2019 WEB STATISTICS

WEB SESSIONS
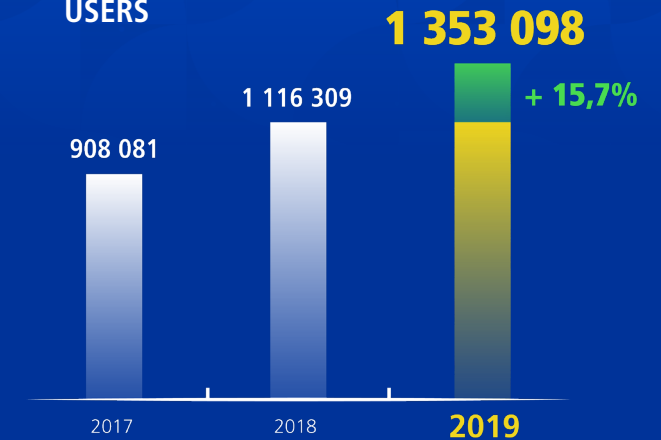
+ 6,8%

2017
1 334 907

2018
1 748 613

2019
1 867 738

3.42 mins
average
session duration

55% Desktop
45% Mobile

TRAFFIC CHANNELS

Social **4%**
Referral **13%**
Direct **26%**
57% Organic

USERS

1 353 098
+ 15,7%

908 081

1 116 309

2017

2018

2019

TOP ROUTES

15 = **1 EuroVelo 15**
Rhine Cycle Route

6 = **2 EuroVelo 6** Atlantic - Black Sea

19 +14 **3 EuroVelo 19** Meuse Cycle Route

TOP COUNTRIES

= **1 France**

+1 **2** Germany

-1 **3** United Kingdom

2019 RANKING OF EUROVELO ROUTES (SORTED BY SESSIONS)

#	Route	Sessions	Users	Desktop	Mobile	Organic	Direct	Referral	Social	Top 3 Countries
1	EuroVelo 15 — Rhine Cycle Route	234 839	203 123	48%	52%	52%	27%	19%	1%	DEU FRA CHE
2	EuroVelo 6 — Atlantic - Black Sea	151 873	165 697	46%	54%	46%	54%	46%	2%	FRA DEU GBR
3	EuroVelo 19 — Meuse Cycle Route	133 134	112 306	46%	54%	57%	27%	13%	2%	DEU NLD BEL
4	EuroVelo 8 — Mediterranean Route	126 665	113 628	54%	46%	46%	54%	46%	2%	FRA DEU ESP
5	EuroVelo 13 — Iron Curtain Trail	71 950	78 543	54%	46%	39%	28%	31%	2%	DEU AUT FRA
6	EuroVelo 1 — Atlantic Coast Route	60 359	101 517	48%	52%	59%	29%	11%	1%	FRA GBR DEU
7	EuroVelo 3 — Pilgrims Route	41 836	82 191	47%	53%	52%	31%	14%	4%	FRA DEU BEL
8	EuroVelo 12 — North Sea Cycle Route	31 646	63 236	46%	54%	58%	29%	12%	1%	FRA GBR DEU
9	EuroVelo 10 — Baltic Sea Cycle Route	29 979	48 331	52%	48%	42%	20%	05%	12%	DEU POL FRA
10	EuroVelo 4 — Central Europe Route	29 453	60 430	52%	48%	61%	27%	11%	1%	FRA DEU GBR
11	EuroVelo 5 — Via Romea (Francigena)	28 244	51 704	48%	52%	63%	26%	09%	1%	FRA DEU BEL
12	EuroVelo 7 — Sun Route	27 409	65 674	46%	54%	62%	21%	13%	5%	DEU FRA ITA
13	EuroVelo 17 — Rhone Cycle Route	15 546	35 929	47%	53%	63%	28%	08%	1%	FRA CHE DEU
14	EuroVelo 9 — Baltic - Adriatic	13 969	28 815	41%	59%	68%	20%	12%	1%	AUT DEU POL
15	EuroVelo 2 — Capitals Route	12 474	37 529	48%	52%	54%	31%	14%	1%	GBR DEU FRA
16	EuroVelo 11 — East Europe Route	9 987	30 330	51%	49%	59%	22%	15%	5%	DEU FRA POL

* EuroVelo 10: besides these channels, paid advertising accounted for around 28% of traffic.

EuroVelo — The European cycle route network

2019 TOP TEN EUROPEAN COUNTRIES (SORTED BY SESSIONS)

#	Country	Sessions	Users	Desktop	Mobile	Top 3 EuroVelo Routes		
1	**France**	SESSIONS **335 374**	USERS **222 969**	**50%** DESKTOP	**50%** MOBILE	**15** EuroVelo 15 Rhine Cycle Route	**6** EuroVelo 6 Atlantic - Black Sea	**8** EuroVelo 8 Mediterranean Route
2	**Germany**	SESSIONS **292 299**	USERS **204 004**	**47%** DESKTOP	**53%** MOBILE	**15** Rhine Cycle Route	**19** Meuse Cycle Route	**6** Atlantic - Black Sea
3	**United Kingdom**	SESSIONS **175 040**	USERS **111 854**	**45%** DESKTOP	**55%** MOBILE	**6** Atlantic - Black Sea	**1** Atlantic Coast Route	**12** North Sea Cycle Route
4	**Netherlands**	SESSIONS **99 026**	USERS **67 417**	**47%** DESKTOP	**53%** MOBILE	**15** Rhine Cycle Route	**19** Meuse Cycle Route	**12** North Sea Cycle Route
5	**Switzerland**	SESSIONS **95 711**	USERS **62 502**	**49%** DESKTOP	**51%** MOBILE	**15** Rhine Cycle Route	**6** Atlantic - Black Sea	**17** Rhone Cycle Route
6	**Belgium**	SESSIONS **92 568**	USERS **59 309**	**60%** DESKTOP	**40%** MOBILE	**19** Meuse Cycle Route	**3** Pilgrims Route	**5** Via Romea (Francigena)
7	**Spain**	SESSIONS **69 878**	USERS **45 985**	**45%** DESKTOP	**55%** MOBILE	**8** Mediterranean Route	**1** Atlantic Coast Route	**6** Atlantic - Black Sea
8	**Italy**	SESSIONS **49 365**	USERS **34 275**	**45%** DESKTOP	**55%** MOBILE	**7** Sun Route	**8** Mediterranean Route	**15** Rhine Cycle Route
9	**Austria**	SESSIONS **38 937**	USERS **26 908**	**46%** DESKTOP	**54%** MOBILE	**13** Iron Curtain Trail	**6** Atlantic - Black Sea	**9** Baltic - Adriatic
10	**Poland**	SESSIONS **26 297**	USERS **18 382**	**50%** DESKTOP	**50%** MOBILE	**10** Baltic Sea Cycle Route	**9** Baltic - Adriatic	**11** East Europe 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 exact estimate of the number of times visitors opened EuroVelo website(s).

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(s) through organic (search engine), direct, referral (other website) or social (Facebook, Twitter, etc.) channels. Users arriving through paid advertising are counted seperately. During 2019, only one paid campaign was run for the EuroVelo web platform, specifically for EuroVelo 10.

Countries
Shows the number of sessions from a particular country for either the whole EuroVelo web platform or specific routes websites.

EuroVelo is the European cycle route network – a network of 16 long distance cycle routes that connect the whole continent. The network is developed and coordinated by the European Cyclists' Federation (ECF) and it is envisaged that the total length of the network will be almost 90,000 km when completed. The routes can be used by long-distance cycle tourists, as well as by local people making daily journeys.

Route information, maps, guides and other resources available at www.eurovelo.com