



EuroVelo

Annual Report

2022

EuroVelo General Meeting 2023

European Cyclists' Federation



[EuroVelo.com](https://www.eurovelo.com)



Introduction

EuroVelo turned 25 years old in 2022! The community celebrated the progress made with a successful online event and special initiatives throughout the year. One outstanding achievement was the release of GPX tracks downloads on EuroVelo.com. A long-awaited feature finally became a reality for the benefit of EuroVelo users, thanks to the hard work and collective efforts of the EuroVelo Management Team and the National EuroVelo Coordination Centres.

Other major EuroVelo highlights over the past 12 months include better EuroVelo data collection and new figures that demonstrate the growth, renewed partnerships and projects to develop the network, strong EuroVelo governance and new business developments.

We remain focused on the EuroVelo Strategy 2030 with its ambitious goals of completing the network, achieving more sustainable policies and practices and ensuring a solid organisational and financial basis for EuroVelo. We are on track and are committed to continuing and intensifying our efforts.

IN A NUTSHELL



64%

of the network is ready to cycle, representing 56,000+ km of EuroVelo routes



11%

Increase in traffic on EuroVelo routes from January to December 2022, compared to 2019



1,800,000+

Visitors to the EuroVelo web platform in 2022



23

National EuroVelo Coordination Centres (NECCs)

40,500+

GPX tracks downloads from end of July to December 2022

550+

Participants registered for the 25 years of EuroVelo online event



19

Countries with a national cycling-friendly service scheme



One

Business Opportunities Manual updated

69

Bookable offers on EuroVelo.com

596

Donations made to support our work

25 years of EuroVelo: a milestone to celebrate with special gifts



On 21 November 2022, ECF celebrated EuroVelo's 25th anniversary with an [online event](#) that brought cycling tourism into the spotlight. With over 550 registrations and a captivating programme of 15 inspiring speakers, the webinar showcased the tremendous growth of EuroVelo and cycling tourism over the years and was a platform for sharing ideas on accelerating the future development of the European cycle route network. It concluded with the invitation to the [EuroVelo & Cycling Tourism Conference](#) on 11-13 October 2023 in Izmir, Türkiye, following a competitive bidding process in 2022.

Earlier in the year, ECF had already celebrated this important milestone by releasing a [GPX tracks download](#) feature on EuroVelo.com. This had long been requested and after much hard work, we were delighted to offer this to the EuroVelo and cycling tourism community. The popularity of the tracks was immediately evident, with 40,500+ downloads of GPX tracks between the launch in July and the end of the year. The enormous challenge of providing GPX tracks for 90,000 km of cycle routes which are continuously evolving was made possible through successful collaboration with our network of [National EuroVelo Coordination Centres](#).



Another gift for EuroVelo's birthday was the launch of the [#EuroVeloForYouth campaign](#) in the autumn. This programme encourages young people to plan cycling trips in the off-season, making use of attractive discounts in Swiss and Portuguese youth hostels.

Better EuroVelo data collection

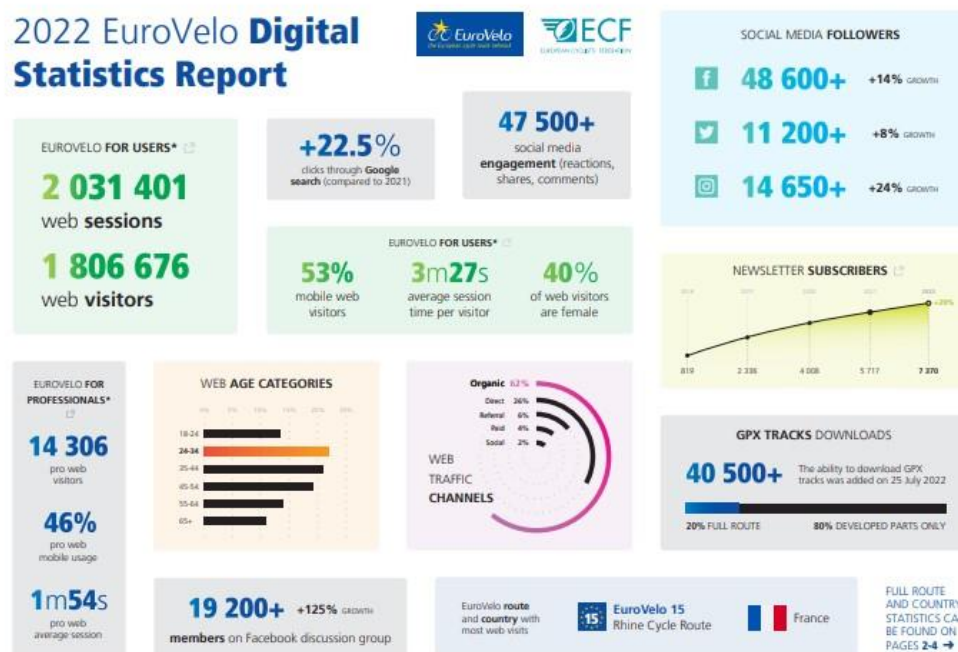
Following the launch of the new [EuroVelo Data Hub](#) in 2021, the EuroVelo Management Team continued to publish monitoring data on the growth of the network in 2022.

Network usage showed an increase of 11% in bike counts on EuroVelo routes from January to October 2022, and a 14% increase on weekends. This data was made available to us thanks to our collaboration with Eco-Counter and is included in a [EuroVelo Usage Monitoring Report](#) published in 2023.

The second edition of the [EuroVelo Route Development Status Report](#) was published in July 2022. An additional 2,500km of the network was built in 2022. Today, over 64% of EuroVelo is complete and ready to be cycled.



[Digital statistics](#) for 2022 were expanded to include social media and newsletter engagement, to better reflect EuroVelo's variety of channels beyond the EuroVelo website. [EuroVelo.com](#) received +1,800,000 visitors in 2022. This figure cannot be compared like-for-like to 2021 given the new cookie consent regime implemented in February. However, we saw very positive trends in click-throughs from Google, +22.5% compared to 2021. Our social media channels counted around 75,000 followers, with +16% on [Facebook](#) and +27% on [Instagram](#). EuroVelo's social media engagement continued to grow. The hashtag #EuroVelo was increasingly used in social media posts in 2022, with over 11,000 and 42,000 posts on Facebook and Instagram respectively. [Newsletter](#) subscribers also increased by 29% in 2022. Each month, subscribers receive a selection of EuroVelo news prepared by the EuroVelo Management Team.



Partnerships and projects to support transnational development of EuroVelo routes

ECF works with national and regional partners to further develop and promote certain routes at the transnational level through the framework of EuroVelo Partnerships (former known as LTMA, or Long-Term Management Agreements). These include Partnerships for [EuroVelo 1 – Atlantic Coast Route](#), [EuroVelo 8 – Mediterranean Route](#), [EuroVelo 15 – Rhine Cycle Route](#) and [EuroVelo 19 – Meuse Cycle Route](#). The EuroVelo 19 Partnership was renewed in 2022 for a further three years. Specific actions are implemented on those routes to increase their visibility and coordination, thanks to a dedicated budget to which all partners contribute.



Maastricht, the Netherlands, along EuroVelo 19 – Meuse Cycle Route ©EuroVelo

EuroVelo continues to benefit from EU funding, and we participated in the final meetings of two projects in 2022: BICIMUGI and ECO-CICLE. A one-year extension of the [AtlanticOnBike project](#) was granted in February 2022. It focused on EuroVelo 1 – Atlantic Coast Route and involved partners from the six countries along the route. It started in June 2022 with the first project meeting in Bristol, UK. We also benefited from a seed money grant with a view to preparing a project application for EuroVelo 10 – Baltic Sea Cycle Route in 2023. At the end of 2022 we received the good news that a project application for EuroVelo 13 – Iron Curtain Trail was successful and would start in 2023: [ICTr](#), in which ECF is a project partner. EuroVelo 13 – Iron Curtain Trail is certified as Cultural Route of the Council of Europe since 2019.



Bayonne, France, along EuroVelo 1 – Atlantic Coast Route ©Aurélie Stapf

Following the update of the [European Certification Standard](#)'s methodology in 2020-2021, the EuroVelo Management Team organised two trainings in 2022: a refreshment course to update EuroVelo Inspectors who participated in the training over five years ago, and the annual two-day in-person EuroVelo Route Inspectors' Training in Brussels with 20 participants from 15 countries. The new ECS app attracted interest

from various countries and partners. The methodology was also used on different route sections, such as EuroVelo 1 in Portugal within the AtlanticOnBike project extension and the Iberian Cycle Route, which is currently under development in Spain and Portugal.



EuroVelo Route Inspectors' Training group picture in April 2022 in Brussels, Belgium, along EuroVelo 5 – Via Romea (Francigena)
©EuroVelo

Strengthening the network's governance

The largest-ever edition of the [EuroVelo General Meeting](#) (EVGM), the annual meeting of the National EuroVelo Coordination Centres (NECCs), took place on 13 June in Ljubljana (relevant article available [here](#)), in the margins of the Velo-city conference. Over 50 participants attended in person or online. Austria upgraded from an NEC to an NECC bringing the total of NECCs to 14, with nine National EuroVelo Coordinators invited to upgrade. The EuroVelo Management Team also continued sending NECC Broadcasts to provide targeted information every other month and organising specific webinars to share knowledge and experiences (two in 2022 on TEN-T and Marketing best practices, as well as three GIS subgroup online meetings).



EuroVelo General Meeting in Ljubljana, Slovenia, in June 2022 ©EuroVelo

Three new [EuroVelo Council](#) members were elected at the EVGM: [Christian Weinberger](#), [Pinar Pinzuti](#) and [Spiros Papageorgiou](#). The EVGM was also an occasion to bid a fond farewell to Käthi Diethelm and Lukas

Stadtherr who had been members of the EuroVelo Council since it was established in 2007, with Käthi serving as chair since its founding.

The [EuroVelo Management Team](#) also experienced some changes in 2022, with Ed Lancaster stepping down as EuroVelo Director in 2022, after a successful 11 years with ECF. Agathe Daudibon replaced him as EuroVelo Manager in August 2022. Jessica Casagrande also joined the team to support Communications and Projects in September 2022. Two skilled and motivated interns also supported the team's work all year long!



EuroVelo Management Team in November 2022 ©EuroVelo-Spiros Papageorgiou

Increased resources for EuroVelo via donations and business opportunities

The EuroVelo Management Team has been operating a [donation system](#) since 2015, which recorded significant growth and improvements in 2022, with +40% revenue compared to 2021. We have been taken steps to improve the system and make it more sustainable in terms of the time and external costs required to administer it. A new EuroVelo jersey was launched in December 2022 as part of the donation system, at a lower cost for ECF compared to the previous supplier.



The commercial side of EuroVelo was further developed in 2022, supported by a new [Business Opportunities manual](#). This helped boost awareness of the possibilities to advertise on the EuroVelo platforms and partner with us. We offer four main opportunities for business partnerships: advertisements on EuroVelo.com or in our monthly newsletter, advertisements on the EuroVelo Overview Map with a new edition in 2023, bookable offers on EuroVelo.com and sponsored content on our channels. We promoted our business opportunities at several events in 2022 such as Eurobike in Frankfurt and the Cycle Summit in Chambéry. In 2022, 37 tour operators were visible on our search engine with 69 bookable offers in total.



Supporting EuroVelo on the European political agenda

The European Commission released its [Transition Pathway for Tourism](#) in February 2022, promoting a green and digital transition, and launched a call for pledges and commitments from tourism stakeholders. ECF submitted a pledge on EuroVelo in May 2022 committing to complete the EuroVelo network by 2030. One of 28 topics covered by the Transition Pathway for Tourism is “6. Sustainable Mobility” with 23 pledges on the topic in July 2023 out of 382 in total. On 1 December 2022, the Council of the European Union adopted the [EU Agenda for Tourism 2030](#). Within the conclusions, the Council of the EU invites Member States to support “the decarbonisation of mobility”, including the promotion of “active mobility modes, such as cycling and hiking, and encouraging longer stays”. EuroVelo and cycling tourism perfectly fit the strategy of both the European Commission and Council of the European Union but are not yet recognised as a high-potential tourism sector in itself. This will remain a focus for our advocacy work. Our [Memorandum of Understanding with UNWTO](#) also aims to put cycling tourism and EuroVelo higher on the political agenda.



EuroVelo 7 – Sun Route in Czechia ©EuroVelo

Our long-term vision for cycling in the TEN-T is the integration of EuroVelo, the European cycle route network, as a fully-fledged part of the TEN-T network and the systematic integration of elements of walking and cycling infrastructure into all TEN-T projects and network developments. Following the proposed revision of the guidelines by the European Commission in 2021, ECF continued lobbying the Member States and Members of the European Parliament in 2022 to support ambitious measures in favour of active modes and EuroVelo in the updated regulation. We represented EuroVelo at the [Connecting Europe Days](#) and other relevant events. [The Council of the EU adopted its General Approach](#) in December 2022, including the promotion of active modes in the TEN-T objectives, though without significant progress on EuroVelo. Check the most recent updates [here](#).

Highlights of EuroVelo developments in 2022

EuroVelo has significantly improved in the past 12 months at the national and regional level. Below is a non-exhaustive list of some of the main highlights, based on [this article](#).

According to our data and desktop research, approximately 800km of brand-new EuroVelo cycling paths were built this year and approximately 1,220km of cycling routes were signposted with EuroVelo signs across the network.



The Brussels-Capital Region implemented the signing of EuroVelo 5 – Via Romea (Francigena). It is a symbolic achievement to inaugurate EuroVelo 5 signs in Brussels, de facto capital of Europe, and the home of the EU and ECF headquarters. Additionally, the signposting of EuroVelo 1 – Atlantic Coast Route was finalised in Ireland. Spanish regions improved cycling infrastructure and signage on EuroVelo 8 – Mediterranean Route, EuroVelo 3 – Pilgrims Route and EuroVelo 1 – Atlantic Coast Route. Hungary invested in EuroVelo 14 – Waters of Central Europe and EuroVelo 13 – Iron Curtain Trail. Finland invested in developing EuroVelo 10 – Baltic Sea Cycle Route between Vaasa and Turku and signing the route to the Russian border. Italy also announced a national Cycling Strategy with the goal of fully developing its four EuroVelo Routes.

New national platforms promoting EuroVelo or providing GPX data on national cycle routes were also launched in Belgium (www.EuroVelo.be, available in three languages), in Romania (eVelo national platform), and in Germany (RadRouten Route Planner). The Finnish Center for Cycling Tourism updated its logo and web platform Bikeland.fi as well as its bike-friendly services national scheme.

Disclaimer: this Annual Report aims to offer a general overview of the latest developments on EuroVelo during 2022. Apologies if we have missed something from your country. Please help us to share more the latest news, and prepare an even more complete Annual Report next year, by keeping us up-to-date with developments in your country. Send your news and information to: eurovelo@ecf.com. Thank you so much in advance!

European Cyclists' Federation asbl

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