EuroVelo
the European cycle route network boosts cycling (tourism) in Europe

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More people cycling, more often.
More people cycling, more often on a typical day in Europe…
More people cycling, more often on holiday in Europe
Cycling tourism trips in Europe

European Parliament Study:

“2.3 billion cycle tourism trips per year in Europe, of which 20.4 million include overnight stays!”
Cycling in general more than €200bn economic benefits, from it €44bn is connected to cycle tourism!

- All other benefits
- Cycling tourism benefits
€44 billion  Vs  €39.4 billion
Vs

• Local SMEs
• Local employment
• Local tax incomes
• Reduce CO2 emission
• Deconcentrate tourism flow

• Global companies
• Guest workers
• Avoid paying tax
• Use of fossil energy
• Concentrate tourism flow
Which countries are benefiting from cycling tourism?

- Over 100€ economic benefit per year per inhabitant
- 40€ - 100€
- Under 40€
Why the economic impact is so high?

How did we archive this?
Why the economic impact is so high?

How did we archive this?
Cycle tourism has changed…
...and moved to the mainstream.
...and moved to the mainstream.
...and moved to the mainstream.
…and moved to the mainstream.
...and moved to the mainstream.
…and moved to the mainstream.
Because more people cycling more often for leisure and spends more!

- Average spend on day trips is €16.
- For overnight stays: €353 per trip.
- The total economic impact of cycling tourism in Europe is €44 billion per year.
Why the economic impact is so high?

How did we archive this?
How did we archive this in Europe?

Investing in:
- Public transport conn.
- Routes, signalization
- Services
- Marketing, promotion
- Organization
- Monitoring, evaluation
Public transport connections

Good public transport connections with cycle carriage
Public transport connections

**Tourists**
- Airplane
- Car
- Train

**Cycle tourists**
- Airplane
- Car
- Train

Cyclists prefer public (land) transport more than other tourists!
Routes

Cycling tourists need **attractive**, safe, comfortable (and direct) routes.
Routes

Attractive routes with clear themes and USP
EuroVelo – the European cycle route network

70,000 km

14 routes
EuroVelo – the European cycle route network

70,000+ km

14+1 routes

Rhone route!
EuroVelo – the European cycle route network

70,000+ km

14+1 routes

Rhone route!
Routes

Comfortable routes – well ridable surface, flat
Routes
Greenways
Routes
Agricultural, forestry, water management roads
Routes
Low traffic public roads
Signalisation

Complete and consistent signing according the national standards
Signalisation

Integration of EuroVelo signs

Atlantic - Black Sea

Donauradweg

29
Pont de l'Alma

68
Mouscron 10.5

15
Tournai 7.4

AVOINE 2.5
TOURS 50

Basel 46 km
Koblenz 5 km

Basel 46 km
Koblenz 5 km

Kirn 15
Monzingen 3.0
Services
Services

Controlled, high-quality cycling friendly services
Promotion and marketing

Up-to-date and easily accessible information and promotional tools.
Switzerland is a natural paradise for active people and with SwitzerlandMobility you can discover the most attractive signposted tours in the country. The route network for "gentle mobility" is unique worldwide and covers all of Switzerland. Whether you’re sightseeing or in a hurry, for just a few hours or a whole day; the 8,500 kilometres/5,282 miles of SwitzerlandMobility cycling routes are diverse enough to suit every taste.

National information

SwitzerlandMobility

SwitzerlandMobility, the National Coordination Centre, coordinates and communicates the most attractive, officially signposted routes for walking, cycling, mountainbiking, skating and canoeing in Switzerland. On the SwitzerlandMobility Foundation website, you will be able to access detailed descriptions of EuroVelo routes in Switzerland, including online maps, all kinds of cycling friendly services and links to public transport connections.

available in en / fr / de / it / it

http://www.cycling-in-switzerland.ch
EuroVelo tools - web

- Language versions indicated
- Deep link
Routes

- National routes
- Regional routes
- Local routes
- Travel reports

Cycling in...
Enter location...

Selected cycling tours
Which countries are benefiting from cycling tourism?

- Over 100€ economic benefit per year per inhabitant
- 40€ - 100€
- Under 40€
Organisation
Organisation: Switzerland
Organisation: Italy
Monitoring and evaluation

• Usage monitoring
• Impact assessment
How did we archive this?

Investing in:
• Public transport conn.
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• Monitoring, evaluation

On the right level!
To all components!
Step by step!
The EU was investing in cycling between 2007-2013!

European funding of cycling-related projects between 2007 – 2013 was 600 million Euros.

Four countries spent over 100 million Euro each:

Germany 🇩🇪, Hungary 🇭🇺, France 🇫🇷, and the Czech Republic 🇨🇿.
Case study: EuroVelo 6 in Budapest, Hungary
ECF was campaigning to increase EU investment in cycling!

Using the (economic) benefit figures and best practices

Involving ECF members and other stakeholders

to increase EU investment in cycling!
The EU is investing in cycling more between 2014-2020!

Based on the explicit references to cycling we estimate that

1.3 – 1.5 billion Euros

of EU Funds are available for cycling between 2014 – 2020.

With implicit and indirect connections:

Over 2 billion Euros
Conclusion

• Investing in cycling (tourism) returns fast!
• Use economic arguments!
• Involve all relevant stakeholders!
• Develop all cycling (tourism) components, systematically, step by step!
• Measure the impacts celebrate the success!
• Discover Europe by Bike!
Thank you for listening!

For more information

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