

Editorial partnerships, not advertising slots.

Handpicked European cycling routes for road cyclists who travel to ride.



WHAT IT IS

CyclingRoutes.cc is a curated European cycling route guide. Every route is ridden by the editor before publication. Every itinerary is built from first-hand experience.

Editorial integrity, route-anchored storytelling, and proper photography — held to the same standard you'd expect from a print cycling magazine.

Launched May 2026. Phase 1 of a 3-year editorial roadmap.

PUBLISHED TODAY

64 routes across Norway, Spain, France, and Italy

13 regions with destination guides and trip-planning context

4 multi-day curated itineraries — Mallorca 5d, Costa Blanca 5d, Norway 3d Sognefjord, Norway 3d Geiranger

15 Playbook articles answering the questions cyclists actually search for

4 languages — EN, NO, DE, ES — natively authored, not translated

First-month traffic.

Numbers below reflect the first 30 days after public launch in May 2026. Trajectory, not destination.

1,743

MONTHLY USERS

2,573

SESSIONS

1m 30s

AVG. ENGAGEMENT

9,440

SEARCH IMPRESSIONS

130 of ~350 pages indexed (37%) in the first 30 days — search visibility climbing as crawl coverage completes. Average search position: 9.

Where readers come from

The audience is international from day one — only 37% Norwegian, despite a Norwegian founder and Norway-anchored content cluster.

Norway	1,100	Canada	119
United Kingdom	463	Ireland	77
United States	251	Germany	70
Spain	176	Sweden	68

English-language markets (UK, US, Canada, Ireland) represent 910 users — 52% of total. German-speaking and Spanish-speaking traffic is meaningful and growing as native content matures in those languages.

What gets read

Top-trafficked pages reflect editorial spread, not a single hit. Search-driven traffic concentrates on the Norway authority cluster — Trollstigen-related queries dominate, with German-language Playbook articles also ranking. The German-language [/de/playbook/wann-oeffnet-col-du-galibier](#) sits among the site's top 3 search-driven pages, validating the multilingual editorial model.

How we work with partners.

CyclingRoutes.cc is editorial work, not advertising. We partner with hotels, kit brands, and tourism boards whose product genuinely matches what we'd recommend to a friend planning a trip.

HOTELS AND ACCOMMODATION

Editorial coverage on relevant region pages and integration into trip-builder itineraries. First-hand stays, editorial photography, route-context that aggregator listings don't carry.

Existing partner: Hotel Cap Negret (Altea, Costa Blanca) — first editorial accommodation partner. Non-commercial editorial collaboration. See cyclingroutes.cc/region/costa-blanca.

KIT AND EQUIPMENT BRANDS

Visible kit in editorial photography on new routes published going forward, plus content upgrades on existing routes when re-shoots happen. Editorial credit. Co-branded content where it fits both sides.

The audience is the right shape for premium kit brands: cyclists who travel to ride — destination-focused, planning trips weeks or months ahead, engaged with substance over hype.

TOURISM BOARDS AND DESTINATION PARTNERS

Route development and editorial coverage for destinations we'd want to ride anyway. Not press-release copy — the kind of content readers actually use to plan a trip.

Editorial standards we hold

First-hand only.	Routes ridden, hotels stayed at, kit worn before coverage.
Voice over volume.	One well-told route beats five generic listings.
Native multilingual.	EN, NO, DE, ES authored natively — not translated.
Disclosure where it matters.	Editorial partnerships clearly marked on partner-content pages.