

REACH **MORE THAN 15 MILLION**
RECREATORS, SPORTSMEN AND
OUTDOOR ENTHUSIASTS!

A woman with long brown hair in a bun, wearing a green jacket and black shorts, is hiking away from the camera on a dirt trail. The trail is bordered by a rustic wooden log fence on the right. The background shows a vast, hazy landscape with rolling hills, a valley with a winding road, and a small town in the distance under a cloudy sky.

 **ROUTE
YOU**



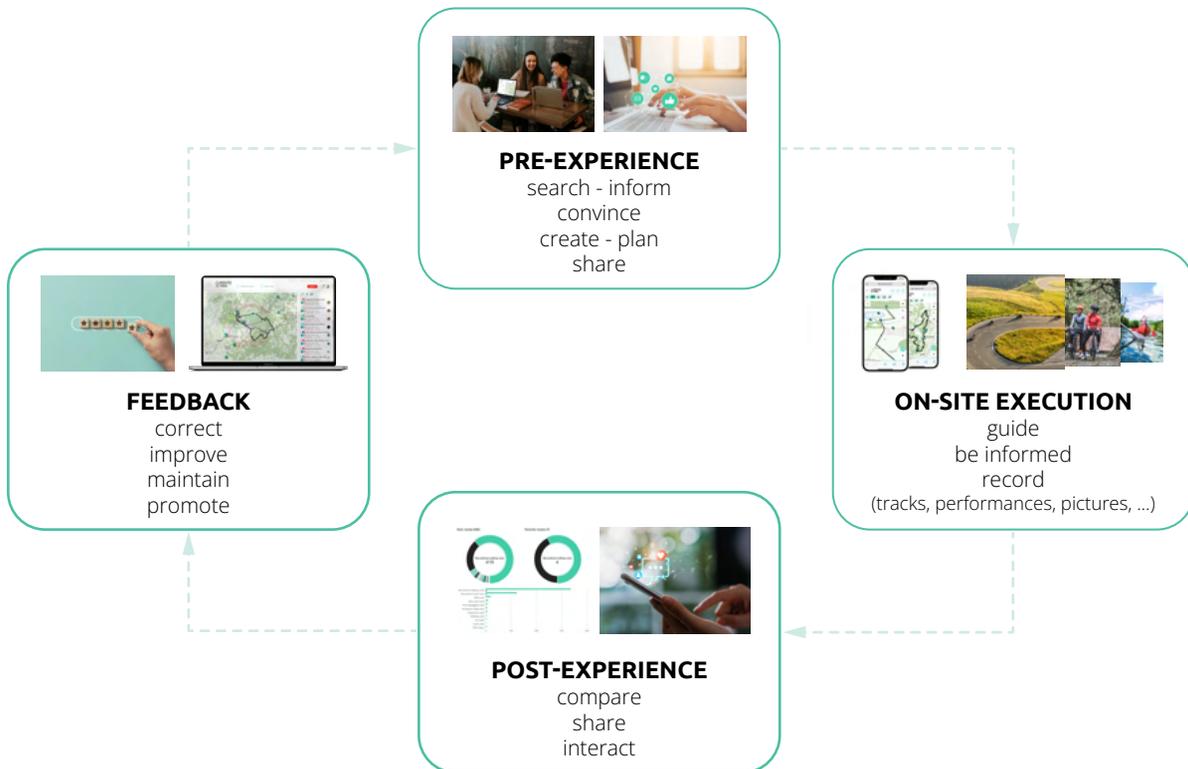
ABOUT ROUTEYOU

RouteYou is the gateway for millions of people to experience outdoor adventures. From the local hiker, to the novice road cyclist, to the trained mountain biker to the bravest hiker. Our platform makes **finding, planning and discovering** routes, or rather outdoor experiences, easy and accessible for everyone.



A COMPLETE RECREATION-CYCLE

The goal of RouteYou is to provide end users and organizations with a solution to go through the entire recreation cycle. From pre-experience to on-site execution, to post-experience and the ability to process feedback.



MORE THAN 18 YEARS OF EXPERIENCE

RouteYou was founded in 2005. Soon it offered a unique tool to find and create fun recreational routes. That was complemented by the ability to combine the routes with interesting information along the way.

RouteYou combines all the elements needed to plan, share, use and discover routes in one convenient platform, available on computer, tablet and smartphone.

In 18 years, our community-based platform for recreational routes grew to become a reference for end users and professional organizations alike.



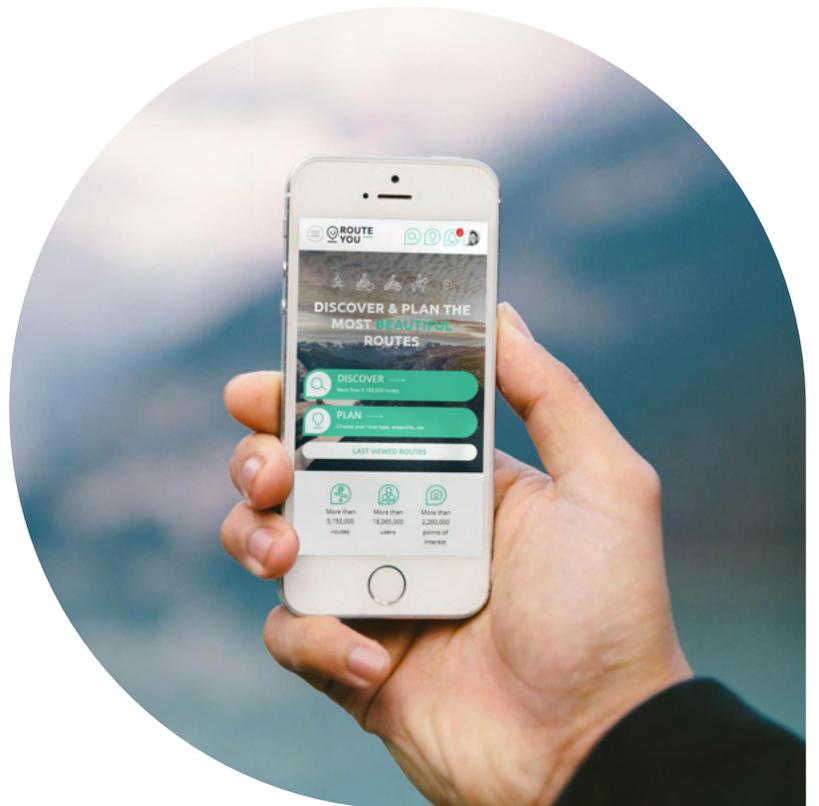
A TOOL FOR EVERYONE



RouteYou aims at the large group of recreational users, athletes and outdoor enthusiasts.

Regardless of the choice of travel, **everyone can get started with RouteYou**: hikers, cyclists, horseback riders, motorcyclists, old-timer chauffeurs, ...

And regardless of the preference of navigation: **smartphone, GPS or printed maps**.





THE MOST ADVANCED ROUTE PLANNER IN THE WORLD

With RouteYou you have access to the most advanced recreational route planner in the world. In order to offer you the best routes, our route planner takes into account, among other things:

- More than 40 specific variables adapted to the type of activity
- Professional references
- Feedback from the ever-growing RouteYou community
- A wide range of map layers

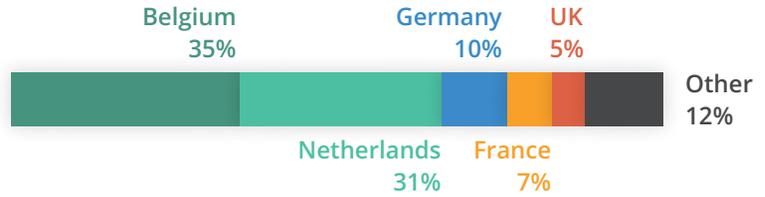
A unique combination that sets us apart from others and leads to better results.



INTERNATIONALLY DEPLOYABLE

RouteYou is multilingual and offers functionality that can be used worldwide.

Expected total visits/year = 25,000,000



ROUTES / TYPE

- 60% cycle routes
- 28% walking routes
- 7% car and motorcycle routes
- 5% other routes

UK
153,000 routes

ROUTES / TYPE

- 61% cycle routes
- 29% walking routes
- 7% car and motorcycle routes
- 3% other routes

Netherlands
1,492,000 routes

ROUTES / TYPE

- 66% cycle routes
- 26% walking routes
- 4% car and motorcycle routes
- 4% other routes

Belgium
4,163,000 routes

ROUTES / TYPE

- 51% cycle routes
- 32% walking routes
- 13% car and motorcycle routes
- 4% other routes

Germany
275,000 routes

ROUTES / TYPE

- 71% cycle routes
- 16% walking routes
- 9% car and motorcycle routes
- 4% other routes

France
752,000 routes

ROUTEYOU IN NUMBERS



**ROUTE
YOU** —

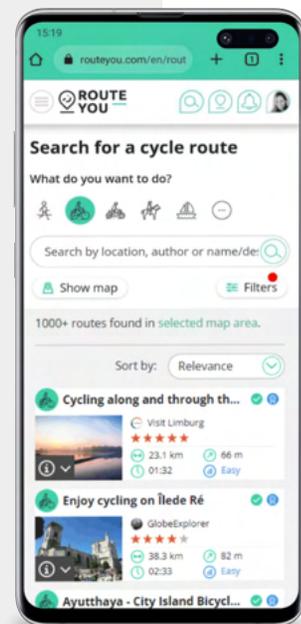


WEBSITE

-  25,000,000 expected visits / year
= on average 2,085,000 visits / month
-  75,300,000 expected page views / year
= on average 6,274,000 page views / month
-  + 7,500,000 routes
-  + 3,500,000 places of interest
-  170 million ad impressions / year

EXPECTED REACH

-  **15 million unique visitors / year**
 -  **900,000 registered users**
- Of these users, we reach
-  99% through notifications on RouteYou
 -  86% via targeted mailings
 -  20% via a digital newsletter
 - » monthly = 137,300 subscribers
68% NL - 18% EN - 9% FR - 4% DE
 - » weekly = 13,350 subscribers
74% NL - 11% EN - 10% FR - 2% DE



VIDEOS

-  In 2022 we organized **31 webinars** serving **32,000 participants**
-  **4,140 YouTube subscribers**
 - » 482,200 video views
 - » 30,700 hours of viewing time





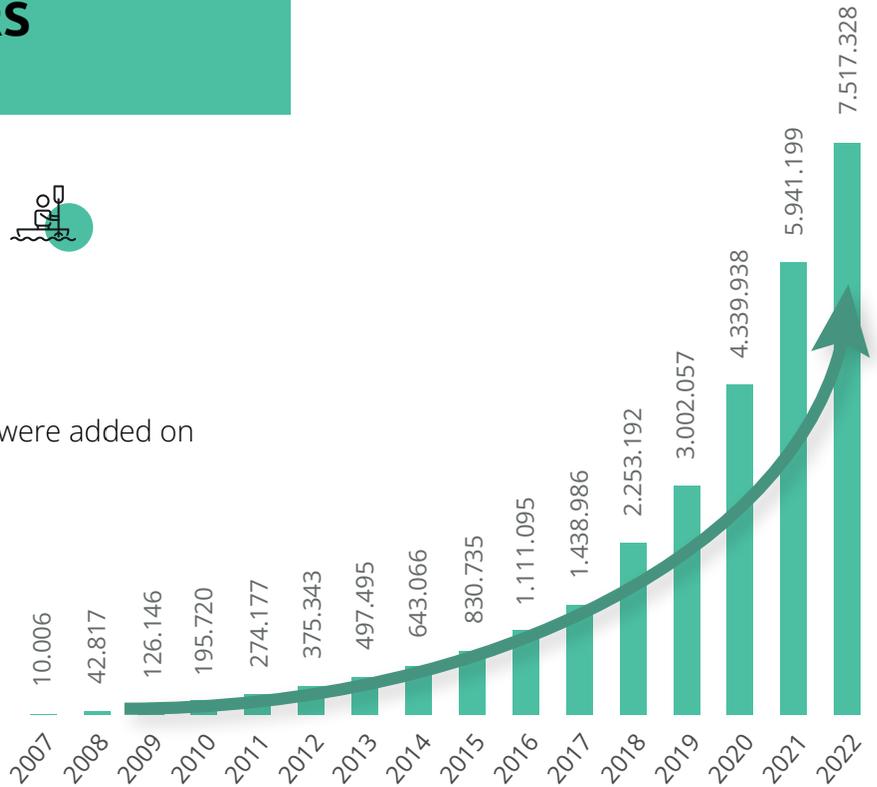
PROFILE ROUTEYOU USERS



ACTIVITY

In 2022, a whopping 1,620,000 routes were added on RouteYou!

growth of
26,5%
versus 2021



7,500,000 ROUTES ON ROUTEYOU



64%
cycle
routes



26%
walking
routes

MAIN USAGE OF THE ROUTES IN 2022



51%
cycle
routes



40%
walking
routes



CYCLING

→ 993,000 PLANNED CYCLE ROUTES



46%
road bike
routes



40%
recreational
cycle routes



9%
MTB
routes



4%
gravelbike
routes

growth of
18%
versus 2021



MOTORISED

6% of all routes are motorcycle and car routes, and here too we detect strong growth in 2022:



Oldtimer routes: +6,100, the total now stands at 17,700 routes



Scooter routes: +10,500, making a total of 26,000 routes



Touring motorcycle routes: +21,000, accounting for a total of 99,600 routes



NICHES



Boat routes: +250, the new total is 7,500 routes



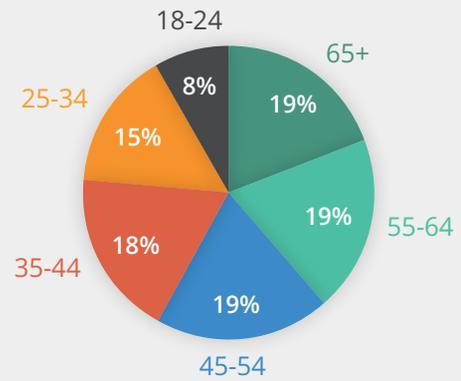
Inlineskating routes: +1,750, with now a total of 5,400 routes



Equestrian routes: +1,950, and thus a total of 9,250 routes

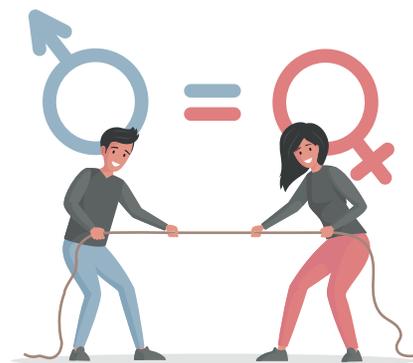
AGE

The strongest growing age group is that of young people between the age of 35 and 44. The most active age groups are those of 55- and 65-plus year olds.



GENDER

The male-female ratio on RouteYou is close to 1. In 2022, 49% of visitors were female. Men took the lead with 51%.



ORIGIN

The majority of the visitors on RouteYou come from Belgium and the Netherlands. The two frontrunners are followed by the trio of Germany, France and the United Kingdom. The peloton following the 5 main countries includes Switzerland, Austria, Spain, Italy and the United States.



LANGUAGE

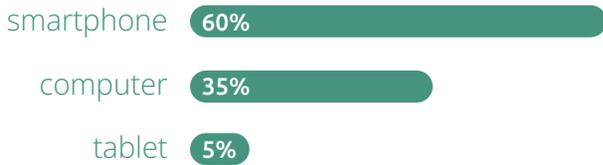
48% of visitors use RouteYou in Dutch. The second most used language is English (13%), followed by German (8%) and French (7%).



USAGE OF ROUTEYOU

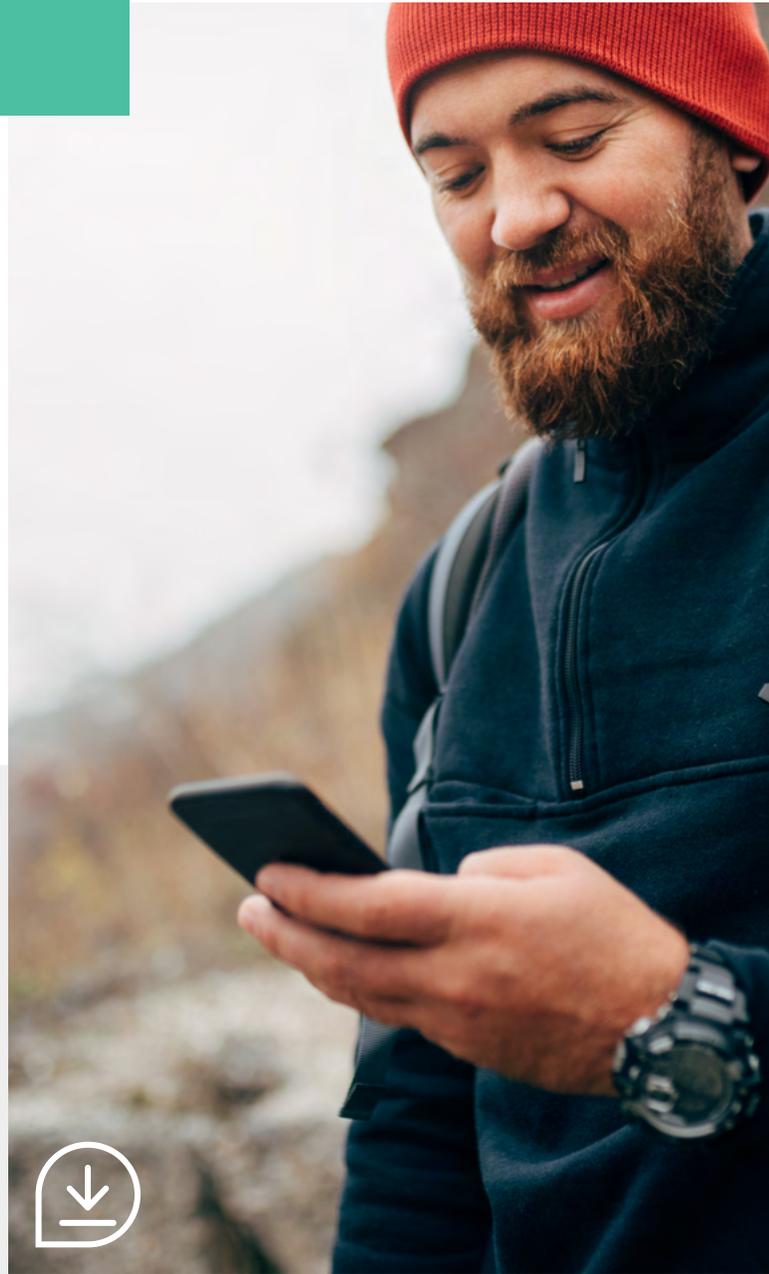
DEVICE

Smartphone usage continues to grow.
Tablets are losing more and more ground.



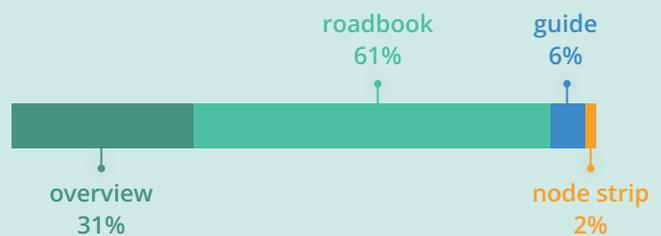
ROUTEYOU APP

The new RouteYou App has already been installed 532,000 times.



PAPER PRINT

In 2022, 1,357,000 prints were downloaded



**WANT TO KNOW MORE?
CONTACT US FOR A CONVERSATION!**

info@routeyou.com

