suggests a growing community of readers interested in cycling. With an average open rate of 58% (+23%) and an average click rate of 9%, such high engagement levels show that subscribers see the newsletter as a trusted and relevant source of information. However, click performance varied significantly, from 12% in July to 4% in December, reflecting the natural seasonality of cycling. While the structure of the newsletter remains consistent, each edition typically

revolves around a guiding theme, such as cycling conference news in February or summer travel tips in June. The newsletter helps shape the wider EuroVelo content decisions and pipeline for both users and professionals. It is also part of more than 55 mailings sent to different lists in 2025.

### Other EuroVelo mailings

Besides the newsletter, EuroVelo uses different mailing lists to deliver content to specific audiences and ensure effective communication. These include working group updates, route surveys, event announcements, partner communications and donation campaigns. Moreover, segmented mailing lists help the team to improve engagement and response rates for special occasions such as World Bicycle Day. Email also supports network coordination through the NECCs Broadcast, sent at different intervals to inform network stakeholders about important news, deadlines and actions. It also provides partners with access to shared resources, including workshop recordings, the EuroVelo Brand Kit and Development Guide.

### What to expect for email in 2026

Looking ahead to 2026, EuroVelo plans to further develop its email channel by introducing short polls or surveys within the newsletter to gather feedback and better align content with audience expectations and interests. Feedback collection will be linked across email, website and social media to receive broader insights from EuroVelo audience. In addition, the team will also focus on single-content mailings with stronger calls to action, as well as donor outreach and retention campaigns. Where possible, dynamic data from the mailing platform will be used to better inform content decisions and improve targeting.

<sup>5</sup> As ECF switched to a new mailing platform in 2025, open rate comparisons are indicative only and will likely be more accurate from 2026 onwards.



## CONCLUSION AND OUTLOOK FOR 2026

2025 marked yet another strong year for EuroVelo’s digital presence: welcoming over 1.3 million website visitors, growing its social media community past 101,600 followers, and reaching more than 12,400 newsletter subscribers.

For 2026, here is an estimated outlook for key metrics:

- **Website for users:** 2.6 million sessions, 350,000+ key events, 70% engagement rate, 75% organic traffic, 60% mobile use
- **Social media:** 110,000 followers, 60,000 discussion group members
- **Email:** 13,500 readers, 60% open rate, 10% click rate

### EUROVELO DATA HUB

The [EuroVelo Data Hub](#) contains updated key figures and useful resources to monitor the growth of the European cycle route network and cycling tourism in general. It gathers data on EuroVelo network usage, route development, digital statistics and cycling tour operators’ industry. Guidance on how to start monitoring cycle routes, cycling tourism and evaluating its economic impacts can also be found on [Pro.EuroVelo.com](#).



### FULL LIST OF DEFINITIONS

#### Sessions

The period of time a user is active on the site. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave the site and return within 30 minutes are counted as part of the original session. This metric gives an accurate estimate of the number of times visitors opened EuroVelo website(s).

#### Traffic channels

Shows the percentage of sessions by their acquisition method. Users typically start a session by arriving to the website through organic (search engine), direct, referral (other website) or social (Facebook, Twitter, etc.) channels. Users arriving through paid advertising are counted separately (mostly for EuroVelo 1, 8, 15 and 19).

#### Visiting location

Shows the number of sessions and visitors from a particular country for either the whole EuroVelo web platform or specific route websites.

#### Visitors (or users)

A visitor to the website(s). Google Analytics keeps track of visitors on the website by automatically creating a user ID. The browser stores this ID as a cookie.

#### Device categories

Shows the percentage of sessions by device type, typically divided into desktop (PC, laptop) and mobile (smartphone, tablet, wearables) devices.

#### EuroVelo countries

Countries where at least one EuroVelo passes through, or where there is a National EuroVelo Coordination Centre/Coordinator. These main country pages are different to country per route pages and they act as national hubs.

#### Country per route

For each EuroVelo route, there are separate national pages which contain detailed information such as points of interest and other resources.

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This report gathers and compares data from 2025 with that of 2024 – collected from Google Analytics, Search Console, Facebook, Bluesky, Instagram, LinkedIn, YouTube and Semrush.

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