EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

Interreg
Baltic Sea Region

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EU Strategy for the Baltic Sea Region

Policy Area Tourism

Magda Leszczyna-Rzucidło,
PA Tourism Coordinator



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EUSBSR PA Tourism provides a strong platform to reinforce sustainable tourism development in the Baltic Sea region, creates networks, and strengthens the dialogue with tourism industry stakeholders.

EUSBSR PA Tourism enhances the Baltic Sea region's profile, visibility and attractiveness.

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FOR THE BALTIC
SEA REGION
Policy Area Tourism

PROT
Pomorskie
Tourist Board

POHJOIS-
POHJANMAA
COUNCIL OF OULU REGION

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Policy Area Tourism

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EUSBSR Policy Area Tourism Actions

- Strengthening competitiveness in the tourism sector in rural and remote areas
- Securing a skilled workforce and promoting year-round tourism opportunities
- Promoting sustainable and regenerative tourism practices



Cooperation formats - annual meetings & webinars













Policy making - PA Tourism Steering Group



Country / EU	Institution
Denmark	VisitDenmark
Estonia	Ministry of Economic Affairs and Communications (MKM)
Finland	Business Finland
Sweden	Government Offices of Sweden (Regeringskansliet)
Lithuania	Ministry of the Economy and Innovation (EIMIN)
Latvia	Investment and Development Agency of Latvia (LIAA)
Poland	Ministry of Sport and Tourism (MSiT)
European Union	European Commission – DG REGIO

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BALTIC SEA TOURISM FORUM 2026

REGISTER NOW

2-3 November 2026



Denmark - Helsingør

CruiseBaltic

PORT OF HELSINGØR

train tourism
partnership for international train tourism

wonderful copenhagen

VisitDenmark

SCAN ME

PAC TOU website



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Baltic Biking UPGRADE

Project intro

Magda Leszczyna-Rzucidło, Pomorskie Tourist Board

Pomorskie Tourist Board

Interreg South Baltic

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BALTIC BIKING UPGRADE

Project at a glance

Baltic Biking UPGRADE strengthens cycling tourism along the southern EuroVelo 10 / Baltic Sea Cycle Route.

A practical, cross-border programme helping SMEs create bicycle-friendly services, marketable offers and stronger cooperation across the South Baltic area.

September 2023 – October 2026

5 work packages • 9 project partners • 11 associated partners

Coverage: Poland · Lithuania · Sweden · Denmark · Germany + European Cyclist's Federation (Belgium)

Shared direction: better services, stronger visibility and a coordinated long-term perspective for EV10.





BALTIC BIKING UPGRADE

Partnership and associated partners

9 project partners

- Pomorskie Tourist Board (Lead Partner, Poland)
- Westpomerania Regional Tourism Organisation (Poland)
- Visit Lolland-Falster (Denmark)
- Danish Cycling Tourism (Denmark)
- Association Klaipeda Region (Lithuania)
- Region Blekinge (Sweden)
- Swedish Cycling Advocacy Organisation (Sweden)
- European Cyclists' Federation (Belgium)
- City of Barth (Germany)



11 associated partners

Pomorskie Voivodship • Zachodniopomorskie Voivodeship • Polish Tourism Organisation
Warmia and Masuria Tourist Board • Visit Denmark
Finnish Cyclists' Federation / The Finnish Center for Cycling Tourism • Citybike Ltd.
Vidzeme Tourist Organisation • Larsson Bike • Jan-Pol • JSC Biking Bike Travel

One route. Different realities.

BALTIC BIKING *UPGRADE*

EuroVelo 10 – Baltic Sea Cycle Route

9,040 km

9 countries

Route development in 2025

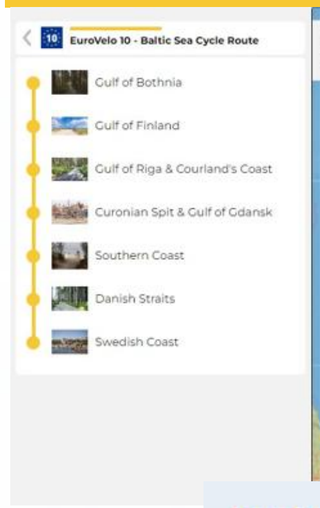
53%
of the route developed

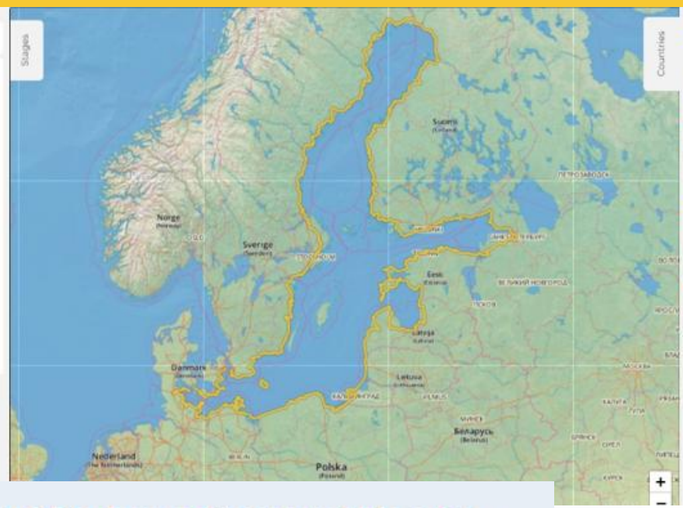
30%
developed with EuroVelo 10 signs

13th
among EuroVelo routes in route development

BBU covers 5 countries and 4 900 km.









From partnership to lasting EV10 cooperation

BALTIC BIKING UPGRADE

September 2023

Project launch
Partner coordination, research and cyclist-friendly SME offers mapping

2024–2025

Standards, SME support incl.cross-border training, pilots in DK and LT, marketing and stakeholder cooperation

All 2026

Final outputs, Copenhagen-Gdansk fam trip, media promo of EueoVelo 10, shared learning and the 2030 perspective

to

The project turns cross-border cooperation into practical improvements for businesses, cyclists and destinations.







SMEs: from ‘the route is nearby’ to ‘the route is part of my business’

We did not only ask SMEs to join. We gave them something useful first.

MAP	LISTEN	TRAIN	EQUIP	CREATE / UPGRADE	PROMOTE
existing cycling-friendly services & offers	local workshops and direct SME engagement	how to understand cyclists and develop cycling-friendly services	marketing guidelines + practical tools + standards	new and improved cycling tourism offers	visibility through EuroVelo channels
01	02	03	04	05	06

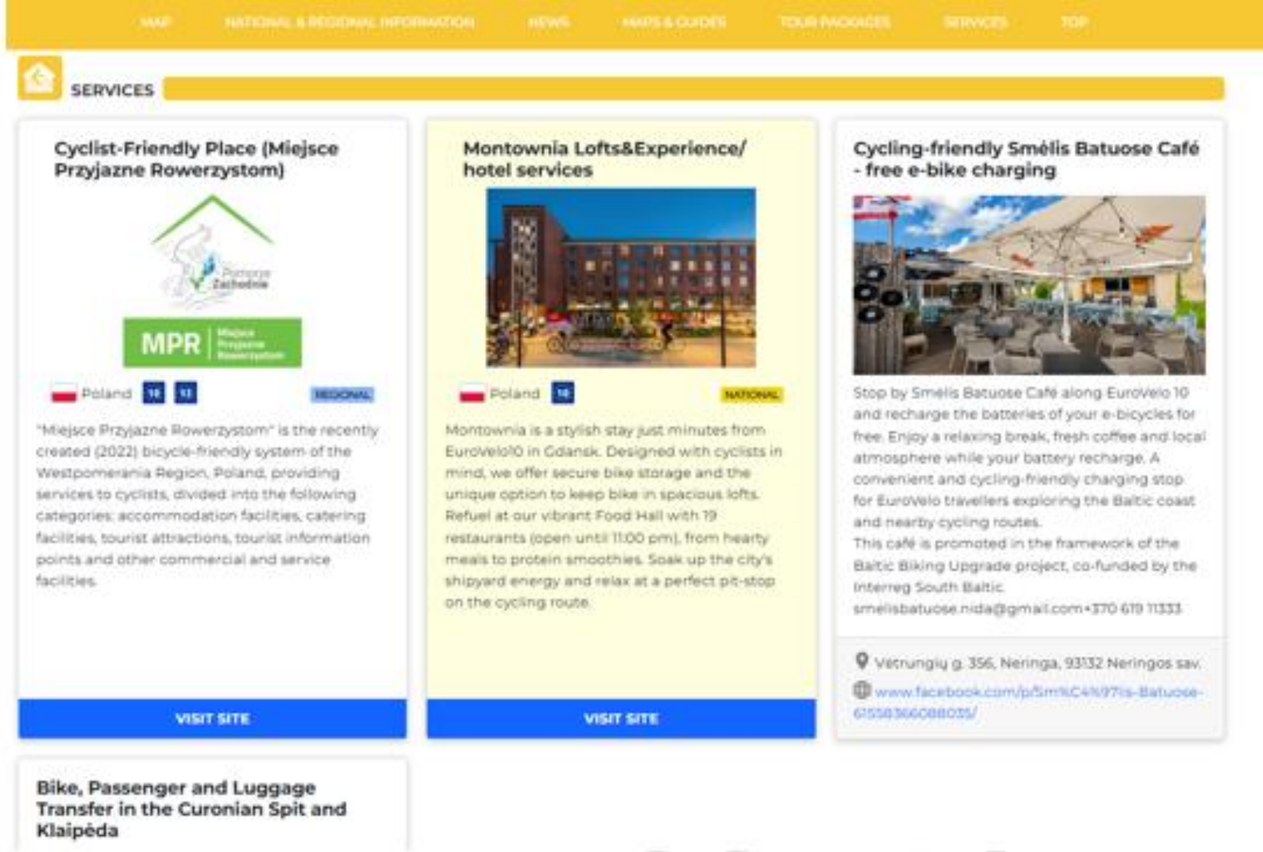
Engagement worked better when cooperation offered a clear business benefit.

Baltic Biking UPGRADE

Promotion of cycling-friendly SMEs and labels through a new section “Services”:

New Point of Interest “Services” on all interactive maps

In total: **14 businesses** promoted and more to come!





EuroVelo · ECF · Interreg South Baltic · Co-funded by the European Union · Baltic Biking Upgrade



Cross-border SME offer
⟶ one-way bike rental Copenhagen-Gdańsk

MORE THAN 1200 KM OF CYCLING ALONG THE BALTIC SEA

Find your next adventure on the EuroVelo 10 cycling route between Copenhagen in Denmark and Gdansk in Poland. On the route you will experience endless coast lines, cozy hanseatic towns and UNESCO World Heritage

On the stage pages, you will find route descriptions, GPX
the route. Your journey begins in Berlin and ends in Cope



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BALTIC BIKING UPGRADE

Cross-border SME offer - on-way bike rental Copenhagen-Gdańsk







One Way Bike (Demark) × Poland by Locals (Poland)
A practical answer to a real cycling tourism barrier:
"What do I do with the bike at the other end?"

BBU helped turn cooperation between private operators and destinations into a real cross-border tourism product.

FAM trip: Copenhagen–Gdańsk, May 2026
Influencers • tour operators • cycling tourism experts

Dedicated website:
www.bike-copenhagen-gdansk.com

Three roundtables: bringing transport and tourism together

Klaipėda • Copenhagen • Karlskrona

We brought together actors who rarely sit at the same table:

Transport operators | Public authorities | DMOs | Cycling organisations | SMEs |



Topics moved from general cooperation to very practical challenges to overcome:

- Bike + train
- Bike + ferry
- Cross-border cycling journeys
- Route continuity and accessibility
- Who needs to cooperate to solve the gaps?





THE POWER OF CYCLING

Launching at Velo-city
June 2026, Remini, Italy

ECF
EUROPEAN CYCLISTS' FEDERATION

CWP

PROT | Pomorska Regionalna Organizacja Turystyczna



BALTIC BIKING UPGRADE

10

MOVIE Time!



Transport companies at the Roundtables

FlixBus, Polish Railways
PKP Intercity, Stena Line,
TT-Line, Scandlines, MOVIA,
Lithuanian Railways and more





A multi-stakeholder ecosystem around EuroVelo 10

From a project partnership to a wider EuroVelo 10 community

LOCAL

SMEs · accommodation · tour operators · attractions · local tourism organisations

REGIONAL / NATIONAL

DMOs · regional authorities · cycling organisations

TRANSNATIONAL

BBU partnership · ECF · EuroVelo network · other transnational projects · the region

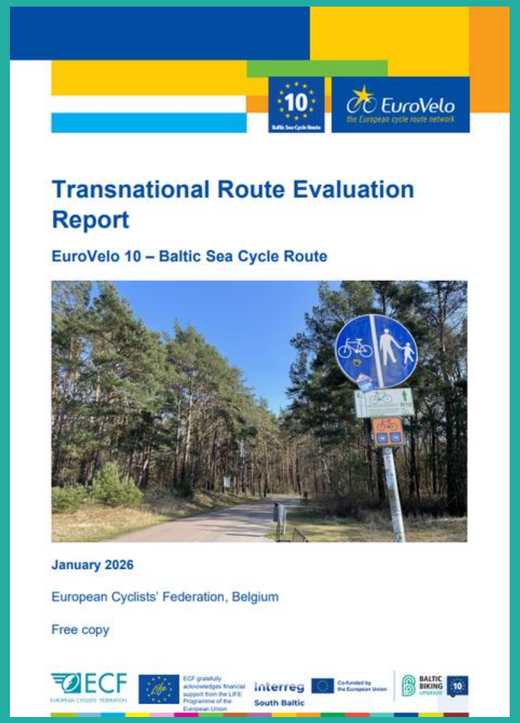


Connect → Exchange → Co-create → Grow → Continue

The EuroVelo 10 Multistakeholder Platform connects the community and strengthens the project.

Strengthening the strategic development & management of the EV10

- Updated transnational EV10 Action Plan to 2030
- EV10 surveys, stakeholder mapping and expert cooperation
- Multistakeholder SME platform, matchmaking and final conference



Detailed new-route survey and two reports as the final outcome



Project results / Deliverables

Impact and legacy

- A cross-border ecosystem connecting destinations, cycling organisations and SMEs
- New and improved bicycle-friendly offers with practical support for businesses
- Cooperation beyond the project, anchored by the 2030 EV10 perspective

1 Interreg Central Europe capitalisation project approved with BBU solutions for further uptake - CE Sustaintour

VERIFIED TARGETS

over 25 SMEs receiving non-financial support · 1 jointly developed cross-border SME solution · 1 marketing strategy adopted or upscaled · over 35 organisations cooperating across borders after project completion

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BALTIC BIKING UPGRADE 10

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Thank you

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EU STRATEGY FOR THE BALTIC SEA REGION
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