

BIKELAND

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# **BENEFITS OF A NATIONAL CYCLE TOURISM COORDINATOR CENTER**

- Cohesive vision for bike tourism development all across Finland
- Enhances the cooperation between Bikeland and the regions
- National Welcome cyclist -program has made service development important part of most of the regional cycle tourism development projects

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**2021**



**2024**



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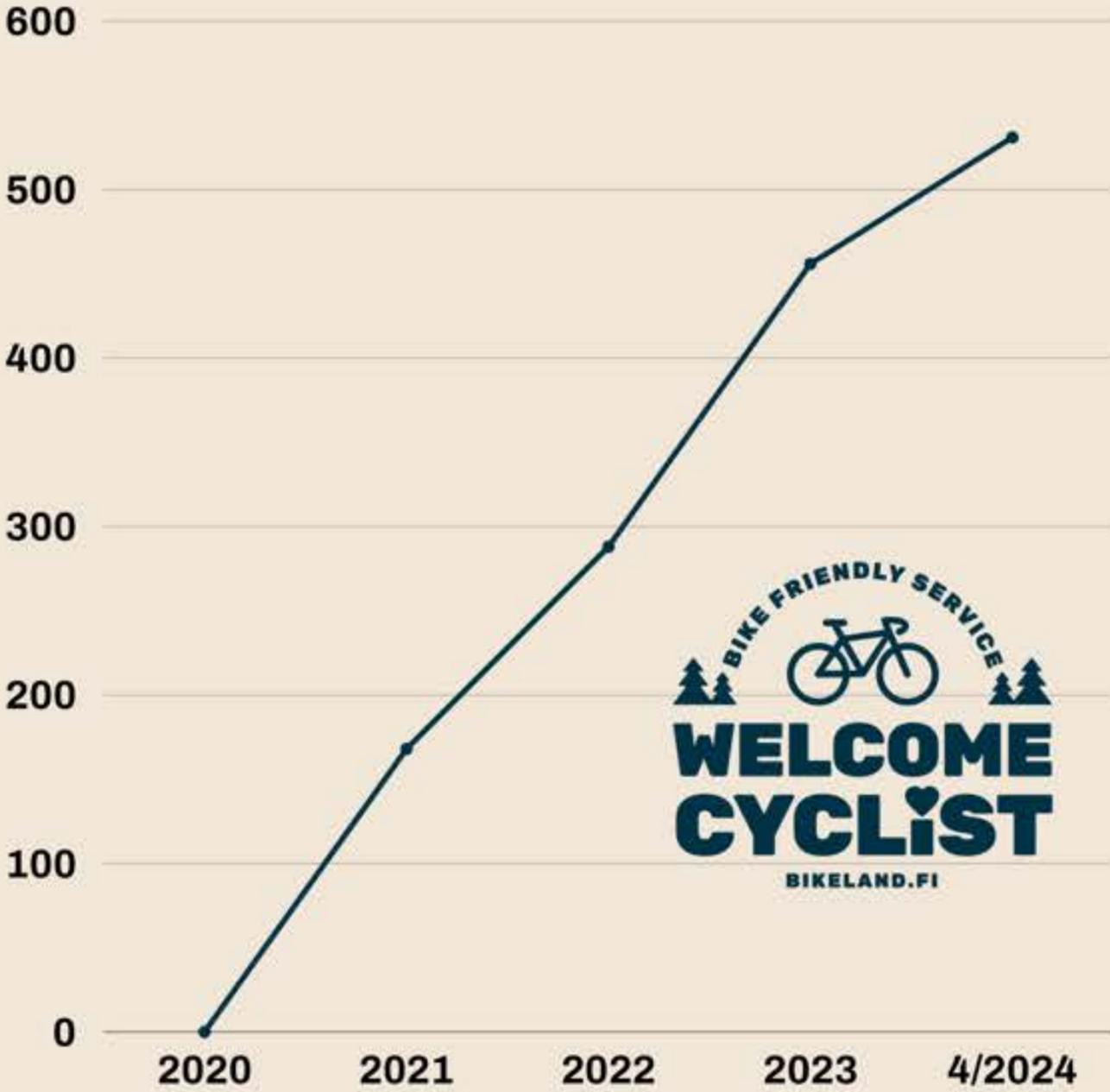


Saariston Rengastie  
Skärgårdens Ringväg  
The Archipelago Trail



**SELKÄMEREN ELÄMYSREITTI**  
PORI | PIHLAJA | YYYRI | KALLO | REPOSAARI | AHLAINEN | NOORMARKKU | PORI

# **WELCOME CYCLIST - BUSINESSES 2020-2024**



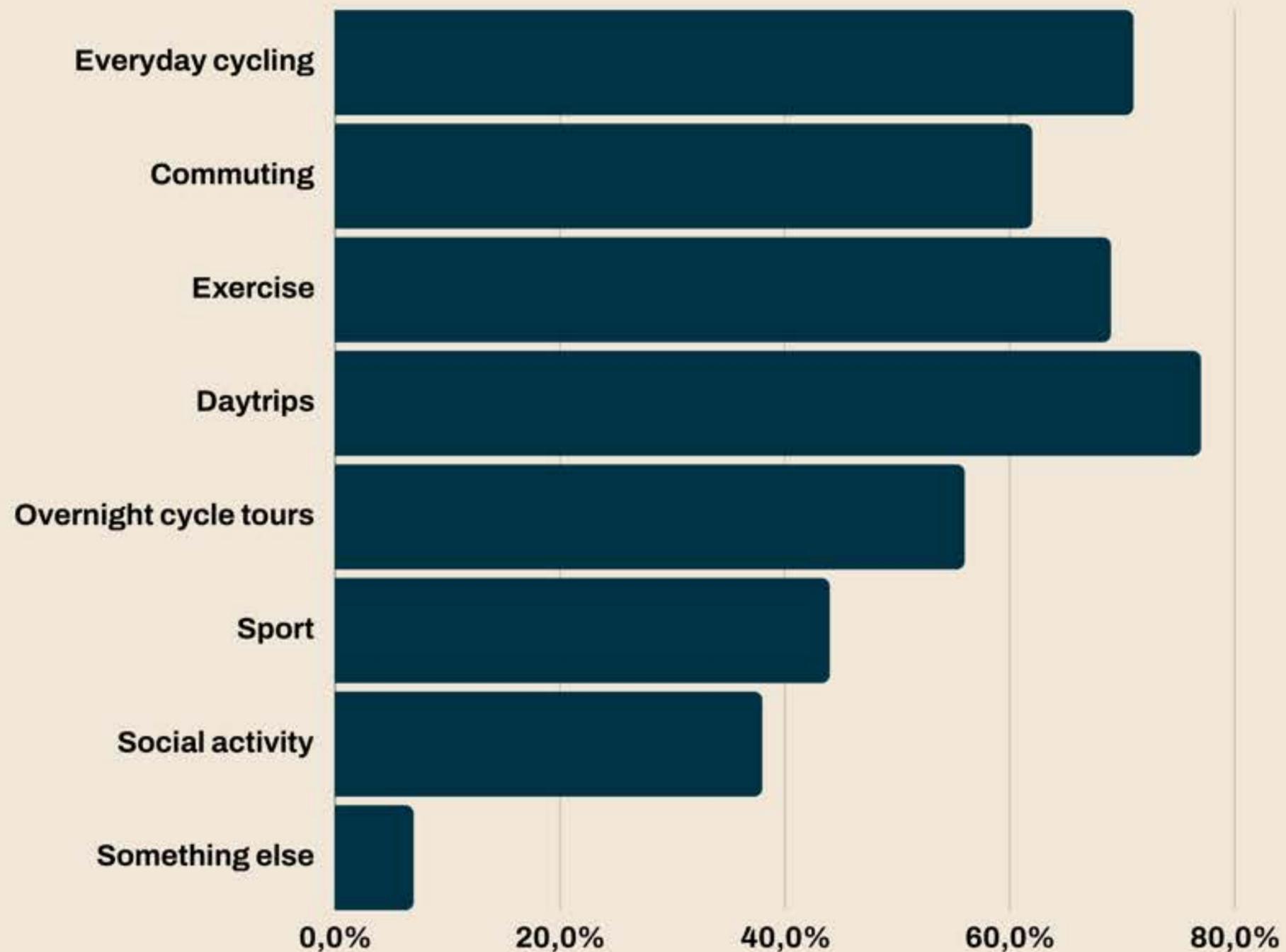
# **TOP COUNTRIES VISITING BIKELAND.FI**



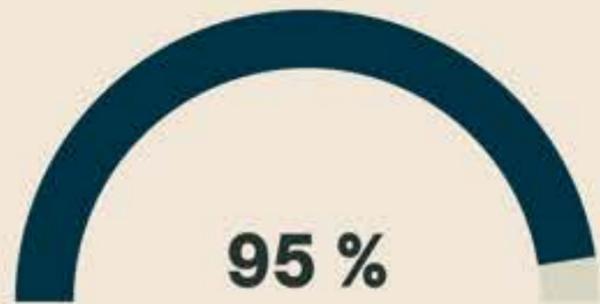
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# WHAT CYCLING IS TO FINNS?

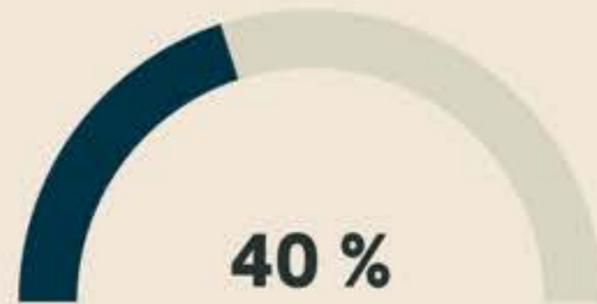
# WHAT CYCLING IS TO FINNS?



# WHAT KIND OF CYCLE TRIPS FINNS MAKE?



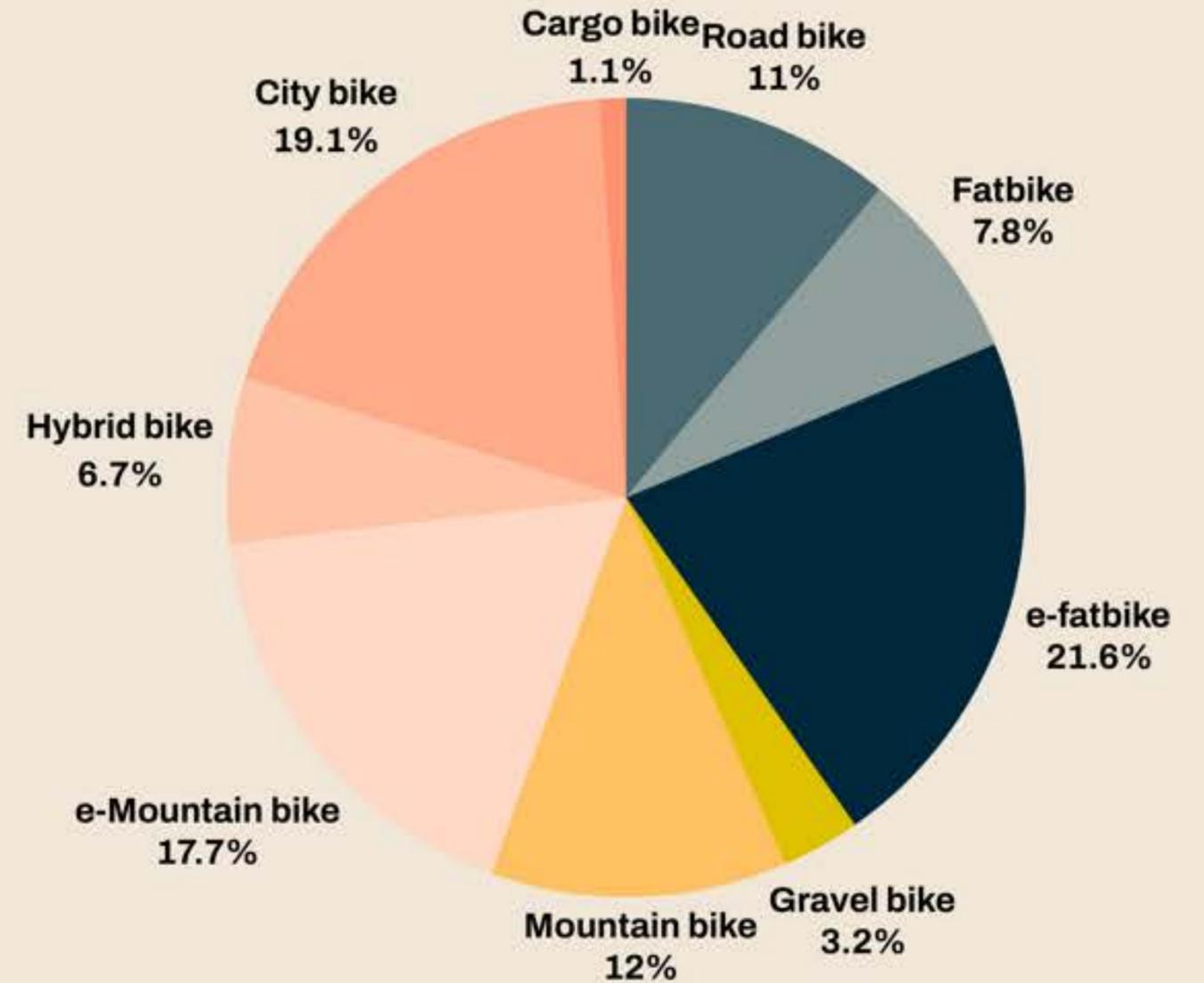
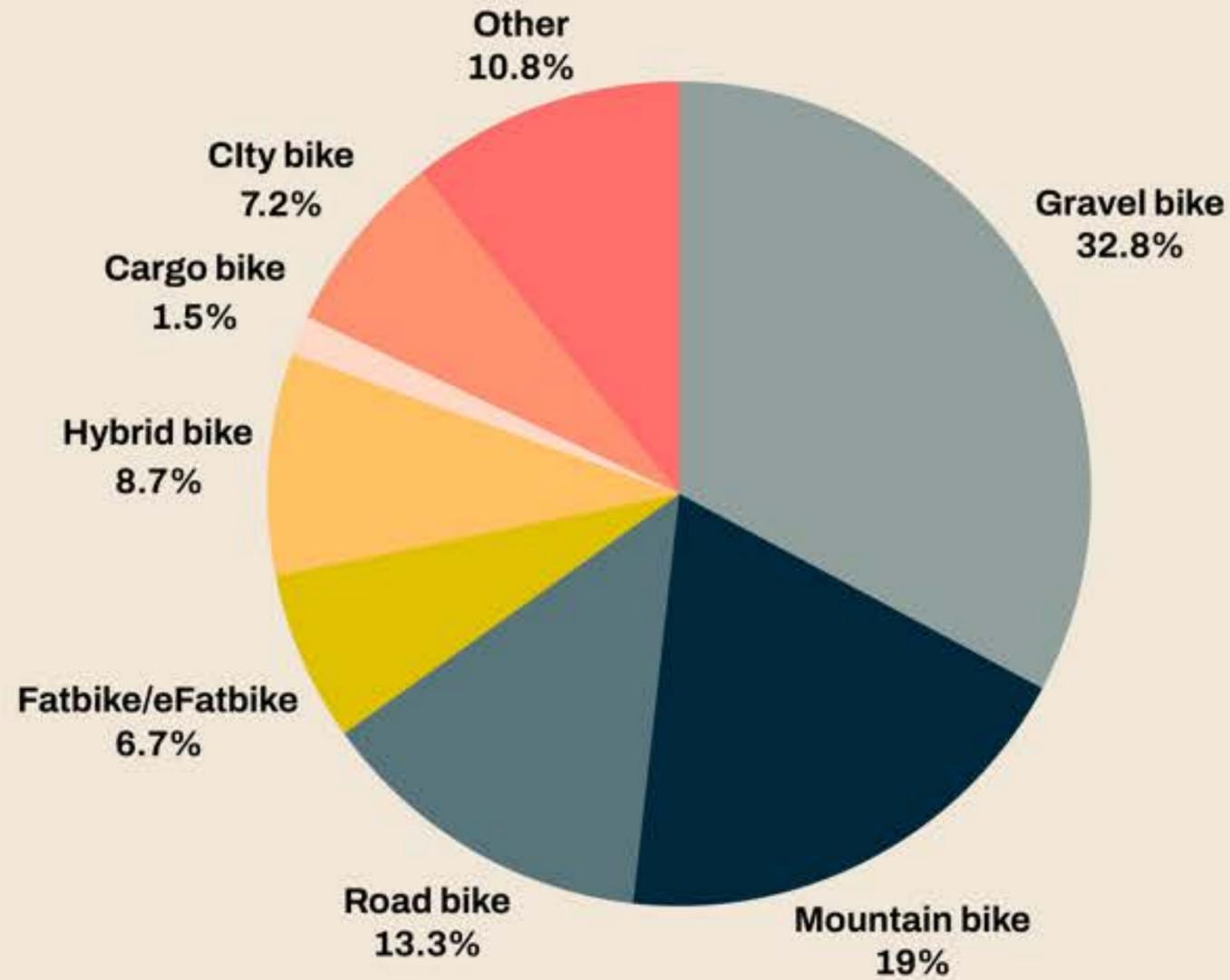
make day trips on their leisure time



make day trips on their holidays



# WHAT TYPE OF BIKES FINNS USE



rented a bike

Rental time on average 3,5 days

# TOP 5 REASONS FOR CHOOSING A CYCLE ROUTE



**NATURE**



**ADVENTURE**



**ATTRACTIONS**

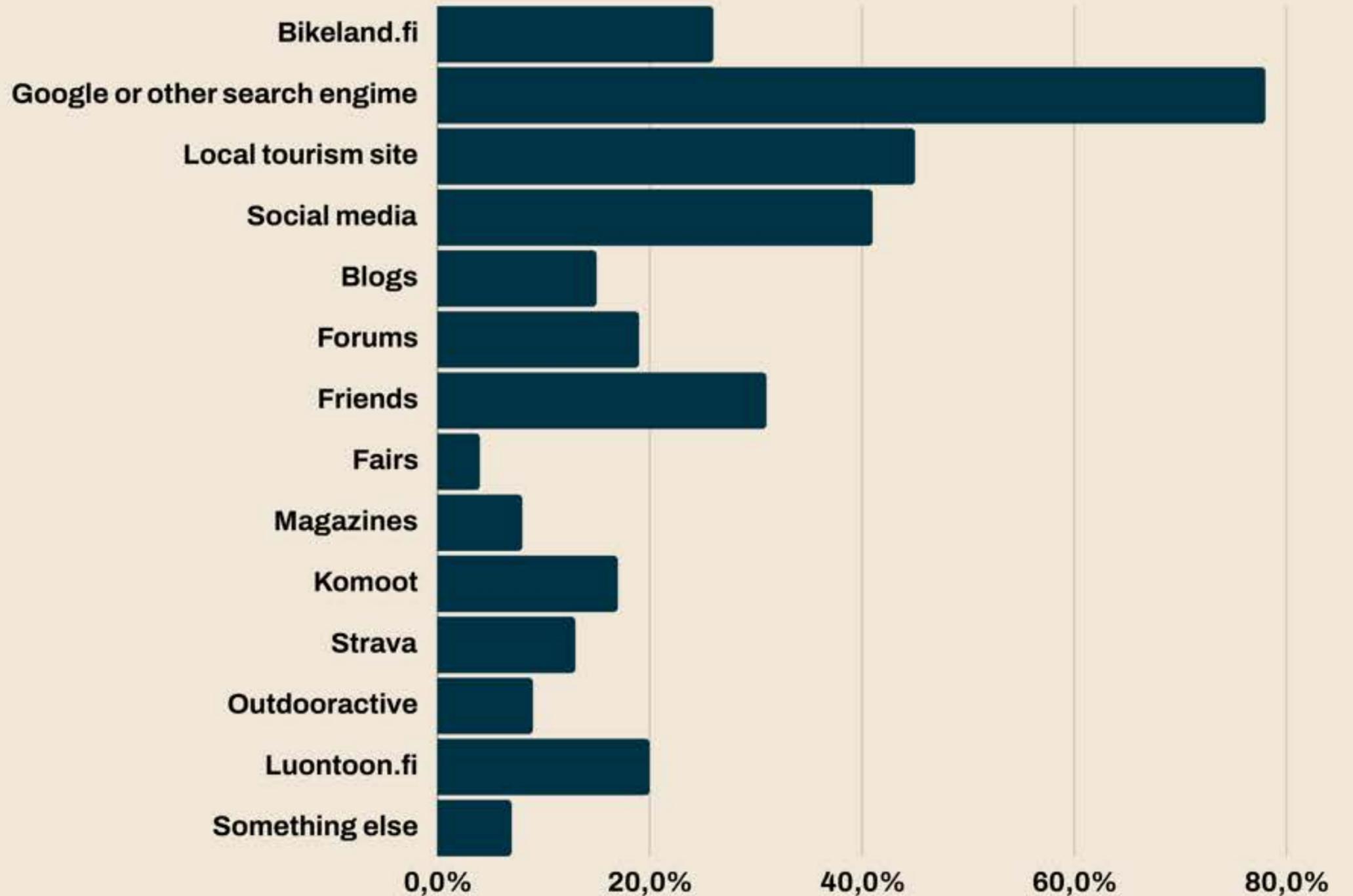
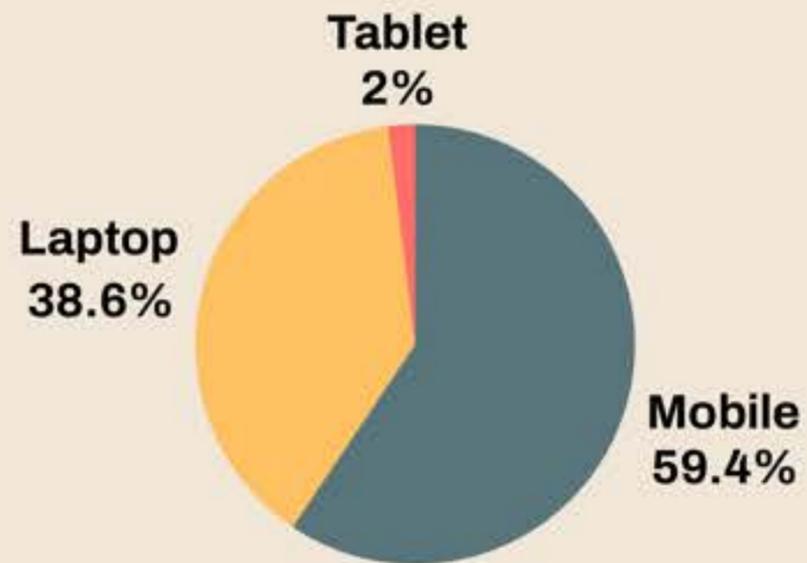


**ROUTE DIFFICULTY**

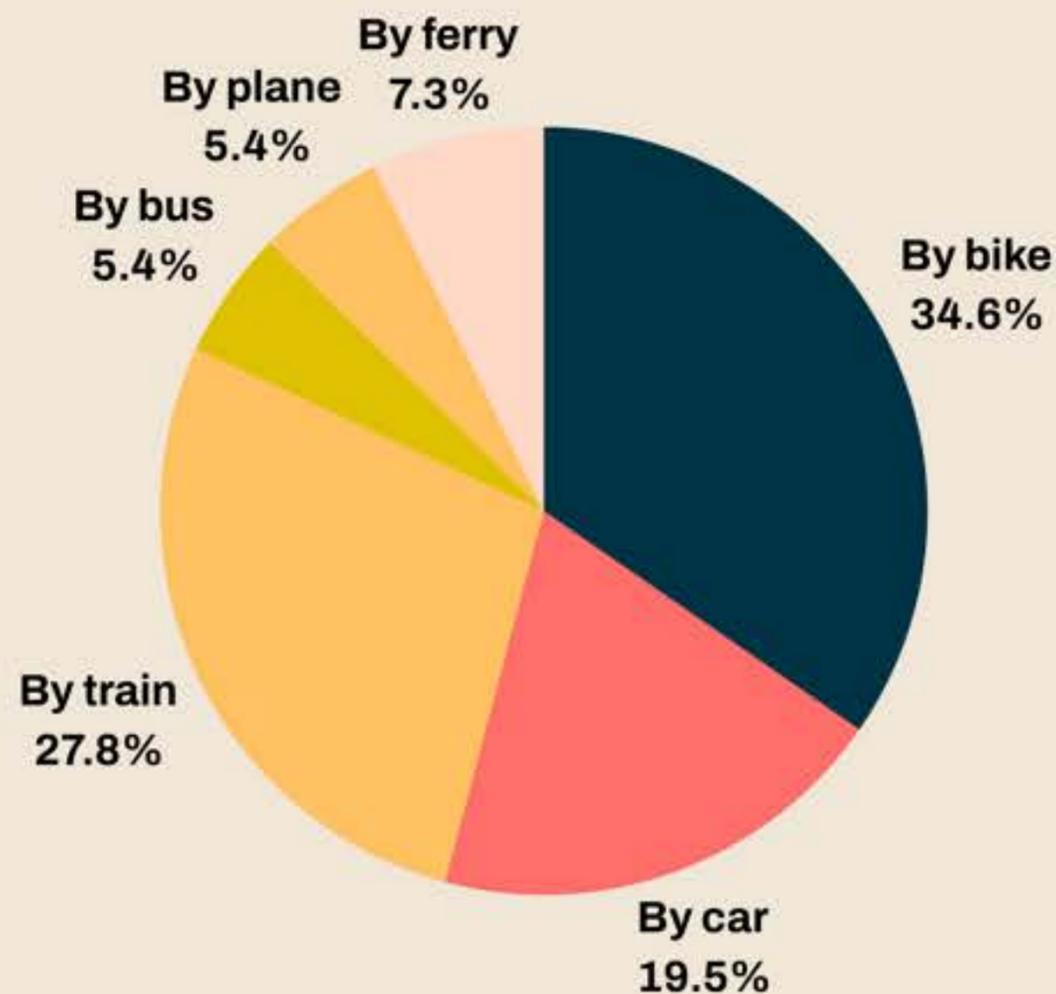


**FOOD & DRINK**

# INFORMATION SOURCES FOR PLANNING A BIKE TRIP



## HOW PEOPLE TRAVEL TO THE CYCLING ROUTES AND WHAT CHALLENGES THEY FACED



1

Bus or train didn't have enough space for transporting the bike

2

There was no bike ticket available for my journey

3

Purchasing bike ticket was complicated/not possible

4

It wasn't possible to reach the destination by public transport

5

It was hard to move around with the bike at the station

# MYTHBUSTERS



**MOSQUITO  
POPULATION**



**CLIMATE**



**SERVICE  
DENSITY**



**SAFETY**



**GRAVEL ROAD  
NETWORK**



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