

2020 Web Statistics

TOP COUNTRIES

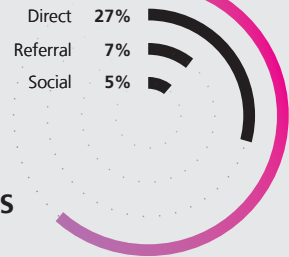


TOP ROUTES



49%
of visitors browsed the websites using mobile devices compared to 45% in the previous year

TRAFFIC CHANNELS

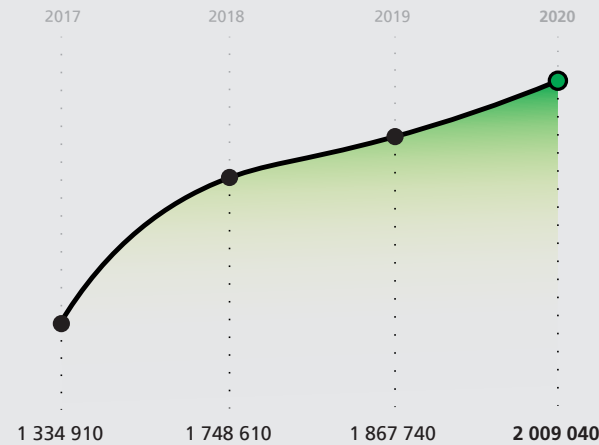


TRAFFIC CHANNELS

3m22s

average session time per visitor

EVOLUTION OF WEB SESSIONS



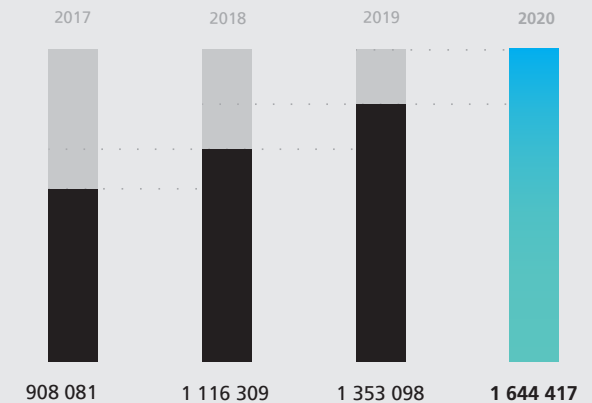
7.6%

growth in sessions since previous year

2 MILLION

total sessions milestone reached in 2020

EVOLUTION OF WEB VISITORS



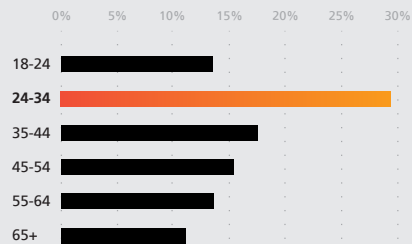
21.5%

growth in visitors since previous year

JULY 2020

saw the highest ever peak of visitors on EuroVelo.com

AGE CATEGORIES



18-24 was the category with the biggest growth

39%

of the web visitors are female



FULL ROUTES AND COUNTRIES STATISTICS CAN BE FOUND ON PAGES 2-3 →



2020 RANKING OF EUROVELO ROUTES (SORTED BY SESSIONS)

Rank	Route	Sessions	Since 06/2019*	Visitors	Since 06/2019*	Mobile usage	Traffic channels ¹	Top countries
1	EuroVelo 15 Rhine Cycle Route	142 212	+42.3%	142 124	+28.5%	50%	62% Organic 31% Direct 5% Referral 2% Social	DEU CHE NLD
2	EuroVelo 6 Atlantic - Black Sea	102 406	-8.3%	115 213	-15.2%	50%	71% Organic 20% Direct 7% Referral 1% Social	FRA DEU GBR
3	EuroVelo 19 Meuse Cycle Route	64 756	+26.5% ²	72 834	+19.0% ²	45%	61% Organic 28% Direct 10% Referral 1% Social	BEL FRA DEU
4	EuroVelo 13 Iron Curtain Trail	63 266	+100.6%	78 191	+60.2%	58%	35% Organic 31% Direct 6% Referral 29% Social	DEU AUT GBR
5	EuroVelo 1 Atlantic Coast Route	59 492	+16.3%	99 155	+18.7%	51%	61% Organic 32% Direct 5% Referral 2% Social	FRA DEU GBR
6	EuroVelo 3 Pilgrims Route	52 018	+50.4%	82 778	+21.6%	53%	52% Organic 34% Direct 10% Referral 4% Social	FRA BEL DEU
7	EuroVelo 8 Mediterranean Route	51 155	-2.6%	78 239	+0.1%	51%	62% Organic 28% Direct 8% Referral 2% Social	FRA ESP DEU
8	EuroVelo 12 North Sea Cycle Route	38 080	+39.5%	66 953	+12.0%	49%	50% Organic 34% Direct 13% Referral 3% Social	GBR DEU FRA
9	EuroVelo 5 Via Romea (Francigena)	33 715	+13.0%	60 487	+7.1%	50%	68% Organic 24% Direct 6% Referral 1% Social	FRA BEL DEU
10	EuroVelo 10 Baltic Sea Cycle Route	33 697	+9.4%	48 320	+8.4%	48%	62% Organic 26% Direct 10% Referral 3% Social	DEU POL FRA
11	EuroVelo 4 Central Europe Route	25 442	+0.9%	52 766	+1.3%	50%	64% Organic 27% Direct 5% Referral 2% Social	FRA BEL DEU
12	EuroVelo 7 Sun Route	23 457	-8.0%	53 670	-9.7%	53%	63% Organic 22% Direct 8% Referral 7% Social	DEU FRA ITA
13	EuroVelo 17 Rhine Cycle Route	14 846	+1.5%	33 804	-3.9%	53%	67% Organic 28% Direct 3% Referral 2% Social	FRA DEU CHE
14	EuroVelo 9 Baltic - Adriatic	11 577	-9.6%	22 870	-9.9%	51%	73% Organic 20% Direct 5% Referral 2% Social	AUT DEU POL
15	EuroVelo 2 Capitals Route	10 893	-12.7%	31 183	-6.7%	51%	55% Organic 38% Direct 6% Referral 1% Social	GBR DEU FRA
16	EuroVelo 11 East Europe Route	9 410	-10.3%	28 792	-4.6%	49%	60% Organic 23% Direct 9% Referral 9% Social	POL DEU FRA
17	EuroVelo 14 ^{NEW} Waters of Central Europe	2 009	—	7 887	—	51%	44% Organic 37% Direct 7% Referral 12% Social	HUN AUT FRA

Notes * The new EuroVelo.com website was launched in June 2019. For an accurate comparison, the yearly change is shown for web traffic recorded during the period between June 1 and December 31. Note that the 'Sessions' and 'Visitors' columns still show the traffic recorded for the whole year (i.e. between January 1 and December 31).

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 For EuroVelo 19, the starting date for the comparison is 4 September 2019 as the old Meuse Cycle Route transnational website was taken offline on that day.



2020 TOP10 EUROPEAN COUNTRIES (SORTED BY SESSIONS)

Rank	Country	Sessions	Visitors	Mobile usage	Top routes		
1	France	276 654	185 048	49%	Atlantic - Black Sea	Pilgrims Route	Mediterranean Route
2	Germany	259 126	181 837	54%	Rhine Cycle Route	Iron Curtain Trail	Atlantic - Black Sea
3	United Kingdom	98 788	61 371	52%	North Sea Cycle Route	Atlantic - Black Sea	Atlantic Coast Route
4	Belgium	96 251	60 183	43%	Meuse Cycle Route	Via Romea (Francigena)	Pilgrims Route
5	Switzerland	61 957	41 469	49%	Rhine Cycle Route	Atlantic - Black Sea	Via Romea (Francigena)
6	Netherlands	51 791	35 761	47%	Rhine Cycle Route	Meuse Cycle Route	North Sea Cycle Route
7	Spain	37 866	25 316	53%	Mediterranean Route	Atlantic Coast Route	Pilgrims Route
8	Austria	35 561	23 587	53%	Iron Curtain Trail	Atlantic - Black Sea	Baltic - Adriatic
9	Italy	26 820	18 470	49%	Mediterranean Route	Sun Route	Via Romea (Francigena)
10	Poland	25 193	18 046	43%	Baltic Sea Cycle Route	East Europe Route	Baltic - Adriatic

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 (not applicable in 2020).

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 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.

Conception and design by Omer Malak.

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