

# 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)

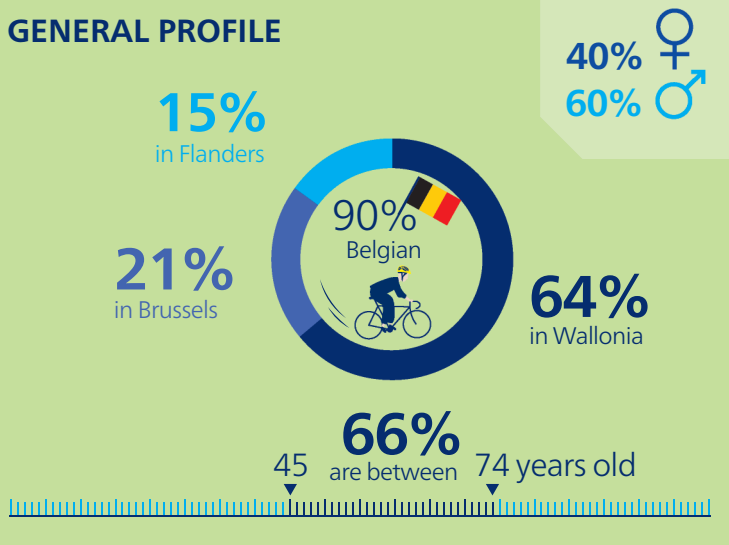
stays of at least one night, focused on cycling (itinerant or star-shaped itineraries starting from the same accommodation).



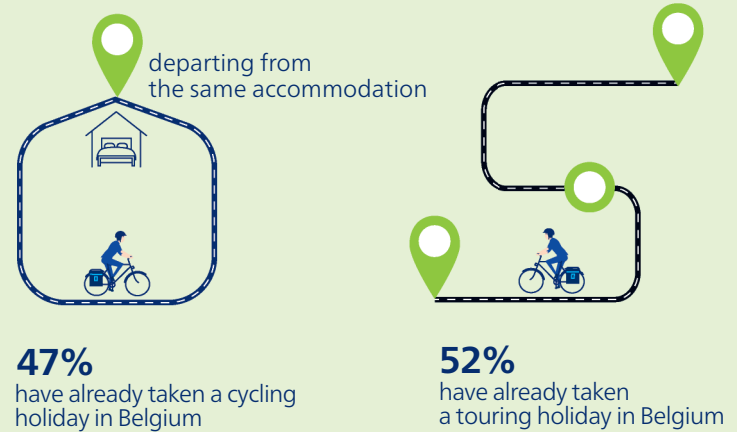
## DAY TRIPPERS (54% OF RESPONDENTS)

day trips or excursions lasting a few hours by bike.

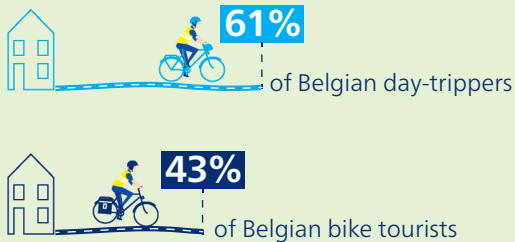
## GENERAL PROFILE



## EXPERIENCE IN BIKE TOURISM

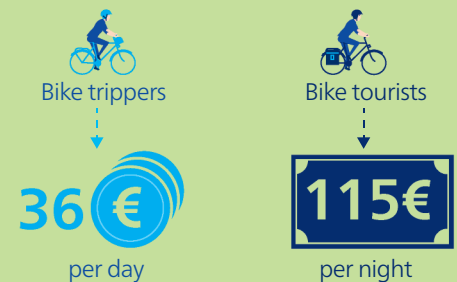


## DEPARTURE FROM HOME BY BIKE

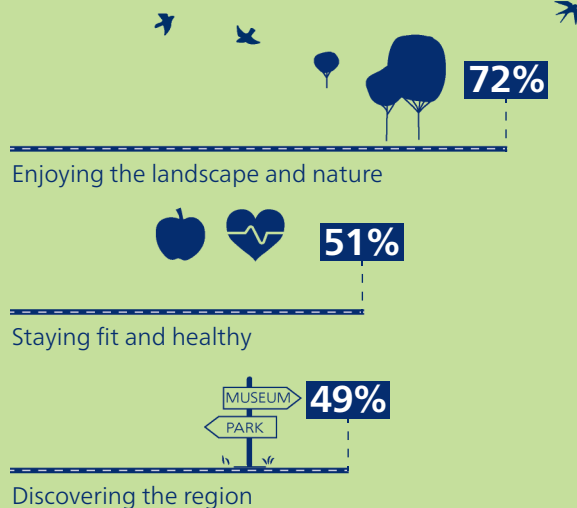


## WHO ARE THEY

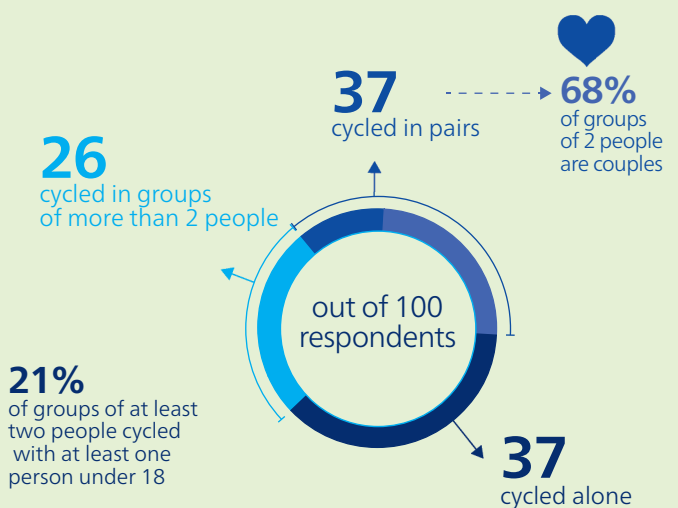
## SPENDING PER PERSON



## MAIN MOTIVATIONS



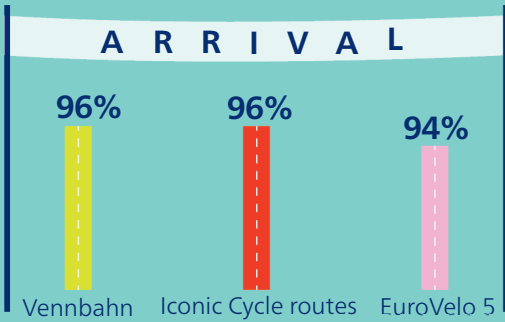
## TRAVEL COMPANIONS



## 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

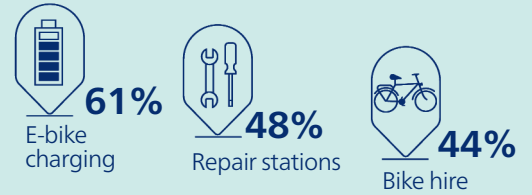
**32%**  
A EuroVelo

**31%**  
A RAVel\*\*

**19%**  
An Iconic Cycle Route \*\*

## THEIR ROUTES

### THEY ARE DISSATISFIED WITH

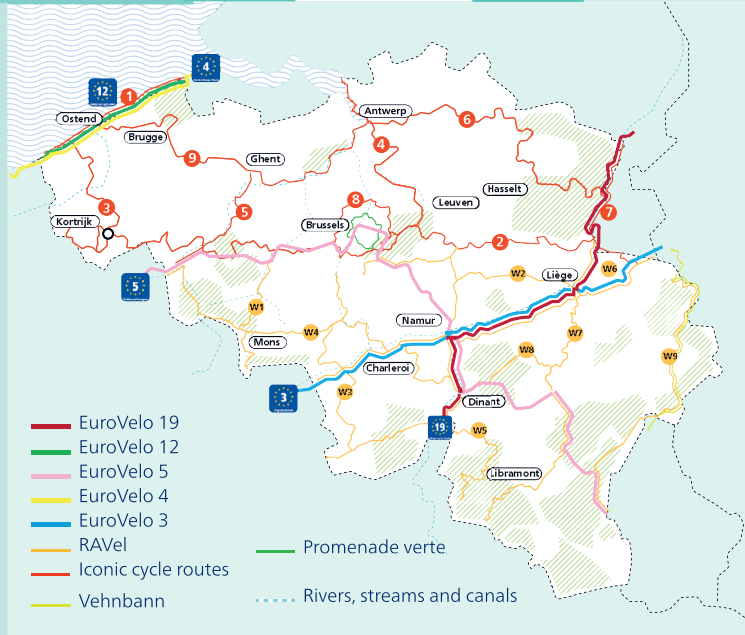


## TOP 3 MOST TRAVELLED EUROVELO ROUTES (by respondents)

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

## 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

**86%** is itinerant

**74%** use a classic bike

## FOCUS ON BIKE TOURISTS

**48%** Stages between 40 and 80 km/day

## 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.

## 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