



 **EuroVelo**
the European cycle route network

Media Pack 2020

EuroVelo Media Pack

Introduction

EuroVelo is the European cycle route network – a network of 16 long distance cycle routes that connect the whole continent.

Founded in 1995, the routes can be used by long-distance cycle tourists, as well as by local people making daily journeys.

The network is developed and coordinated by the European Cyclists' Federation (ECF) on the European level with a network of National EuroVelo Coordination Centres working to realise the routes on the ground.



Cycle tourism is booming

According to a 2012 study commissioned by the European Parliament, there are an estimated 2.3 billion cycle tourism trips in Europe every year, of which 20.4 million include at least one overnight stay.

The study found that the average direct expenditure for multi-day cycle trips is just under €440 per person, per trip. In total, cycle tourism has a value in excess of €44 billion, which is higher than the European cruise ship industry.

The study estimated that when complete, the EuroVelo network alone will generate 60 million trips creating a total of €7 billion of direct revenue.



Investing in EuroVelo

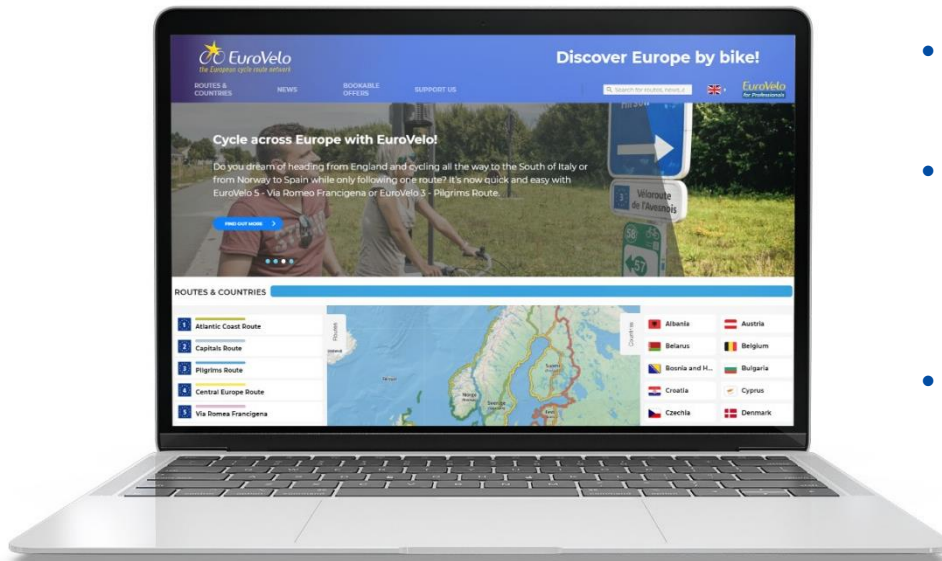
The routes that make up the network incorporate some of the most attractive and popular that the continent has to offer. Routes such as the Loire à vélo in France and the Danube Cycle Path through parts of Germany, Austria, Slovakia and Hungary.

EuroVelo provides a gateway for anyone wanting to cycle in Europe. The two main communication and promotional tools are the EuroVelo.com website and the EuroVelo Overview Map.

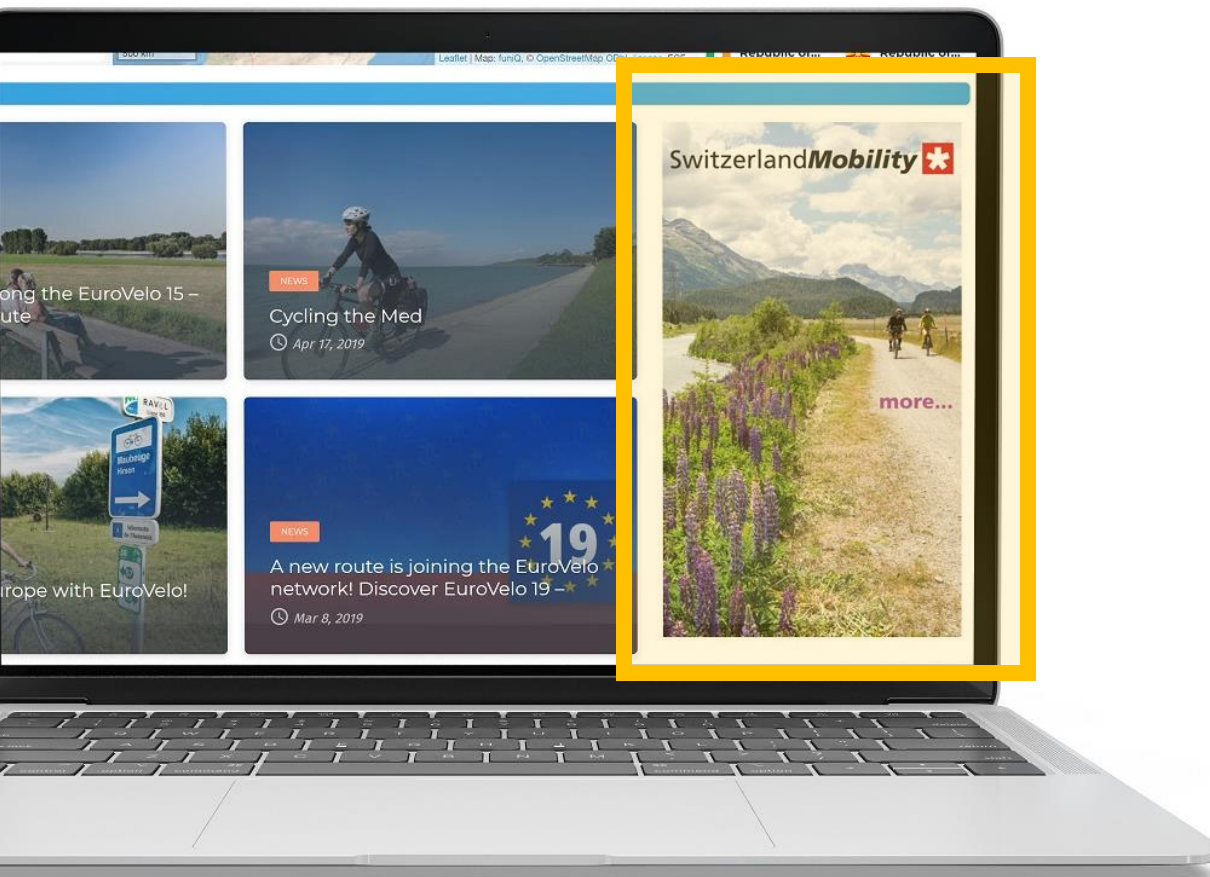
Communication Tools

www.EuroVelo.com

- Main overview website providing information for people wanting to explore Europe by bike.
- The website is available in English, French and German.
- In 2019, the EuroVelo.com web platform registered 1.86 million sessions and over 1.35 million individual users visited the web (+15,7% increase compared to 2018).
- According to Google Analytics, 16% of the users are from France, 15% from Germany, 8% from UK and 5% from Netherlands.



Advertising opportunities on the EuroVelo.com

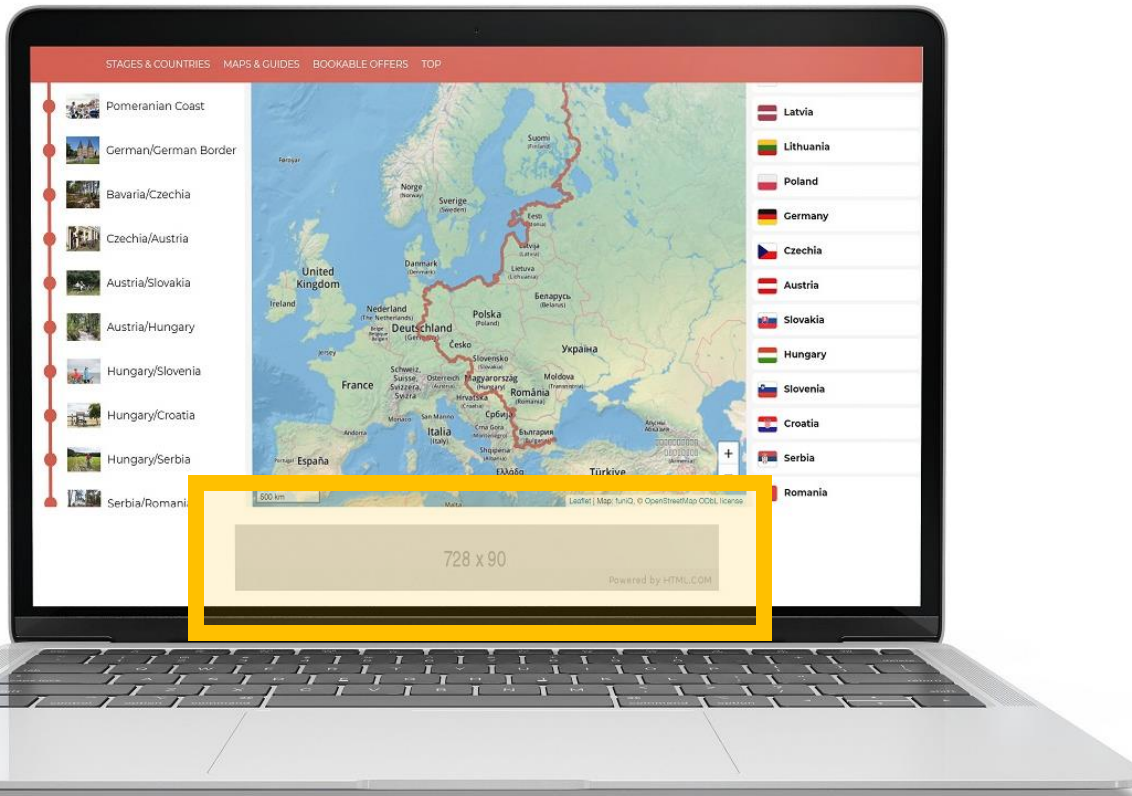


It is possible to add an advert on EuroVelo.com. There are two different options – a rotating box on the home page or a skyscraper banner.

Home Page Box

- The box on the home page can rotate through up to 5 different images.
- The image should be 350 x 610 pixels.
- **The cost is €3,500 per month** (excluding VAT).
- Supported file formats: gif, animated gif, jpeg or png. Maximum size 200KB

Advertising opportunities on the EuroVelo.com



Skyscraper Banner

- The image should be 728 x 90 pixels.
- The Skyscraper Banners can appear on specific route, country or stage pages.
 - **For banners on a route home page, the cost is €2,200 per month (excluding VAT).**
 - **For banners on country/stage pages, the cost is €1,200 per month (excluding VAT).**
- Supported file formats: gif, animated gif, jpeg or png. Maximum size 200KB

Terms & Conditions

- **Price:** Prices are subject to statutory VAT and are correct for 2020. Price changes reserved.
- **Payments:** Payment should be made 10 days after receipt of the invoice. Interest shall be added in the standard bank interest on overdrafts calculated.
- **Cancellation:** Advertisements can be cancelled at least 4 weeks before the relevant deadline. If a payment has already been made then there will be a cancellation fee of 10% of the net amount. After that date the cancellation fee will raise to the full amount of the advertisement.

Bank details:

BNP Paribas Fortis Bank,
Rond Point Schuman 10,
1040 Brussels, Belgium
Name account holder:
ECF asbl
IBAN: BE82210033980768
BIC: GEBABEBB36A
VAT: BE0460439895

Contact

For information about any of the advertising opportunities included in this document please contact the ECF directly:

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+32 2 8809 274

We look forward to hearing from you!

Delivery

E-mail:

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Data on CD / Memory stick:

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