

Cycling tourism - Opportunities for regional development in Baltic Sea Region

Bike across the Baltic project

June 4th 2024



Interreg
Baltic Sea Region



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Regional development in Baltic Sea Region

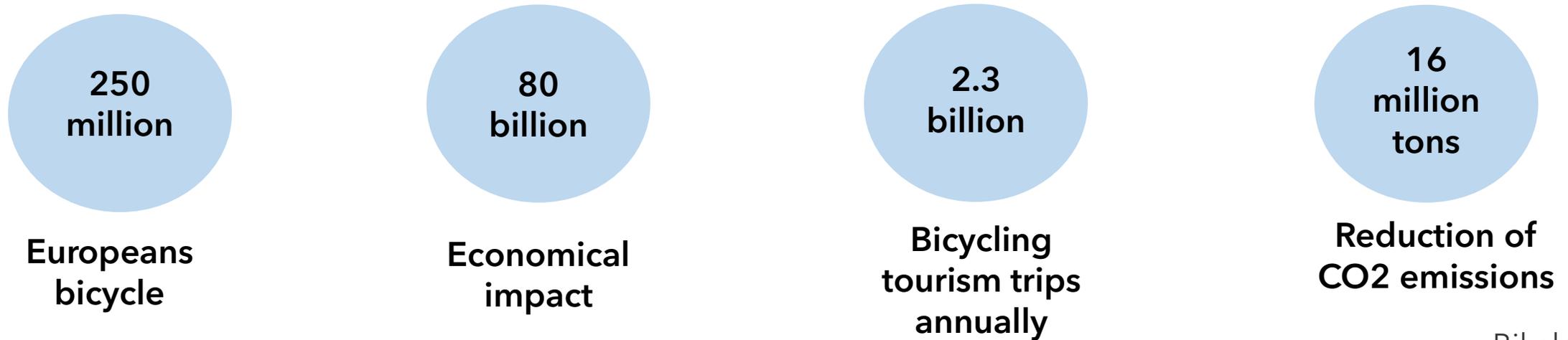
Challenges

- Rural and sparsely populated regions
- Underdeveloped pedestrian and bicycle infrastructure
- Lack of services

Opportunities

- Market of 90 million people
- Well connected with ferries
- Cooler climate
- Long summer nights

Why cycling tourism?



Bikeland data

Benefits entire communities

- Green transition in mobility
- Sustainable environmental, economic and social development
- Health benefits

Local & regional authorities in key position

- Tool & handbook on cycling tourism development
- Based on EuroVelo certification standards
- Focus on infrastructure, services, communication and public transport connections

Living document available



<https://nerc.turkuamk.fi/cycling-tourism-development/>



The product has been produced as a part of Bike across the Baltic project by Turku University of Applied Sciences

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Best cycling tourism development practices from BSR

- Developing The South Coast route in Skåne, Sweden
- Utilizing Private Roads in Cycle Tourism Routes in Finland
- EuroVelo 10 signposting in Finland
- Summer bicycle bus line in Gdańsk, Poland
- Recognize Cycling Friendly Places in western Pomerania, Poland
- Cyclist Friendly app in Pomeranian region, Poland
- Creating Self-Guided Navigation and Audio Tours for Cyclists, Estonia
- Journey planners, Finland, Estonia, Sweden



Reviewing the EuroVelo 10

- EuroVelo inspectors assessing the selected route segments
- Practical recommendations and insights on the state of the route for local authorities
- Descriptions on daily sections & communication material



Route development

Finland: Turku - Helsinki

Sweden: Stockholm region

Poland: Pomorskie region

Estonia: Tallin - Haapsalu



Bike across the Baltic

The project BAB helps public authorities across the region harmonise infrastructure development of the Baltic Sea Cycle route and promote cycling tourism in the region.

Interreg Baltic Sea Region
Budget 0,5million euros
August 2023 to July 2025

Benchmarking tool
Route assessment & descriptions
Policy recommendations
Knowledge transfer



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Benchmarking tool available at:



Thank you!

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For more info, visit our web page:

<https://interreg-baltic.eu/project/bab>

