

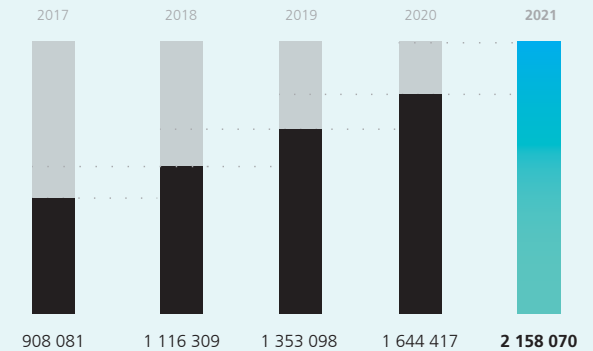
2021 Web Statistics



TOP VISITING LOCATIONS



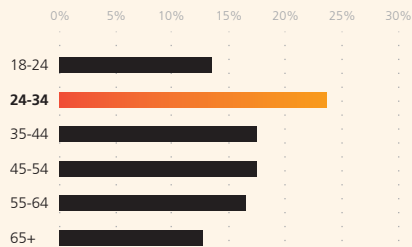
EVOLUTION OF WEB VISITORS



31%
growth in visitors
since previous year

2 MILLION
total visitors milestone
reached in 2021

AGE CATEGORIES



35-44 was the category with the biggest growth

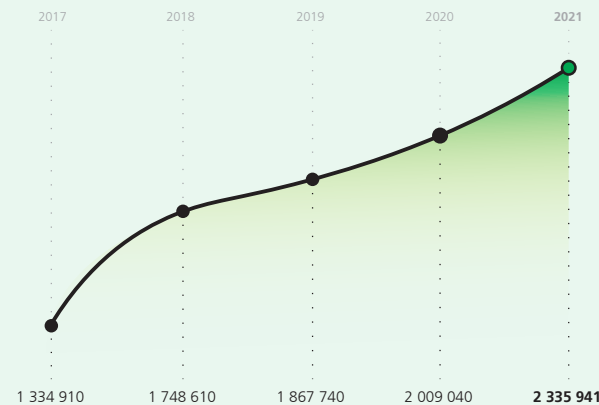
41% of the web visitors are female

3 pages per session

3m2s

average session time per visitor

EVOLUTION OF WEB SESSIONS



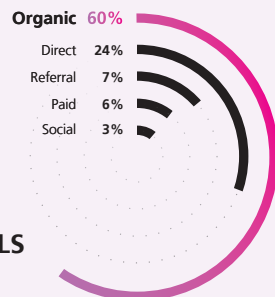
16%
growth in sessions
since previous year

JULY 2021
was the month with the
highest amount of sessions

TOP ROUTES

- 15** EuroVelo 15 Rhine Cycle Route
- 6** EuroVelo 6 Atlantic - Black Sea
- 19** EuroVelo 19 Meuse Cycle Route

52%
of visitors browsed the websites using mobile devices compared to 49% in the previous year



TRAFFIC CHANNELS

TOP COUNTRIES



FULL ROUTE AND COUNTRY STATISTICS CAN BE FOUND ON PAGES 2-4 →



2021 RANKING OF EUROVELO ROUTES (SORTED BY SESSIONS)

Rank	Route	Sessions	+/- from 2020	Visitors	+/- from 2020	Mobile usage	Traffic channels ¹⁻²	Top route country	Top route stage
1	EuroVelo 15 Rhine Cycle Route	170 247	+20%	169 036	+19%	53%	48% Organic 20% Direct 5% Referral 1% Social	DEU	Source - Konstanz
2	EuroVelo 6 Atlantic-Black Sea	114 892	+12%	121 107	+5%	56%	77% Organic 16% Direct 7% Referral 1% Social	FRA	Nevers - Basel
3	EuroVelo 19 Meuse Cycle Route	94 688	+46%	103 459	+42%	61%	29% Organic 15% Direct 4% Referral 1% Social	FRA	Charleville-Mézières - Namur
4	EuroVelo 8 Mediterranean Route	81 191	+59%	102 736	+31%	57%	71% Organic 20% Direct 6% Referral 3% Social	ESP	Béziers - Nice
5	EuroVelo 1 Atlantic Coast Route	74 925	+26%	112.487	+13%	55%	67% Organic 23% Direct 4% Referral 2% Social	FRA	Atlantic - Navarra
6	EuroVelo 7 Sun Route	48 890	+108%	80 711	+50%	55%	54% Organic 13% Direct 8% Referral 2% Social	ITA	—
7	EuroVelo 3 Pilgrims Route	47 898	-8%	81 251	-2%	51%	63% Organic 22% Direct 10% Referral 1% Social	FRA	Via Turonensis
8	EuroVelo 12 North Sea Cycle Route	47 546	+25%	72 240	+8%	52%	49% Organic 33% Direct 11% Referral 2% Social	NOR	—
9	EuroVelo 13 Iron Curtain Trail	46 842	-26%	64.829	-17%	49%	66% Organic 24% Direct 7% Referral 2% Social	DEU	German Border
10	EuroVelo 5 Via Romea (Francigena)	43 111	+28%	67 745	+12%	55%	73% Organic 19% Direct 6% Referral 1% Social	FRA	Alsace Vineyards
11	EuroVelo 10 Baltic Sea Cycle Route	38 641	+15%	46 704	-3%	52%	64% Organic 21% Direct 10% Referral 5% Social	SWE	Southern Coast
12	EuroVelo 4 Central Europe Route	27 558	+8%	52 400	-1%	53%	69% Organic 25% Direct 5% Referral 1% Social	FRA	—
13	EuroVelo 17 Rhône Cycle Route	18 685	+26%	37 664	+11%	55%	67% Organic 22% Direct 2% Referral 1% Social	FRA	—
14	EuroVelo 9 Baltic-Adriatic	16 948	+46%	27 420	+20%	55%	75% Organic 15% Direct 6% Referral 3% Social	AUT	—
15	EuroVelo 11 East Europe Route	11 330	+20%	32 384	+12%	52%	59% Organic 18% Direct 10% Referral 3% Social	FIN	—
16	EuroVelo 2 Capitals Route	11 100	+2%	29 911	-4%	51%	65% Organic 27% Direct 7% Referral 2% Social	DEU	—
17	EuroVelo 14 Waters of Central Europe	3 216	+60%	12 647	+60%	53%	70% Organic 24% Direct 4% Referral 2% Social	AUT	—

Notes ¹ For EuroVelo 15 and EuroVelo 19, visitors acquired from search campaigns ran under the Google Ad Grants program (for non-profits) are counted in the 'Organic' channel.

² Paid ad campaigns account for 16% of traffic for EuroVelo 15 and 38% of traffic for EuroVelo 19.



2021 TOP20 EUROVELO COUNTRIES (SORTED BY SESSIONS)

Rank	Country	Sessions	+/- from 2020	Visitors	+/- from 2020	Mobile usage	Top 3 country per route pages ¹		
1	Italy	10 929	+80%	14 637	+52%	53%	7 Sun Route	8 Mediterranean Route	5 Via Romea (Francigena)
2	France	10 783	+36%	20 705	+9%	49%	6 Atlantic - Black Sea	1 Atlantic Coast Route	8 Mediterranean Route
3	Belgium	9 951	+20%	13 663	+2%	50%	5 Via Romea (Francigena)	3 Pilgrims Route	19 Meuse Cycle Route
4	Germany	9 655	-12%	15 909	-10%	47%	15 Rhine Cycle Route	13 Iron Curtain Trail	7 Sun Route
5	Spain	6 825	+46%	8 715	+27%	55%	8 Mediterranean Route	1 Atlantic Coast Route	3 Pilgrims Route
6	Portugal	5 218	+34%	6 045	+25%	50%	1 Atlantic Coast Route	—	—
7	Denmark	4 671	+8%	5 465	+4%	54%	7 Sun Route	10 Baltic Sea Cycle Route	12 North Sea Cycle Route
8	Netherlands	4 256	-8%	5 599	-6%	50%	12 North Sea Cycle Route	6 Rhine Cycle Route	19 Meuse Cycle Route
9	Croatia	3 556	+206%	4 494	+89%	60%	8 Mediterranean Route	6 Atlantic - Black Sea	9 Baltic - Adriatic
10	Sweden	3 317	+18%	3 900	+12%	51%	10 Baltic Sea Cycle Route	7 Sun Route	3 Pilgrims Route
11	Poland	2 752	-4%	5 083	-4%	51%	10 Baltic Sea Cycle Route	9 Baltic - Adriatic	11 East Europe Route
12	Finland	2 365	+52%	2 876	+19%	65%	10 Baltic Sea Cycle Route	11 East Europe Route	13 Iron Curtain Trail
13	Switzerland	2 346	+47%	3 917	+16%	52%	15 Rhine Cycle Route	6 Atlantic - Black Sea	5 Via Romea (Francigena)
14	Norway	2 138	+30%	3 591	+10%	51%	1 Atlantic Coast Route	12 North Sea Cycle Route	3 Pilgrims Route
15	Greece	2 051	+45%	3 085	+24%	56%	8 Mediterranean Route	11 East Europe Route	13 Iron Curtain Trail
16	Hungary	2 014	+30%	2 972	+10%	52%	6 Atlantic - Black Sea	13 Iron Curtain Trail	11 East Europe Route
17	Luxembourg	1 879	+73%	2 181	+35%	59%	5 Via Romea (Francigena)	—	—
18	Ireland	1 818	+21%	2 568	+21%	56%	1 Atlantic Coast Route	2 Capitals Route	—
19	Czechia	1 675	+65%	2 756	+15%	44%	7 Sun Route	4 Central Europe Route	13 Iron Curtain Trail
20	Slovenia	1 446	+99%	2 187	+57%	54%	9 Baltic - Adriatic	8 Mediterranean Route	13 Iron Curtain Trail

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



2021 TOP10 VISITING LOCATIONS (SORTED BY SESSIONS)

Rank	Location	Sessions	+/- from 2020	Visitors	+/- from 2020	Mobile usage	Top 3 routes for location visitors		
1	France	335 574	+20%	220 282	+20%	47%	Atlantic - Black Sea	Mediterranean Route	Meuse Cycle Route
2	Germany	273 237	+6%	182 889	—	53%	Rhine Cycle Route	Atlantic - Black Sea	Iron Curtain Trail
3	Belgium	111 878	+18%	71 288	+18%	48%	Meuse Cycle Route	Via Romea (Francigena)	Pilgrims Route
4	United Kingdom	85 637	-13%	53 819	-12%	53%	North Sea Cycle Route	Atlantic - Black Sea	Rhine Cycle Route
5	Switzerland	78 115	+27%	50 260	+21%	53%	Rhine Cycle Route	Atlantic - Black Sea	Rhone Cycle Route
6	Netherlands	74 983	+44%	49 755	+37%	52%	Rhine Cycle Route	Meuse Cycle Route	North Sea Cycle Route
7	Austria	43 193	+23%	28 692	+20%	51%	Iron Curtain Trail	Atlantic - Black Sea	Baltic - Adriatic
8	Spain	40 285	+7%	27 158	+7%	50%	Mediterranean Route	Atlantic - Black Sea	Baltic - Adriatic
9	Italy	37 945	+42%	25 703	+42%	51%	Mediterranean Route	Atlantic Coast Route	Pilgrims Route
10	Poland	31 715	+25%	21 532	+19%	46%	Baltic Sea Cycle Route	Baltic - Adriatic	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 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(s) through organic (search engine), direct, referral (other website) or social (Facebook, Twitter, etc.) channels. Users arriving through paid advertising are counted separately (only for EuroVelo 15 and 19).

EuroVelo countries
There 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

EuroVelo is the European cycle route network – a network of 17 long distance cycle routes that cross and connect the whole of Europe. The total length will be over 90,000 km when complete. The development of EuroVelo will lead to safe, direct, coherent and connected cycling infrastructure and cycle route networks that will benefit all categories of cyclists.

Report based on data collected from Google Analytics

Analysis and design by Omer Malak

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