

# Meet #EuroVelo

The European cycle route  
network at  **ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show\*

7-9 MARCH 2023



## Booth 202 Hall 4.1b

Adventure Travel/  
Responsible Tourism

## SIDE EVENTS

WED 8 MARCH

15:30-16:00

**Hall 3.1 Green Stage**

THU 9 MARCH

14:00-16:00

**Hall 4.1b Main Stage**

16:00-17:00

**Hall 4.1b Booth 202**

WITH KIND SUPPORT  
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EUROVELO PARTNERSHIPS



 **EuroVelo**  
the European cycle route network

 **ECF**  
EUROPEAN CYCLISTS' FEDERATION

# Cycling tourism – How to benefit from the growing segment?

## Panel discussion

**09/03/2023**

ITB Berlin – 4th Cycling Tourism Day

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



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



Cycling  
Industries  
Europe

ECF gratefully acknowledges financial support from the cycling industry via Cycling Industries Europe

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

# 3 examples of cycling destinations





EuroVelo 1  
Atlantic Coast Route



AtlanticOnBike Project Extension

# EuroVelo 1 – Atlantic Coast Route

## So unique, so diverse!

- 11,150 km long!
- 6 countries crossed: Norway, United Kingdom, Ireland, France, Spain & Portugal
- Developed at 97% according to 2022 EuroVelo development status data



Copyright Norwegian Scenic Routes nasjonaleturistveger.no



Copyright La Véloodyssée - Aurélie Stapf





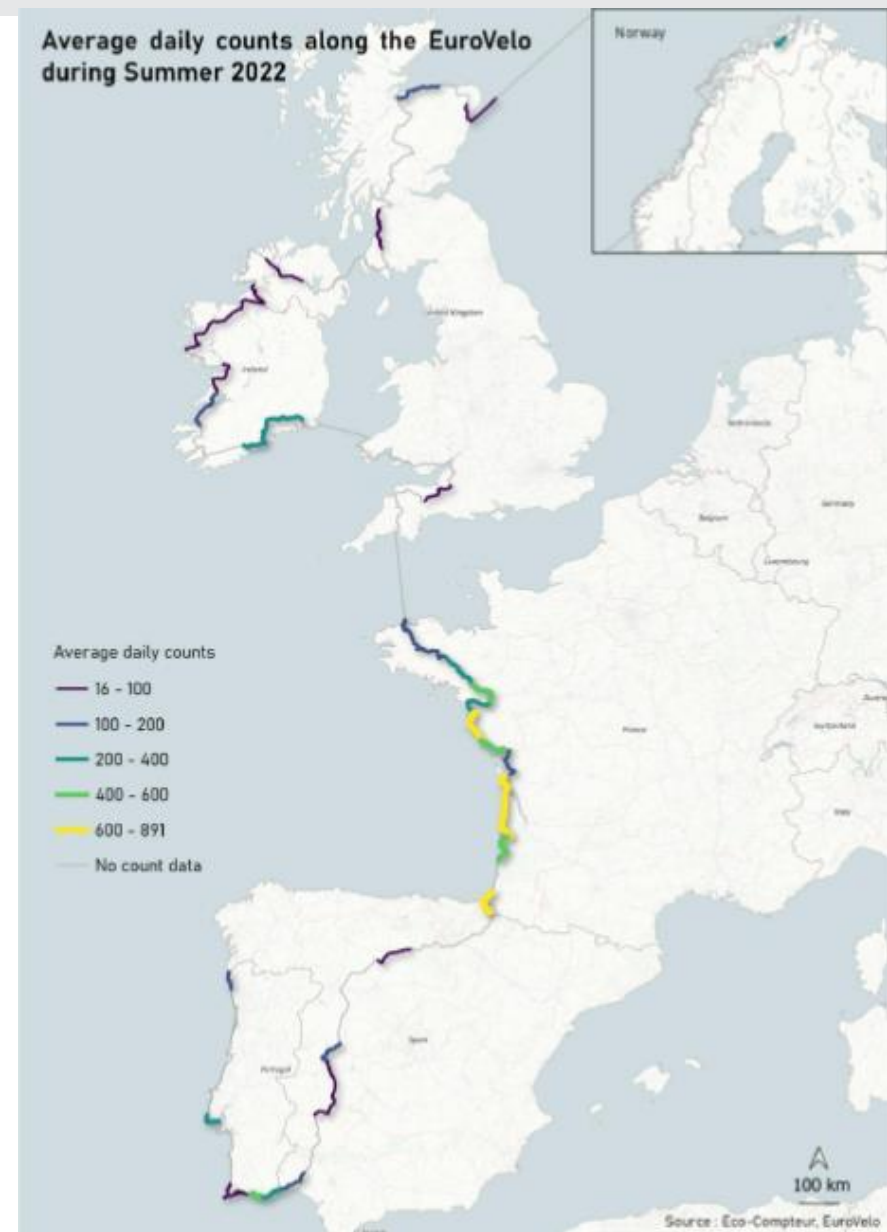
EuroVelo 1  
Atlantic Coast Route



AtlanticOnBike Project Extension

# Monitoring EuroVelo 1 in 2022: Heatmap of usage activity

- 143 bike counting sites
- Clear seasonality in France – not as much in other countries
- Most cyclists counted in France: 233 bike counts a day on average
- Followed by Portugal: 149 bike counts a day





EuroVelo 1  
Atlantic Coast Route

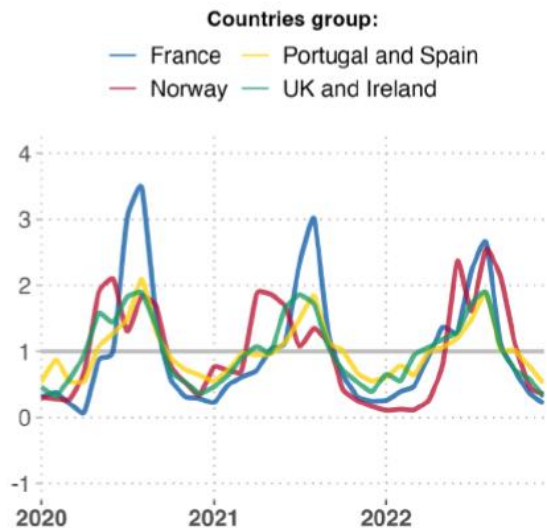


AtlanticOnBike Project Extension

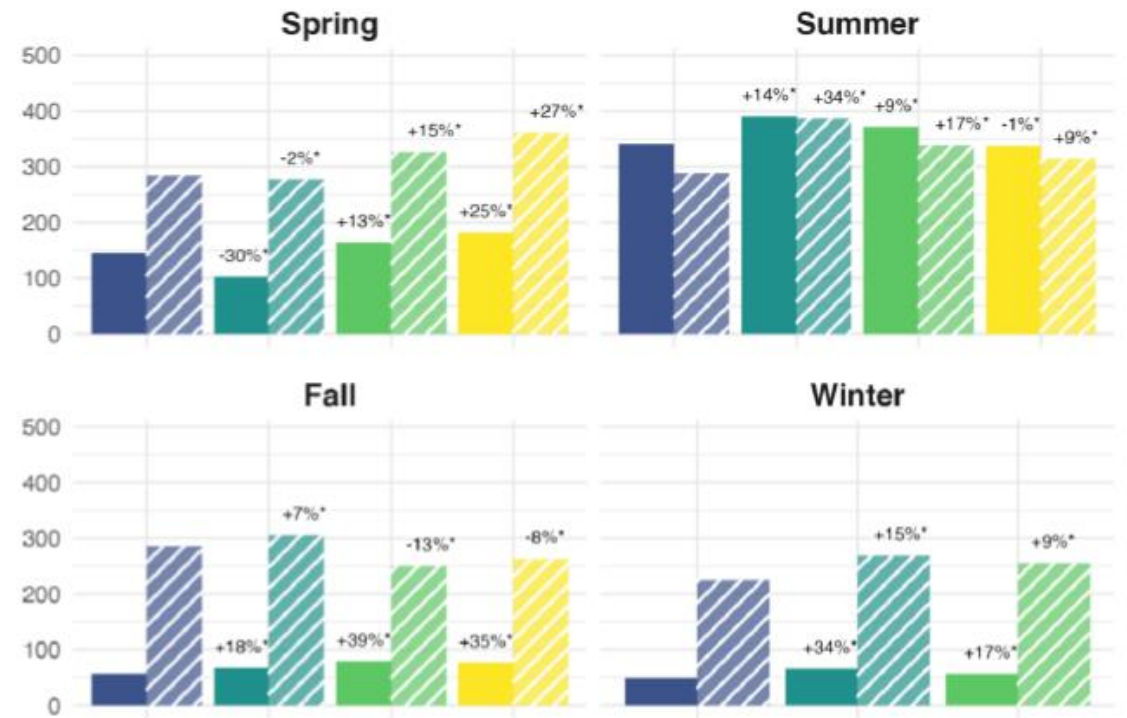
# Evolution of EuroVelo 1 usage from 2019 to 2022

- +9% bike counts between 2019-2022
- 101 counting sites
- Substantial growth, especially in Spring and Fall > cycling tourism season getting wider

Monthly Daily Factors



Seasonal Comparison

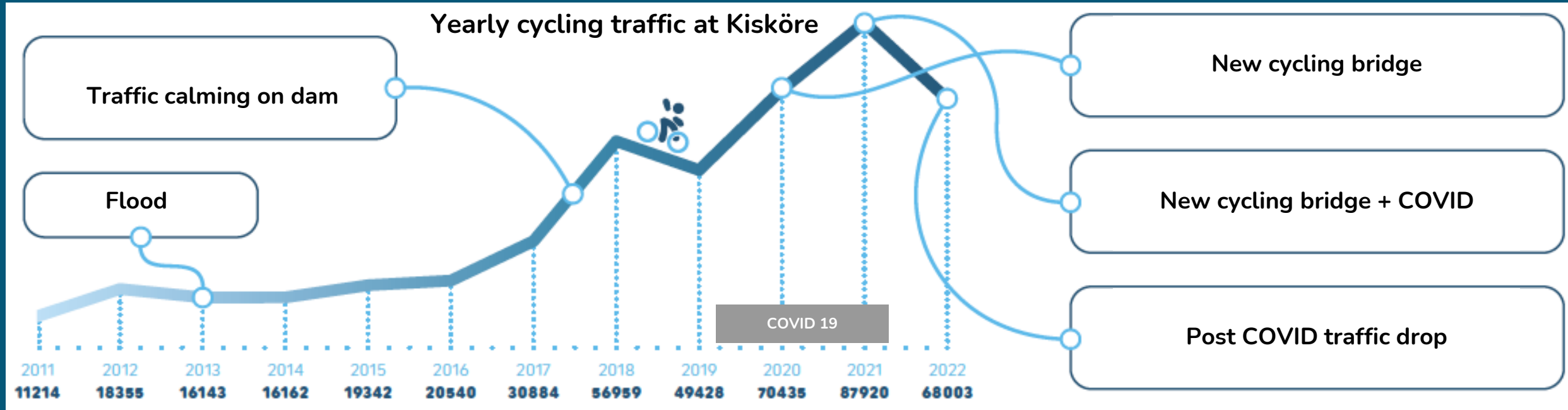


\* Compared with the average daily counts of 2019

# What's the state of cycling tourism in your destination?



# What's the state of cycling tourism in your destination?





# Cycle tourism infrastructure in Germany

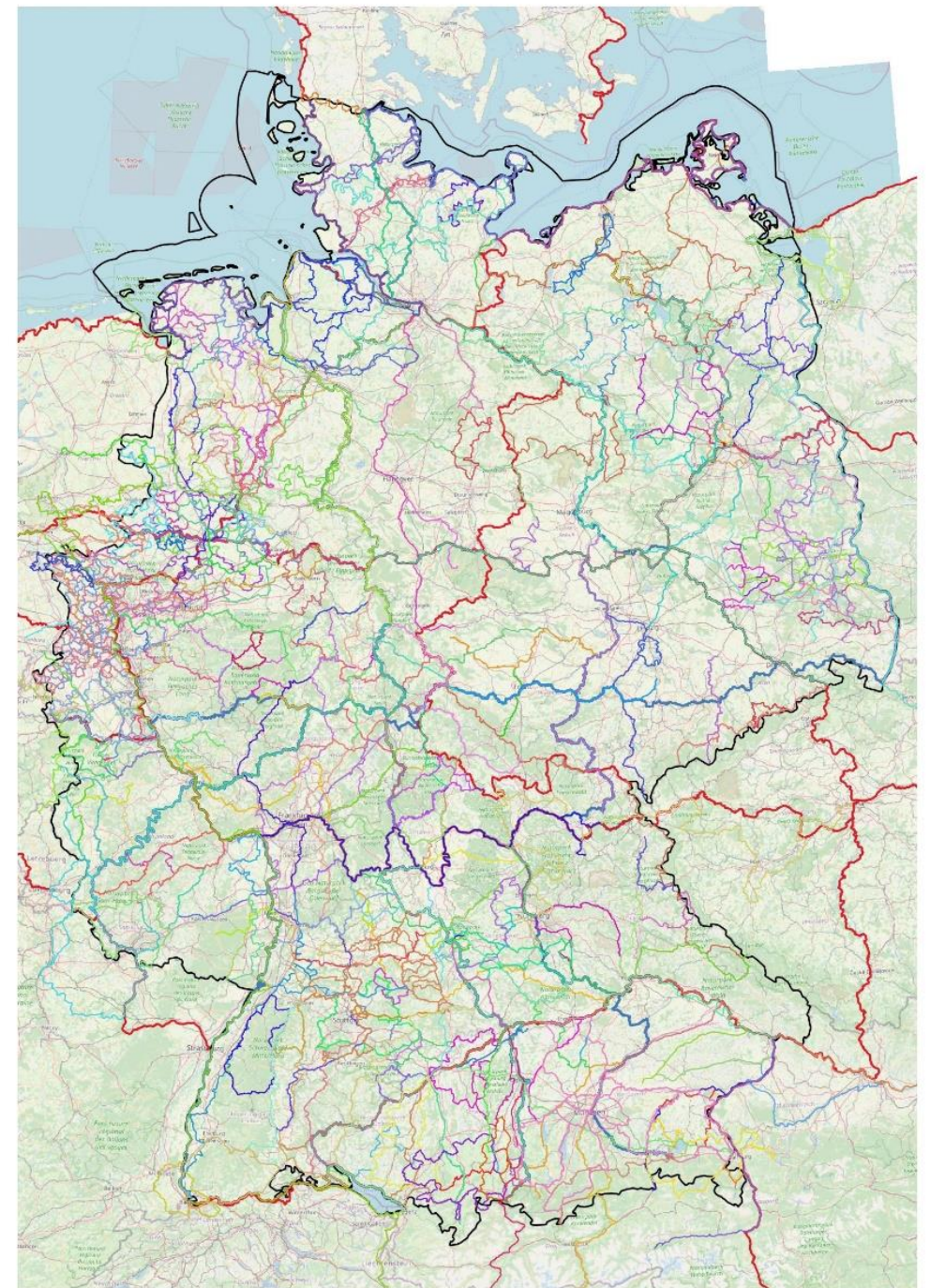
10 EuroVelo routes

12 „D-Netz“ routes

More than 300 thematic  
long-distance routes

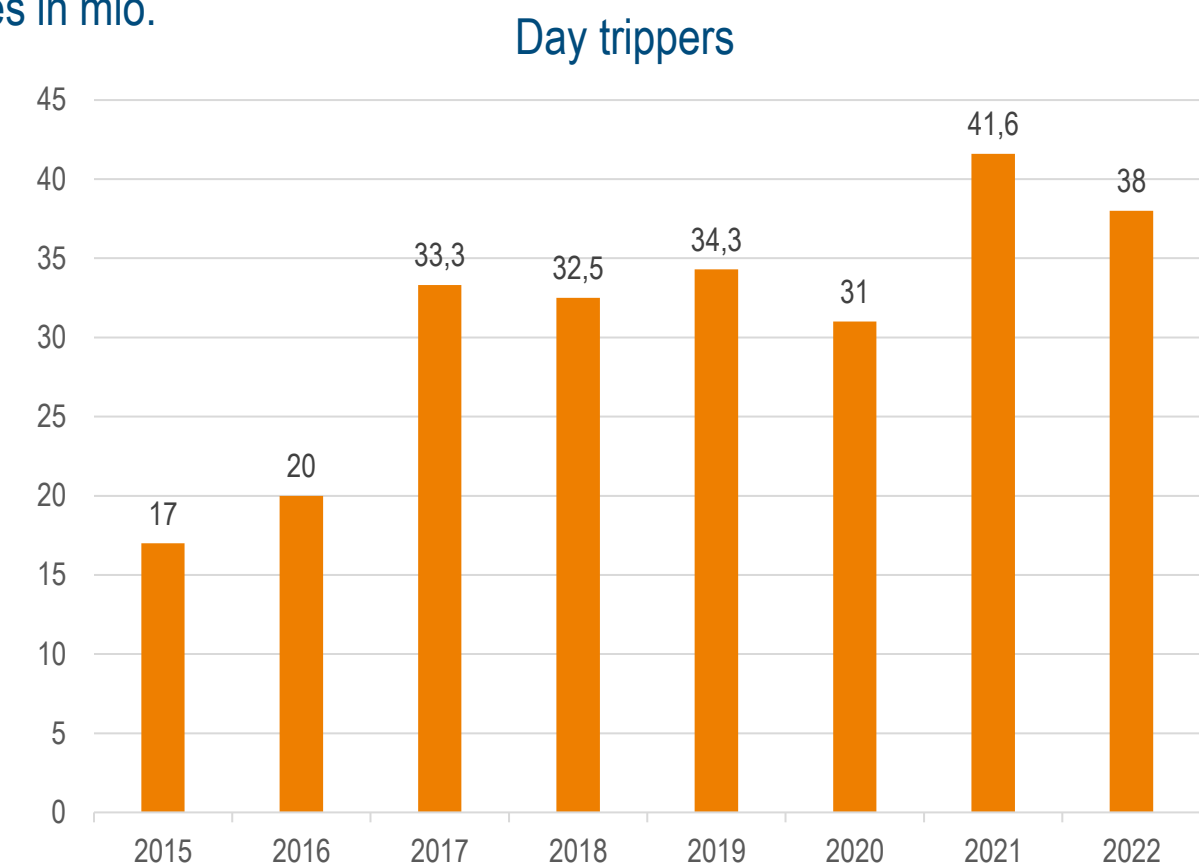
+

360 day trips



Source: OpenStreetMap contributors; EuroVelo; Radroutenplaner Deutschland

# Amount of cycle tourists and day trippers in Germany



Source: ADFC Bicycle Travel Analysis

**Cycle tourism: responsible for 12 %\* of Germany's  
touristic turnover!**

**Added value from cycle tourism in Germany equals the  
equivalent of ca. 186.000\* jobs.**

**Cycle tourism leads to enhanced bicycle usage for  
everyday ways.\*\***

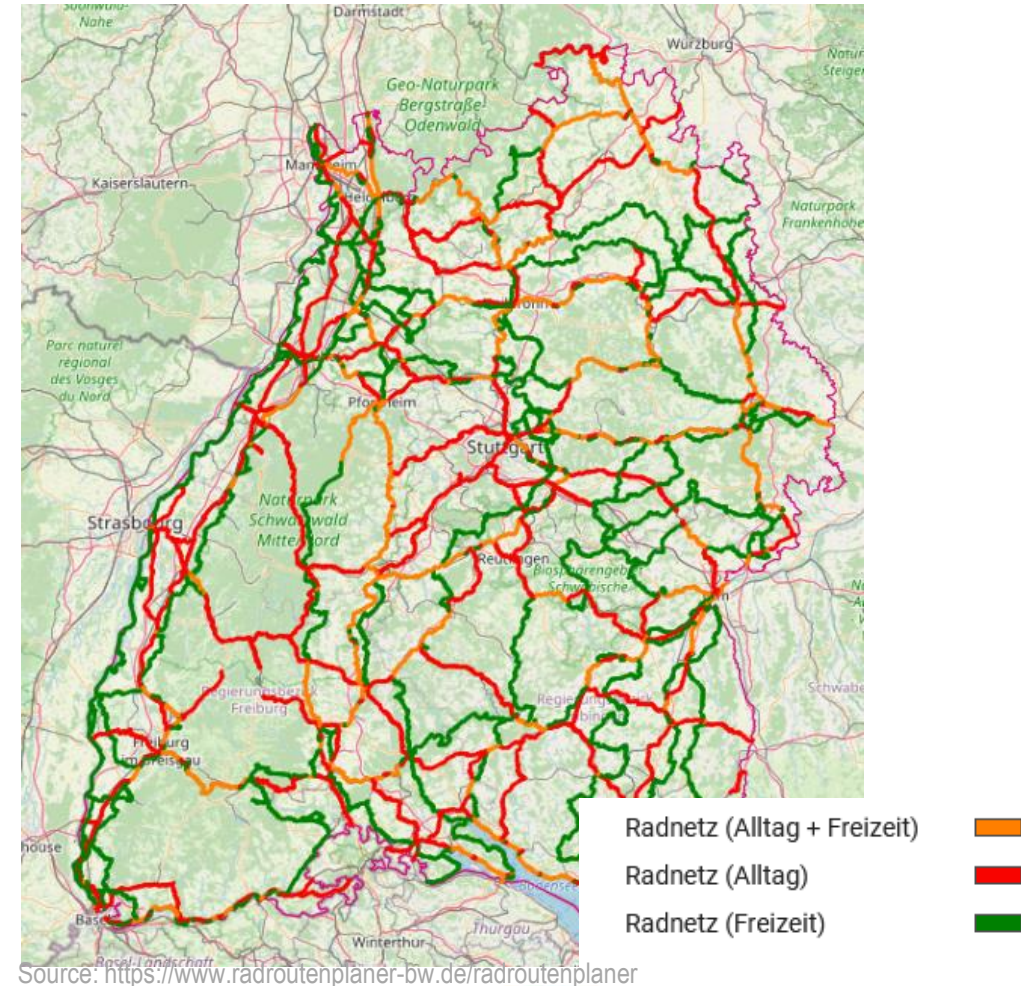
\*Grundlagenuntersuchung Fahrradtourismus in Deutschland 2009

\*\* ADFC Bicycle Travel Analysis



# Best practice: the state of Baden-Württemberg

- Development program for the route network
- Support for route operators
- Certification of long distance routes
- Vision:
  - becoming bicycle destination #1 in Germany
  - double the amount of cyclists in the state



# How attracting more cycling tourists in your destination?

A faded background image showing a group of cyclists riding along a paved path in a park-like setting with trees and a building in the distance.

# How do you support attracting more cycling tourists in your destination?

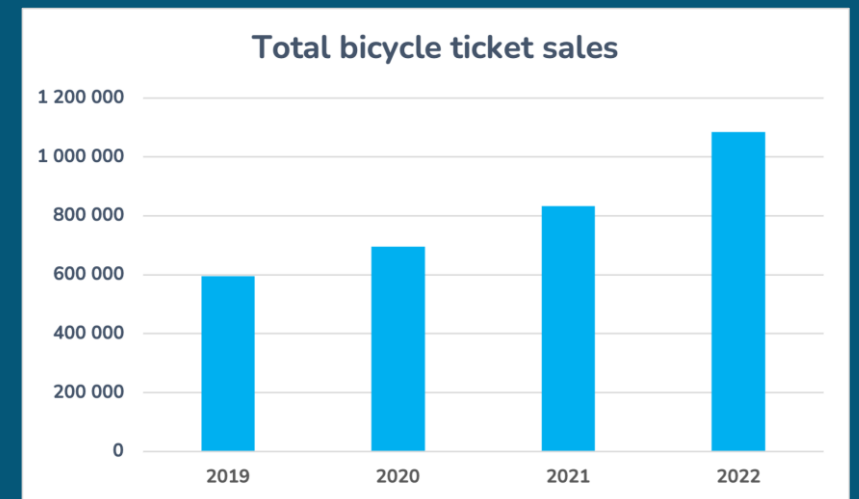
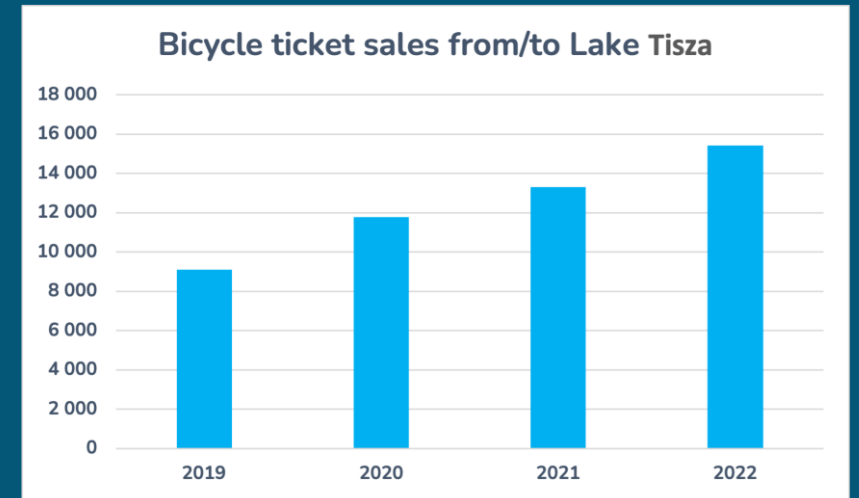
## Can you present us some good examples?

### Bike + trains

- New direct „Lake Tisza” Express from 2021
- High bike carriage capacity (64 bikes)
- Special “bike tour” fares
- Assistance at stations

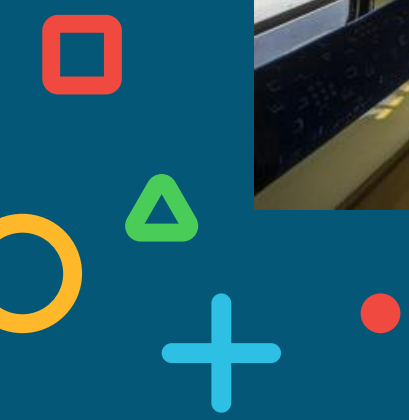
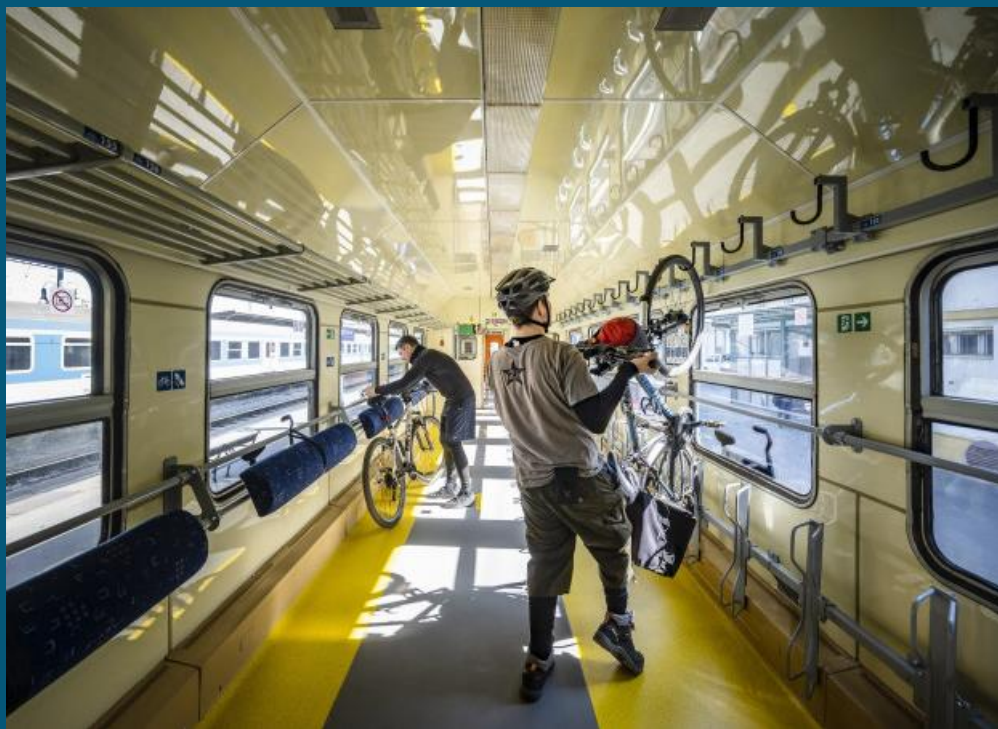
### Bike + bus

- Pilot to Mátra Mountain in 2021
- 3 new destinations in 2022
- 3 bikes/bus



How do you support attracting more cycling tourists  
in your destination?

Can you present us some good examples?



# Bett+Bike, cycling-friendly services

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EuroVelo 1  
Atlantic Coast Route



AtlanticOnBike Project Extension

# 11,000km from North to South: working together to make EuroVelo 1 a unique cycling tourism product

- AtlanticOnBike project: 2017-2020
- AtlanticOnBike project extension: 2022-2023
  - Transnational route evaluation reports and action plans
- EuroVelo 1 Transnational Partnership: since 2021
- Next step: Certification?



# Main challenge or opportunity for the future of cycling tourism



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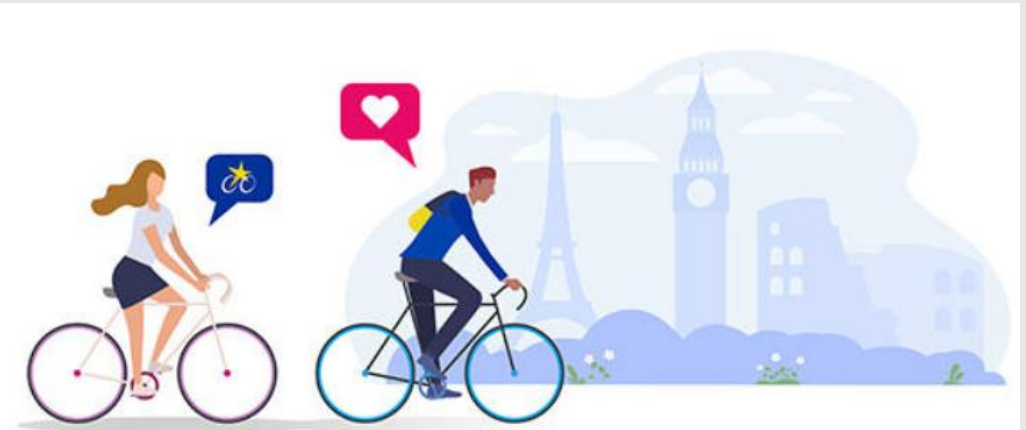


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# Thank you!

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**Support us to connect  
Europe by bicycle**