

EuroVelo Usage Monitoring Report (2023)

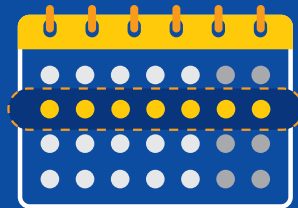


KEY FIGURES ON EUROVELO USAGE

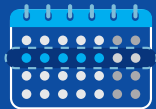
1 January to 31 December 2023

Compared to 2019

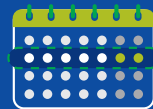
+9.8%
FULL WEEK



+11.3%
WEEKDAYS



+9.2%
WEEKENDS



Compared to 2022

FULL WEEK -1.0%

WEEKDAYS -0.8%

WEEKENDS -1.6%

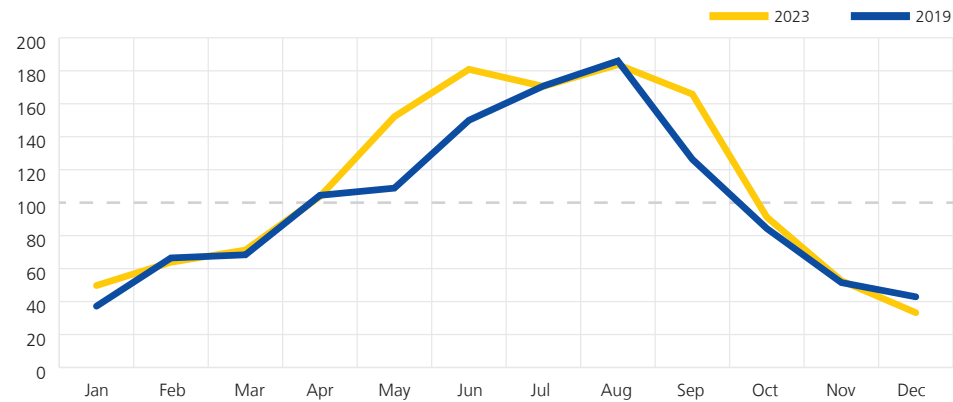
SUMMARY OF THE REPORT

- 1 Cycling on EuroVelo grew strongly in 2023 compared to 2019, both on weekends and weekdays.** This indicates increased usage of EuroVelo – the European cycle route network –, be it for leisure, tourism or mobility purposes, compared to the situation before the pandemic.
- 2 Compared to 2019, the growth in 2023 was exceptionally high in spring,** flattening the seasonal curve and extending the summer peak, even though summer is still the season with the highest number of bike counts. However, almost three quarters of traffic is now observed in summer and spring.
- 3 All 12 observed EuroVelo routes saw growth in traffic in 2023 compared to 2019,** indicating a consistent trend of increased cycling traffic across the EuroVelo network. Growth was the highest on EuroVelo 8 – Mediterranean Route (+32%) followed by EuroVelo 17 – Rhone Cycle Route (+22%), and EuroVelo 5 – Via Romea (Francigena) (+19%).
- 4 When using 2022 as a base for comparison, the change in traffic was -1.0%. Traffic decreased slightly during weekends (-1.6%), while it remained largely stable during weekdays (-0.8%).** The observed changes would seem to fall in the range of what could be explained for example by changes in weather conditions in a particular year.



AVERAGE DAILY TRAFFIC PER MONTH ON THE EUROVELO NETWORK

BASELINE INDEX 100 = AVERAGE DAILY TRAFFIC 2019



HOW TO READ THIS GRAPH: Average daily traffic on EuroVelo in August 2023 was 82 points higher than the annualised average daily traffic in 2019, and 48 points below the 2019 average in January 2023.

In 2023, bike counts on EuroVelo grew considerably compared to the pre-pandemic year of 2019, with average daily traffic being +10% higher. Substantial growth figures were observed throughout the week, with growth being slightly higher on weekends (+11%) than on weekdays (+9%).

On an annual basis, from 2022 to 2023, overall traffic remained largely stable, with a change of -1.0%. Weekend traffic decreased slightly in 2023 compared to 2022, with -1.6%. At the same time, weekday traffic remained largely at the same levels in 2023 compared to 2022, with -0.8%.

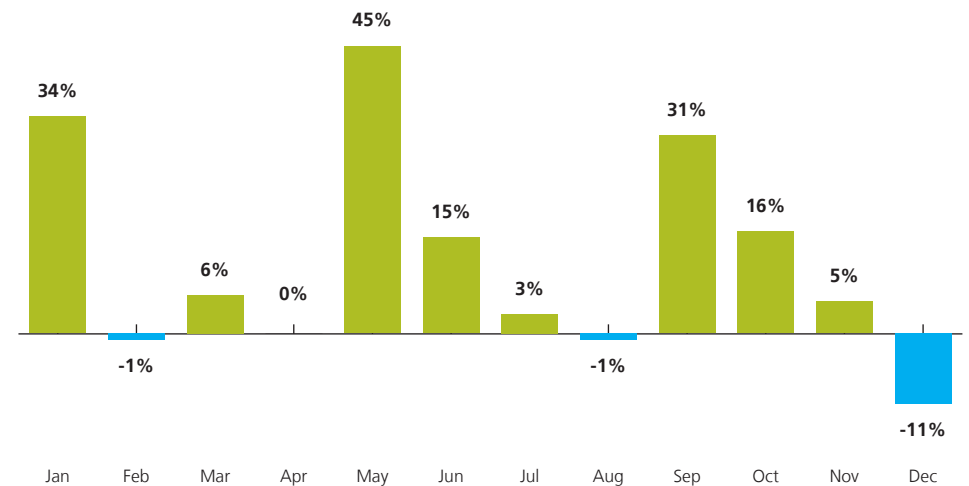
Keeping in mind the diversity of geographical areas covered by this report and the limitations posed by the aggregation of data at the European level, these results seem to underline the changes in mobility

habits after COVID-19, with a considerably higher use of EuroVelo both for mobility (weekday traffic) and leisure (weekend traffic) purposes. The slight decreases on a year-to-year basis would seem to fall in the range of what could be explained for example by changes in weather conditions in a particular year.

Since 2022 and then 2023 were the first years largely without the stringent movement restrictions linked to the pandemic in Europe, the year-to-year figures in this report are really the first ones of the “new normal”. In the next years, we will be able to see whether the changes in mobility behaviour and use of EuroVelo hold up. In addition to this temporal aspect, further research through qualitative surveys would be

AVERAGE DAILY TRAFFIC PER MONTH ON THE EUROVELO NETWORK

CHANGE 2023 VS SAME MONTH IN 2019



HOW TO READ THIS GRAPH: The average daily traffic per month on EuroVelo grew very strongly in May 2023 compared to May 2019 (+45%) and grew with less intensity in July 2023 compared to July 2019 (+3%).

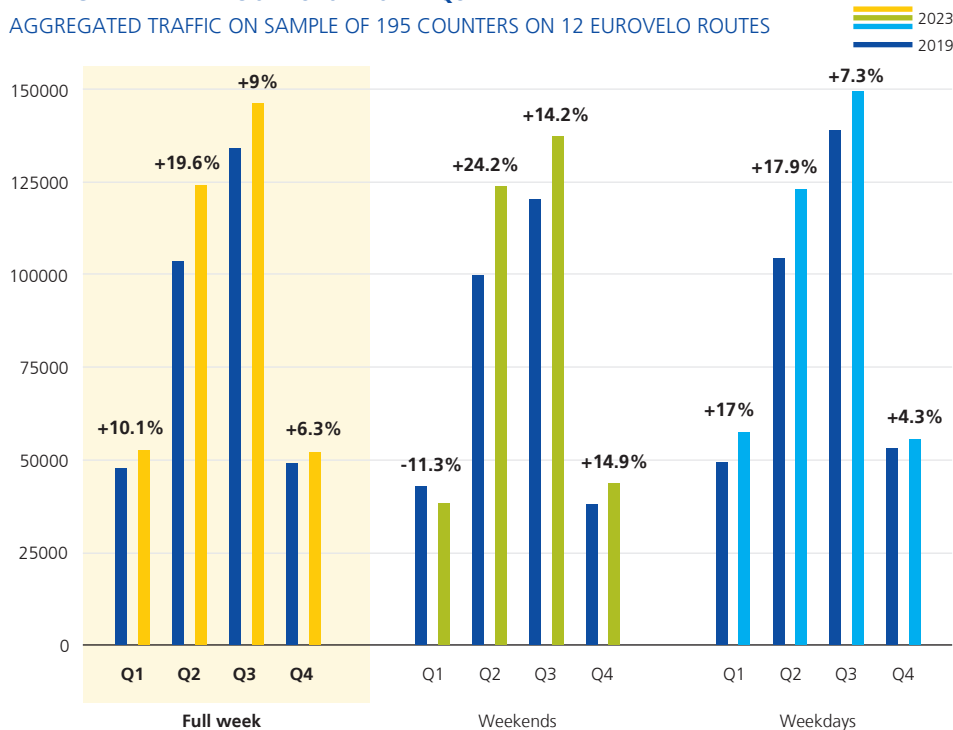


needed to complement the data from automatic counters in order to confirm these trends and analyse them in more detail.

Looking at seasonal trends, summer (Q3) is still the season when traffic volume is by far the highest in absolute terms (reaching almost 150,000 bike counts in 2023), followed by spring (Q2). Almost three quarters

AVERAGE DAILY TRAFFIC ON EUROVELO PER QUARTER

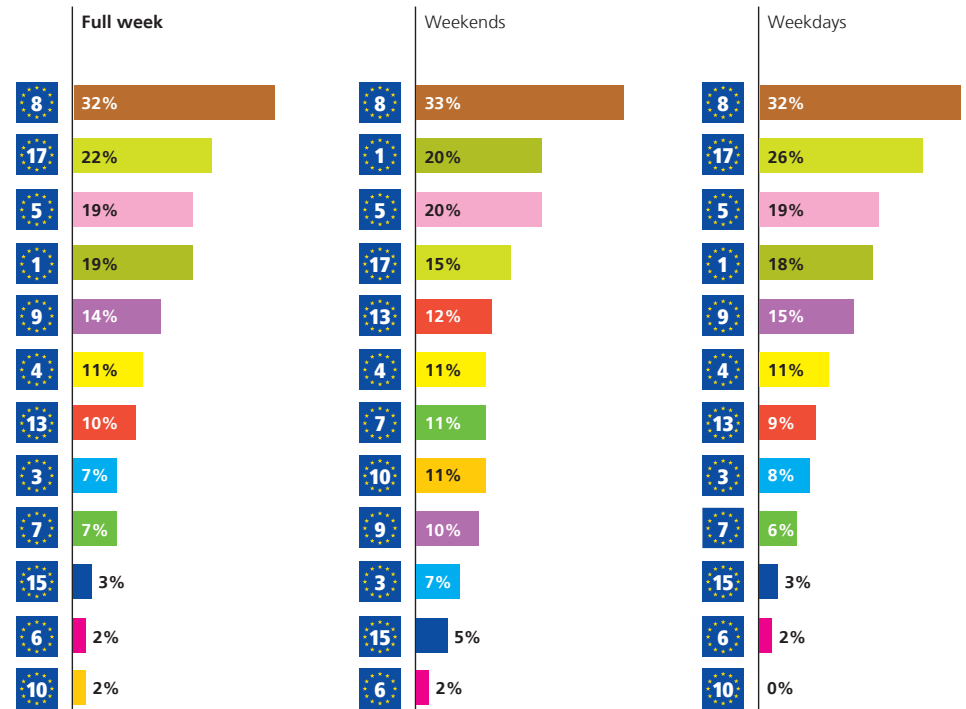
AGGREGATED TRAFFIC ON SAMPLE OF 195 COUNTERS ON 12 EUROVELO ROUTES



HOW TO READ THIS GRAPH: During the summer, aggregated traffic on EuroVelo routes shows a higher increase of usage on weekends (+14.2%) than during weekdays (+7.3%) in 2023 compared to 2019. In absolute terms, usage during the Summer (Q3) is higher than another other season in 2023 as well as in 2019, with a higher volume of traffic during weekdays compared to weekends.

TRAFFIC ON INDIVIDUAL EUROVELO ROUTES

CHANGE 2023 VS 2019



HOW TO READ THIS GRAPH: Between 2019 and 2023, cycling traffic in relative terms over the full week grew with a rate more than two times higher on EuroVelo 8 – Mediterranean Route (+32%) than on EuroVelo 9 – Baltic-Adriatic Cycle Route (+14%). Traffic grew significantly in both cases.

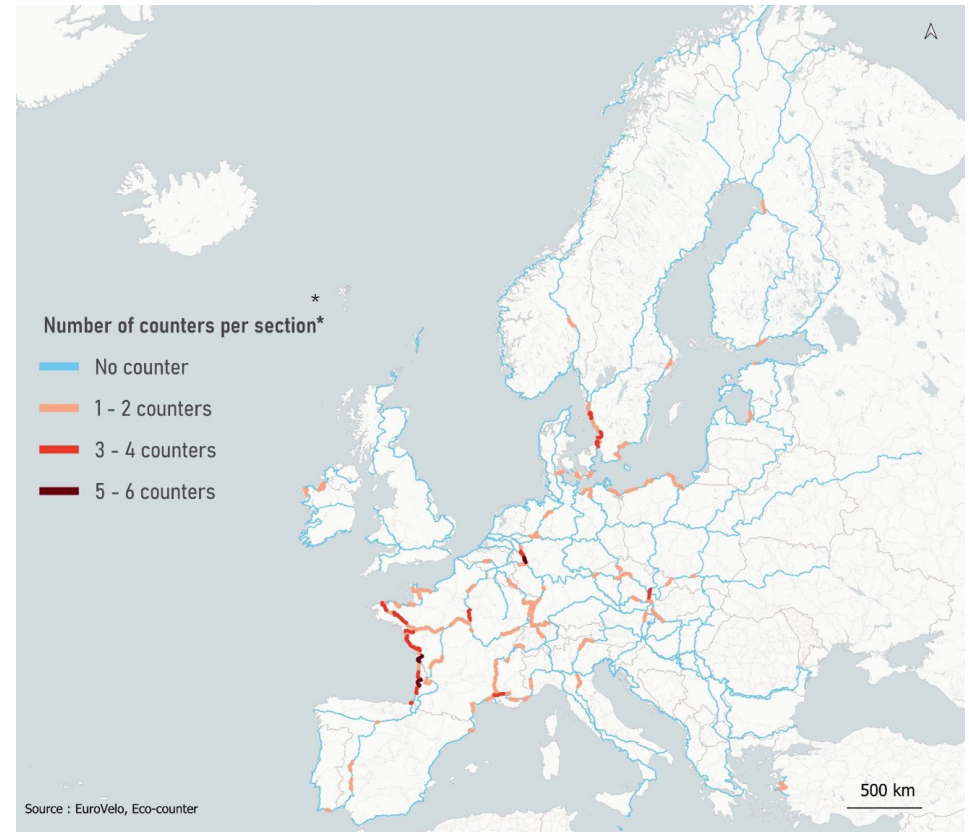
of traffic is now observed in summer and spring. However, in relative terms, growth in 2023 compared to 2019 is much higher in spring (+19.6%) than in summer (+9%), prolonging the seasonal peak and spreading it more evenly over a longer period of time, with May being a month with especially high growth rates. Interestingly, the winter season (Q1) shows a decrease on weekends (-11%), but a pronounced



increase during weekdays (+17%) in 2023 compared to 2019, giving an overall increase in traffic of 10% in the first quarter of the year. This could potentially point towards a trend of increased usage of EuroVelo for mobility purposes, for example for commuting to work. This practice on weekdays would be less dependent on weather conditions than leisure cycling during the weekends. The same development, but in the other direction, could be observed for the autumn season (Q4): weekend traffic is increasing with a higher growth rate than weekday traffic in this quarter, which could point towards more favourable meteorological conditions generating more leisure cycling activities. Both for the autumn and the winter season, we should also remember that lower traffic numbers mean that smaller absolute changes create bigger relative percentage changes. And again, further observations over the years and more research would be needed to confirm these trends.

Looking at individual EuroVelo routes, we observe positive growth rates on all 12 EuroVelo currently represented in the sample, both on weekends and weekdays, except for EuroVelo 10, where weekday traffic remained stable between 2019 and 2023. This indicates a broad trend of increased cycling traffic across the whole network, with different growth dynamics between routes most probably impacted by local contexts. For example, EuroVelo 17 shows a higher increase on weekdays, while EuroVelo 10 has a higher increase on weekends. The route with the highest overall growth by far (10 percentage points higher than the next route in the ranking) is EuroVelo 8 – Mediterranean Cycle Route, with a 33% increase during weekends and 32% during weekdays in 2023 compared to 2019.

HEATMAP OF THE SAMPLE OF 195 COUNTERS PLACED BY ECO-COUNTER ON EUROVELO ROUTES



*For the purpose of this map, EuroVelo routes are divided in sections of 30 km length.

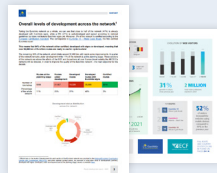


METHODOLOGICAL NOTE

The 'EuroVelo usage monitoring report' is a joint publication of ECF and Eco-Counter. The two organisations joined forces to work closely together in collecting, analysing and communicating data related to the usage of EuroVelo at the European level since 2021. The aggregated results are based on data from a sample of 195 automatic counters installed by Eco-Counter for its local partners. For this sample, we have selected EuroVelo routes where we found a minimum level of representativity, both in the number of counters per national section of a route (depending on the population density of the country in question) and in the number of countries represented along the route, with data available since 2019 for comparison purposes. This is currently the case for 12 EuroVelo (1, 3, 4, 5, 6, 7, 8, 9, 10, 13, 15 and 17). We publish data on the usage of EuroVelo as a whole, and on featured routes since 2021. This year, we were able to add two routes (EuroVelo 10 and EuroVelo 13) and 25 additional Eco-Counters to our sample. In the future, **we hope to grow this sample even further and make it more representative**, as more counters are placed along EuroVelo routes all around Europe.

EUROVELO DATA HUB

This report forms part of the wider **EuroVelo Data Hub** which contains updated key figures and useful resources to monitor the growth of the European cycle route network. Visit the EuroVelo Data Hub to find data gathered on EuroVelo network usage, route development and digital statistics, including guidance on how to start monitoring cycle routes, cycling tourism and evaluating its economic impacts.



EuroVelo Schematic Diagram (2024)



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