

2022 EuroVelo Digital Statistics Report



SOCIAL MEDIA FOLLOWERS



EUROVELO FOR USERS* [🔗](#)

2 031 401
web sessions

1 806 676
web visitors

+22.5%

clicks through **Google search** (compared to 2021)

47 500+

social media **engagement** (reactions, shares, comments)

EUROVELO FOR USERS* [🔗](#)

53%

mobile web visitors

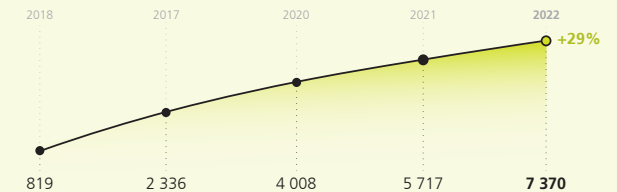
3m27s

average session time per visitor

40%

of web visitors are female

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EUROVELO FOR PROFESSIONALS* [🔗](#)

14 306

pro web visitors

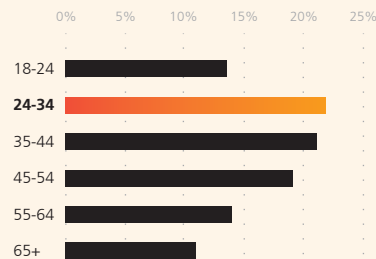
46%

pro web mobile usage

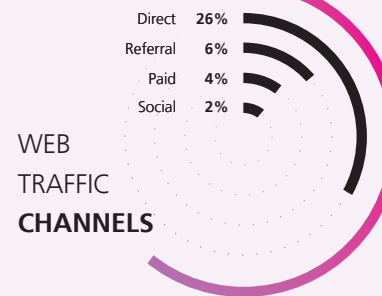
1m54s

pro web average session

WEB AGE CATEGORIES



Organic 62%



WEB TRAFFIC CHANNELS

GPX TRACKS DOWNLOADS

40 500+

The ability to download GPX tracks was added on 25 July 2022

20% FULL ROUTE

80% DEVELOPED PARTS ONLY

19 200+ **+125%** GROWTH

members on Facebook discussion group

EuroVelo route and country with most web visits



EuroVelo 15
Rhine Cycle Route



France

FULL ROUTE AND COUNTRY STATISTICS CAN BE FOUND ON PAGES 2-4 →



2022 RANKING OF EUROVELO ROUTES (SORTED BY WEB SESSIONS)

Rank	Route	Sessions	Visitors	Mobile usage	Traffic channels ¹⁻²				Top route country	Top route stage
1	EuroVelo 15 Rhine Cycle Route	123 146	121 887	52%	57% Organic	20% Direct	5% Referral	1% Social	DEU	Basel - Karlsruhe
2	EuroVelo 6 Atlantic-Black Sea	94 043	97 350	55%	75% Organic	19% Direct	5% Referral	1% Social	FRA	Nevers - Basel
3	EuroVelo 8 Mediterranean Route	86 195	110 738	55%	65% Organic	23% Direct	9% Referral	1% Social	ESP	Venice - Rijeka
4	EuroVelo 1 Atlantic Coast Route	85 145	98 657	56%	64% Organic	22% Direct	4% Referral	1% Social	FRA	Atlantic - Navarra
5	EuroVelo 19 Meuse Cycle Route	75 293	84 054	55%	32% Organic	15% Direct	3% Referral	1% Social	BEL	Langres - Verdun
6	EuroVelo 7 Sun Route	50 813	75 446	54%	75% Organic	18% Direct	3% Referral	2% Social	ITA	—
7	EuroVelo 12 North Sea Cycle Route	48 696	70 885	54%	58% Organic	30% Direct	10% Referral	1% Social	NED	—
8	EuroVelo 5 Via Romea (Francigena)	45 912	68 890	53%	69% Organic	22% Direct	5% Referral	1% Social	FRA	Alsace Vineyards
9	EuroVelo 3 Pilgrims Route	42 812	70 740	54%	67% Organic	25% Direct	6% Referral	1% Social	FRA	Via Turonensis
10	EuroVelo 10 Baltic Sea Cycle Route	30 640	39 345	56%	64% Organic	24% Direct	7% Referral	2% Social	SWE	Swedish Coast
11	EuroVelo 13 Iron Curtain Trail	29 018	44 084	49%	61% Organic	28% Direct	7% Referral	2% Social	DEU	German Border
12	EuroVelo 4 Central Europe Route	23 397	45 074	52%	73% Organic	23% Direct	4% Referral	1% Social	FRA	—
13	EuroVelo 17 Rhône Cycle Route	17 034	34 151	54%	70% Organic	25% Direct	1% Referral	1% Social	FRA	—
14	EuroVelo 9 Baltic-Adriatic	15 674	25 140	57%	73% Organic	18% Direct	5% Referral	2% Social	AUT	—
15	EuroVelo 11 East Europe Route	11 742	26 957	57%	69% Organic	23% Direct	6% Referral	3% Social	POL	—
16	EuroVelo 2 Capitals Route	9 207	24 518	51%	63% Organic	31% Direct	4% Referral	1% Social	DEU	—
17	EuroVelo 14 Waters of Central Europe	3 806	11 863	56%	61% Organic	29% Direct	9% Referral	1% Social	AUT	—

Notes ¹ For EuroVelo 1, 8, 15 and 19, visitors acquired from search campaigns ran under the Google Ad Grants program (for non-profits) are counted in the 'Organic' channel.

² Paid ad campaigns account for 9% of traffic for EuroVelo 1, 16% of traffic for EuroVelo 15 and 50% of traffic for EuroVelo 19.



2022 TOP20 EUROVELO COUNTRIES (SORTED BY WEB SESSIONS)

Rank	Country	Sessions	Visitors	Mobile usage	Top 3 country per route pages ¹		
1	France	12 349	20 418	54%	6 Atlantic - Black Sea	1 Atlantic Coast Route	5 Via Romea (Francigena)
2	Italy	9 698	12 974	50%	7 Sun Route	5 Via Romea (Francigena)	8 Mediterranean Route
3	Belgium	8 472	11 215	48%	5 Via Romea (Francigena)	3 Pilgrims Route	19 Meuse Cycle Route
4	Germany	8 292	13 438	47%	15 Rhine Cycle Route	7 Sun Route	13 Iron Curtain Trail
5	Spain	5 492	7 597	49%	8 Mediterranean Route	1 Atlantic Coast Route	3 Pilgrims Route
6	Denmark	4 220	5 199	55%	12 North Sea Cycle Route	10 Baltic Sea Cycle Route	7 Sun Route
7	Portugal	4 069	5 205	49%	1 Atlantic Coast Route	—	—
8	Croatia	4 018	4 932	56%	8 Mediterranean Route	6 Atlantic - Black Sea	13 Iron Curtain Trail
9	Netherlands	4 006	5 761	55%	12 North Sea Cycle Route	15 Rhine Cycle Route	19 Meuse Cycle Route
10	Poland	2 948	4 775	64%	10 Baltic Sea Cycle Route	11 East Europe Route	9 Baltic - Adriatic
11	Sweden	2 928	3 579	56%	10 Baltic Sea Cycle Route	7 Sun Route	12 North Sea Cycle Route
12	Norway	2 488	3 814	52%	1 Atlantic Coast Route	12 North Sea Cycle Route	3 Pilgrims Route
13	Switzerland	1 987	3 719	51%	15 Rhine Cycle Route	6 Atlantic - Black Sea	5 Via Romea (Francigena)
14	Slovenia	1 921	2 641	49%	9 Baltic - Adriatic	8 Mediterranean Route	13 Iron Curtain Trail
15	Ireland	1 917	2 651	54%	1 Atlantic Coast Route	2 Capitals Route	—
16	Czechia	1 899	2 772	47%	7 Sun Route	4 Central Europe Route	13 Iron Curtain Trail
17	Finland	1 718	2 213	54%	10 Baltic Sea Cycle Route	11 East Europe Route	13 Iron Curtain Trail
18	Austria	1 704	3 639	40%	9 Baltic - Adriatic	6 Atlantic - Black Sea	13 Iron Curtain Trail
19	Luxembourg	1 629	2 020	46%	5 Via Romea (Francigena)	—	—
20	Greece	1 559	2 324	59%	8 Mediterranean Route	11 East Europe Route	13 Iron Curtain Trail

Notes ¹ See definition on page 4 for difference between Country and Country per route pages. Countries like Portugal, Luxembourg and Ireland only have two or less EuroVelo routes passing through their territory.



2022 TOP10 VISITING LOCATIONS (SORTED BY WEB SESSIONS)

Rank	Location	Sessions	Visitors	Mobile usage	Top 3 routes for location visitors		
1	France	251 579	155 253	58%	Atlantic - Black Sea	Mediterranean Route	Atlantic Coast Route
2	Germany	209 825	136 848	55%	Rhine Cycle Route	Meuse Cycle Route	Atlantic - Black Sea
3	United Kingdom	106 461	62 697	54%	Rhine Cycle Route	Atlantic Coast Route	North Sea Cycle Route
4	Switzerland	84 100	52 079	54%	Rhine Cycle Route	Atlantic - Black Sea	Mediterranean Route
5	Belgium	79 339	47 735	46%	Meuse Cycle Route	Via Romea (Francigena)	Pilgrims Route
6	Netherlands	69 215	42 967	51%	Rhine Cycle Route	Meuse Cycle Route	North Sea Cycle Route
7	United States	51 291	31 452	45%	Atlantic - Black Sea	Rhine Cycle Route	Mediterranean Route
8	Spain	42 602	27 321	60%	Mediterranean Route	Atlantic Coast Route	Pilgrims Route
9	Austria	37 510	24 409	55%	Baltic Sea Cycle Route	Iron Curtain Trail	Atlantic - Black Sea
10	Italy	31 519	20 348	56%	Mediterranean Route	Sun Route	Rhine Cycle Route

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).

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.

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 (only for EuroVelo 1, 15 and 19).

EuroVelo countries

These are the countries where at least one EuroVelo passes through. 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.

Visiting location

Shows the number of sessions and visitors from a particular country for either the whole EuroVelo web platform or specific route websites.

NOTES

* At the beginning of 2022, to comply with GDPR regulations, ECF implemented a 'cookie consent' dialog to ask each web visitor to give permission to track their visit on EuroVelo.com. This technical change meant that the website is not able to capture any data from web sessions where the user denies setting an "analytics cookie". As such, from 2022 onwards, web users will always have the option to deny their visit from being tracked. This means we can not compare the data sets between 2021 and 2022 and, going forward, this year becomes the 'new baseline' for future reports and comparisons.

Report based on data collected from Google Analytics, Search Console, Facebook, Twitter, Instagram and Semrush.

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