



 **EuroVelo**  
*the European cycle route network*

## **EuroVelo.com Listing Media Pack**

Price list January 2020

# EuroVelo Media Pack

## Introduction

EuroVelo is the European cycle route network – a network of 16 long distance cycle routes that connect the whole continent.

Founded in 1995, the routes can be used by long-distance cycle tourists, as well as by local people making daily journeys.

The network is developed and coordinated by the European Cyclists' Federation (ECF) on the European level with a network of National EuroVelo Coordination Centres working to realise the routes on the ground.



# Cycle tourism is booming

According to a 2012 study commissioned by the European Parliament, there are an estimated 2.3 billion cycle tourism trips in Europe every year, of which 20.4 million include at least one overnight stay.

The study found that the average direct expenditure for multi-day cycle trips is just under €440 per person, per trip. In total, cycle tourism has a value in excess of €44 billion, which is higher than the European cruise ship industry.

The study estimated that when complete, the EuroVelo network alone will generate 60 million trips creating a total of €7 billion of direct revenue.



## Investing in EuroVelo

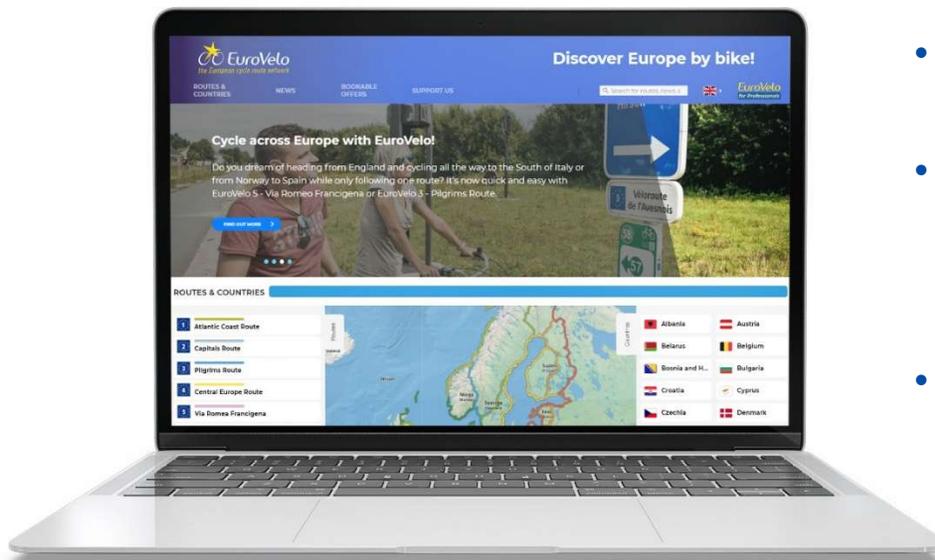
The routes that make up the network incorporate some of the most attractive and popular that the continent has to offer. Routes such as the Loire à vélo in France and the Danube Cycle Path through parts of Germany, Austria, Slovakia and Hungary.

EuroVelo provides a gateway for anyone wanting to cycle in Europe. The two main communication and promotional tools are the EuroVelo.com website and the EuroVelo Overview Map.

# Communication Tools

## www.EuroVelo.com

- Main overview website providing information for people wanting to explore Europe by bike.
- The website is available in English, French and German.
- In 2019, the EuroVelo.com web platform registered 1.86 million session and over 1.35 million individual users visited the web (+15,7% increase compared to 2018).
- According to Google Analytics, 16% of the users are from France, 15% from Germany, 8% from UK and 5% from Netherlands.



# Bookable Offers on EuroVelo.com

**BELGIUM** **FRANCE** **NETHERLANDS**

## Along the Meuse, from Maastricht to Sedan

**FROM** 599 €

**DURATION** 8 days

**DIFFICULTY** Easy

**ELEVATION** Flat

**TOUR TYPE** Self-guided

**FOR** Rideable with children, Suitable for trailers, E-bikes

[FIND OUT MORE >](#)



The International Meuse Route is a bicycle route along the meandering River Meuse (or Maas as it is known in Dutch) between Maastricht in the Netherlands and the French town of Sedan which boasts Europe's largest castle. The route is over 280 km long and incorporates the RAVeL in Belgium and the in France. It is a promise of four days of highly enjoyable cycling through the valley of the River Meuse, past castles, forts and pretty villages, surrounded by breath-taking natural beauty.

## Bookable offers

- A **high-quality search engine** is now available on EuroVelo.com for bookable offers, providing filters for the cycle tourists to help them find their dream holiday.
- With a detailed description of the bookable offer, price, contact information and link to the tour operator, the search engine is **available in English, German and French**.
- The search engine for bookable offers was launched in September 2016 and is available on EuroVelo.com under 'Our offers'.

STAGES & COUNTRIES NEWS MAPS & GUIDES EVENTS BOOKABLE OFFERS TOP

★ BOOKABLE OFFERS



**FROM:** 899€ **9 DAYS** **EASY**

### Bike Tour Chur-Basel

**EVIS** @AUSTRIA @GERMANY @LIECHTENSTEIN @SWITZERLAND

Our trip goes from central Switzerland, through Liechtenstein, Austria, Germany, back to Switzerland, in the picturesque Basel on the Rhine's knee. The panorama of the Alps and the grandiose view over the Lac of Constance will make for lasting impressions and a lot of variety.



**FROM:** 2958€ **29 DAYS** **CHALLENGING**

### Bike Tour Chur-Rotterdam

**EVIS** @AUSTRIA @GERMANY @LIECHTENSTEIN @NETHERLANDS @SWITZERLAND

Join us on one of the longest and most beautiful bike tours across Europe. We follow one of the biggest and most impressive rivers of the continent. The Rhine links several cultures and varied landscapes from the Swiss Alps, through the principality of Liechtenstein, through Austria



**FROM:** 698€ **8 DAYS** **EASY**

### Bike Tour Basel Speyer

**EVIS** @FRANCE @GERMANY @SWITZERLAND

Most of the time the Rhine forms the natural border between France and Germany, between French savoir-vivre and German coziness. The past hasn't always been that peaceful, as you can see along the route, finding yourself often between former French and German fortifications. The region has nonetheless been enjoyable, passing through several historic sites

# Opportunities to include your offer on EuroVelo.com

The EuroVelo.com search engine for bookable offers provides an opportunity to include your bookable offers directly on one of the most visited cycling tourism web sites in Europe.

## Inclusion of bookable offers on the EuroVelo.com search engine

### Visitors can view:

- Title and short description per bookable offer.
- Characteristics of the offer: country, EuroVelo route, duration, price, difficulty, elevation, bike type, guided or self guided tours.
- Certified EuroVelo routes and 'Silver Cyclists' offers identified with their own label.
- Information available in 3 languages.

The image shows a vertical stack of search filters on the EuroVelo.com website. Each filter is contained in a light grey box with a blue header and a white body. The filters are: 1. DURATION: A blue header with a dropdown arrow, followed by a horizontal slider bar and the text '1 - 29 days'. 2. PRICE: A blue header with a dropdown arrow, followed by a horizontal slider bar and the text '89 - 2958 €'. 3. DIFFICULTY: A blue header with a dropdown arrow, followed by three checkboxes labeled 'EASY', 'MEDIUM', and 'CHALLENGING'. 4. BIKE TYPE: A blue header with a dropdown arrow, followed by five checkboxes labeled 'RIDEABLE WITH CHILDREN', 'SUITABLE FOR TRAILERS', 'E-BIKES', 'MOUNTAIN BIKES', and 'ROAD BIKES'. The bottom of the filter stack is partially cut off.

# Opportunities to include your offer on EuroVelo.com

Concept	Transnational/ transnational relevant bookable offers (Price per unit/year)	EuroVelo National, regional or local bookable offers (Price per unit/year)	Non-EuroVelo bookable offers (Price per unit/year)
1 bookable offer	450 Euro	850 Euro	850 Euro
Optional: Translation of 1 bookable offer from English into German and/or French	150 Euro per language	150 Euro per language	150 Euro per language

Prices differ if the bookable offers are:

- **Transnational and transnationally relevant:** bookable offer that involves more than one country or that does not involve two countries, but it is transnationally relevant since it covers a significant section of a route.
- **National, regional and local:** national, regional or local bookable offers without transnational relevance.
- **Non-Eurovelo:** bookable offers that are not along EuroVelo routes.



# Technical information for the bookable offers

- **Tour operators must provide:**

- Offer title and detailed description (120 words) in English, French and German
- Duration of the offer (n. of days)
- Level of difficulty
- Price in Euro
- Elevation
- Bike type
- Tour type
- High quality picture
- PDF and Word version (1 page) of the offer
- Link to the offer (if located on another web site or as a PDF)

## ECF services

Web and search engine maintenance

Update of the offer if requested by the tour operator (max. 2 times a year)

Translation of the offer from English into German and/or French (against a fee)

Promotion of the search engine for bookable offers

# Terms & Conditions

- **Price:** Prices are subject to statutory VAT and are correct for 2019. Price changes reserved.
- **Payments:** Payment should be made 10 days after receipt of the invoice. Interest shall be added in the standard bank interest on overdrafts calculated.
- **Cancellation:** Advertisements can be cancelled at least 4 weeks before the relevant deadline. If a payment has already been made then there will be a cancellation fee of 10% of the net amount. After that date the cancellation fee will raise to the full amount of the advertisement.

## Bank details:

BNP Paribas Fortis Bank,  
Rond Point Schuman 10,  
1040 Brussels, Belgium  
Name account holder:  
ECF asbl  
IBAN: BE82210033980768  
BIC: GEBABEBB36A  
VAT: BE0460439895

# Contact

For information about any of the advertising opportunities included in this document please contact the ECF directly:

**Ivan Ratkovic**

[i.ratkovic@ecf.com](mailto:i.ratkovic@ecf.com)

+32 28808 604

+381 641204542 (mobile)

We look forward to hearing from you!

## Delivery

**E-mail:**

Ivan Ratkovic

[i.ratkovic@ecf.com](mailto:i.ratkovic@ecf.com)

**Data on CD / Memory stick:**

FAO EuroVelo Team

European Cyclists' Federation  
(ECF)

Rue Franklin 28

Brussels

Belgium

Last updated: **January 2020**

