

WHO ARE BELGIUM'S BIKE TOURISTS AND DAY-TRIPPERS?

As part of its role as the EuroVelo National Coordination Centre, Pro Velo conducted the Bike Tourism Survey to gain a better understanding of bike tourism in Belgium.

Between June and October 2025, **555 people** responded to two online surveys, one distributed by Pro Velo and the other on the Iconic Cycle Routes website. Nine out of ten people recommend their route! What motivates them? Nature, proximity, discovery and well-being... as well as local benefits that support the local economy. However, improvements are still expected in terms of services.



BIKE TOURISTS (46% OF RESPONDENTS)

stays of at least one night, focused on cycling (itinerant or star-shaped itineraries starting from the same accommodation).



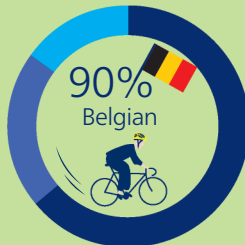
DAY TRIPPERS (54% OF RESPONDENTS)

day trips or excursions lasting a few hours by bike.

GENERAL PROFILE

15%
in Flanders

21%
in Brussels



40% ♀
60% ♂

66%
are between 45 and 74 years old

EXPERIENCE IN BIKE TOURISM



47%
have already taken a cycling holiday in Belgium



52%
have already taken a touring holiday in Belgium

DEPARTURE FROM HOME BY BIKE

61%
of Belgian day-trippers

43%
of Belgian bike tourists

WHO ARE THEY

SPENDING PER PERSON

36€
per day

115€
per night

MAIN MOTIVATIONS

72%
Enjoying the landscape and nature

51%
Staying fit and healthy

49%
Discovering the region

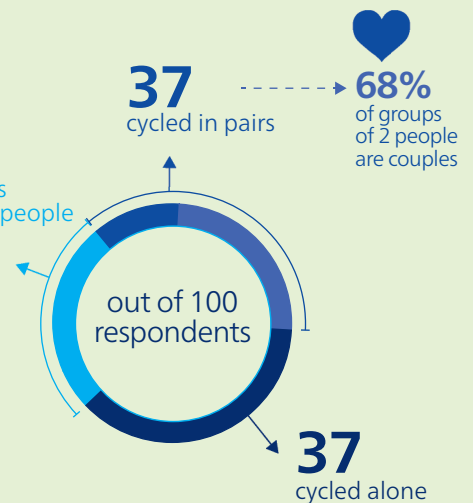
TRAVEL COMPANIONS

26 cycled in groups of more than 2 people

37 cycled in pairs

68% of groups of 2 people are couples

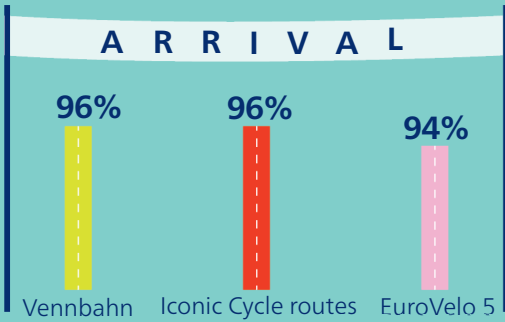
21% of groups of at least two people cycled with at least one person under 18



RATING OF ROUTES

89% of respondents recommend the route they took

And among the top 3



MOST POPULAR ROUTES (for part or all of the trip)

39%
The cycle nodes

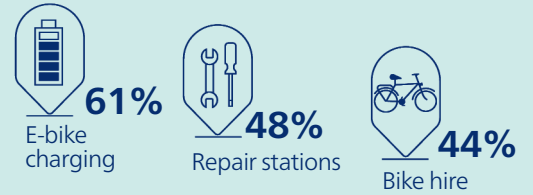
32%
A EuroVelo

31%
A RAVel**

19%
An Iconic Cycle Route **

THEIR ROUTES

THEY ARE DISSATISFIED WITH

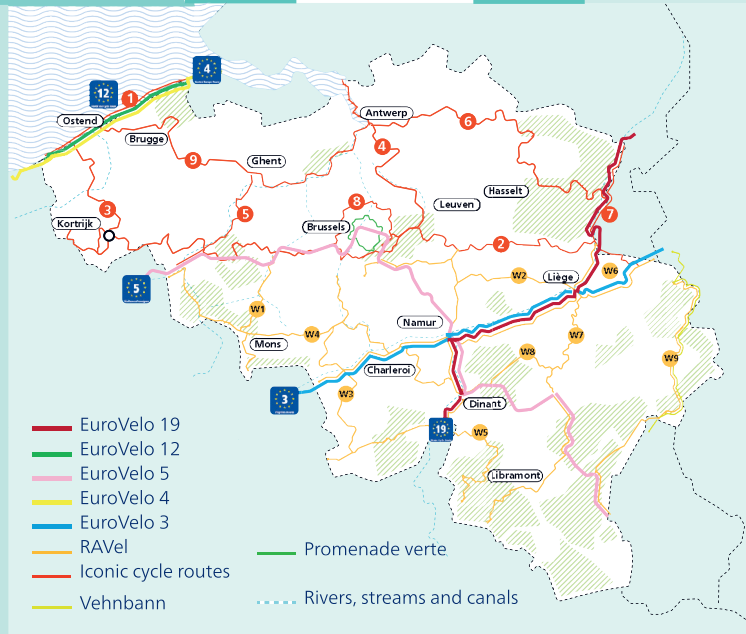


TOP 3 MOST TRAVELLED EUROVELO ROUTES (by respondents)

EuroVelo 19
47%
Cycling along the Meuse

EuroVelo 5
32%
Via Romea

EuroVelo 3
29%
Pilgrims' Route



WHAT IS IMPORTANT FOR THEM

80%
Picnic areas

75%
Fountains and drinking water points

71%
Cafés and restaurants

MOST FREQUENTED ROUTES

78%
Iconic Cycle Routes

63%
The Vennbahn

86% is itinerant

74% use a classic bike

NIGHTS

63%
in a bed and breakfast or hotel

26%
in a tent at a campsite

16% with a local resident through an initiative such as WarmShower, Welcome to My Garden, Vrienden op de Fiets, etc.

THEY MAKE MORE STOPS THAN DAY TRIPPERS

73% Eating in a café or restaurant

66%*** Visiting a point of interest (museum, attraction, natural site, etc.)

61% Visiting a town or village

38% Tasting / buying local products

FOCUS ON BIKE TOURISTS

48%
Stages between 40 and 80 km/day

HOW DO THEY PREPARE?

More than 70% combine at least two sources of information when preparing and during their stay

The **3 main** ways of navigation:

69%
signposting

58%
mobile apps

53%
GPS

*RAVeL: Réseau Autonomes des Voies Lentes (Autonomous Network of Slow Roads) ** The use of Walloon routes is higher than Flemish routes, as our survey included more Walloon respondents than Flemish respondents. *** 34% a heritage site or museum 32% a natural site