

EuroVelo Digital Statistics Report (2024)



57%
mobile web
sessions
-1%

4m35s
avg. session
duration
+31s

EUROVELO FOR USERS [🔗](#)

1,801,925
web sessions
-31%

EUROVELO FOR PROS [🔗](#)

39,031
web sessions
-49%

1,177,102
web visitors
-23%

EUROVELO ROUTE AND COUNTRY
WITH MOST WEB SESSIONS



GPX TRACKS DOWNLOADS

148,200+
-56%

NEWSLETTER
SUBSCRIBERS [🔗](#)

11,500+
+38%

SOCIAL MEDIA
FOLLOWERS

104,000+
+17%

KEY INSIGHTS

- 1** In 2024, the EuroVelo website saw over 1.8 million sessions from more than 1.1 million visitors. Organic traffic reached an all-time high at 73%, highlighting SEO efforts and the increasing number of users actively searching for cycling routes and travel inspiration. **EuroVelo 15 – Rhine Cycle Route** was the most visited route on the website, while **France** ranked as the most popular country. In early 2024, changes to Google's cookie consent guidelines required EuroVelo.com to adopt a new consent management platform. During the transition, a web development error led to a lack of proper tracking for website visits starting in January, with a solution found in July 2024. **It is estimated that over 500,000 sessions were lost due to this error.** Despite the tracking gap, 2024 data was still compared to the 2023 baseline, making the yearly evolution appear negatively skewed. However, Google search data shows a 5% increase in interest for EuroVelo.com in 2024, suggesting stable or even growing use of the website.
- 2** Other parts of the web platform were also impacted by the tracking error in 2024. First, EuroVelo's web platform tailored to [cycling professionals](#) recorded 39,000+ web sessions and 29,000+ visitors, down from the previous year. Second, the total number of GPX downloads decreased to 148,291. However, web updates under progress have set the stage for recovery in 2025.
- 3** EuroVelo reached an exciting milestone in 2024, **surpassing 104,000 social media followers** by the year's end. Most platforms grew from 6% to 33%, with [Instagram](#) leading in follower gains. [Facebook](#) remained the largest channel with more than 55,100 followers. Similarly, the [EuroVelo discussion group](#) on Facebook continued to expand by 40% and reached over 41,600 members. EuroVelo's [LinkedIn page](#) was also launched in 2024 and reached 4,500+ followers. Additionally, as part of its new strategy, EuroVelo will explore platforms like [Bluesky](#) and refine monitoring and improvements across its social media profiles.
- 4** The EuroVelo newsletter grew its audience to over 11,500 subscribers, marking an impressive 38% increase over the year. Moreover, readers remained highly engaged with an average open rate of 35% and a click rate of 20%. Finally, the switch to a new mailing platform offers exciting opportunities going forward.

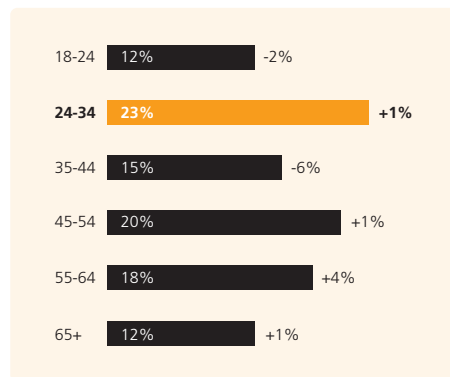


WEBSITE

In 2024, the EuroVelo website saw over 1.8 million sessions from more than 1.1 million visitors. Organic traffic reached an all-time high at 73%, highlighting SEO efforts and the increasing number of users actively searching for cycling routes and travel inspiration. Record-high browsing sessions (four minutes and 35 seconds) and preference for mobile access (57% of traffic), along with frequent use of the [Route Planner](#), indicates that EuroVelo.com is a go-to platform for both planning and on-the-ground cycling information. The most represented age group among visitors remains 24–34, but the 45+ demographic also saw notable growth, suggesting broader generational appeal for the network. Female representation remained stable, with 41% of users identifying as such. [EuroVelo 15 – Rhine Cycle Route](#) was the most visited route on the website, while [France](#) ranked as the most popular country. Full route and country rankings are available on page 4.

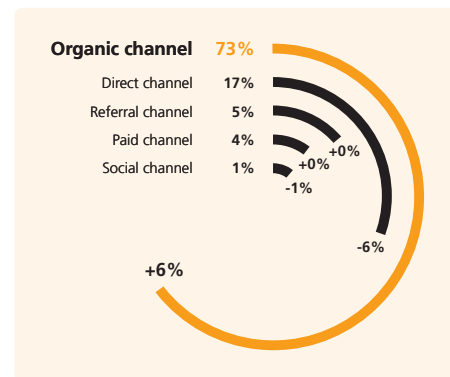
WEB AGE CATEGORIES

2024 VS 2023



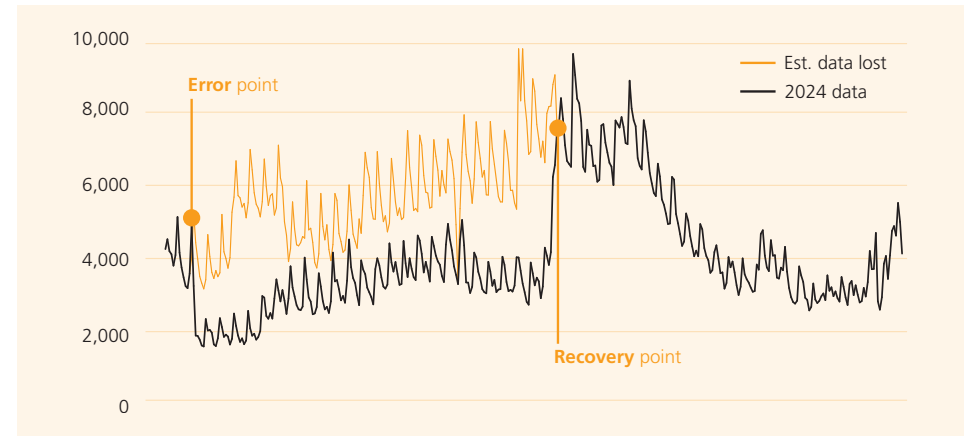
WEB TRAFFIC CHANNELS

2024 VS 2023



DAILY WEB TRAFFIC FOR EUROVELO.COM

WITH ESTIMATED MISSING DATA IN 2024



Tracking gap due to cookie consent changes

In early 2024, changes to Google’s cookie consent guidelines required EuroVelo.com to adopt a new consent management platform. During this transition, an error by the web developer led to a lack of proper tracking for website visits starting in January. While a solution was finally implemented in July 2024, it is estimated that over 500,000 sessions were lost due to this error as shown on the graph. This figure is based on historical data (from 2022/23) and does not factor in the 15-20% annual growth the website typically sees. Despite this, we have kept 2023 as the baseline year for comparison. As a result, the year-on-year evolution shown in the report may appear negative mainly due to this tracking error rather than a real decline in website activity. This is reinforced by Google search data, which shows a 5% increase in interest for EuroVelo.com in 2024. Given that organic traffic is the main source of visits, this figure strongly suggests that actual website use remained stable or even grew despite the tracking gap.



Pro.EuroVelo.com

The EuroVelo web platform tailored to cycling professionals involved with network development was also impacted by the tracking error in early 2024. Despite the data gap, it recorded 39,000+ web sessions and 29,000+ visitors. The average session duration stood at two minutes and 47 seconds indicating that visitors are engaging meaningfully with the content. In contrast to the website for users (EuroVelo.com), desktop is the main device used to access Pro.EuroVelo.com, which aligns with its use in professional and project related settings. This is further reflected in the fact that the 'routes and projects' section is among the most visited on the Pro website. In addition, most of the traffic still comes from organic searches, showing good visibility and continued interest from different types of stakeholders.

GPX downloads

The GPX tracks download feature, [introduced in 2022](#), quickly became one of the most appreciated features on EuroVelo.com, with downloads steadily increasing throughout 2023. In 2024, the total number of downloads decreased to 148,291. However, the ratio between downloads of 'full route' and 'only developed parts' GPX files shifted significantly from 80/20 in previous years to 47/53 this year. This change may suggest a declining interest in sections still under development in favour of those fully developed, but due to the data tracking error, it is difficult to determine whether this trend actually reflects real user behaviour or is a result of incomplete data. As expected, the most downloaded GPX tracks correspond to the top three most visited routes on the website: EuroVelo [15](#), [8](#), and [6](#) (see full ranking on page 4). ECF will continue improving its internal analytics dashboards to gain clearer insights into how visitors interact with this feature and to support data-driven decisions in further development of the network.

39,031

Pro web sessions

-49%

43%

Pro web mobile visitors

-5%

2m47s

average session time on Pro web

+19s

40+

website developments in progress

GPX TRACKS DOWNLOADS

148,200+

 -56% compared to 2023

47% FULL ROUTE

53% DEVELOPED PARTS ONLY

Website developments

Since its launch in 2018, the EuroVelo website has continuously evolved with new developments introduced each year to enhance user experience and technical performance. These updates cover both the front and backend, including GIS and survey functionalities. In 2024, most work focused on refining SEO and existing features, while larger projects – from UI/UX upgrades to map improvements and route related updates – are underway. In parallel, regular fixes are also applied to the database and infrastructure to keep the platform stable, especially given the complex GIS system. Although testing is part of each development phase, unexpected external changes can occasionally lead to issues. The tracking gap in early 2024 highlighted this, and ECF is taking steps to prevent similar issues in the future.



Ranking of EuroVelo routes and countries in 2024 (sorted by web sessions)

The transition to a new cookie consent system in early 2024 caused a tracking error on EuroVelo.com, resulting in an estimated loss of over 500,000 sessions. The negative yearly web figures are largely due to this error. Full explanation available on page 2.

Rank	Route	Sessions	+/-	Visitors	+/-	Mobile use
1	EuroVelo 15	103,930	-29%	84,919	-24%	60%
2	EuroVelo 8	89,954	-40%	74,779	-34%	65%
3	EuroVelo 6	84,131	-23%	65,996	-22%	60%
4	EuroVelo 1	60,262	-27%	50,863	-19%	57%
5	EuroVelo 19	54,678	-26%	45,110	-24%	65%
6	EuroVelo 5	44,074	-27%	34,660	-24%	59%
7	EuroVelo 3	42,809	-30%	35,342	-24%	58%
8	EuroVelo 12	40,594	-34%	32,591	-31%	58%
9	EuroVelo 7	40,114	-17%	33,511	-4%	61%
10	EuroVelo 13	27,972	-24%	23,740	-18%	53%
11	EuroVelo 4	27,798	-27%	23,131	-21%	57%
12	EuroVelo 10	27,557	-22%	22,637	-16%	58%
13	EuroVelo 17	18,332	-26%	15,196	-22%	56%
14	EuroVelo 9	15,661	-24%	13,333	-17%	58%
15	EuroVelo 11	13,048	-14%	11,198	-4%	60%
16	EuroVelo 2	11,967	-28%	10,378	-19%	54%
17	EuroVelo 14	6,749	-13%	5,612	-3%	56%

NOTES

- 1 Total web sessions for the country pages only.
- 2 Total visitors from the location itself, and not only to the country page on EuroVelo.com.
- 3 Total interactions across the country, country per route and stage pages. This includes resources downloaded, external links visited (offers, publications, websites, etc.)

Full definitions provided on the last page of this report.

Rank	Country	Sessions ¹	+/-	Visits from ²	+/-	Interactions ³
1	France	16,190	-34%	234,169	-23%	36,538
2	Italy	13,306	-23%	32,104	-18%	16,796
3	Germany	10,953	-37%	226,497	-19%	21,738
4	Belgium	10,441	-37%	56,850	-31%	9,580
5	Portugal	7,069	-8%	8,288	-13%	13,195
6	Netherlands	6,648	-22%	54,176	-25%	9,568
7	Spain	5,179	-38%	30,612	-24%	16,331
8	Denmark	4,576	-41%	11,287	-17%	9,090
9	Norway	4,085	-29%	9,333	-15%	9,008
10	Croatia	3,520	-40%	3,770	-17%	6,149
11	Czechia	3,182	-12%	2,971	-74%	7,159
12	Ireland	3,177	-2%	11,284	-18%	5,479
13	Austria	2,710	-29%	34,256	-23%	5,840
14	Switzerland	2,632	-27%	67,568	-22%	4,439
15	Slovenia	2,574	-32%	3,594	-24%	3,909
16	Finland	2,483	-21%	8,546	-25%	3,357
17	United Kingdom	2,373	-13%	85,842	-18%	5,072
18	Greece	2,337	-13%	3,522	-17%	1,490
19	Hungary	1,911	-29%	10,513	-27%	2,606
20	Türkiye	1,362	-33%	7,884	-79%	1,180
21	Luxembourg	1,318	-49%	3,502	-44%	2,084
22	Serbia	1,232	-29%	4,071	-32%	2,307
23	Slovakia	1,143	-18%	6,502	-19%	1,509
24	Bosnia and Herzegovina	775	-3%	507	-17%	383

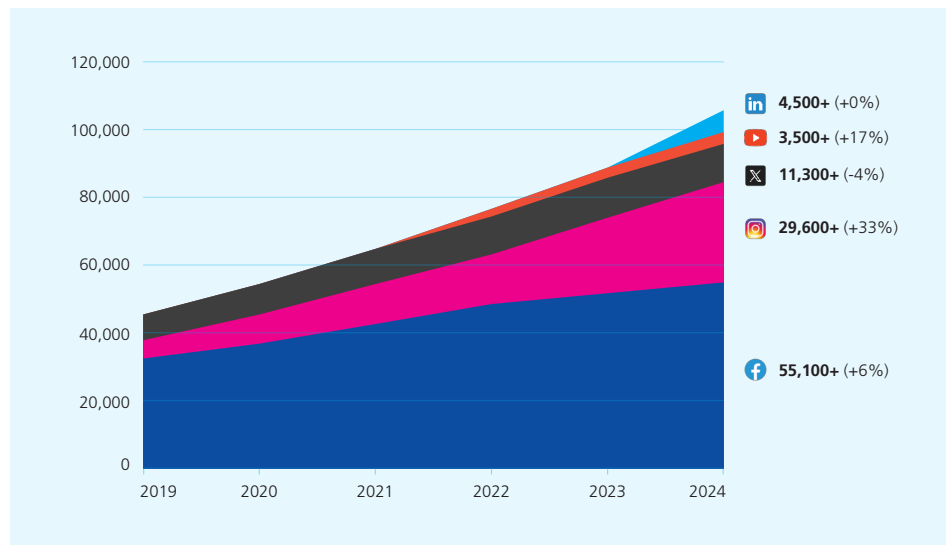


SOCIAL MEDIA

EuroVelo reached an exciting milestone in 2024, surpassing 100,000 social media followers by the year's end. With over 104,000 followers across its main profiles, the network's strong digital presence is evident. Most platforms saw solid growth, ranging between 6% to 33%, with [Instagram](#) once again leading in follower gains. [Facebook](#) remains the largest channel with more than 55,100 followers. The only exception was [Twitter/X](#), which experienced a 4% drop – likely influenced by the platform's ongoing controversies and general drop in engagement. This was the first decrease for a EuroVelo profile since 2019. Finally, focusing on its professional audience, EuroVelo also launched a [LinkedIn](#) page in 2024 which reached 4,500+ followers by the end of the year.

EVOLUTION OF SOCIAL MEDIA FOLLOWERS

END-OF-YEAR TOTALS FOR MAIN PLATFORMS (2019-2024)



EuroVelo discussion group on Facebook

The [discussion group](#) on Facebook continued its impressive growth in 2024, expanding by 40% and reaching over 41,600 members. This lively community has become a go-to space for cycling enthusiasts from across Europe and beyond to connect, ask questions, and share experiences – whether it's about trip planning, cycling conditions and gear, accommodation tips, or personal stories from the road. While the EuroVelo team maintains a light presence in this largely self-sustained group, its success highlights the growing value of community-driven initiatives. Read on to learn how ECF aims to further nurture this space as a hub for sharing knowledge and connections.

Trends and strategic view

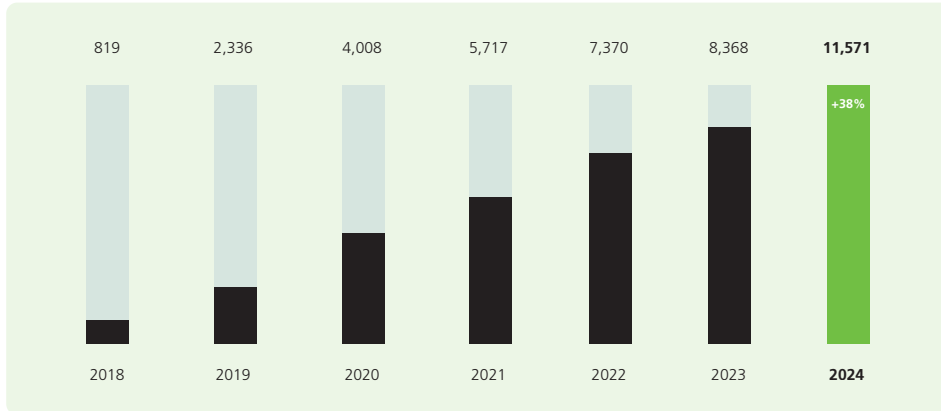
As EuroVelo continues to grow and engage the cycling tourism community – a [key trend](#) identified for 2025 – it has become increasingly clear that a strategic approach is required to adapt to the changing social media landscape for better positioning and increased brand awareness. In response, the EuroVelo team has devised a strategy document for its social media presence in 2024. This plan outlines key performance indicators (KPIs) and provides specific insights for each platform (including the discussion group), while also introducing monitoring processes to reassess the strategy annually. As part of this strategy, EuroVelo will begin exploring emerging platforms such as [Bluesky](#), alongside refining content formats, posting schedules, follower interactions, and the overall visual identity of its profiles. Although video content is on the rise and remains a trend, the decision to invest in this area will depend on available resources. Notably, the relatively low impact of social media in driving traffic to EuroVelo.com remains a challenge, with only 1% of web sessions in 2024 coming from social media channels.



NEWSLETTER

EVOLUTION OF NEWSLETTER SUBSCRIBERS

END-OF-YEAR TOTALS (2018-2024)



In 2024, the EuroVelo [newsletter](#) grew its audience to over 11,500 subscribers, marking an impressive 38% increase over the year. The newsletter is a key channel for keeping both cyclists and professional stakeholders informed about the latest network developments. Delivered monthly by email, it covers updates and highlights from across EuroVelo routes and countries. As such, readers remained highly engaged with an average open rate of 35% and a click rate of 20%. Engagement spiked in July, coinciding with peak cycling season activity.

Content structure

The newsletter provides timely updates at the end of each month, covering route developments, events, and partner news. Each edition opens with a brief introduction and a featured story, news updates, the route of the month, and highlights from partners and events. The May

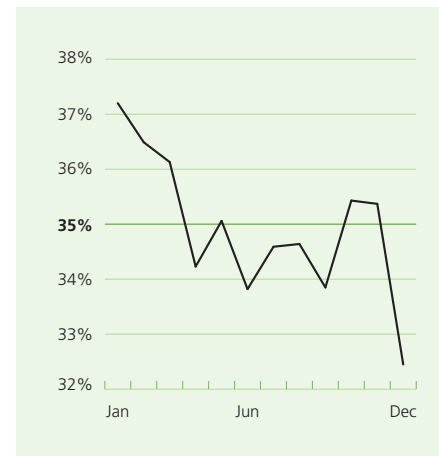
edition, centered on summer trip inspiration, stood out with strong engagement (see graphs below) – confirming readers’ enthusiasm for practical ideas to plan their next cycling adventure.

New mailing platform and shifting focus

While the EuroVelo newsletter continued to perform well in 2024, there’s always room to improve both content and performance tracking. With rising digital privacy concerns, email has been resurging, and ECF aims to strengthen its strategy for this channel. The graphs show a drop in engagement towards December due to the switch to Brevo, a new mailing platform offering better design and structure opportunities. It also offers advanced tools like auto-segmentation, heatmaps and A/B testing. These upgrades will transform the newsletter into a more engaging and targeted resource for subscribers. With the new format already in place for 2025, further improvements are on the way.

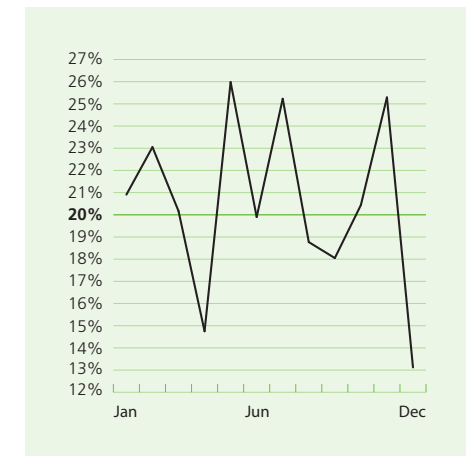
NEWSLETTER OPEN RATE

MONTHLY EVOLUTION IN 2024



NEWSLETTER CLICK RATE

MONTHLY EVOLUTION IN 2024



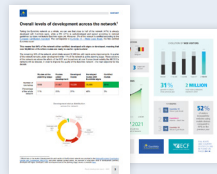


CONCLUSIONS

EuroVelo’s digital presence remained strong in 2024: welcoming over one million website visitors, growing its social media community past 100,000 followers, and reaching more than 11,500 newsletter subscribers. Despite a major tracking gap that impacted web data early in the year, a solution was successfully implemented, ensuring accurate data collection for 2025 and beyond. Looking ahead, EuroVelo is well positioned to make the most of upcoming web developments, improved analytics tools, and refined digital strategies across social, email, and community building platforms.

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 2024 with that of 2023 – collected from Google Analytics, Search Console, Facebook, Twitter/X, Instagram, LinkedIn, YouTube and Semrush.

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