

EuroVelo – European project of the future

Ed Lancaster
EuroVelo Director
e.Lancaster@ecf.com
[@EdLancasterECF](https://twitter.com/EdLancasterECF)

WEBINAR: EUROVELO 1 - ROTA DA COSTA ATLÂNTICA
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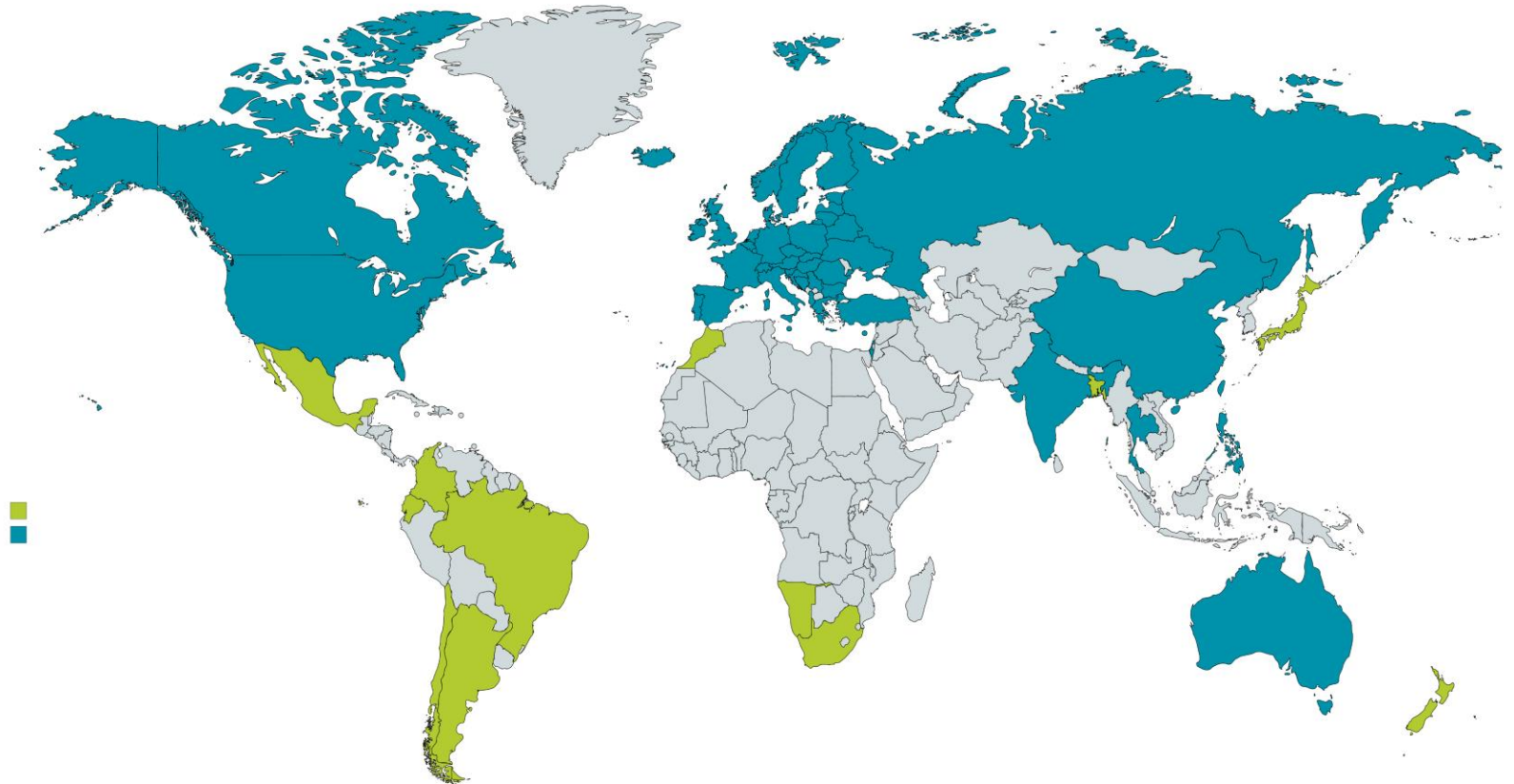
Overview

- European Cyclists' Federation and the benefits of cycling
- EuroVelo, the European cycle route network
- EuroVelo 1 – Atlantic Coast Route
- What makes a successful cycle route?

European Cyclists' Federation and the benefits of cycling



Established 1983, with more than 60 members across more than 40 countries today



European Cyclists' Federation (ECF)

One goal: To promote cycling as a sustainable and healthy means of transportation and recreation



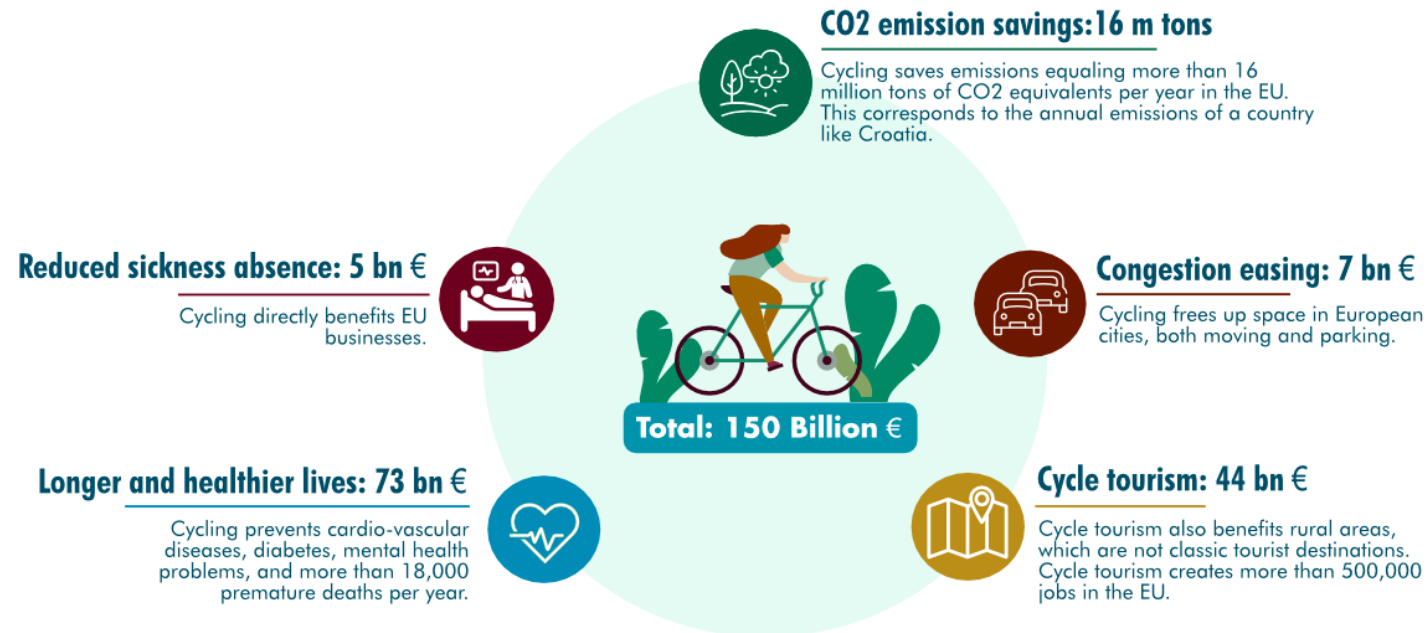
European Cyclists' Federation (ECF)

Benefits occur in many areas and policy fields:



European Cyclists' Federation (ECF)

Annual Benefits of **Cycling** in the EU



EuroVelo, the European cycle route network



In the beginning...



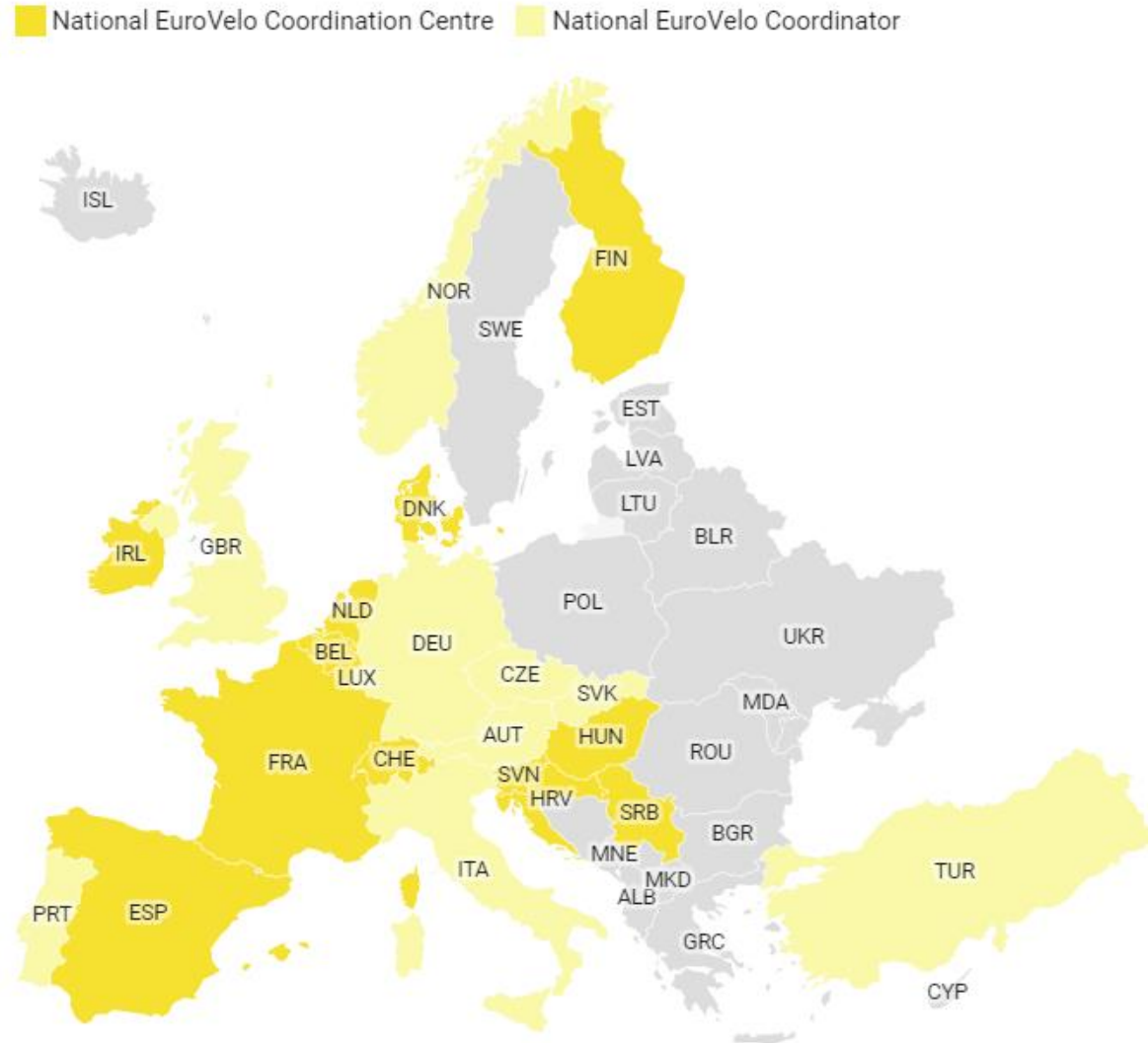
EuroVelo, the European cycle route network

In numbers

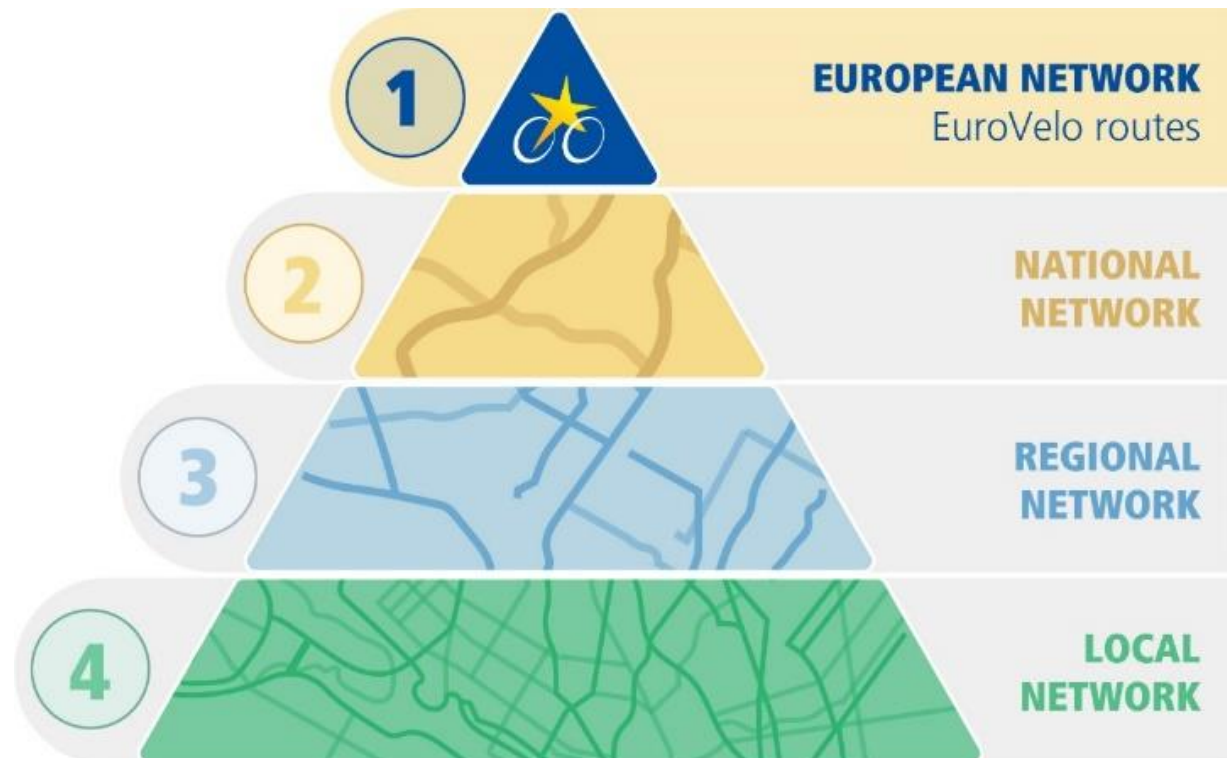
- 17 Routes
- 42 Countries
- Over 90,000 km
- 22 National EuroVelo Coordination Centres and Coordinators (NECC/Cs)
- 2 Million sessions on EuroVelo.com in 2020
- 60 million trips made every year generating a total of €7 billion in direct annual revenue



Coordination



EuroVelo, a backbone to cycle route networks

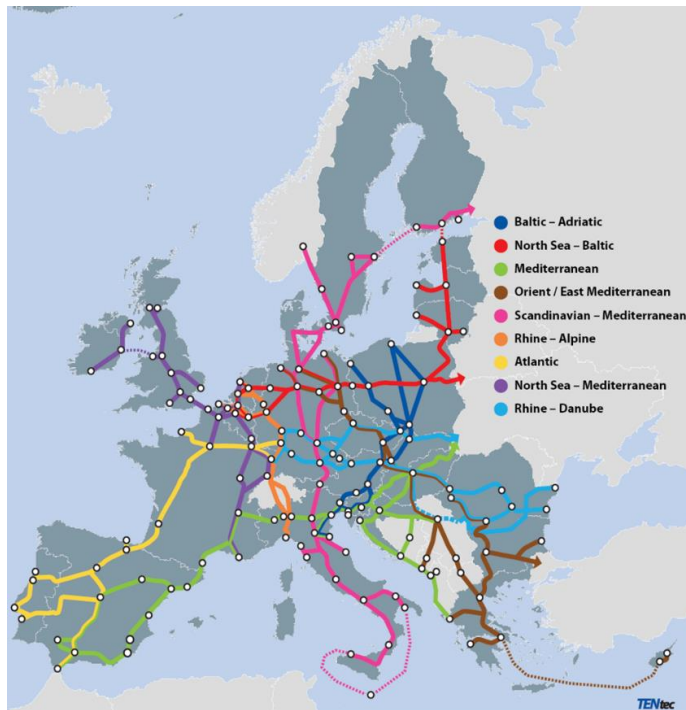


EuroVelo, the European cycle route network

“Calls on the [European] Commission to explore possible synergies with EuroVelo and its 17 corridors, notably by increasing financial support, in order to promote cycling tourism in Europe.”

European Parliament's Plenary Resolution on an
EU Strategy for Sustainable Tourism
25th March 2021

EuroVelo and the TEN-T



Note: the nine TEN-T core network corridors are based on the CEF and TEN-T Regulations (1316/2013 & 1315/2013); they have been created as a coordination instrument to facilitate the completion of major parts of the core network of strategic importance.
Source: European Commission, Directorate-General for Mobility and Transport, TEN-Tec Information System

EuroVelo – European project of the future

A symbol of the growing importance of cycling to the European transportation network

A European success story!

Austria



Greece



Poland



Croatia



Hungary



Serbia



Czechia



Italy (Friuli-Venezia Giulia)



Switzerland



France



The Netherlands



Spain (Valencia)



Germany



Slovenia



The United Kingdom



EuroVelo 1 – Atlantic Coast Route



EuroVelo 1 – Atlantic Coast Route

In numbers

- 11,000 kilometres
- 6 Countries
- 14 UNESCO World Heritage Sites



AtlanticOnBike Project

- Three-year project
- Budget of almost 5 million euros
- EU Atlantic Area Interreg programme
- 21 partners from 7 different countries
- Aimed at achieving positive economic outcomes thanks to a transnational cycle tourism strategy based on the natural and cultural assets of the EuroVelo 1.



Route survey: traffic

- On this map, each daily section was categorised based on its share of low / very low / no traffic.
- 70% of the surveyed route comprise infrastructure that is either **traffic-free or features low and very low traffic!**
- Green colours = good route quality
- Followed by yellow, orange, red = progressively more potential for improvement



Route survey: surface quality

- On this map, each daily section was categorised based on its share of well or perfectly rideable surface.
- 81% of the surveyed route comprise infrastructure that is perfectly or well rideable!
- Green colours = good route quality
- Followed by yellow, orange, red = progressively more potential for improvement



Route survey: signage

- 62 out of 120 daily sections feature **EuroVelo** signs.
- On 84 daily sections, there were **missing or wrong** signs.



User surveys

A method for usage and economic impact estimation



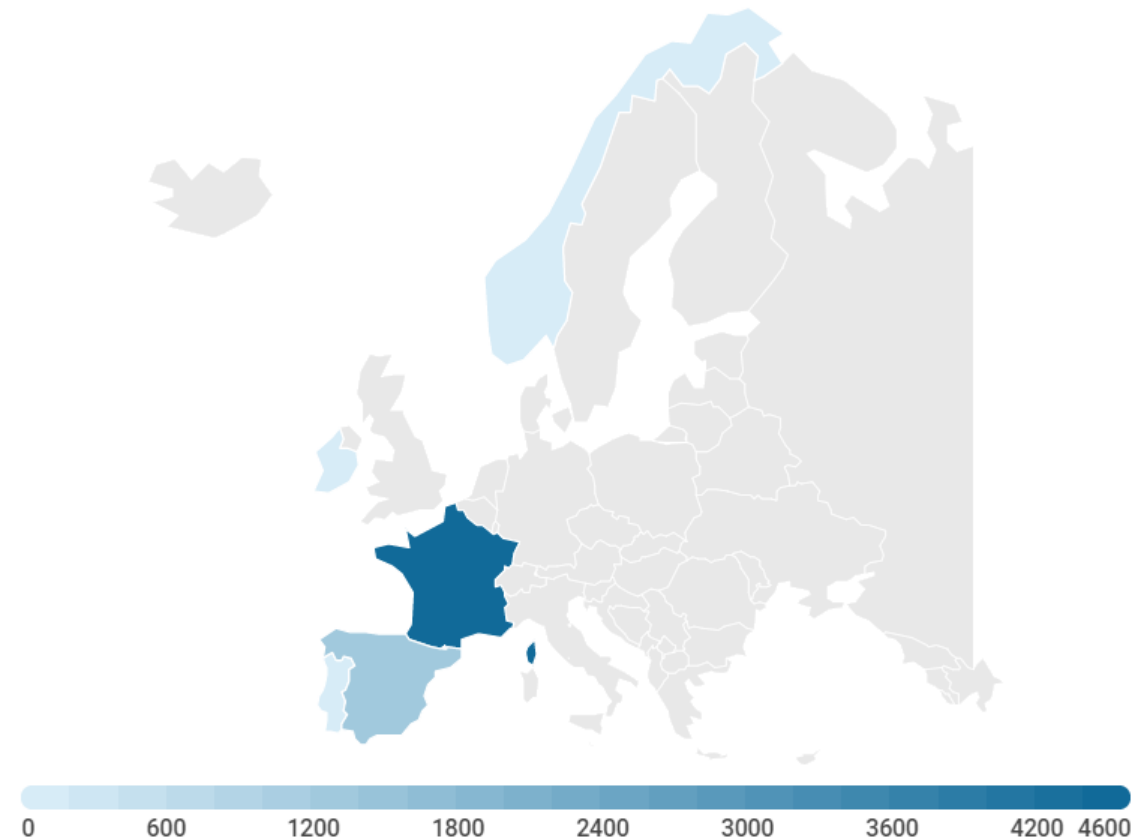
112 counters on the route



6 021 surveys on the route



13 396 cyclists represented

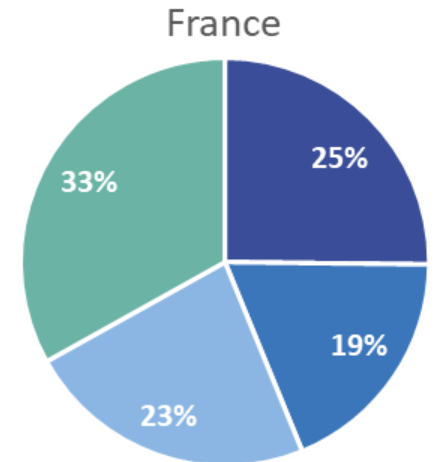


User surveys

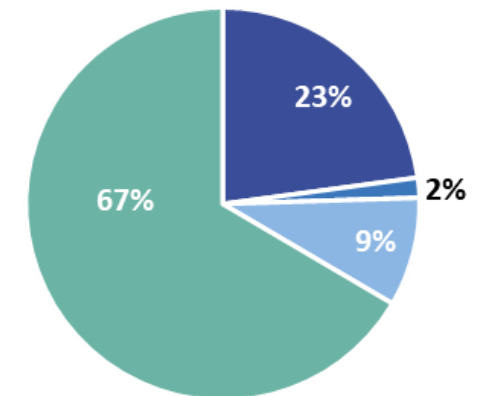
Who are the cyclists on the Atlantic Coast Route?

Cycle tourers : a common trend for the route

- Cycle tourer
- Centre based cycling holiday
- Cycling whilst holiday
- Non tourist

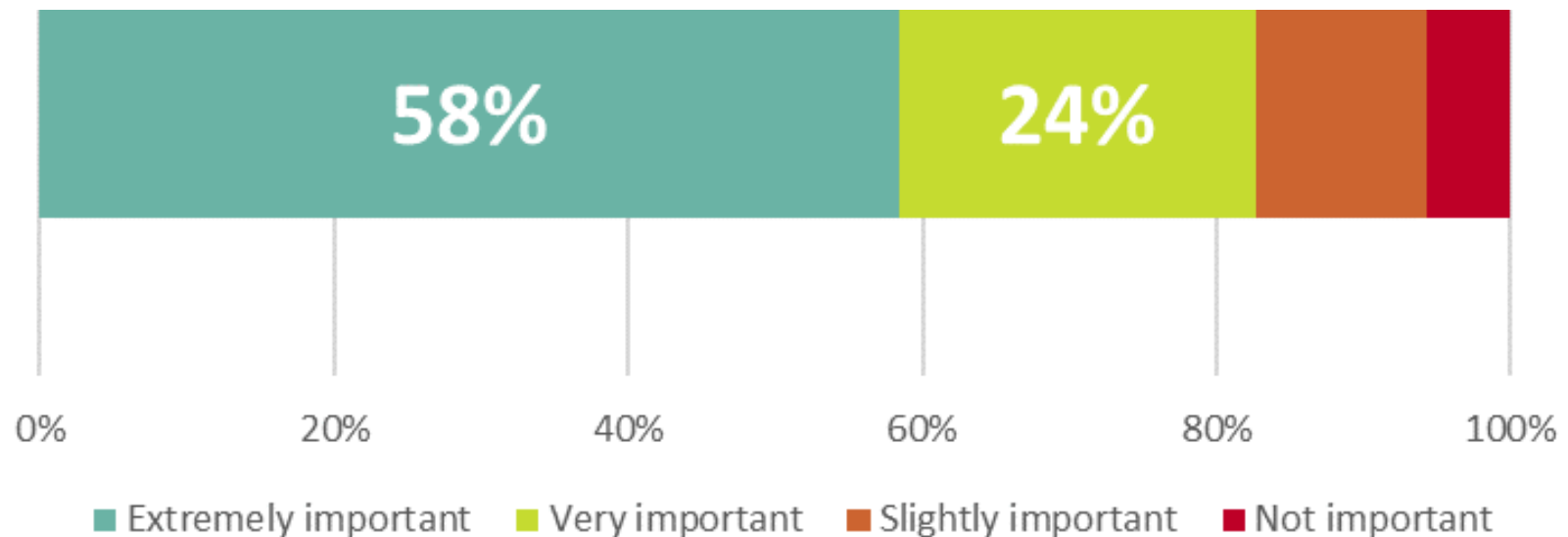


Route (except France)



User surveys



Importance of cycling in the destination choice:



User surveys

Usage and Economic impact:

- 10,5 million cyclists along the route
- 72 € average spending per tourist
- 3,9 € average spending per non-tourist (including those not spending)
- 198 million € economic impact for the route

 SPAIN

Wine & World Heritage EuroVelo 1: From Navarra to Castilla y León.

FROM

100 €

DURATION

12 days

DIFFICULTY

Medium

ELEVATION

Flat

TOUR TYPE


Self-guided

FOR

Road bikes,
Rideable with
children, Mountain
bikes, Suitable for
trailers, E-bikes,
Touring bikes

FIND OUT MORE

>



We propose that you carry out the Wine and World Heritage itinerary through EuroVelo 1, a proposal that we offer the traveler to combine the fascinating World of Wine with a total of 6 Certified Wine Routes in the itinerary, with knowledge of the 8 Goods World Heritage and his passion for cycling.

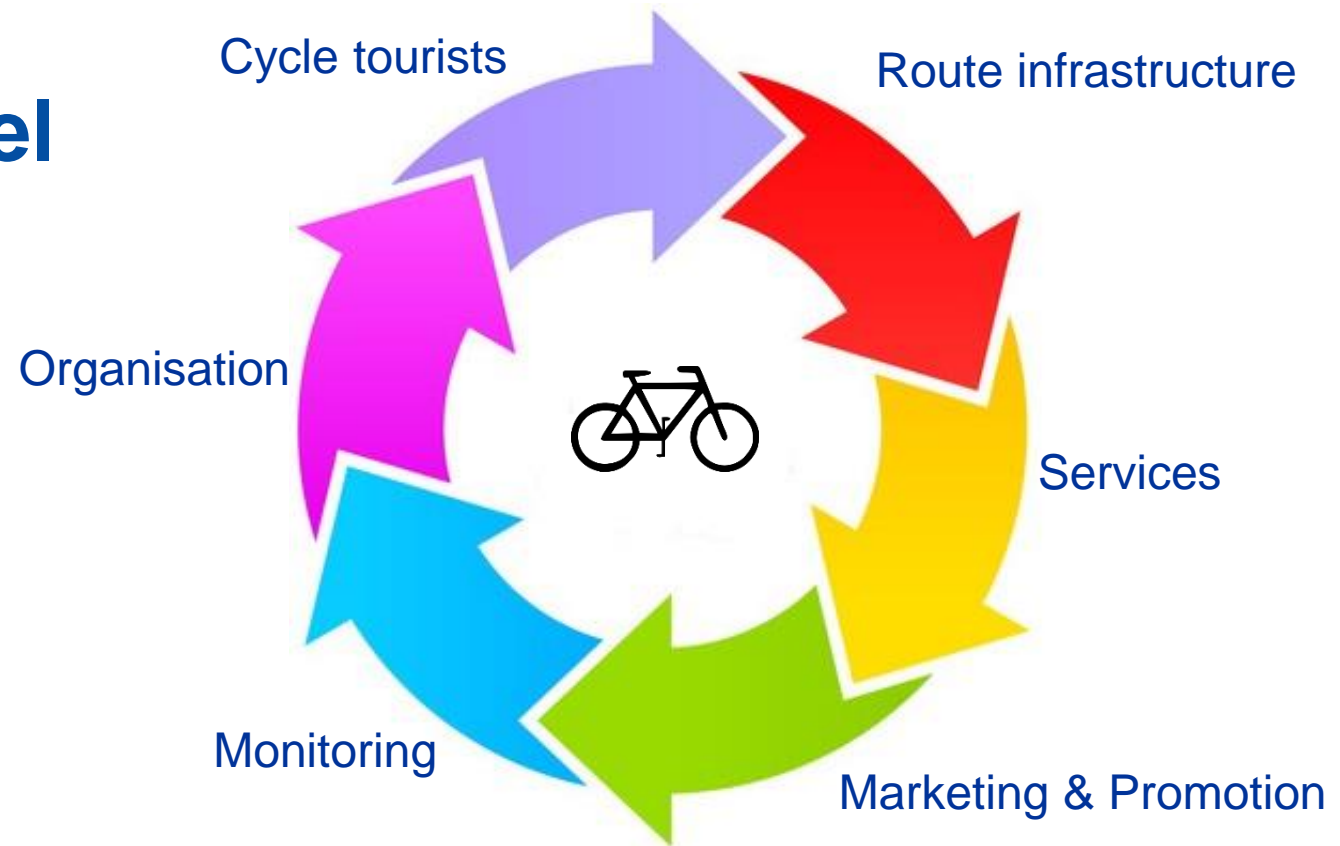
EuroVelo 1 – Atlantic Coast Route Long Term Management Agreement



What makes a successful cycle route?



Cycle Tourism Development Wheel



Cycling infrastructure

Cycling tourists need attractive, safe and comfortable routes

Cycling infrastructure

Complete and consistent signing according to the European and national standards



Cycling infrastructure

Good public transport connections with cycle carriage.



Cycling services

Controlled, high-quality cycling friendly services.



Promotion and marketing

Up-to-date and easily accessible information and promotional tools.



Monitoring

- User counting and surveys to estimate effects and impacts.
- Route surveys to assess current status and identify areas for improvement

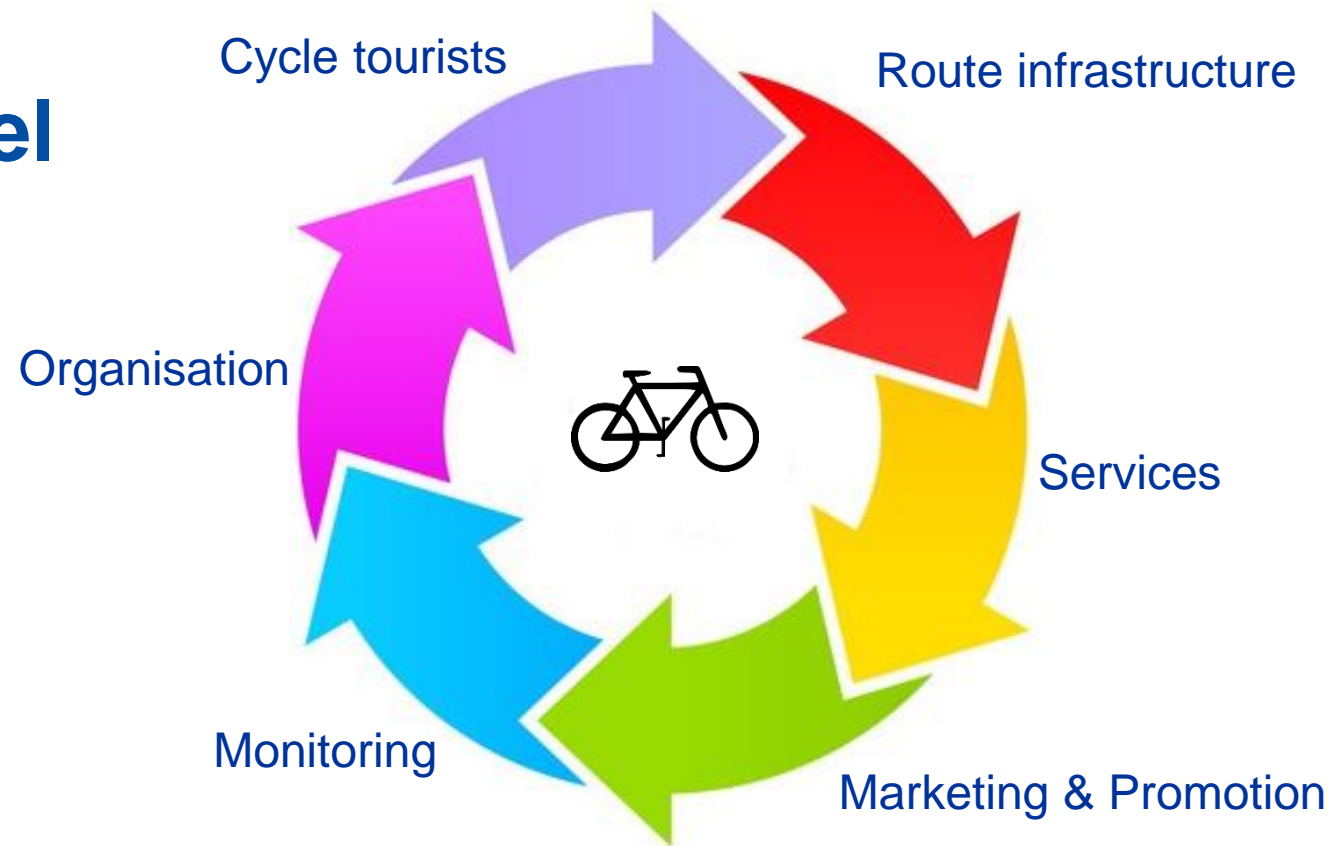


Organisation

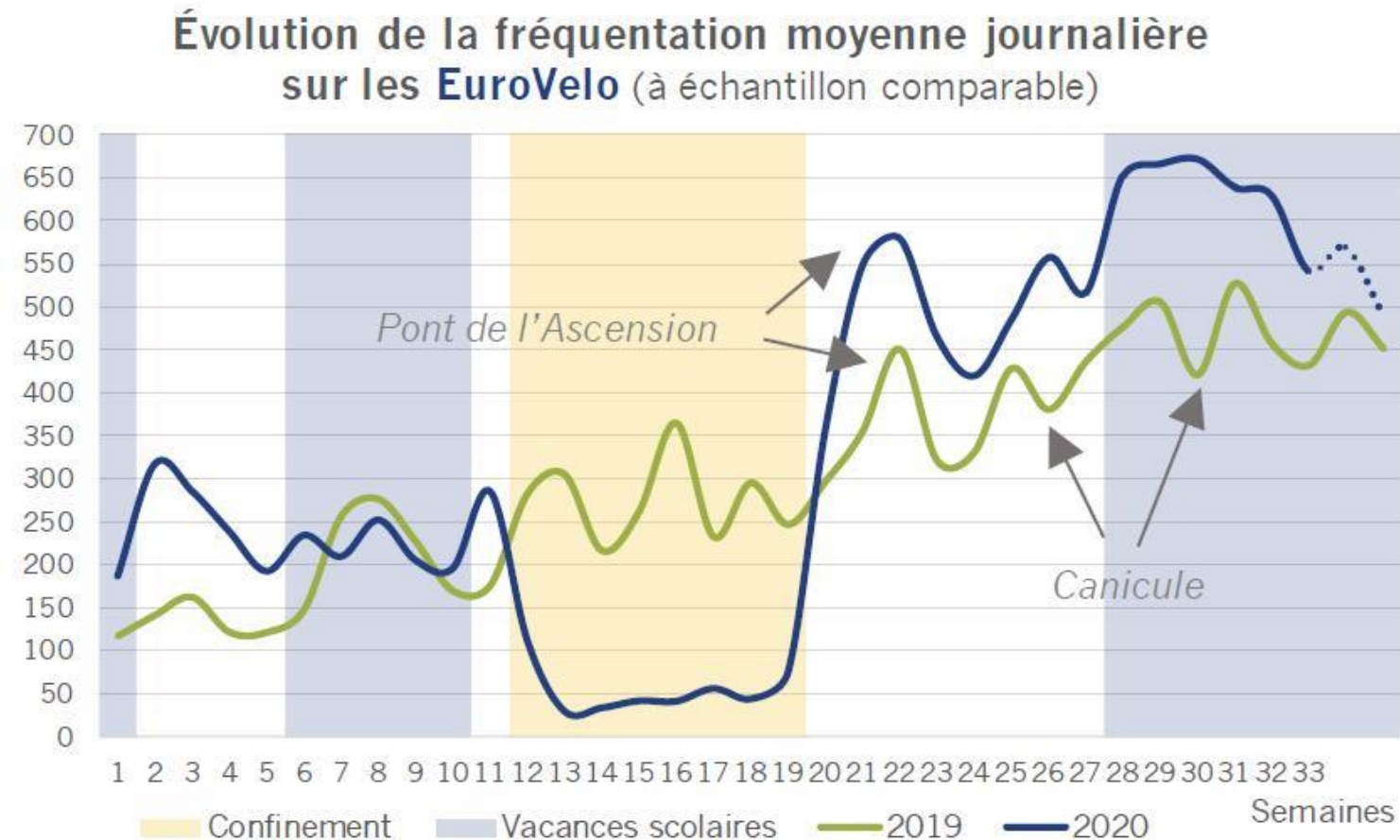
Coordinate and ensure successful implementation, operation and quality assurance



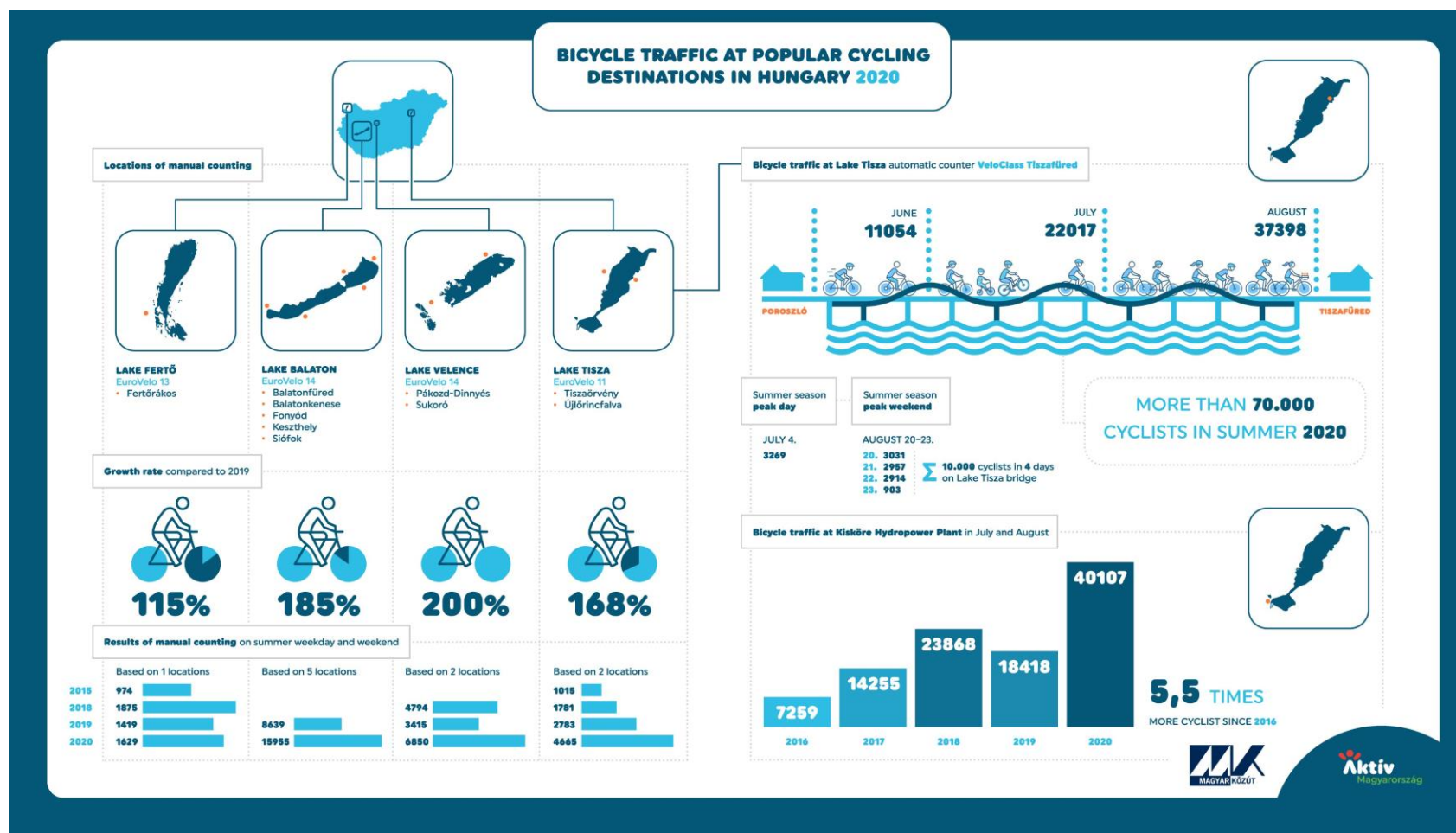
Cycle Tourism Development Wheel



2020 / COVID Impact



2020 / COVID Impact



Good luck for the future!

