Strengthening sustainable tourism and mobility connections

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Interreg
Baltic Sea Region

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The challenge

How can we make rural tourism more accessible without making rural areas more dependent on cars?

How can we address the negative effects of tourism in advance?

We need better connections between places, people and sustainable mobility options.

TourRuralBaltic - Future-proofing tourism trough accessible low-carbon mobility

- Connect rural tourism gems through sustainable mobility
  - Hiking & cycling

Partnership:

Finland: Turku UAS & Satakunta UAS

Sweden: Swedish Cycling Advocacy Organization

Latvia: Latvian Country tourism organization

Lithuania: Klaipeda Region



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Budget:
Total 0.5 m. €
ERDF: 0,4 m €

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TourRBaltic in action

- Enhancing the communication of rural routes, services and connectivity
- Engaging local people and organisations shaping better rural tourism experiences together
- Pondering together, how will climate change, demographic change and new travel habits shape rural tourism and how can we prepare for it?



Good practices of sustainable rural tourism

We are looking for **replicable examples** that make rural tourism offers easier to reach, explore and enjoy without relying on a private car

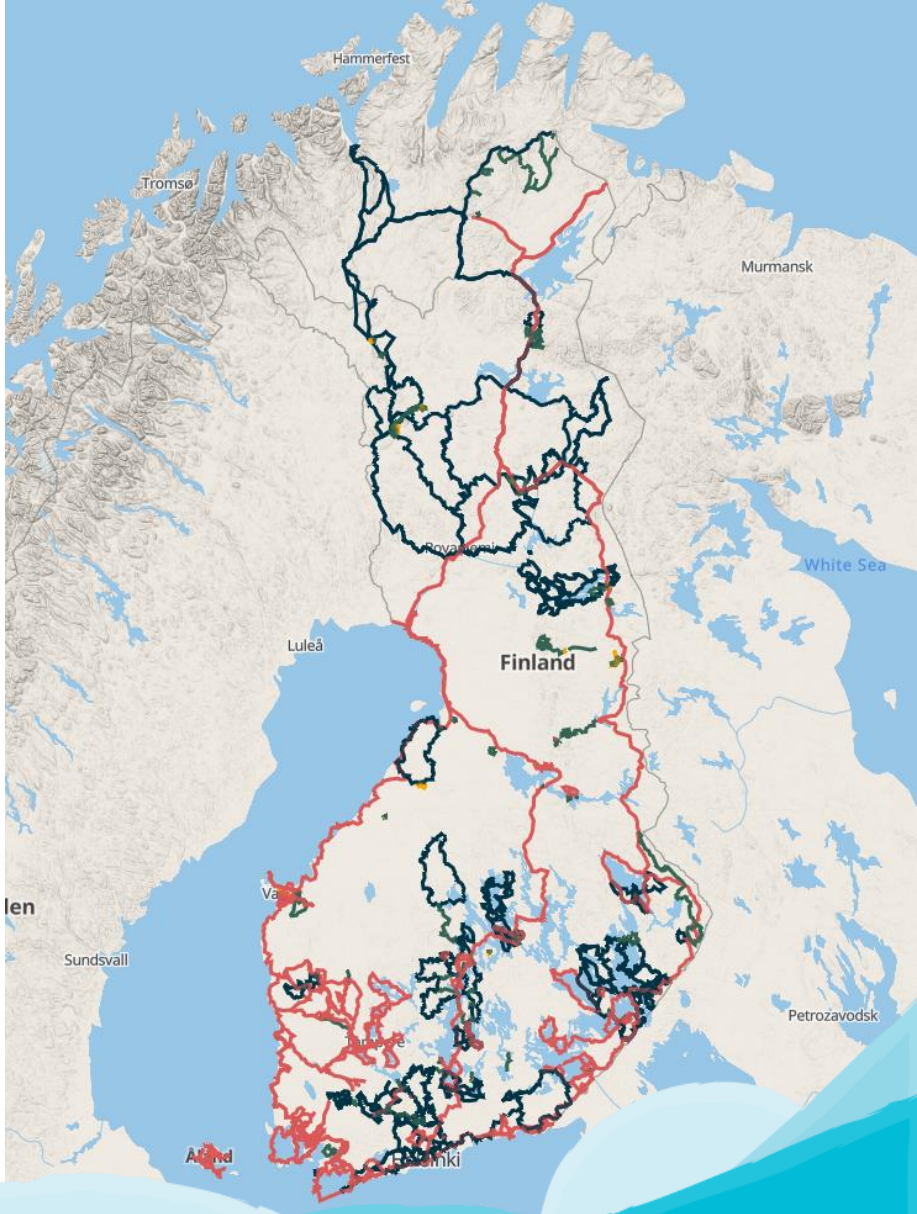
- **Routes & infrastructure**
- **Connections & multimodality**
- **Mobility services**
- **Tourism services**
- **Information & communication**
- **Accessibility & inclusion of nature based tourism**





Cycling tourism in Finland

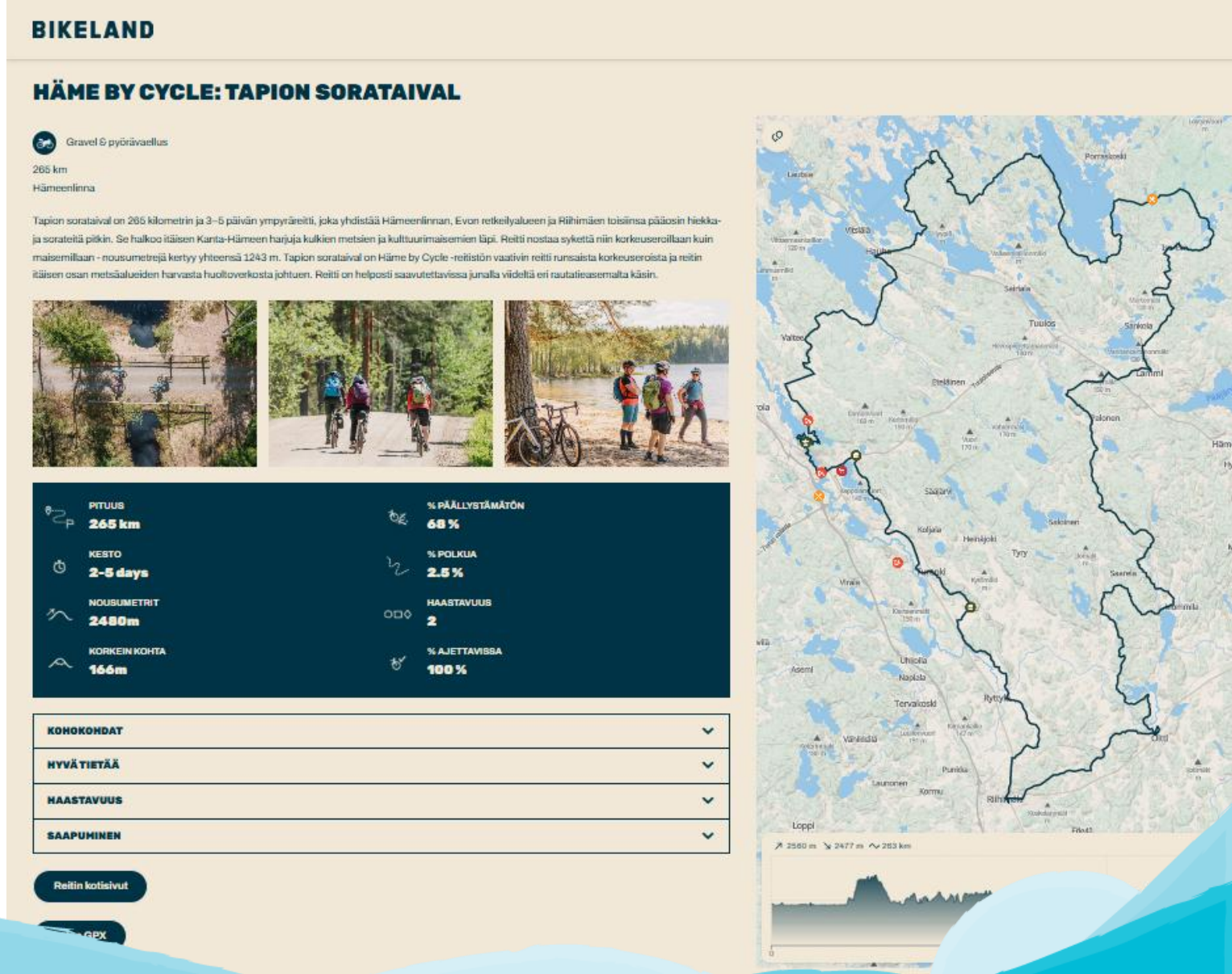
We have plenty of routes, but lack coordinated approach and marketing



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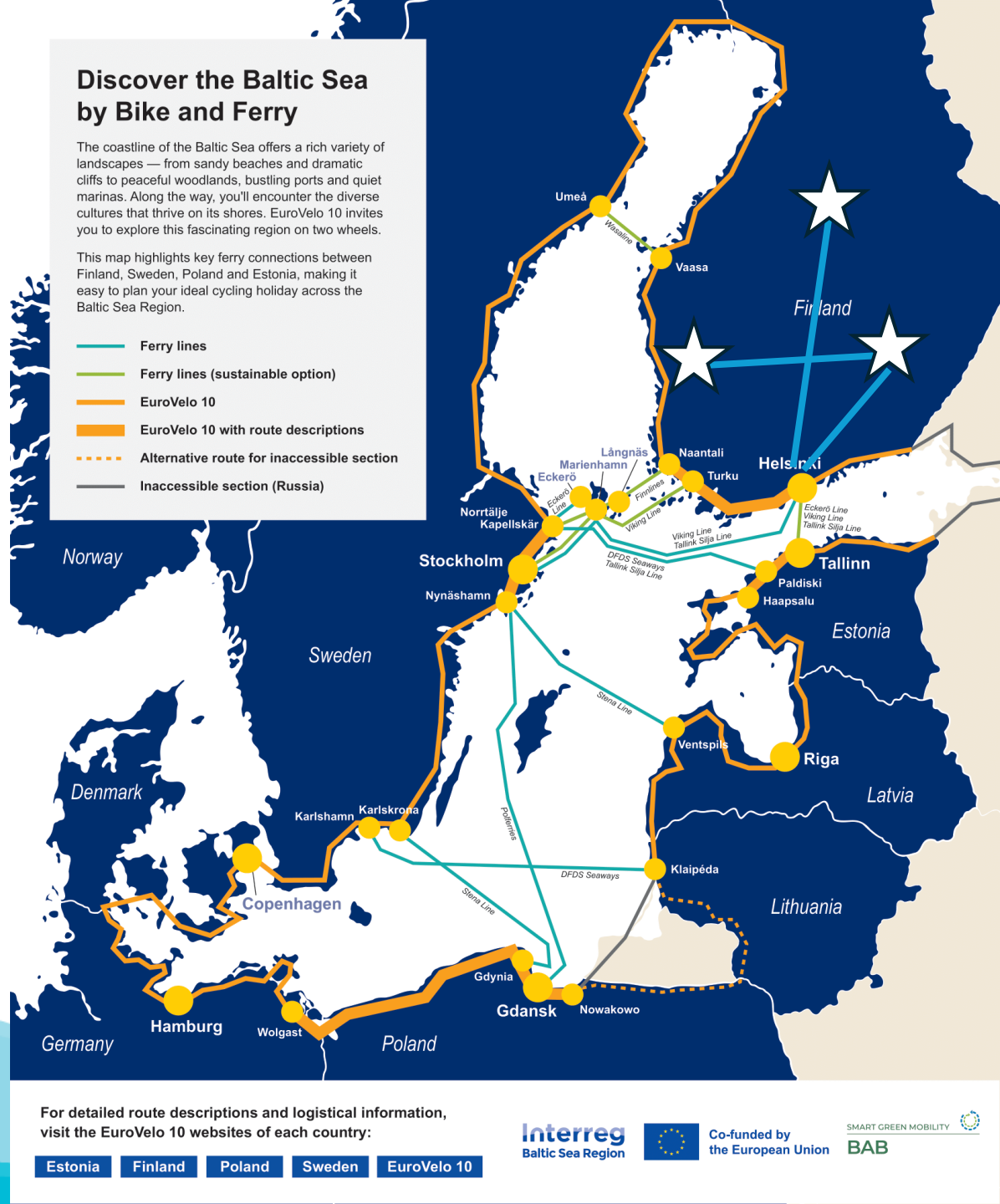
For example...

- ~500km of signposted EuroVelo 10 route with route descriptions
- Thousands of kilometers of local routes, hundreds of kilometers with developed ruote information
  - E.g. 600km of Häme by cycle
- Tools and methods for digital communication and information gathering
- Interesting ferry and rail connections



Connecting BSR & Finland

- Mapping ready-to-sell cycling destinations
  - Is something missing from the destinations?
- Accessibility & logistics in/between the destinations
- Target group & market analysis
- Digital marketing capacity & tools



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Kiitos!
Thanks!

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