

## EUROVELO.COM

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The three main objectives for this project were to:

- **Promote and increase visibility of EuroVelo, with links to national cycling tourism promotion.**
- **Contribute to the promotion and development of more sustainable and responsible cycle tourism.**
- **Improve the coordination of the EuroVelo network and facilitate the exchange of information.**

The project contributed to the improvement of the organisational structure of the EuroVelo network at the European, national and local levels based around a network of National EuroVelo Coordination Centres and Coordinators (NECC/Cs). Five further organisations have joined the National EuroVelo Coordination Centres and Coordinators (NECC/C) network since the start of the project: Slovenia, Lithuania, Ukraine, Belarus and the Czech Republic.

**Lead partner/coordinator: European Cyclists` Federation (ECF)**

**Partners:**

- **Federazione Italiana Amici della Bicicletta (FIAB), Italy**
- **Sustrans, United Kingdom**
- **Nadace Partnerstvi (NP), Czech Republic**
- **Vidzeme Tourism Association (VTA), Latvia**
- **Toerisme Vlaanderen (TV), Belgium**

**Websites and publications:**

The new **EuroVelo.com website** - [www.eurovelo.com](http://www.eurovelo.com) – was one of the main outputs of the project. Designed both for people cycling the EuroVelo routes and those wanting to cycle in Europe more generally, it contains links to the NECC/Cs and to other relevant sources of detailed information (e.g. public transport providers, tour operators, accommodation etc.) at a national and / or regional level. The website received over 100,000 unique visitors in its first year of operation.



The **EuroVelo e-newsletter** was redesigned and 8 editions were published during the project, providing updates and informing wider European cycling activists and decision makers.

**EuroVelo**  
the European cycle route network

Newsletter

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**First speakers announced for EuroVelo, Greenways and Cycling Tourism Conference**

  
  






On Wednesday September 26<sup>th</sup>, Nantes, France will find itself home to the first ever joint conference of the European Cyclists' Federation (ECF) and the European Greenways Association (EGWA).

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Each month we will add an image taken from one of the EuroVelo routes.

**Official launch of French section of EuroVelo 1 - Atlantic Coast Route**



La Véloodyssée®, the name given to the section of EuroVelo 1 – Atlantic Coast Route in France, was officially "launched" on the 30th June.

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**Significant increase in the number of people using the UK's most national cycling route**



The National EuroVelo Coordinator for the UK, Sustrans, has reported the biggest ever increase in the number of people cycling on its National Cycle Network (NCN), with 40 million more cycling trips made during 2011 than in the year before – an 18% increase. In total 256 million trips were made by bike on the NCN in 2011.

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The **new EuroVelo Overview Map** is a concrete tool for promoting the European cycle route network and cycling tourism in Europe generally. In total 80,000 copies of the map were printed and distributed throughout Europe.



## Dissemination events

A **workshop** open to the public was held at the International Tourism Fair in Berlin on the 9th March 2012 to further publicise the EuroVelo and the products that were being developing in the frame of this project and to explore the opportunities to cooperate with SMEs.



The first ever [EuroVelo, Greenways and Cycling Tourism Conference](#), was held in Nantes, France on Wednesday 26th September organised jointly with the European Greenways Association (EGWA).



During the Velo-city Conference in Vancouver, **best cycling tourism destinations in Europe** for the global /long-haul markets were presented.



The project partners have promoted the project and its main outputs at the occasion on numerous meetings and events. (For example, Sustrans met with the UK Department for Transport and Visit England, Vidzeme Tourism Association arranged a journalist tour along one of the EuroVelo routes in Latvia and Nadace Partnerstvi met with representatives of the regions of



Carlsbad (CZ) and Bavaria (DE).

**A launch event** was held in Brussels at the end of February to publicise the new EuroVelo website and the Map. Following the event, a press release was circulated to the partners' media contacts.

