

Europe Cycle Tourism Market Size, Share & Trends Analysis Report By Group (Groups/Friends, Couples, Family, Solo), By Booking Mode (Direct, Travel Agent), By Age Group (18 To 30 Years, 31 To 50 Years, Above 50 Years), By Country, And Segment Forecasts, 2025 - 2033

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Abstracts

Europe Cycle Tourism Market Size & Trends

The Europe cycle tourism market size was estimated at USD 53.30 billion in 2024 and is expected to grow at a CAGR of 10.9% from 2025 to 2033. The growth of cycle tourism in Europe is fueled by strong environmental consciousness, expanding cycling infrastructure like the EuroVelo network, and the rising popularity of e-bikes, which make longer and more challenging routes accessible to diverse age groups and fitness levels. At the same time, increased government support, improved integration with public transport, and the appeal of rural, off-the-beaten-path destinations draw more travelers to choose cycling as a meaningful, low-impact way to explore the continent.

Tourism contributes around 8% of global emissions, with transport accounting for half. Cycling tourism is emerging as a vital tool in tourism climate action plans, promoting low-emission travel, supporting local quality of life, and delivering economic benefits for destinations and communities. The European Cyclists' Federation (ECF) emphasizes its role in reducing carbon emissions by offering a low-impact alternative to car or air travel. By encouraging more people to explore destinations by bike, Europe is aligning tourism industry growth with its climate commitments.

Multimodality in cycling tourism emphasizes seamless integration between bicycles and

sustainable transport options like trains and buses. This approach allows travelers to reach a wider range of destinations while reducing reliance on cars and lowering their carbon footprint. Initiatives such as the Cyclists Love Trains report and surveys in the Danube region are helping identify infrastructure gaps and improve services, making it easier for cyclists to transport their bikes across areas.

High-quality infrastructure and services are fundamental to the success of cycling tourism in Europe. Leading destinations such as long-distance trails, greenways, and looped circuits provide safe, enjoyable travel and connect tourists to a region's unique cultural and natural aspects. To help, local authorities and stakeholders in the tourism industry enhance their offerings, the ECF has introduced tools like the EuroVelo Development Guide and the European Certification Standard, which provide structured methods to design, assess, and improve cycling routes across Europe.

Cycling tourists tend to spend more than other types of travelers. In 2024, daily spending by cycling tourists in Germany ranged between €117 and €130. In France, they spent an average of €68 per day, 24% more than regular tourists. Similarly, in Quebec, cycling tourists spent about 6% more than the average visitor, highlighting the economic value they bring to destinations.

Cycling tourism significantly boosts local economies and generates employment across Europe. In 2012, it had an estimated economic impact of €44 billion across the continent. By 2024, Germany saw €23 billion in revenue and around 284,000 jobs linked to the sector. The Netherlands reported €942 million in 2019 from domestic cyclists, while France's EuroVelo 19 route generated €10.2 million in 2023, with an average of €22,800 in direct revenue per kilometer per year.

Europe Cycle Tourism Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Europe cycle tourism market report based on group, booking mode, age group, and country:

Group Outlook (Revenue, USD Billion, 2021 - 2033)

Groups/Friends

Couples

Family

Solo

Booking Mode Outlook (Revenue, USD Billion, 2021 - 2033)

Direct

Travel Agent

Marketplace Booking

Age Group Outlook (Revenue, USD Billion, 2021 - 2033)

18 to 30 Years

31 to 50 Years

Above 50 Years

Country Outlook (Revenue, USD Billion, 2021 - 2033)

UK

Germany

France

Italy

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