EuroVelo **Digital Statistics Report (2023)**

ECF EUROPEAN CYCLISTS' FEDERATION

EuroVelo the European cycle route network

SOCIAL MEDIA **FOLLOWERS**

- [f] **51 900+** +7%
- [Twitter] **11 800+** +5%
- [Instagram] **22 300+** +52%

EUROVELO **FOR USERS*** [↗]

2 594 967
web **sessions** +28%

1 537 088
web **visitors** -15%

+20.7%
clicks through **Google search** (compared to 2022)

40.1%
record **click rate** for monthly newsletter in July 2023
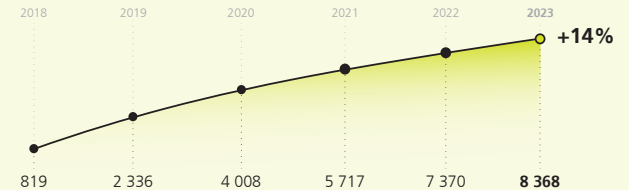
EUROVELO **FOR USERS*** [↗]

58% +5%
mobile web visitors

4m4s +37s
average session time per visitor

40% +0%
of web visitors are female

NEWSLETTER **SUBSCRIBERS** [↗]

| 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | +14% |
| 819 | 2 336 | 4 008 | 5 717 | 7 370 | **8 368** | |

EUROVELO **FOR PROFESSIONALS*** [↗]

57 498
web visitors +302%

48% +2%
mobile web visitors

2m28s +34s
average session time per visitor

WEB **AGE CATEGORIES**

	0%	5%	10%	15%	20%	25%
18-24	14%
24-34	**22%**
35-44	21%
45-54	19%
55-64	14%
65+	11%

WEB TRAFFIC CHANNELS

- **Organic** **67%** +5%
- Direct 23% -3%
- Referral 5% +0%
- Paid 4% +1%
- Social 2% +0%
- +0%
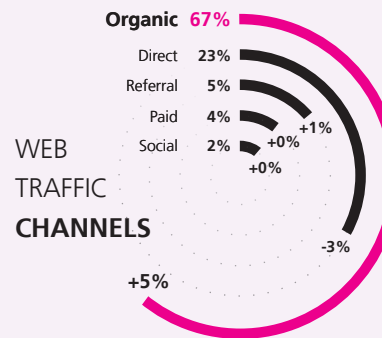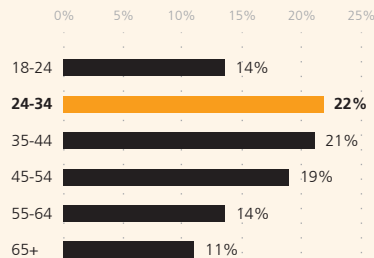
GPX TRACKS DOWNLOADS

340 800+
+124% from Jul-Dec 2023 (the download feature was introduced in July 2022)

20% FULL ROUTE — **80% DEVELOPED PARTS ONLY**

29 800+ +55%
members on Facebook discussion group

EuroVelo **route** and **country** with most web visits

[8] **EuroVelo 8** Mediterranean Route

[🇫🇷] France

RANKING OF EUROVELO ROUTES IN 2023 (SORTED BY WEB SESSIONS)

Rank	Route	Sessions	+/-	Visitors	Mobile usage	Traffic channels [1,2]					Top route country	Top route stage
1	**EuroVelo 8** Mediterranean Route	150 702	75%	114 035	59%	69% Organic	17% Direct	4% Referral	1% Social	9% Paid	ESP	Venice - Rijeka
2	**EuroVelo 15** Rhine Cycle Route	146 019	19%	111 136	56%	74% Organic	20% Direct	4% Referral	1% Social	2% Paid	DEU	Basel - Karlsruhe
3	**EuroVelo 6** Atlantic-Black Sea	109 953	17%	84 239	56%	77% Organic	17% Direct	4% Referral	1% Social	1% Paid	FRA	Nevers - Basel
4	**EuroVelo 1** Atlantic Coast Route	82 030	4%	62 999	53%	67% Organic	20% Direct	5% Referral	1% Social	8% Paid	FRA	Atlantic - Navarra
5	**EuroVelo 19** Meuse Cycle Route	73 625	2%	59 517	52%	75% Organic	14% Direct	5% Referral	1% Social	5% Paid	BEL	Langres - Verdun
6	**EuroVelo 12** North Sea Cycle Route	61 323	26%	47 106	54%	67% Organic	23% Direct	8% Referral	2% Social	1% Paid	NED	—
7	**EuroVelo 3** Pilgrims Route	61 094	43%	46 467	57%	74% Organic	18% Direct	6% Referral	1% Social	1% Paid	FRA	Via Turonensis
8	**EuroVelo 5** Via Romea (Francigena)	60 243	31%	45 792	55%	74% Organic	17% Direct	7% Referral	1% Social	1% Paid	FRA	Alsace Vineyards
9	**EuroVelo 7** Sun Route	48 321	5%	34 851	53%	73% Organic	20% Direct	5% Referral	2% Social	1% Paid	ITA	—
10	**EuroVelo 4** Central Europe Route	38 009	62%	29 420	53%	76% Organic	18% Direct	5% Referral	1% Social	1% Paid	FRA	—
11	**EuroVelo 13** Iron Curtain Trail	36 867	27%	29 034	53%	68% Organic	23% Direct	7% Referral	1% Social	1% Paid	DEU	German Border
12	**EuroVelo 10** Baltic Sea Cycle Route	35 337	15%	26 864	57%	74% Organic	18% Direct	6% Referral	1% Social	1% Paid	SWE	Swedish Coast
13	**EuroVelo 17** Rhone Cycle Route	24 758	45%	19 498	55%	77% Organic	18% Direct	4% Referral	1% Social	1% Paid	FRA	—
14	**EuroVelo 9** Baltic-Adriatic	20 604	31%	16 079	56%	76% Organic	17% Direct	5% Referral	1% Social	1% Paid	AUT	—
15	**EuroVelo 2** Capitals Route	16 641	81%	12 814	50%	67% Organic	26% Direct	5% Referral	1% Social	1% Paid	DEU	—
16	**EuroVelo 11** East Europe Route	15 211	30%	11 619	55%	71% Organic	18% Direct	8% Referral	3% Social	1% Paid	POL	—
17	**EuroVelo 14** Waters of Central Europe	7 722	103%	5 777	52%	73% Organic	19% Direct	6% Referral	1% Social	1% Paid	HUN	—

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 'Paid' channel.   **2** Paid ad campaigns for EuroVelo 1, 8 and 19 in 2023 were carried out on Meta platforms (Facebook, Instagram, etc.)

TOP 20 EUROVELO COUNTRIES IN 2023 (SORTED BY WEB SESSIONS)

Rank	Country	Sessions	+/-	Visitors	Mobile usage	Top three country per route pages [1]		
1	France	24 438	98%	20 373	56%	6 Atlantic - Black Sea	1 Atlantic Coast Route	5 Via Romea (Francigena)
2	Germany	17 404	110%	14 078	50%	15 Rhine Cycle Route	7 Sun Route	3 Pilgrims Route
3	Italy	17 366	79%	14 765	56%	7 Sun Route	5 Via Romea (Francigena)	8 Mediterranean Route
4	Belgium	16 625	96%	14 253	51%	5 Via Romea (Francigena)	19 Meuse Cycle Route	3 Pilgrims Route
5	Netherlands	8 542	113%	7 097	52%	12 North Sea Cycle Route	19 Meuse Cycle Route	15 Rhine Cycle Route
6	Spain	8 294	51%	7 008	56%	8 Mediterranean Route	1 Atlantic Coast Route	3 Pilgrims Route
7	Denmark	7 811	85%	6 234	50%	12 North Sea Cycle Route	10 Baltic Sea Cycle Route	7 Sun Route
8	Portugal	7 646	88%	6 418	59%	1 Atlantic Coast Route	—	—
9	Poland	5 852	99%	5 028	59%	10 Baltic Sea Cycle Route	9 Baltic - Adriatic	11 East Europe Route
10	Croatia	5 832	45%	4 926	52%	8 Mediterranean Route	6 Atlantic - Black Sea	9 Baltic - Adriatic
11	Norway	5 792	133%	4 644	56%	1 Atlantic Coast Route	12 North Sea Cycle Route	3 Pilgrims Route
12	Sweden	5 263	80%	4 465	54%	10 Baltic Sea Cycle Route	7 Sun Route	3 Pilgrims Route
13	Slovenia	3 800	98%	3 159	51%	9 Baltic - Adriatic	8 Mediterranean Route	13 Iron Curtain Trail
14	Austria	3 799	123%	3 188	46%	9 Baltic - Adriatic	6 Atlantic - Black Sea	7 Sun Route
15	Switzerland	3 627	83%	3 039	47%	15 Rhine Cycle Route	6 Atlantic - Black Sea	5 Via Romea (Francigena)
16	Czechia	3 619	91%	2 971	49%	7 Sun Route	4 Central Europe Route	9 Baltic - Adriatic
17	Ireland	3 233	69%	2 771	51%	1 Atlantic Coast Route	2 Capitals Route	—
18	Finland	3 158	84%	2 671	57%	10 Baltic Sea Cycle Route	11 East Europe Route	13 Iron Curtain Trail
19	United Kingdom	2 727	264%	2 197	57%	12 North Sea Cycle Route	1 Atlantic Coast Route	2 Capitals Route
20	Hungary	2 698	111%	2 273	52%	6 Atlantic - Black Sea	14 Waters of Central Europe	13 Iron Curtain Trail

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

TOP 10 VISITING LOCATIONS IN 2023 (SORTED BY WEB SESSIONS)

Rank	Location	Sessions	+/-	Visitors	Mobile usage	Top three routes for location visitors		
1	France	493 220	96%	302 403	62%	6 Atlantic - Black Sea	8 Mediterranean Route	19 Meuse Cycle Route
2	Germany	447 341	113%	280 071	59%	15 Rhine Cycle Route	6 Atlantic - Black Sea	8 Mediterranean Route
3	United Kingdom	189 115	78%	105 098	56%	15 Rhine Cycle Route	1 Atlantic Coast Route	12 North Sea Cycle Route
4	Belgium	143 874	81%	82 198	47%	19 Meuse Cycle Route	5 Via Romea (Francigena)	3 Pilgrims Route
5	Switzerland	141 256	68%	86 495	56%	15 Rhine Cycle Route	6 Atlantic - Black Sea	8 Mediterranean Route
6	Netherlands	120 721	74%	72 275	56%	15 Rhine Cycle Route	19 Meuse Cycle Route	12 North Sea Cycle Route
7	United States	94 782	85%	52 806	47%	15 Rhine Cycle Route	6 Atlantic - Black Sea	8 Mediterranean Route
8	Austria	70 200	87%	44 606	58%	9 Baltic - Adriatic	6 Atlantic - Black Sea	13 Iron Curtain Trail
9	Spain	64 448	51%	40 237	58%	8 Mediterranean Route	1 Atlantic Coast Route	3 Pilgrims Route
10	Italy	61 867	96%	39 319	58%	8 Mediterranean Route	7 Sun Route	5 Via Romea (Francigena)

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 seperately (mostly for EuroVelo 1, 8, 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

* In 2022, to comply with GDPR regulations, ECF implemented a 'cookie consent' dialog to ask users to give permission to track their visit on EuroVelo.com. As such, data sets before 2022 cannot be compared and, going forward, 2023 becomes the 'new baseline' for future reports and comparisons.

Related to the above point, EuroVelo.com migrated to Google's new analytics platform (GA4) in 2023. This has a significant impact on several metrics, especially corrections from 2022-23 for the number of visitors.

This report gathers and compares data from 2023 with that of 2022 - collected from Google Analytics, Search Console, Facebook, Twitter/X, Instagram and Semrush.

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