

### THE BIG PICTURE

Combined together, this year, EuroVelo websites received

**5,340,997** PAGEVIEWS

▲ 26.5% last year

**1,169,309** NEW UNIQUE VISITORS

▲ 28.8% last year

**1,748,613**

number of sessions

▲ 31.0% last year

**2.7** pages viewed per session

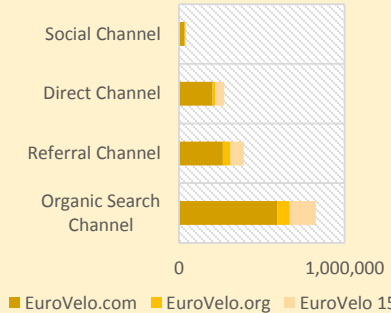
▼ -4.2% last year

**2.31 mins**

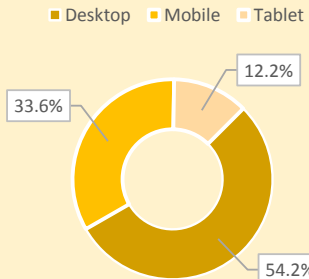
average session duration

▼ -1.4% last year

traffic source (number of sessions)



device types breakdown



### EUROVELO.COM

**4,308,858**

pageviews

▲ 33.7% last year

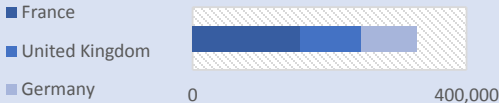
**EuroVelo 6**

most popular route\*

pageviews ▲ 88.3%

\* excluding EuroVelo 15 - Rhine Cycle Route

visitors by country



### EUROVELO.ORG

**261,034**

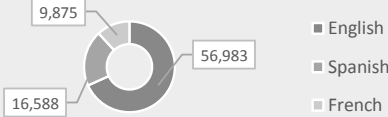
pageviews

▼ -4.2% last year

visitors by country



language choice (sessions)



### EUROVELO 15

**771,105**

pageviews

▲ 5.9% last year

visitors by country



language choice (sessions)



### FRANCE

**1,114,449**

pageviews

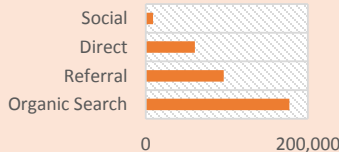
▲ 21.7% last year

**EuroVelo 15**

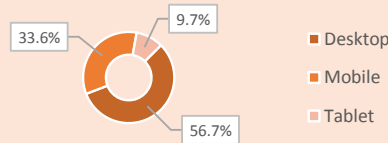
most popular route

pageviews ▼ -6.5%

traffic channels (sessions)



device types breakdown



## Key metrics

	2018	2017	Change (%)
Total pageviews	4,308,858	3,222,438	▲ 33.7%
New unique visitors	847,560	597,974	▲ 41.7%
Returning unique visitors	202,510	143,906	▲ 40.7%
Overall bounce rate	45.7%	42.2%	▲ 3.5%
Overall sessions	1,311,349	916,308	▲ 43.1%
Average session duration	3.11 mins	3.22 mins	▼ -3.6%
Pages viewed per session	3.5	3.8	▼ -7.9%

## Routes (Annual Top 5 excluding EuroVelo 15)

	2018 (pageviews)	2017 (pageviews)	Change (%)
EuroVelo 6 - Atlantic – Black Sea	267,397	141,969	▲ 88.3%
EuroVelo 1 - Atlantic Coast Route	133,196	111,822	▲ 19.1%
EuroVelo 3 - Pilgrims' Route	121,196	86,266	▲ 40.5%
EuroVelo 8 - Mediterranean Route	114,004	91,343	▲ 24.8%
EuroVelo 7 - Sun Route	80,194	63,981	▲ 25.3%

## Visitors by country (Annual Top 5)

	2018 (visitors)	2017 (visitors)	Change (%)
France	157,232	119,423	▲ 31.7%
United Kingdom	89,696	59,279	▲ 51.3%
Germany	80,468	53,486	▲ 50.4%
United States	38,647	21,382	▲ 80.7%
Belgium	31,061	22,704	▲ 36.8%

## Browsing language choice

	2018 (sessions)	2017 (sessions)	Change (%)
English	372,425	246,735	▲ 50.9%
French	260,983	197,153	▲ 32.4%
German	131,849	91,565	▲ 44.0%
Spanish	44,615	29,312	▲ 52.2%
Dutch	31,855	21,134	▲ 50.7%

## Traffic channels overview

	2018 (sessions)	2018 (%)	2017 (sessions)	2017 (%)	Change (%)
Organic Search Channel	594,806	54.2%	365,528	48.9%	▲ 62.7%
Referral Channel	264,891	24.1%	232,712	31.1%	▲ 13.8%
Direct Channel	203,814	18.6%	124,256	16.6%	▲ 64.0%
Social Channel	33,643	3.1%	25,736	3.4%	▲ 30.7%

## Device types overview

	2018 (sessions)	2018 (%)	2017 (sessions)	2017 (%)	Change (%)
Desktop	592,457	54.7%	445,275	59.5%	▲ 33.1%
Mobile	364,636	33.7%	206,143	27.5%	▲ 76.9%
Tablet	126,359	11.7%	96,908	12.9%	▲ 30.4%

**Key metrics**

	2018	2017	Change (%)
Total pageviews	261,034	272,442	▼ -4.2%
New unique visitors	105,229	110,443	▼ -4.7%
Returning unique visitors	16,523	18,546	▼ -10.9%
Overall bounce rate	58.7%	59.1%	▼ -0.3%
Overall sessions	141,167	148,716	▼ -5.1%
Average session duration	1.46 mins	1.48 mins	▼ -1.4%
Pages viewed per session	1.8	1.8	▬ 0.9%

**Visitors by country (Annual Top 5)**

	2018 (visitors)	2017 (visitors)	Change (%)
United Kingdom	12,733	13,576	▼ -6.2%
Spain	11,909	9,661	▲ 23.3%
United States	9,571	7,689	▲ 24.5%
France	7,827	8,663	▼ -9.7%
Italy	6,999	7,217	▼ -3.0%

**Browsing language choice**

	2018 (sessions)	2017 (sessions)	Change (%)
English	56,983	59,347	▼ -4.0%
Spanish	16,588	12,984	▲ 27.8%
French	9,875	10,566	▼ -6.5%
Italian	8,313	8,758	▼ -5.1%
German	7,375	9,410	▼ -21.6%

**Traffic channels overview**

	2018 (sessions)	2018 (%)	2017 (sessions)	2017 (%)	Change (%)
Organic Search Channel	73,503	52.2%	84,243	56.8%	▼ -12.7%
Direct Channel	45,933	32.6%	34,938	23.5%	▲ 31.5%
Referral Channel	15,371	10.9%	22,318	15.0%	▼ -31.1%
Social Channel	6,089	4.3%	6,936	4.7%	▼ -12.2%

**Device types overview**

	2018 (sessions)	2018 (%)	2017 (sessions)	2017 (%)	Change (%)
Desktop	79,312	56.8%	92,446	62.2%	▼ -14.2%
Mobile	46,655	33.4%	41,414	27.8%	▲ 12.7%
Tablet	13,562	9.7%	14,856	10.0%	▼ -8.7%

# 3 EuroVelo 15 - Rhine Cycle Route

## Key metrics

	2018	2017	Change (%)
Total pageviews	771,105	728,469	5.9%
New unique visitors	216,520	199,664	8.4%
Returning unique visitors	39,458	36,653	7.7%
Overall bounce rate	48.2%	47.6%	0.6%
Overall sessions	296,097	269,883	9.7%
Average session duration	2.36 mins	2.32 mins	1.8%
Pages viewed per session	2.8	2.9	-2.7%

## Visitors by country (Annual Top 5)

	(visitors)	(visitors)	Change (%)
Germany	89,168	83,967	6.2%
France	25,829	28,004	-7.8%
Netherlands	20,072	17,539	14.4%
Switzerland	16,915	17,578	-3.8%
United Kingdom	13,836	12,432	11.3%

## Browsing language choice

	(sessions)	(sessions)	Change (%)
German	115,538	109,101	5.9%
English	61,782	53,675	15.1%
French	36,782	40,211	-8.5%
Dutch	27,351	24,610	11.1%
Spanish	4,789	3,779	26.7%

## Traffic channels overview

	(sessions)	(%)	(sessions)	(%)	Change (%)
Organic Search Channel	158,742	53.6%	150,845	55.9%	5.2%
Referral Channel	80,350	27.1%	77,440	28.7%	3.8%
Direct Channel	54,416	18.4%	38,886	14.4%	39.9%
Social Channel	2,456	0.8%	2,507	0.9%	-2.0%

## Device types overview

	(sessions)	(%)	(sessions)	(%)	Change (%)
Desktop	149,851	51.2%	150,583	55.8%	-0.5%
Mobile	97,323	33.2%	73,983	27.4%	31.5%
Tablet	45,682	15.6%	45,317	16.8%	0.8%

## 4 Country example: France

### Key metrics

	2018	2017	Change (%)
Total pageviews	1,114,449	915,965	▲ 21.7%
New unique visitors	225,271	184,385	▲ 22.2%
Returning unique visitors	41,239	30,170	▲ 36.7%
Overall bounce rate	44.1%	40.0%	▲ 4.2%
Overall sessions	338,607	268,912	▲ 25.9%
Average session duration	3.21 mins	3.22 mins	▼ -0.2%
Pages viewed per session	3.6	4.0	▼ -7.9%

### Routes (Annual Top 5)

	(pageviews)	(pageviews)	Change (%)
EuroVelo 15 - Rhine Cycle Route	86,648	92,694	▼ -6.5%
EuroVelo 6 - Atlantic – Black Sea	67,286	39,770	▲ 69.2%
EuroVelo 3 - Pilgrims' Route	49,713	34,947	▲ 42.3%
EuroVelo 1 - Atlantic Coast Route	37,606	34,298	▲ 9.6%
EuroVelo 4 - Central Europe Route	25,815	20,497	▲ 25.9%

### Traffic channels overview

	(sessions)	(%)	(sessions)	(%)	Change (%)
Organic Search Channel	177,348	51.7%	125,344	46.5%	▲ 41.5%
Referral Channel	96,189	28.0%	88,193	32.7%	▲ 9.1%
Direct Channel	60,684	17.7%	49,025	18.2%	▲ 23.8%
Social Channel	8,834	2.6%	7,083	2.6%	▲ 24.7%

### Device types overview

	(sessions)	(%)	(sessions)	(%)	Change (%)
Desktop	194,393	56.7%	162,770	60.4%	▲ 19.4%
Mobile	115,396	33.6%	77,073	28.6%	▲ 49.7%
Tablet	33,309	9.7%	29,850	11.1%	▲ 11.6%