

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
OF THE FOLLOWING
EUROVELO PARTNERSHIPS



 EuroVelo
the European cycle route network

 ECF
EUROPEAN CYCLISTS' FEDERATION

Cycling, the perfect answer to the needs of today's tourism

Agathe Daudibon, EuroVelo Manager

08/03/2023

ITB Berlin

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

What is cycling tourism?



**Do you enjoy cycling during your
holidays?**

Cycling tourism

'recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit'



Cycling tourism: various experiences



What the type of bike is being used? What's the purpose of the cycling trip?

Cycling tourism: various experiences



Accommodation: same for multiple days or changing every nights?

What impact of cycling tourism in Europe?

A faded background image showing four cyclists riding along a path. The scene is set outdoors with a large tree on the left and a body of water in the distance. The cyclists are in silhouette, and their shadows are cast on the ground.

**Environment
+ Climate**



Business



Social Affairs



**Energy
+ Resources**



**Technology
+ Design**



Mobility



Health

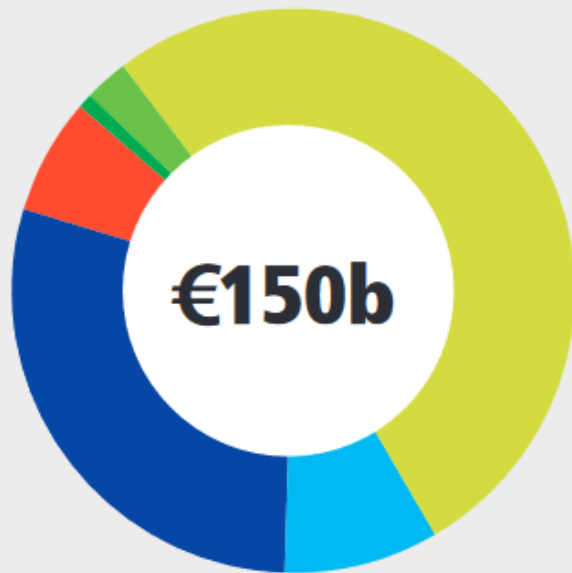


**Time
+ Space**



**Diversity
of cultures**





- **€78b** Health
- **€44b** Cycling tourism
- **€13b** Bicycle market
- **€9.7b** Mobility
- **€4b** Fuel savings
- **€1.3b** Environment

Economic benefits of cycling

In 2018, ECF estimated that cycling produces total benefits of **€150 billion** in Europe. Cycling tourism is a major contributor, with a value of **€44 billion** according to the latest available figures. Sales and production of bicycles, parts and accessories reached a total value of more than **€23 billion** in 2021.

Sources: The EU Cycling Economy (2018), ECF, and European Bicycle Industry and Market Profile (2021), CONEBI

Business

04

04.2



cruise tourism



cycle tourism

	cruise tourism	cycle tourism
economic value	38bn euros	44bn euros
jobs	326.000	525.000

Cycle tourism

- There is an estimated number of **2.3 billion cycle tourism trips per year** in the EU, which stand for a **total economic value of 44 bn EUR**.
- Cycle tourism is linked to ca. **525 000 jobs in the EU**.
- In France, cycle tourists spend **almost 20% more** than the average for all tourists.
- In comparison, the cruise tourism industry stood for an **economic value of 38 bn EUR and 326 000 jobs** in 2012.

Sources: + European Parliament, Directorate General for Internal Policies, 2012: The European Cycle Route Network EuroVelo. Study.
+ ATOUT FRANCE, 2009: Spécial économie du vélo + CLIA Europe Economic Contribution Report (2013 edition)



EuroVelo 19 – Meuse Cycle Route



EuroVelo 19 in Belgium

Develop rural tourism



EuroVelo 8 – Mediterranean Route

**A solution to
overtourism**



EuroVelo 1 – Atlantic Coast Route

Extend the tourism season



Donegal, Ireland – EuroVelo 1

ATLANTIC COAST ROUTE

So unique so diverse





Cycling, the perfect answer to the needs of today's tourism

EuroVelo 15 – Rhine cycle route

Sustainable tourism offers benefiting local economies



EuroVelo 15 - Rhine Cycle Route in The Netherlands - Millingen
©European Cyclists' Federation, Demarrage LTMA, P. Gawandtka



What are the main trends on cycling tourism?

A faded background image showing a group of cyclists riding along a path in a park-like setting with trees and a large tree trunk in the foreground.

Cycling tourism trends

- Slow tourism
- E-bikes
- Multimodality



EuroVelo 1 in Spain - P. Plazaola_NAVARRA

Slow tourism

Cycling as a way to slowly experience a destination:

- Gastronomy
- Culture
- Swimming
- Natural sites



E-bikes



© ADFC - www.pd-f.de/Flyer



Ease slopes

Reassure

Unify skills in a group



Heavier

More expensive

Autonomy of battery

Multimodality & cycling

<https://www.sbb.ch/fr/horaire/conseils-voyageurs/velo/voyager-avec-son-velo.html>



EuroVelo: a cycling tourism case study



EuroVelo

Discover Europe by bike!

From the most **accessible**
river valleys,

To the most **challenging** and
breathtaking views above the
sea,

Find your **perfect cycle route**
on [EuroVelo.com](https://www.eurovelo.com)!



EuroVelo

the European cycle route network

In numbers:

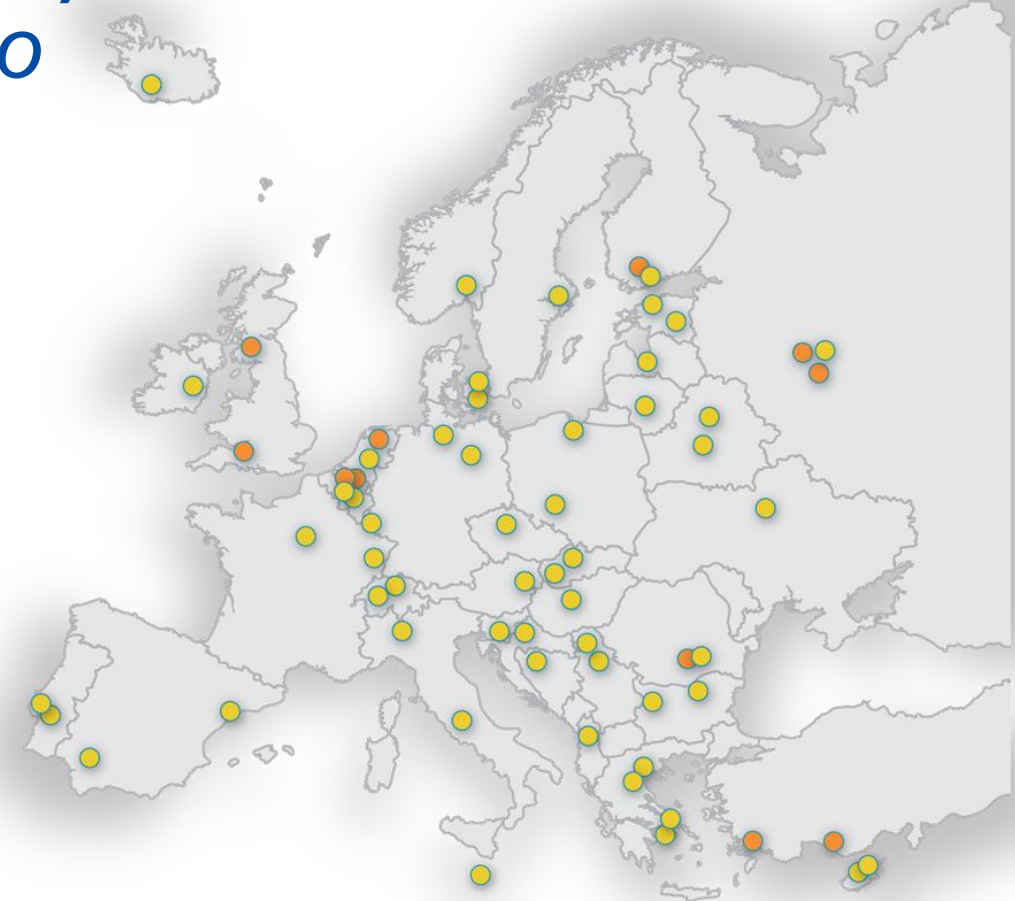
- 17 routes
- 38 countries
- 93,000 km when fully realised
- 64% ready to use!
- Features in 11 national cycling strategies
- 1 priority of the **EU Cycling Strategy** resolution of European Parliament
- Launched in 1997



European Cyclists' Federation (ECF)

Transnational coordinator of EuroVelo

- **“More and better cycling for all in Europe”**
- Federation of civil society organisations with 60+ members in over 40 countries
- We promote cycling as a sustainable and healthy means of transportation and leisure
- Established in 1983
- www.ecf.com



What is the development of EuroVelo today?

Route Development Status (2021)

3%

Certified with
ECS methodology

40%

Developed with
EuroVelo signs

21%

Developed
routes

25%

Under
development

11%

At the
planning stage

64%
of the
network
is ready to
cycle

EuroVelo

a European success story

+11% bike counts on EuroVelo
from 2019 to 2022

1,800,000+ visitors
on website in 2022

76,000+ followers
on social media platforms



To conclude: what is needed for #MoreCyclingTourism?



#MoreCyclingTourism

Develop, support and promote
EuroVelo and other cycle routes

Cycling infrastructure | Cycling-friendly services | Promotion |
Monitoring | Governance

Develop cycling tourism products and
offers

Support EuroVelo and our advocacy
work: we need updated data on
cycling tourism in Europe!



EuroVelo & Cycling Tourism Conferences

2023 | IZMIR, TÜRKIYE
11-13 October 2023

2024 | Call for hosts
open until 15 May 2023

More info [here](#)



See you in Izmir

The background image shows two cyclists riding away on a path through a field at sunset. The sky is a mix of blue and orange, with a bright sun low on the horizon. The cyclists are silhouetted against the bright light.

for the EuroVelo & Cycling
Tourism Conference

2023

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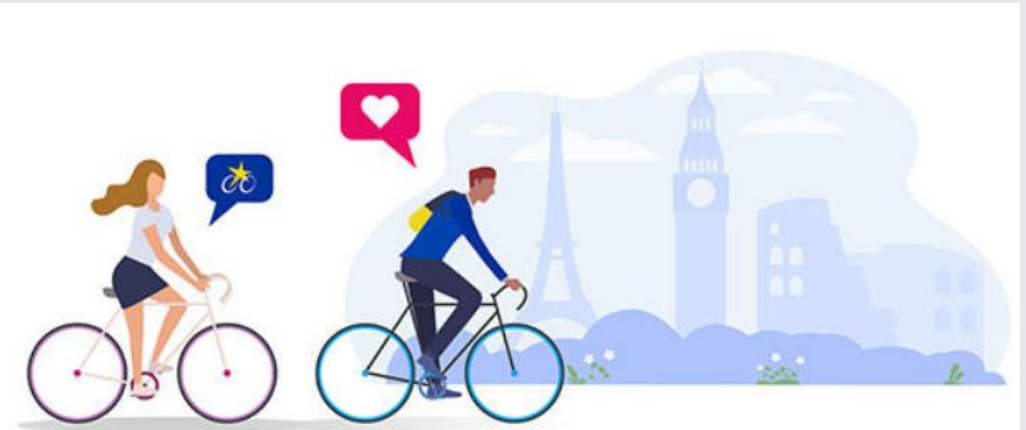


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Thank you!

Agathe Daudibon
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**Support us to connect
Europe by bicycle**