



**POLAND**  
**byLOCALS**

# Cycling Tourism in Pomeranian Voivodeship

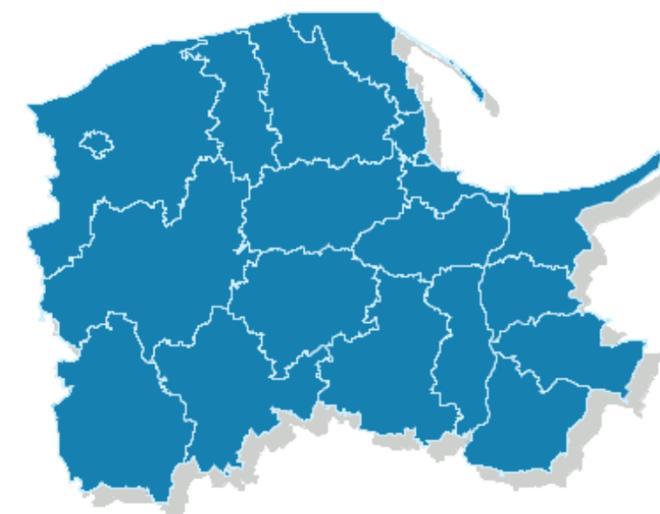


Pomorska Regionalna  
Organizacja Turystyczna



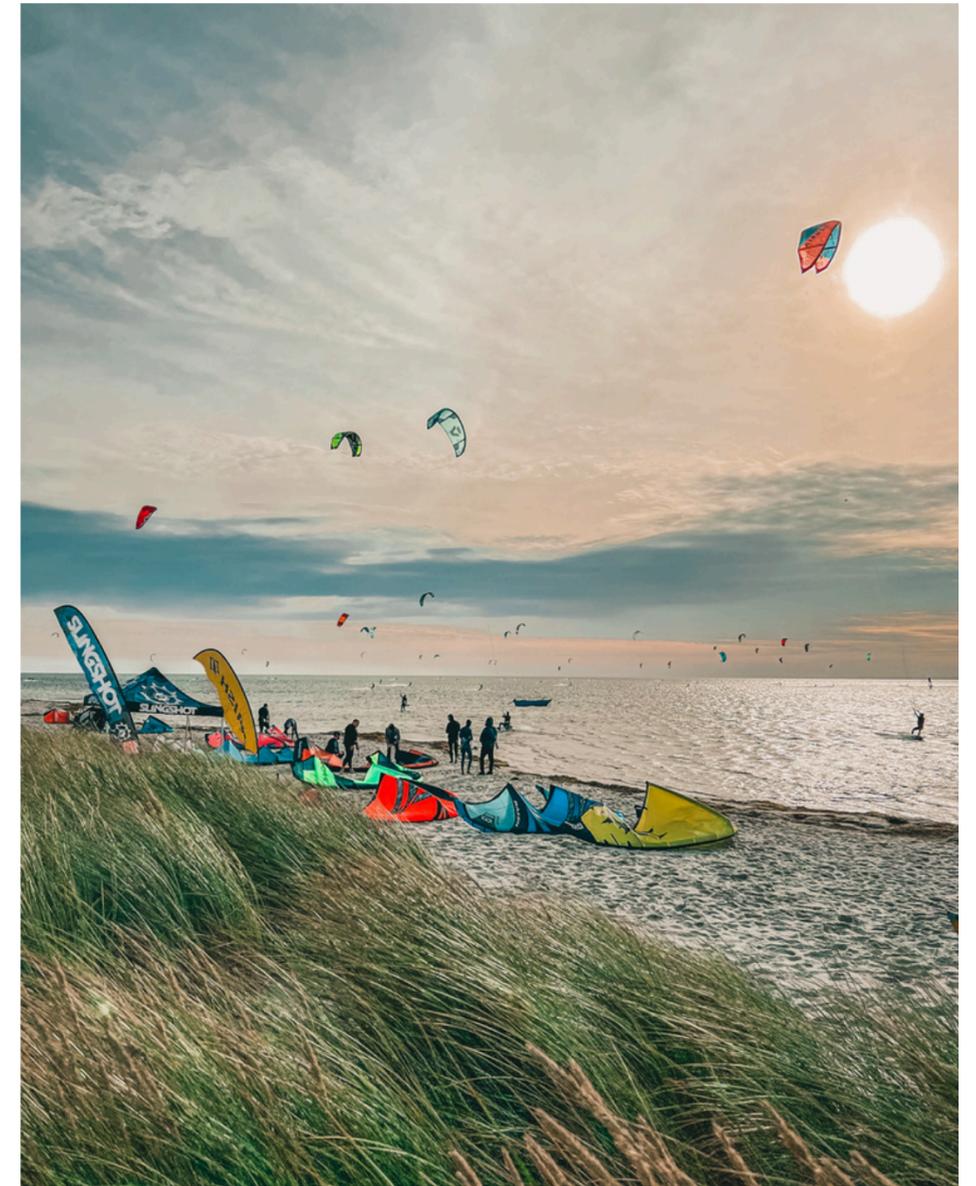
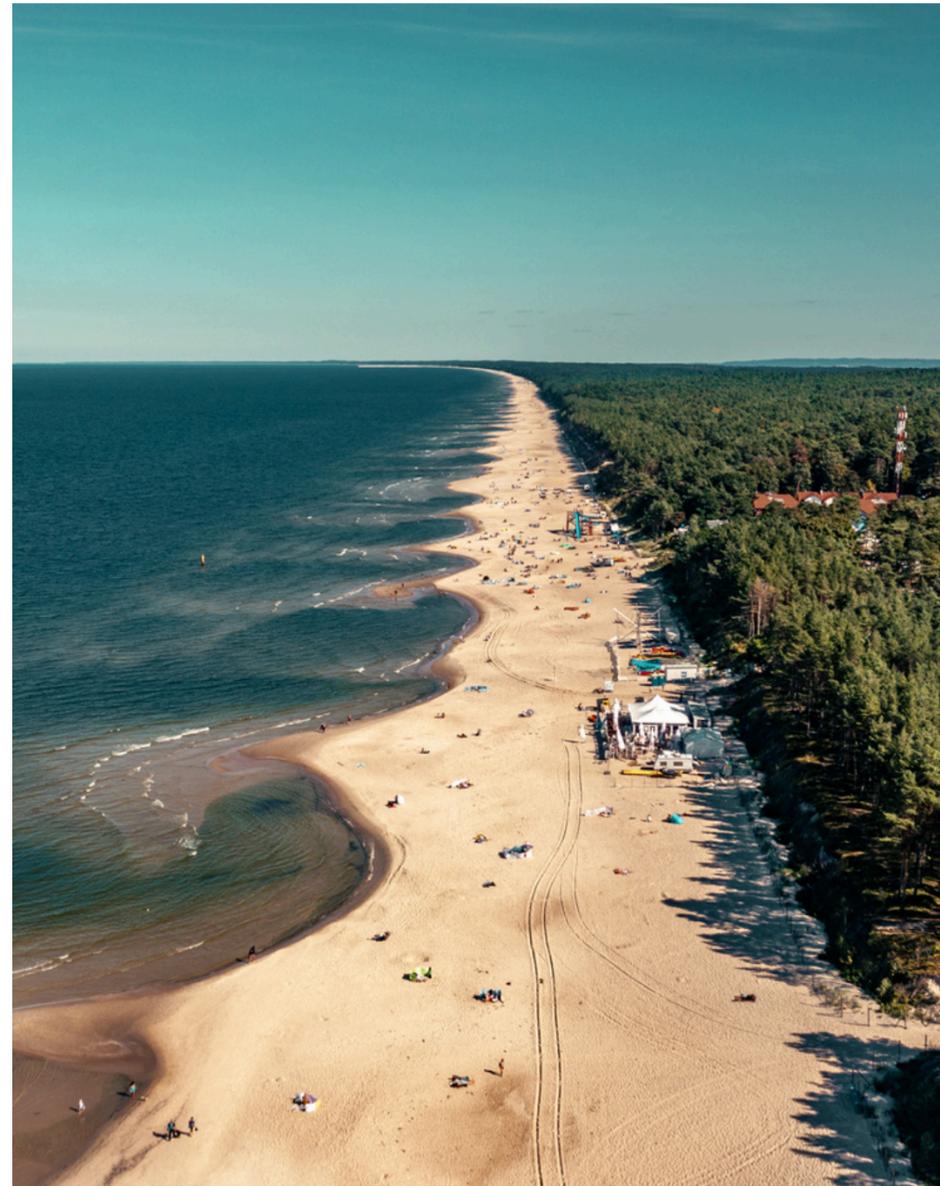


# Pomeranian Voivodeship



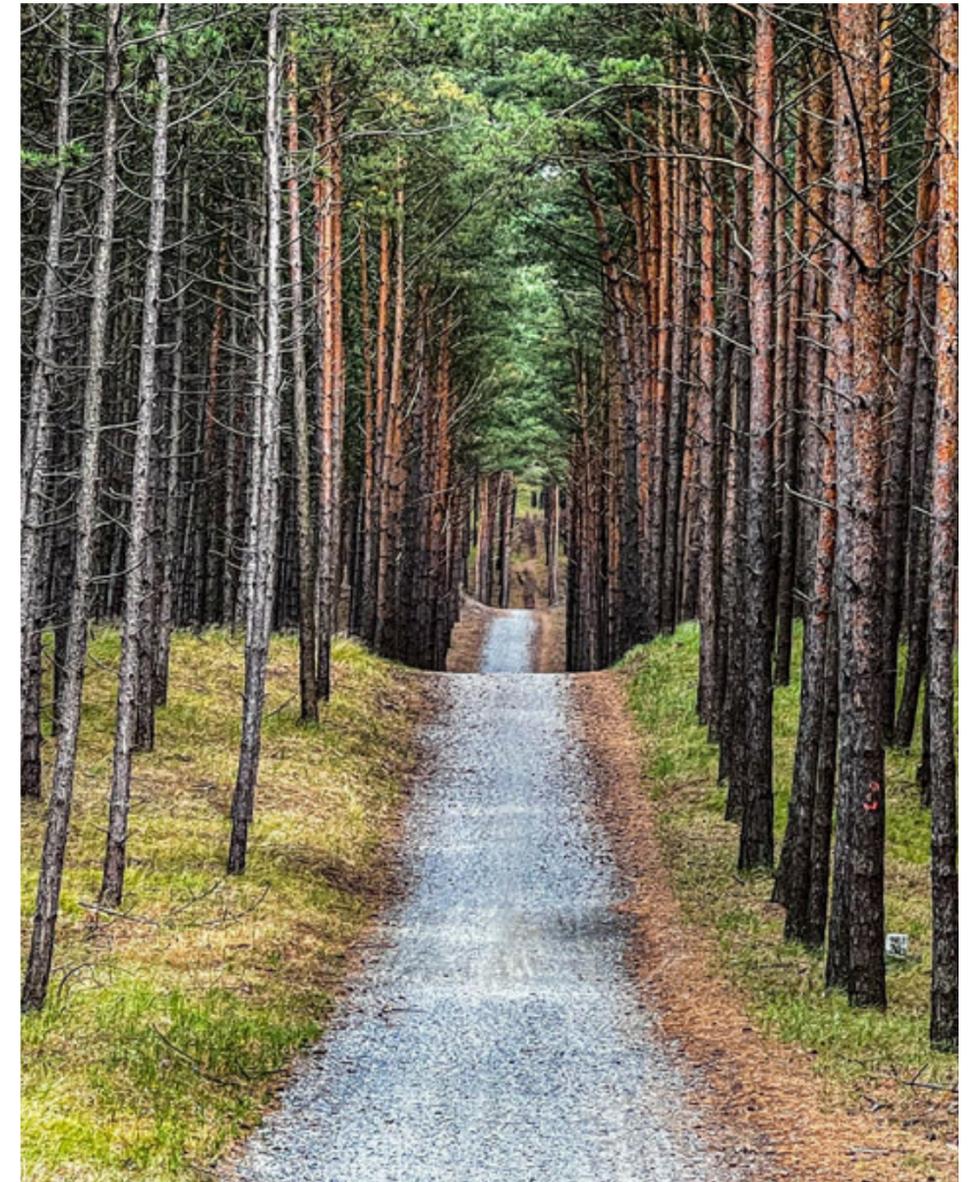
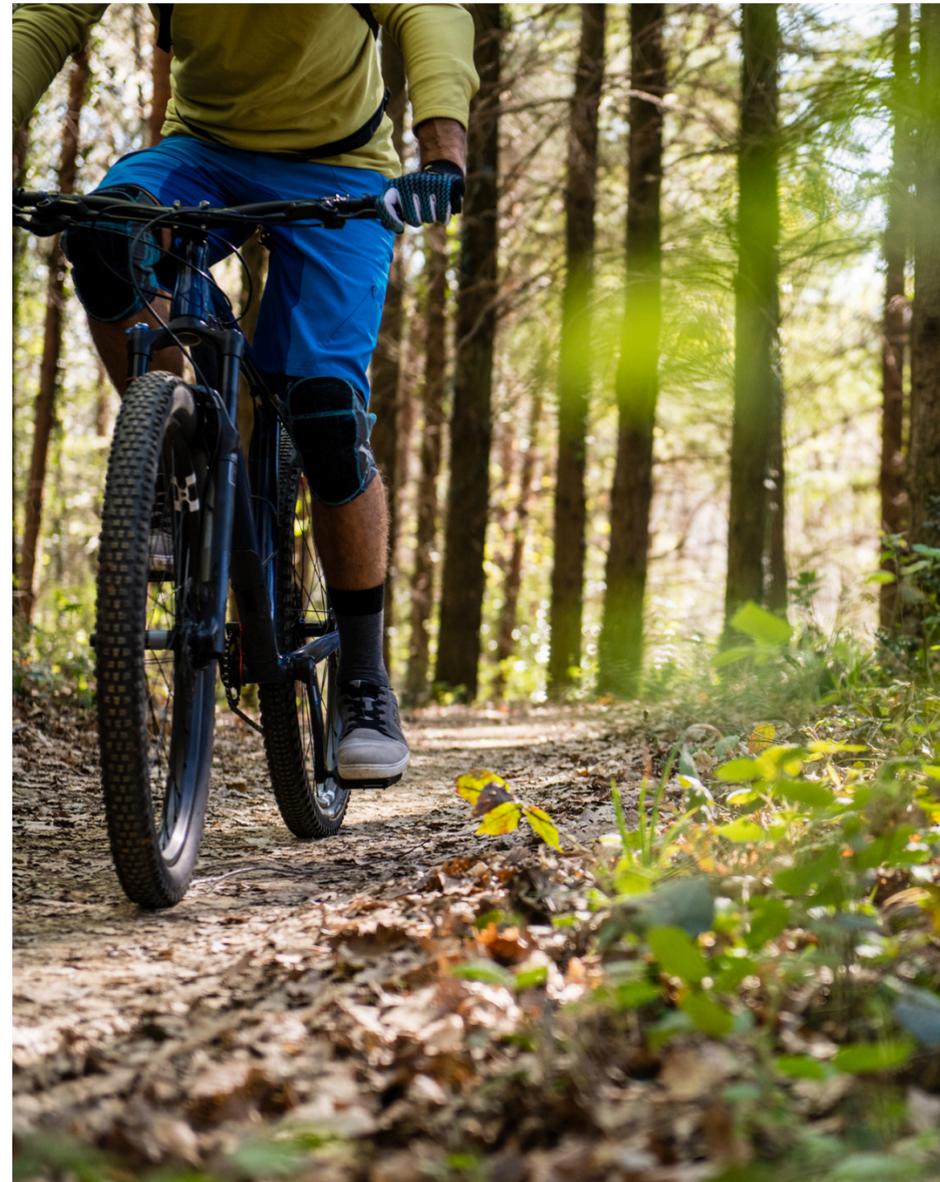


# 316 km of coastline



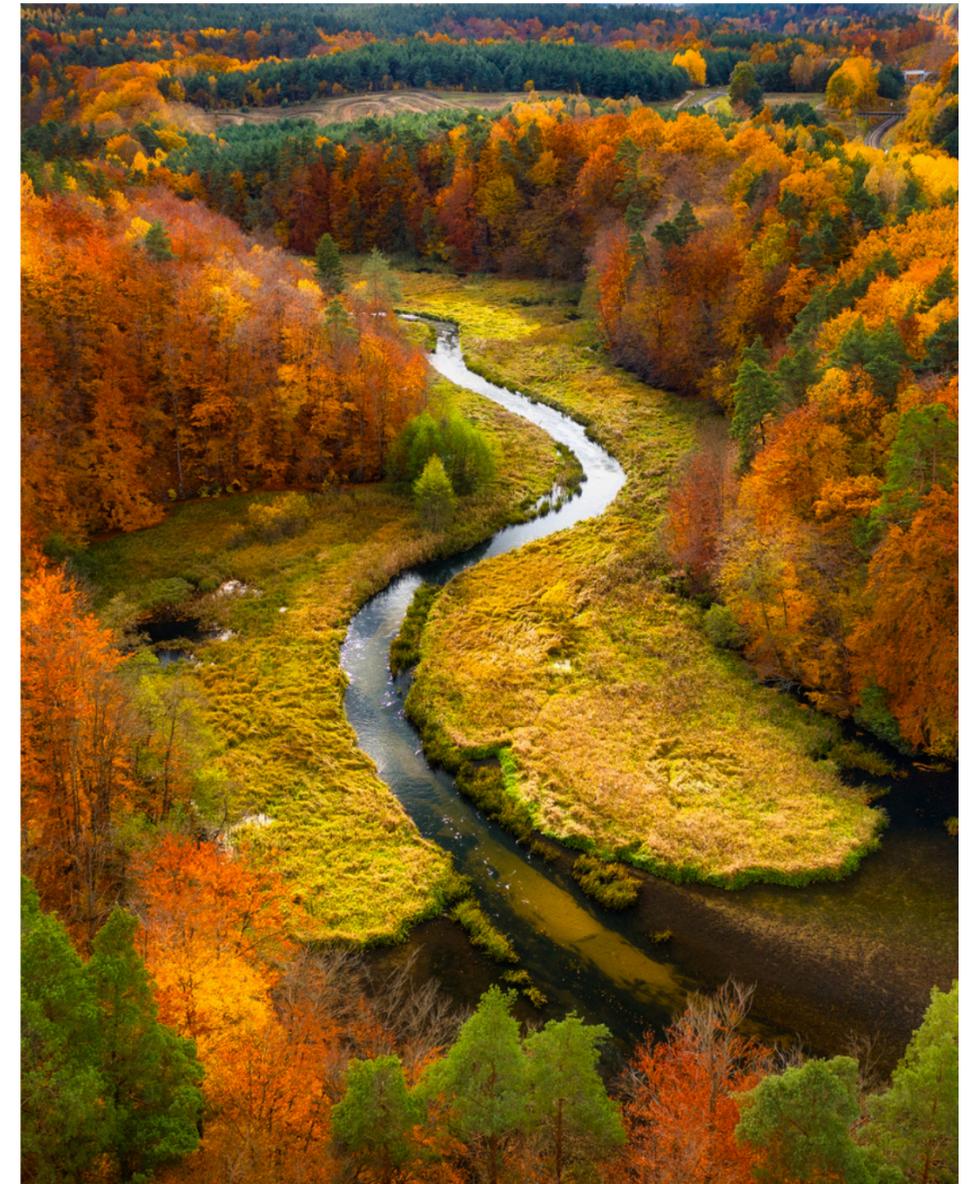


# 668 thousand ha of forests





# Beautiful nature



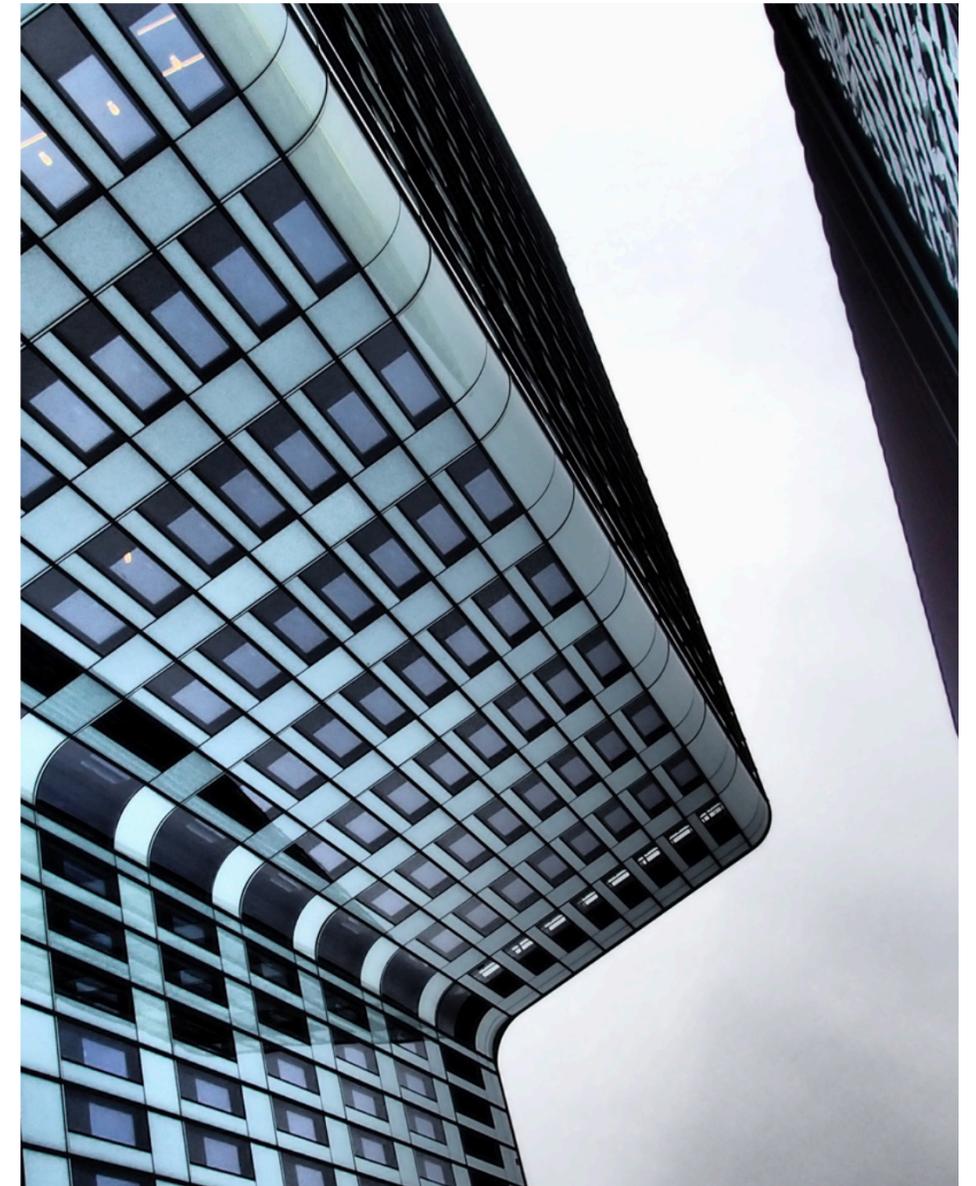


# More than thousand years of history



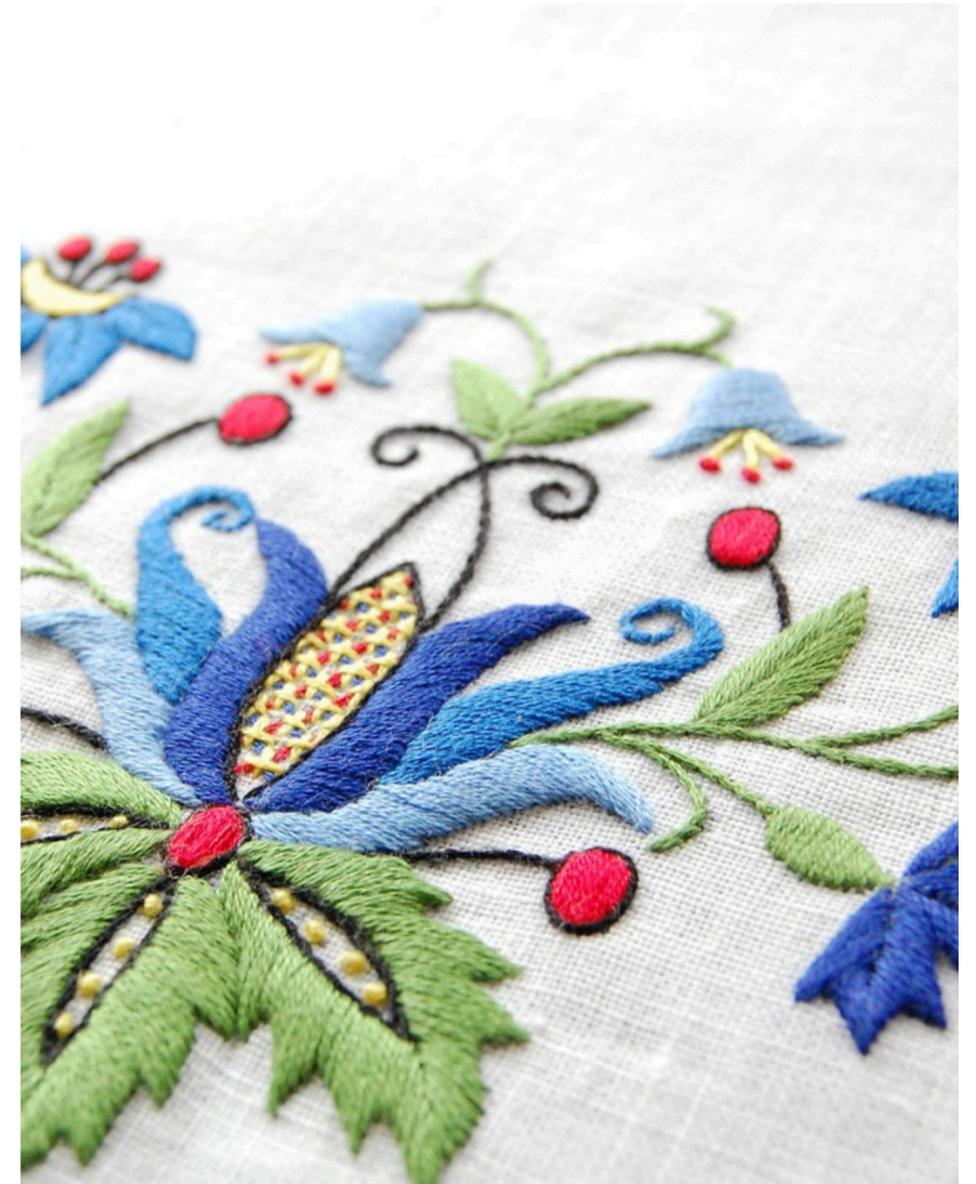
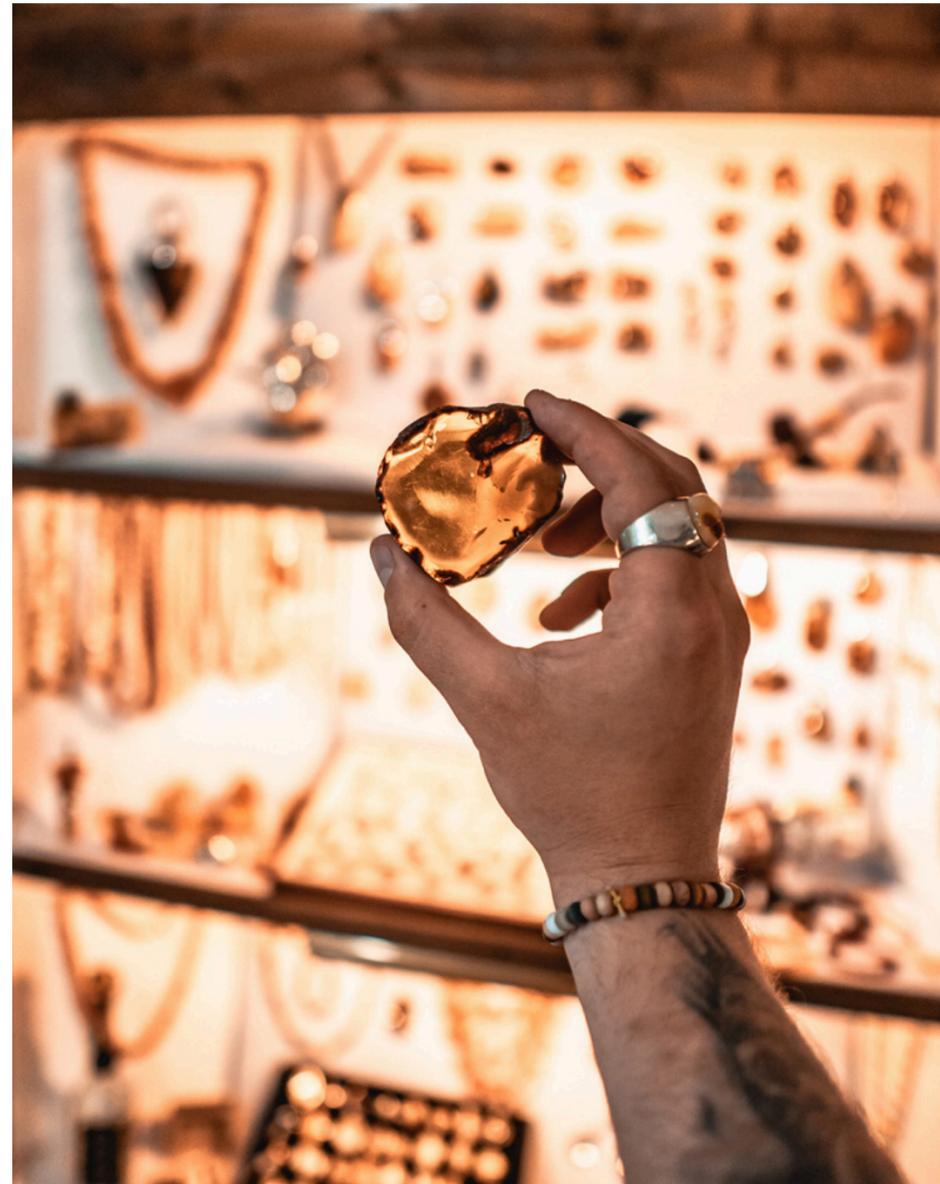


# Diverse architecture





# Rich local culture





# and decicious cuisine





# Pomerania has enormous potential for cycling tourism



Close to 3,000 km of cycling routes traverse all subregions: from green forests, lakes, beautiful cities and towns, along rivers, to sandy beaches along the Baltic coast



New routes and dedicated infrastructure are still being developed.



The terrain is relatively flat and easy to navigate for most cyclists.

# EuroVelo in Pomeranian Region

almost 700 km of designated EV routes

Out of 17 official EV routes three run through the Pomeranian Voivodeship

- Eurovelo 10
- Eurovelo 13 (ICTr)
- Eurovelo 9

complementary routes:

- R10
- R9



[www.pomorskie.travel](http://www.pomorskie.travel)





## Euro Velo 10

International route through Baltic Sea countries. In the Pomeranian Voivodeship, the route runs from Ustka, through Łeba, Puck, the Tricity (Gdańsk, Sopot, Gdynia), to the eastern border of the region.

## EuroVelo 13

An international cycling route, known as the Iron Curtain. Commemorates the former border of the so-called Eastern Bloc. Coincides with the EV 10 route.

303 km



## R 10

### Connecting routes

- R10 – Ustka – Słupsk
- R10 – Karwieńskie Błota – Władysławowo – Hel
- R10 – Jantar – Krynica Morska – Piaski
- R9/R10 – Przejazdowo – Pruszcz Gdański

145 km

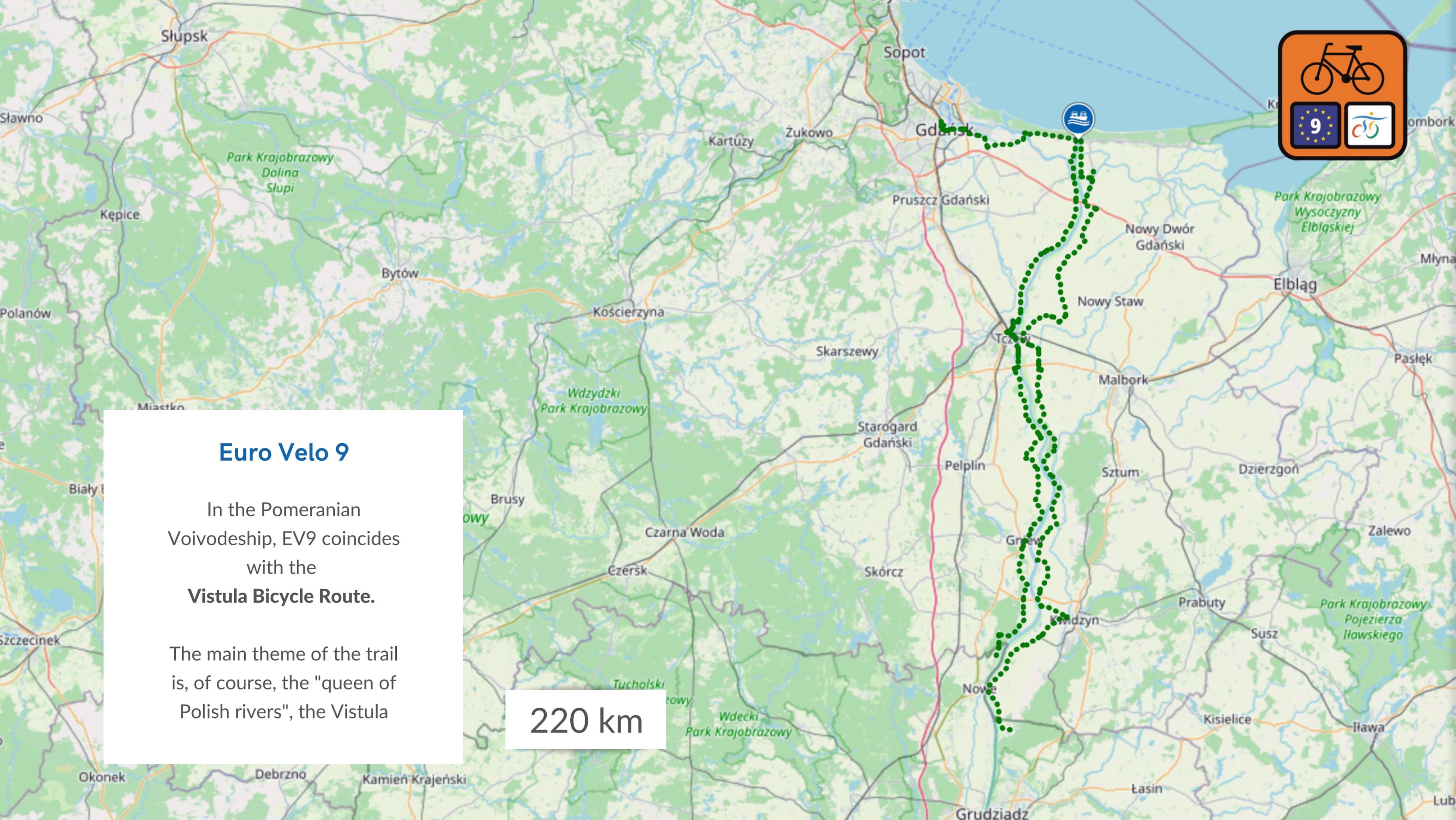


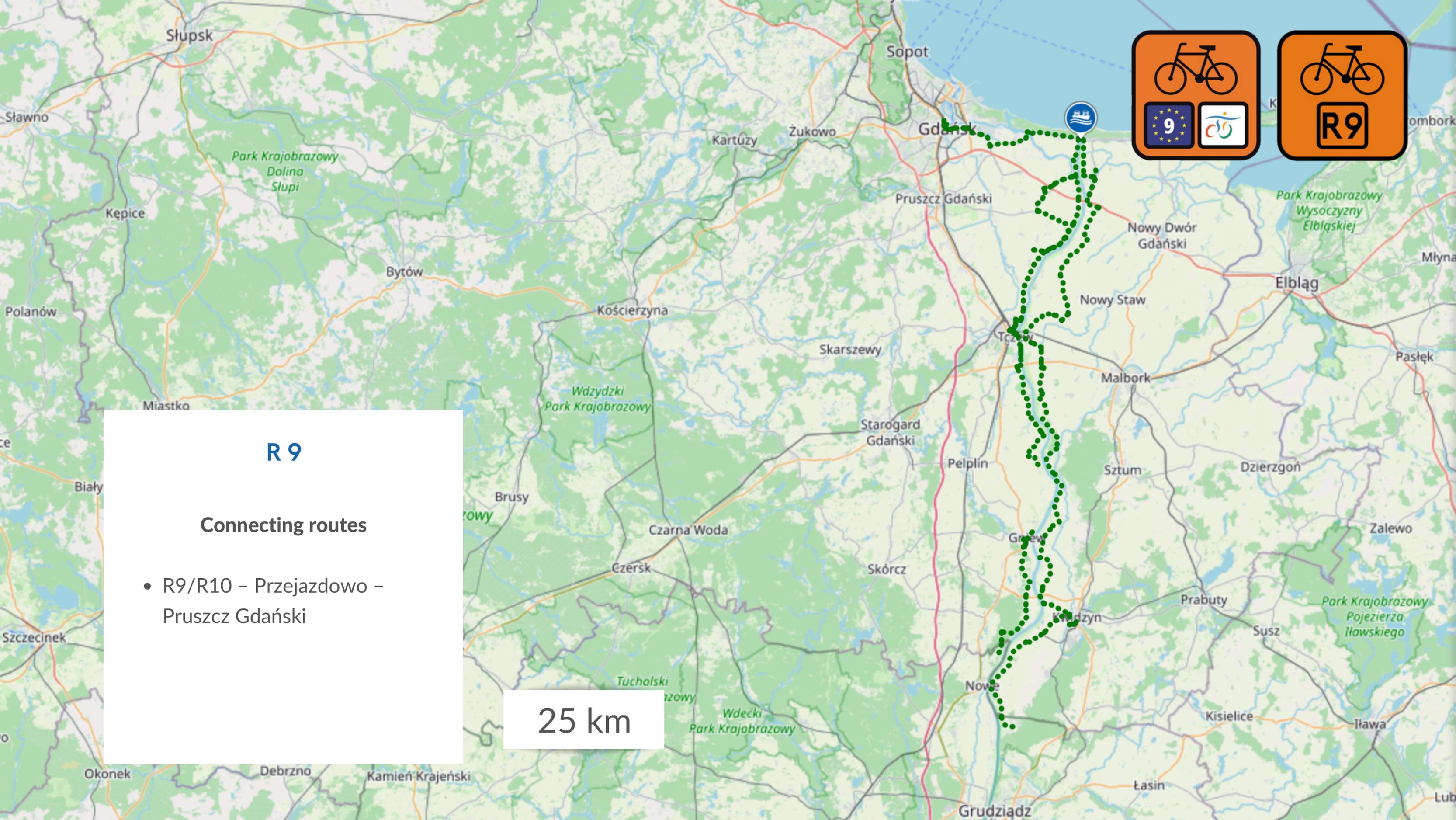
## Euro Velo 9

In the Pomeranian Voivodeship, EV9 coincides with the **Vistula Bicycle Route**.

The main theme of the trail is, of course, the "queen of Polish rivers", the Vistula

220 km



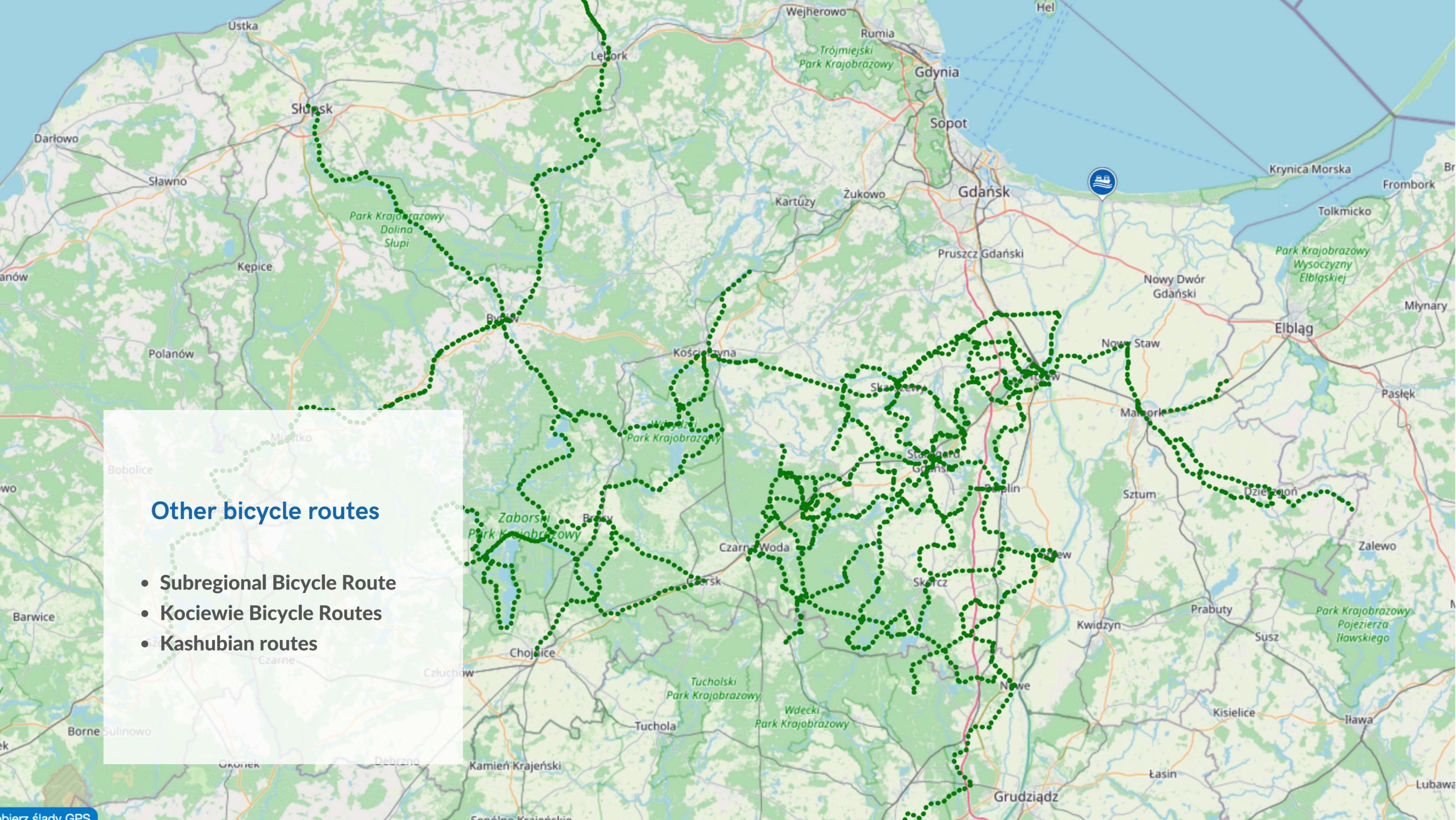


# R 9

## Connecting routes

- R9/R10 – Przejazdowo – Pruszcz Gdański

25 km



**Other bicycle routes**

- Subregional Bicycle Route
- Kociewie Bicycle Routes
- Kashubian routes

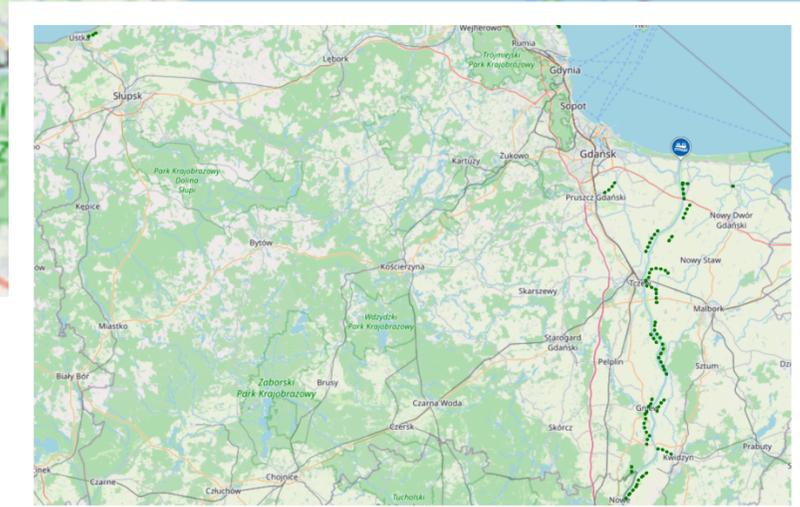
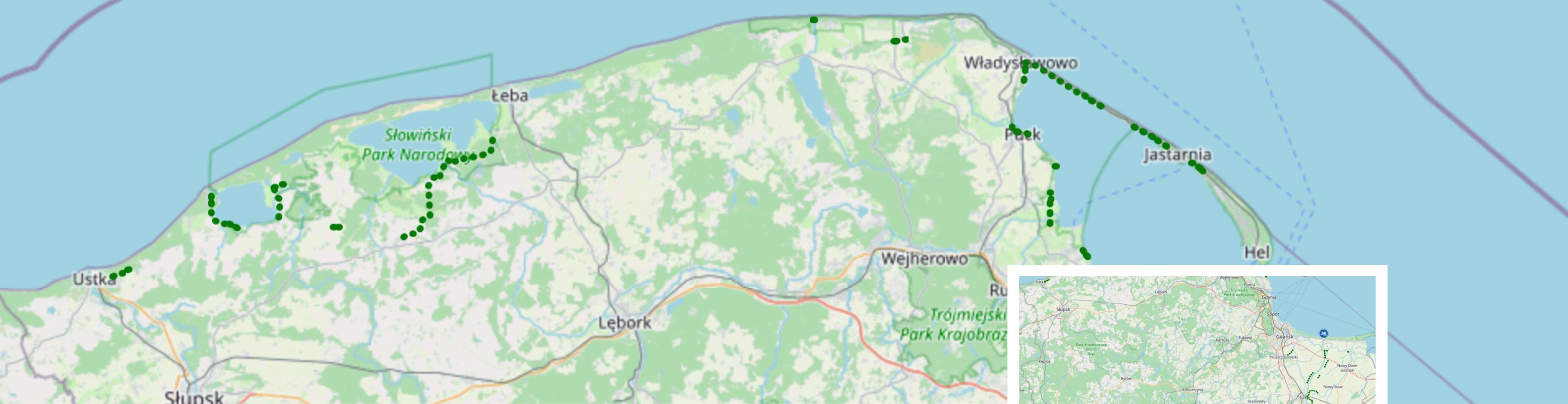
# Elements of bicycle tourism

- **designating of bicycle routes** - 100% done
- **marking of bicycle routes** - 100% done

up to 2% has a temporary marking, needs to be changed

- **most of the routes have good passability** - 10% of the routes require repairs or new surfaces





# 10 % of routes require repairs

## Area of Słowiński National Park

- sandy sections of routes
- on a dry day, you can walk the bike
- it's better to avoid it after the rains

## Rowy - Łeba

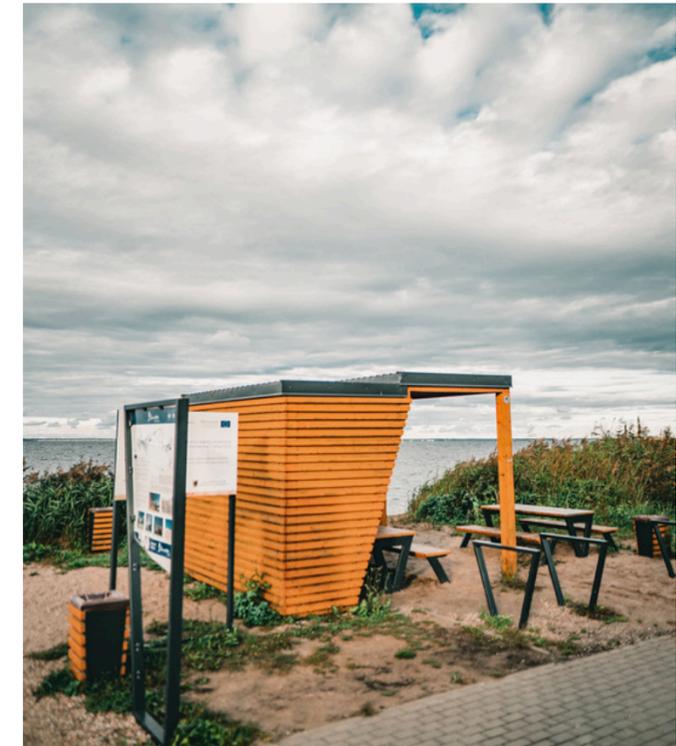
- a troublesome section on old concrete slabs



80

parking spaces

for cyclists





660 km

consistently

marked routes





# Counting places

## Own counters:

- EV10 - Poddąbie
- R10 - Władysławowo
- R10 - Chałupy
- EV10 - Puck
- EV10 - Przejazdowo
- EV10 - Wyspa Sobieszewska
- EV9 - Kieźmark
- EV10 - Kmiecin
- R10 - Krynica Morska
- EV9 - Tczew
- R9 - Kwidzyn

## Shared counters:

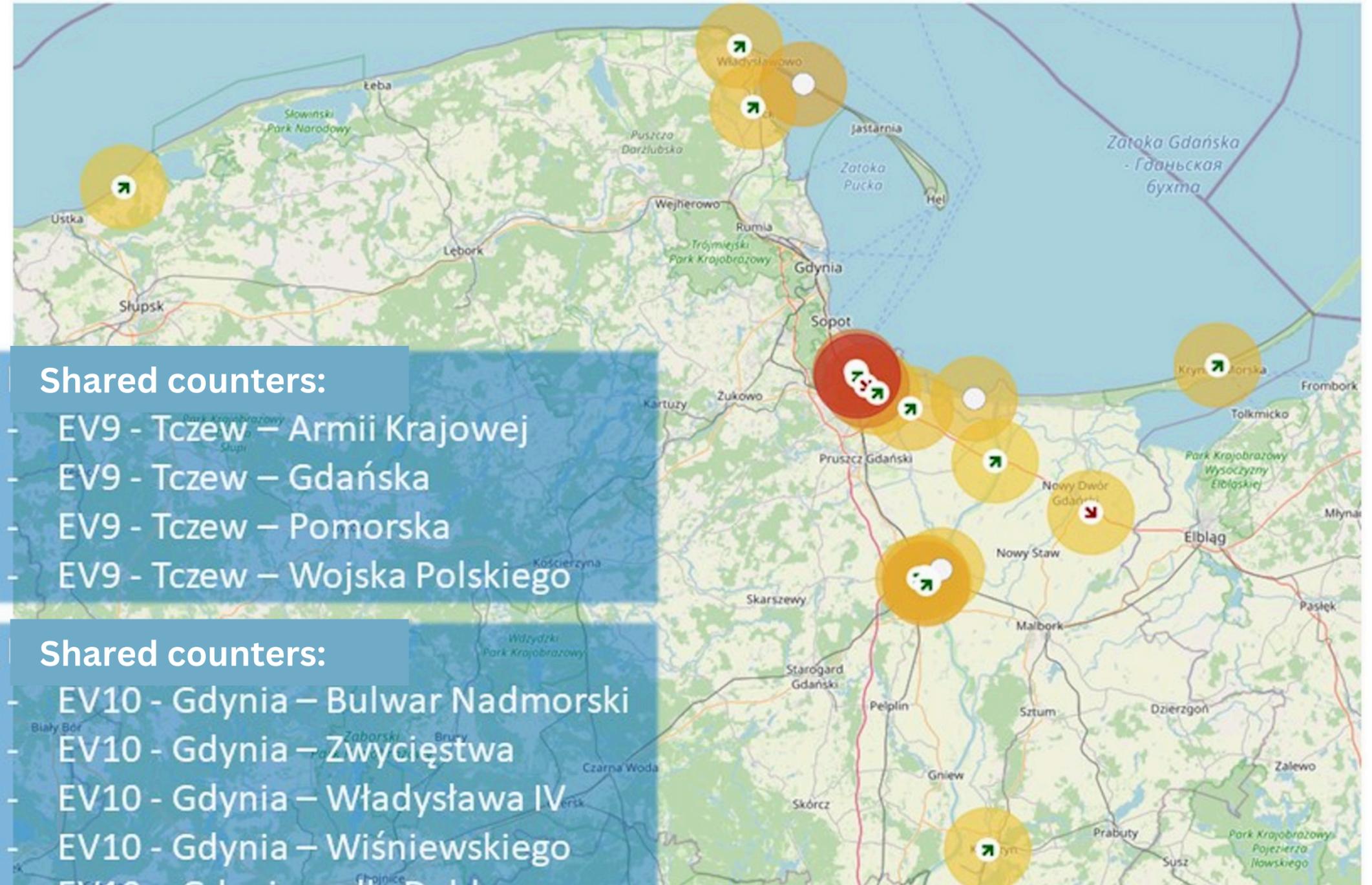
- EV9 - Tczew – Armii Krajowej
- EV9 - Tczew – Gdańska
- EV9 - Tczew – Pomorska
- EV9 - Tczew – Wojska Polskiego

## Shared counters:

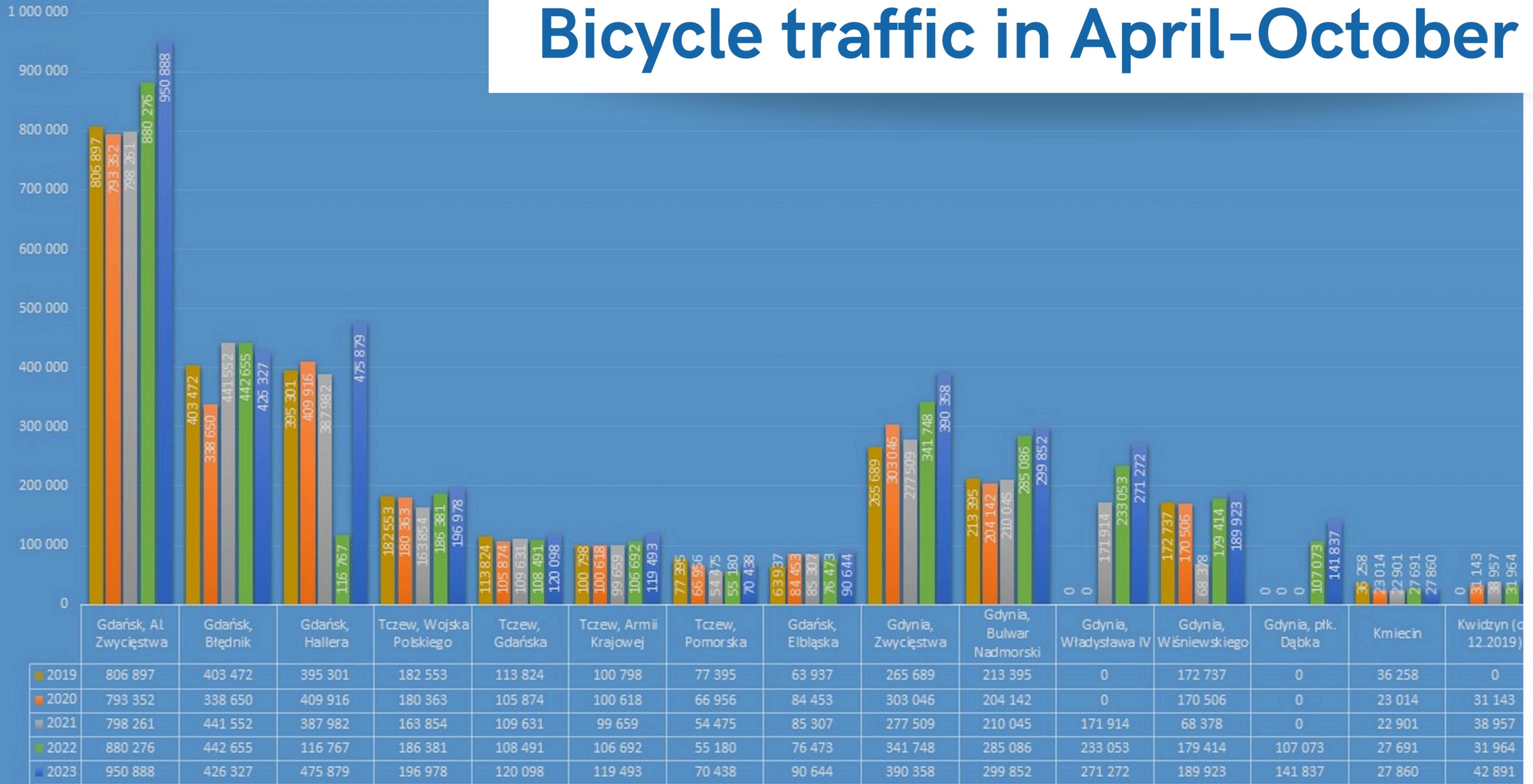
- EV10 - Gdynia – Bulwar Nadmorski
- EV10 - Gdynia – Zwycięstwa
- EV10 - Gdynia – Władysława IV
- EV10 - Gdynia – Wiśniewskiego
- EV10 – Gdynia – płk. Dąbka

## Shared counters:

- EV10 - Gdańsk – Hallera
- EV10 - Gdańsk – Aleja Zwycięstwa
- EV10 - Gdańsk – Błędnik
- EV10 - Gdańsk – Elbląska



# Bicycle traffic in April-October



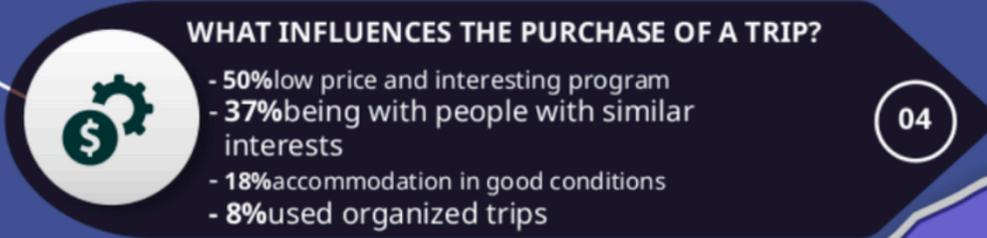
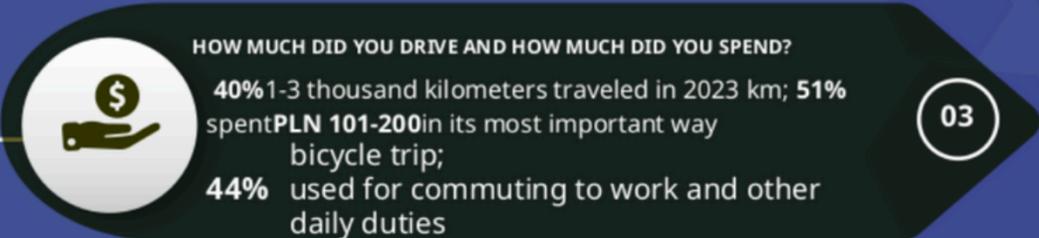
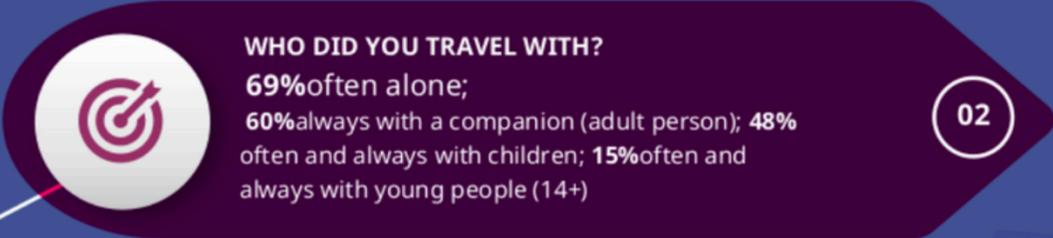
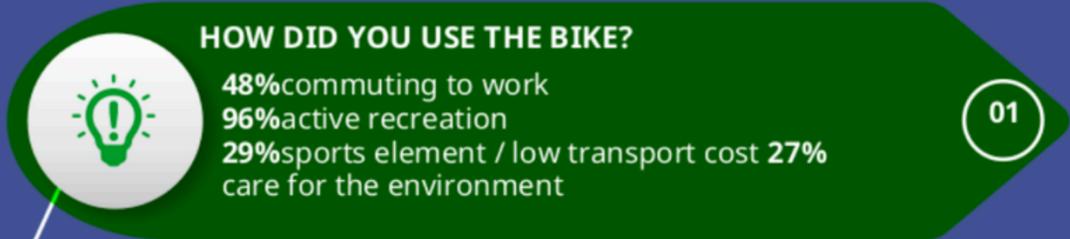
2019 2020 2021 2022 2023

# Tourist bicycle traffic in April-October

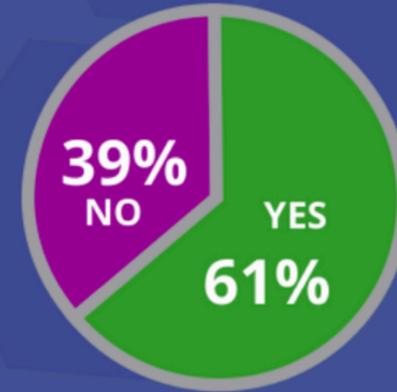


2019 2020 2021 2022 2023

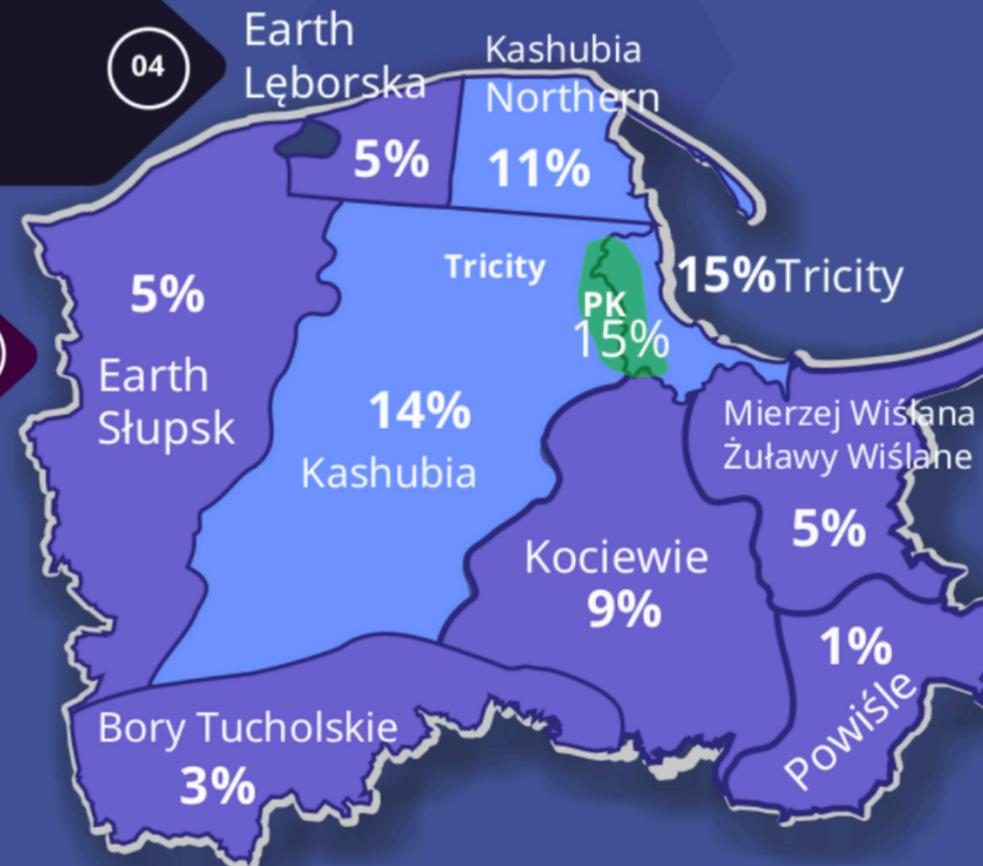
# Cycling experiences and preferences survey 2023



Do you use other transport during... bicycle trips?



Where do you like to ride?





# Bike route options



1 day tours

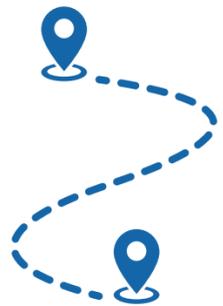


multi-day tours



1 day

# EV 10 i R10 Puck - Hel



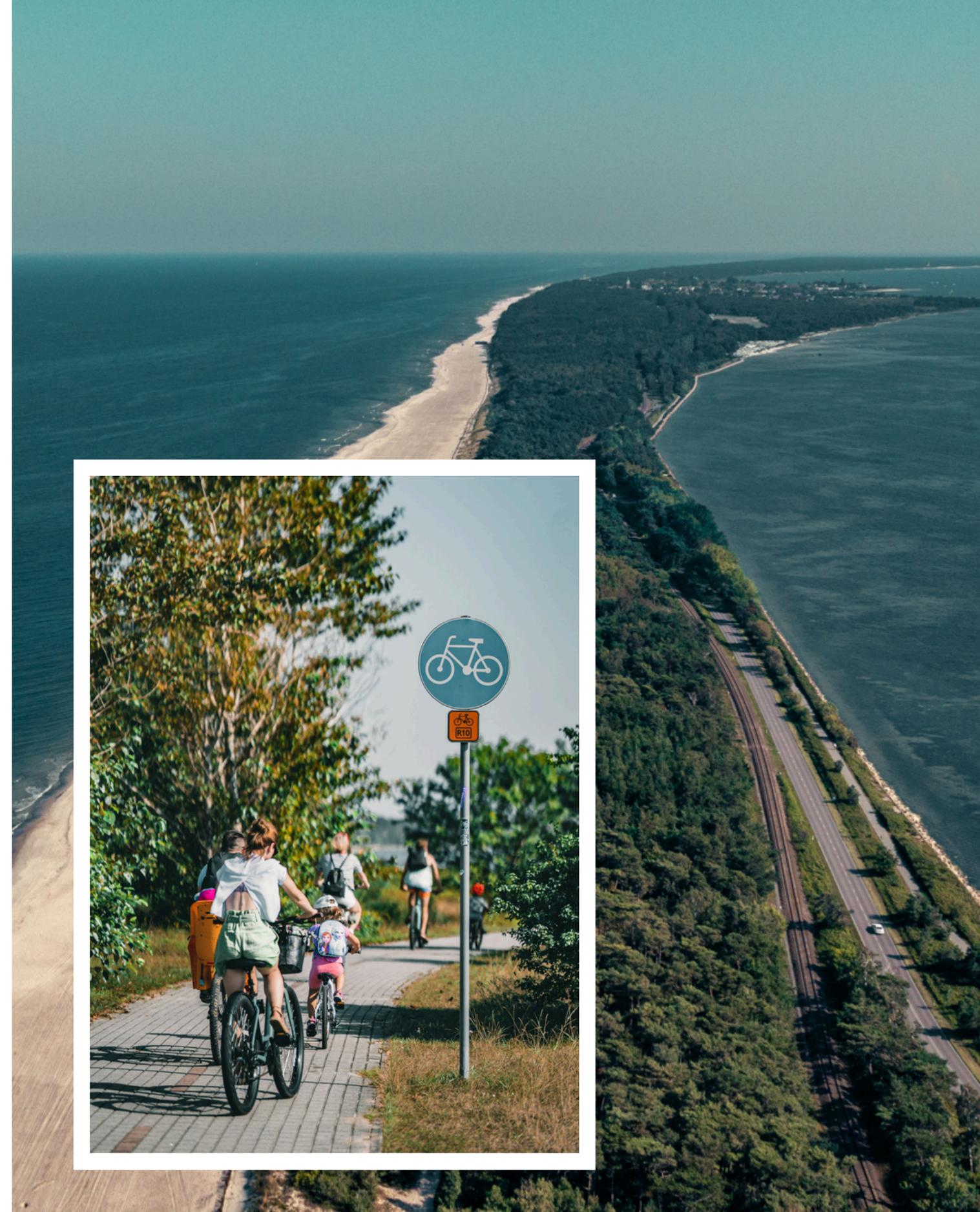
Start: Puck

End: Hel

Length: 45 km

Transportation to the starting point and from the end depends on the budget.

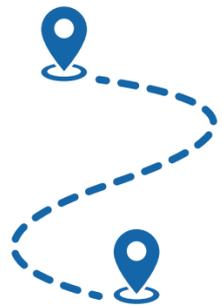
- car
- train
- cruise with the Gdańsk Shipping Company or private yachts





1 day

# EV 10 Tricity



Start: Gdańsk

End: Gdynia

Length: 30 km

Transportation to the starting point and from the end depends on the budget.

- car
- train
- cruise with the Gdańsk Shipping Company or private yachts

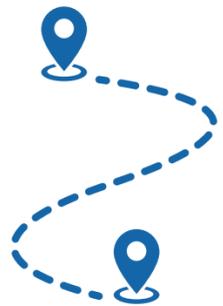




1 day

# EV 10 EV9

## Sobieszewo Island

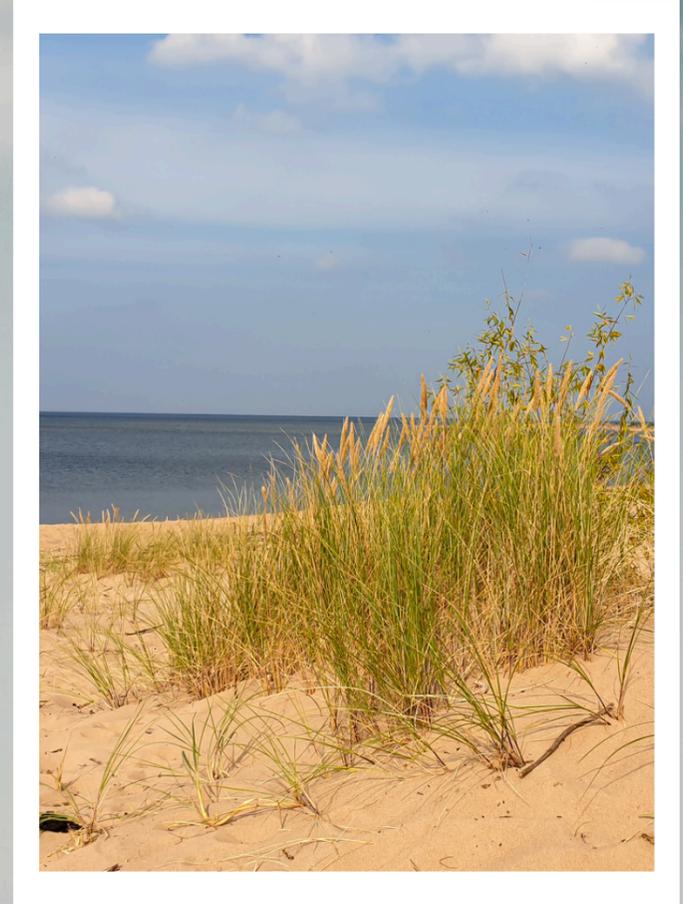


Start: Sobieszewo- the bridge  
End: Sobieszewo- the bridge  
Length: 28 km

- Loop trail
- Can start in Gdańsk Old Town + 19 km to the starting point

Transportation to the starting point and from the end depends on the budget

- car
- local bus

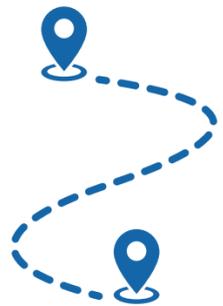




1 day

multi  
day

# Kashubian routes



number of km: 164,88 km

number of bicycle routes: 4 trails  
and one connector

Transportation to the starting point and from the end depends on the budget and location of train stations

- car
- train





multi  
day

# R 9 - The Vistula Spit and Żuławy

No of the days: **3 days**

**Day 1:** Gdańsk -> Krynica Morska

**Day 2:** Ferry Krynica - Tolkmicko

Tolkmicko -> Frombork -> Elbląg

**Day 3:** Elbląg -> Malbork -> Biała Góra

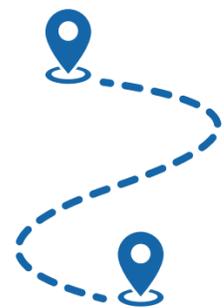
65 km

50 km

60 km

Transportation during the way and back

- ferry
- car





multi  
day

# R 10 EV10 Hel - Łeba

No of the days: **3 days**

**Day 1:** Ferry Gdynia - Hel

45 km

Hel -> Jastrzębia Góra

**Day 2:** Jastrzębia Góra -> Stilo

44 km

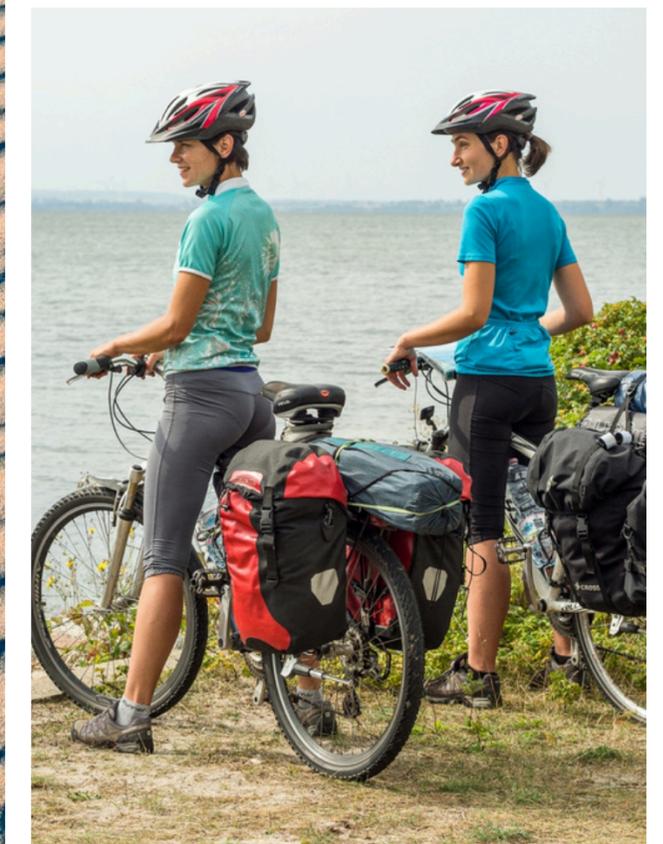
**Day 3:** Stilo -> Łeba

End: Słowiński National Park

23 km

Transportation during the way and back

- ferry
- car/ train





# Glocal Consumer Trends

- The Rise of Active Tourism with a Focus on Experiences
- Health and Wellness Focus
- Sustainable and Conscious Travel
- Local and Authentic Experiences
- Technological Integration
- Flexibility and Customization



Trends reflect a shift towards more **mindful, health-conscious, and experience-driven** travel preferences among our consumers



# Collaboration of local tour operators with DMO



## Joint marketing activities

- creating campaigns
- joint promotion
- sharing materials
- travel fairs and trade shows.



## Organization of bicycle rides

- obtaining financing
- joint implementation of programs



## Information sharing

- meetings and forums to discuss trends
- sharing of market research

Feedback and Continuous Improvement  
Regular collection and analysis of visitor feedback.



# Challenges for the tour operators

- accommodation places (hotels, guesthouses) don't want to rent rooms only for one night
- unpredictable weather
- traffic jams
- heavy bicycle traffic on selected sections of routes
- limited number of bicycle spaces on trains/ferries/buses
- geopolitical location of Poland and Pomerania



# Opportunities for the tour operator

- ready bicycle infrastructure
- many tourist attractions on the way
- the beauty of nature
- prevailing trends in tourism
- support from DMO's
- climate changes
- increase of the attractiveness of Poland as a holiday destination (among Poles and guests from abroad)





# Thank you

I invite you all to Pomerania for a bike ride!

Bożena Małyszczczyk  
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Pomerania, Poland

[www.polandbylocals.com](http://www.polandbylocals.com)

[www.gdanskbybike.com](http://www.gdanskbybike.com)

**QUESTIONS?**