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# **Sustainable development strategy of the Baltic Sea Cycle Route Copenhagen - Rostock - Gdańsk (2030)**

**Gdańsk, November 2017 r.**



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## 1. Introduction

*Sustainable development strategy of the Baltic Sea Cycle Route Copenhagen - Rostock - Gdańsk (2030) is a long-term, knowledge-based document, prepared as a deliverable of the project "Biking South Baltic!" (Promotion and development of the Baltic Sea Cycle Route (Route No. 10) in Denmark, Germany, Lithuania, Poland and Sweden).*

*Overall objective of the document is establishing a long-term vision and recommendations of development of the Baltic Sea Cycle Route around the Baltic Sea in the perspective 2030. Recommendations are prepared on the base of experiences and actions of "Biking South Baltic!" projects' partners.*

*Direct target groups of the document are the "Biking South Baltic!" project's partners. Strategy shows the further challenges and actions that should be taken beyond 2020 to maintain projects' outputs and benefits for tourists after projects' ending in 2019.*

*Indirect target groups are potential stakeholders of the Baltic Sea Cycle Route in all countries and regions around the Baltic Sea. Good examples, achieved standards and partners' experiences from the "Biking South Baltic!" project should be the inspiration to follow the projects' works around the Baltic Sea in the future.*

*Project "Biking South Baltic! Promotion and development of the Baltic Sea Cycle Route (Route No. 10) in Denmark, Germany, Lithuania, Poland and Sweden" focuses on improvement, promotion, connection and coordination of the natural and cultural tourist resources of South Baltic areas' coastal regions as a cross-border, sustainable, well-recognized cycle tourism product: Baltic Sea Cycle Route Copenhagen - Rostock - Gdańsk. Building cross-border cooperation in the field of cycling tourism between South Baltic countries will increase the sustainability of tourism in a whole region. Most of the cycle tourists travel off-season, cycle routes connect remote coastal areas with popular resorts, which makes the regional tourism offer more sustainable and tourism movement more balanced in space and time. Specific objectives of the project are:*

- establishing the long-term, sustainable development strategy of the Baltic Sea Cycle Route as a flagship cycle tourism product in the South Baltic area,*
- increasing the visibility of South Baltic area as an attractive cycle tourist destination,*
- improving access to the tourism information of active tourism products/services in the region,*
- testing, implementing, evaluating and disseminating new, innovative and eco-friendly solutions/services for the cycle routes infrastructure.*

*"Biking South Baltic!" projects' partners are:*

- 1. Pomorskie Tourist Board, Gdańsk, Poland (Lead Partner)*
- 2. Pomorskie Voivodeship, Gdańsk, Poland*
- 3. Zachodniopomorskie Voivodeship, Szczecin, Poland*
- 4. European Cyclists' Federation Brussels, Belgium*
- 5. Mecklenburg-Vorpommern Tourist Board, Rostock, Germany*
- 6. Centre for Regional and Tourist Research, Nexø, Denmark*
- 7. Danish Cycling Tourism, Copenhagen, Denmark*



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Projects' associated partners are:

1. The Regional Council in Kalmar County (Kalmar, Sweden)
2. Ustka Community (Ustka, Poland)
3. Trzebiatów Commune (Trzebiatów, Poland)
4. Asociacion "Klaipeda Region" (Klaipeda, Lithuania)
5. Ministry of Sport and Tourism of the Republic of Poland (Warsaw, Poland)

Planned main project result is to increase popularity, attractiveness and visibility of coastal tourist attractions of South Baltic area, connected, promoted and integrated as a common, cross-border, sustainable, active tourism product - Baltic Sea Cycle Route Copenhagen-Gdańsk.

Project includes 6 WP-s:

- WP1 - management and coordination
- WP2 - communication and dissemination
- WP3 - strategy, research and database
- WP4 - networks and IT tools
- WP5 - promotion campaign of the route
- WP6 - pilot investment

Project "Biking South Baltic!" is planned from 2017 to 2019. Projects' value is 988 036,69 EUR and is co-financed from ERDF funds (South Baltic/InterregProgram). Main project beneficiaries are visitors - cycle tourists and product stakeholders - public, private and NGOs on the route.

The project is innovative. Main tourism stakeholders from partner countries work together with cycle tourism NGOs and ECF - European Cyclists' Federation - the owner of the EuroVelo brand. Implementing common, long-term strategy of route development, focused on route stakeholders and target audience is one of main project deliverables.

The projects' area covers the whole South Baltic area - Southern Denmark, Northern Germany, Northern Poland - part of the Baltic Sea Coast from Copenhagen to Gdańsk.





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## 2. Target groups

*Project's target groups are defined in the "Promotion and communication strategy of the Biking South Baltic! project. There are direct and indirect target groups.*

*Direct target groups of the document are "Biking South Baltic!" project partners. Strategy shows the further challenges and actions that should be taken beyond 2020 to maintain projects' outputs and benefits for tourists after projects' ending.*

*Indirect target groups are potential stakeholders of the Baltic Sea Cycle Route in all countries and regions around the Baltic Sea. Good examples, achieved standards and partners' experiences from the "Biking South Baltic!" project will be the inspiration to continue the projects' works around the Baltic Sea:*

- 1. Cyclists (tourists): long-distance travelers (point-to-point travels, at least 5 days of cycling), regional tourists (cycling during holidays in one of the route's regions without changing of the accommodation) and short (recreational) cycle trips related to other tourist activity*
- 2. Cycle travels of a local community (domestic travels) and recreational trips of South Baltic regions' habitants*
- 3. Tourism industry (business): tourism business located along the route (local business), other tourism business (tour operators from other countries and regions)*
- 4. Public administration bodies (local, regional and national level)*
- 5. Cycling associations and NGO-s (local, regional and national level)*
- 6. R&D institutions*
- 7. Local/regional media, cycling/tourism magazines*

*Key stakeholders from other Baltic Sea Cycle Route countries and regions were defined during the preparation of the document. The following institutions are potential project partners and leaders of regional and transnational cooperation related to the whole Baltic Sea Cycle Route:*

- Ostsee-Holstein-Tourismus e. V, (Germany, Schleswig-Holstein) <https://www.ostsee-schleswig-holstein.de/ostseekuesten-radweg.html>*
- Warmia and Mazury Voivodeship (Olsztyn, Poland)*
- Kaliningrad and Leningrad District Administration (Russia Federation)*
- "Lithuanian Cyclists Community" (Klaipeda, Lithuania) [www.bicycle.lt](http://www.bicycle.lt)*
- Vidzeme Tourist Association (Vidzeme, Latvia) [www.vidzeme.com](http://www.vidzeme.com)*
- Latvian Cyclists' Union, Latvijas Riteņbraucēju apvienība (Riga, Latvia)*
- Latvijas Veloinformācijas centrs (VIC) (Riga, Latvia)*
- "Vänta Aga" Cycling Club (Tallin, Estonia)*
- Finnish Cycling Federation (Helsinki, Finland) <https://pyoraliiitto.fi>*
- Swedish Cycle Advocacy Association (CYKELFRÄMJANDET, Stockholm, Sweden) [www.cykelframjandet.se](http://www.cykelframjandet.se)*

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### 3. Planned outputs of the document

Strategy outputs are defined as:

- direct outputs (projects' partners): years 2017-2019 and 2020+
- indirect outputs (indirect project's target groups): 2020+

Direct outputs:

- 2017-2019: standardization of the product implementation tools and focusing on project partners common actions, product visualisation, popularization of the projects' results to the target groups in the whole Baltic Sea Region
- beyond 2020: maintaining of the "Biking South Baltic!" projects' results (durability), defining further projects related to development and promotion of the Baltic Sea Cycle Route in the future

Indirect outputs (2020+) are:

- promotion and enlargement of the idea of the cooperation related to the whole Baltic Sea Cycle Route and the route stakeholders around the Baltic
- popularization of the good practices, standards, recommendations prepared within the "Biking South Baltic!" project, inspiring of route stakeholders to further actions and projects.

### 4. Baltic Sea Cycle Route - general information

Baltic Sea Cycle Route (also known as Hansa Circuit Route) is one of 15 EuroVelo routes, defined in the EuroVelo network development strategy by the ECF - European Cyclists' Federation. It is a circuit route, surrounding the Baltic Sea. Running through 9 countries it connects 5 capitals of the Baltic Sea region countries and different parts of Europe: Central Europe, Eastern Europe and Northern Europe. Countries connected by the route are: Denmark, Germany, Poland, Russia Federation (Kaliningrad District and Leningrad District), three Baltic countries - Lithuania, Latvia and Estonia, Finland and Sweden. 5 capitals located on the route are: Copenhagen (Denmark), Stockholm (Sweden), Helsinki (Finland), Tallin (Estonia) and Riga (Latvia). Length of the route (with reference to ECF website and routes' map) is 7 980 km.

Regarding to the information obtained from [www.cycling.waymarkedtrails.org](http://www.cycling.waymarkedtrails.org) (Open Cycle Map) total length of the route is 8 573 km. Verified and edited GPS track of the route is 8 555 km. The following numbers exclude the route in the Leningrad District (no GPS track), so total length of the route is estimated to 9 000 km. It's about 1000 km more than official ECF's information. Difference is related to incompletely marked route - big part of the trail are only the suggestion/recommendation (like in Sweden and Finland). Also, there is a number of loops and alternatives. Rügen and Fehmarn islands in Germany are the good example of this. Also there is a number of ferry connections between islands and peninsulas, that are not possible to cycle but included in the total length of the route. "Island hopping" is typical to the Danish and partly Estonian part of the route.



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*Sundstraits between Copenhagen and Malmö also requires public transportation, it's not allowed to bike by the bridge and tunnel between these cities. It's about 100 km of total ferry and other connections on the whole route.*

*The following lengths of the Baltic Sea Cycle Route was defined from the national/regional information and on the GPS track base in the Baltic Sea Countries:*

- 547 km (568 km - GPS track) in Denmark
- 2 510 km (2 514 km - GPS track) in Sweden
- 1 703 km (1 708 km - GPS track) in Finland
- 1 038 km (1 037 km - GPS track) in Estonia
- 107 km (107 km - GPS track) in Lithuania
- 688 km (687 km - GPS track) km in Latvia
- 531 km (594 km - GPS track) in Poland
- 1 095 - 1 100 km (1 121 km - GPS track) in Germany
- 600-700 km in the Russia Federation (including 212 km in the Kaliningrad District)

*Only part of the route is signed yet. Different maps and GPS tracks shows different course of the track and there are significant differences between written information and length of the route on the maps. EuroVelo signs (route No. 10 and 13) are used now only in Estonia and partly in Latvia. Polands' whole part of the route will be signed with EuroVelo signs until 2020.*

*A survey of the route according to the European Certification Standard has been undertaken during 2017 in Germany, Denmark and Poland in the frame of the "Biking South Baltic!" projects.*

#### 4.1. Denmark

*Baltic Sea Cycle Route in Denmark begins in Copenhagen. There is a necessity of taking the train to Malmö, due to the Sund straits between Denmark and Sweden, where cycling is not allowed. From Copenhagen the route runs to the south, through the number of island. It ends at the Danish-Germany border near Flensburg, in the historical province of Holstein.*

*Route length in Denmark (GPS) is 568 km. Denmark section of the route requires 5-8 days of cycling.*

*The biggest tourist attractions of the Danish section of the Baltic Sea Cycle Route are:*

- Gråsten Castle (Danish Royal Family summer residence)
- Søndborg Castle (XIIIth century)
- Southern Denmark Archipelago (about 50 islands and islets)
- Cliffs of the Møn island
- Stevns Klint (UNESCO)
- Copenhagen - the capital of Denmark, one of the most interesting tourist destinations in the whole Baltic Sea
- "Panorama Loops" - local cycle routes in the eastern seashore of the Baltic Sea, dedicated to families and children.





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*Almost the whole route is flat, like typical Danish agricultural landscape is. There are only small parts of the route with hills, close to Møn and Stevnliffs. Only the Copenhagen and suburbs of the capital are strongly urbanized, rest of the route is covered by quite, rural landscapes. Picturesque villages with small, colourful houses are typical for Denmark. Also there is a number of nice, seashore located towns and settlements with marinas and small fishery harbours.*

*Main transportation hub for Danish part of the route is Copenhagen - a big international airport and seaport, located close to the Sund straits. There is also a number of ferry connection in this part of the route, total about 60 km length. Longest connections are between Als and Fyn, Langeland and Lolland, Bøgo and Møn. Timetable of ferries limits the travel a little, but it's also a special tourist attraction, and this part of the route is so-called "island hopping".*

*Baltic Sea Cycle Route in Denmark is not signed with EuroVelo signs. It uses national routes signs No. 6, 8 and 9. Eastern part of the route follows the route Berlin-Copenhagen.*

*Danish national signs are very characteristic - small green tables with white letters and the cycle mark. Route number is located in the red square box (national routes) or green box (regional routes). Signs construction is not high, quite strong and resistant, made with steel pipes and metal plates.*

*Standard of the route in Denmark is very good. Route follows mainly local paved (asphalted) roads with small and very small car traffic. Number of cycle paths is also significant. Safety of cyclists seems to be high and very high.*

*There is no dedicated tourist infrastructure on the route except others' routes infrastructure - rest points, information tables and other. Quality of the infrastructure is good.*

*The whole Danish part of the EuroVelo 10 route is planned to be surveyed according to the European Certification Standard, within the "Biking South Baltic!" project. Regarding to the Danish Cyclist Tourists' information, signs on the route are planned to be update.*

*Manager of the route is Danish Cycling Tourism association from Copenhagen. It is NECC (National EuroVelo Coordination Center for the EuroVelo routes) for Denmark. DCT website: [www.cykelturisme.dk](http://www.cykelturisme.dk).*

*There is implemented a national standard of bike friendly services and accommodation in Denmark. Bed+Bike certification standard is a clone of Germany Bett& Bike system. About 170 tourism business is included in this system.*

*Danish Cycling Tourism is responsible for the cycling tourism marketing in Demark, together with Visit Denmark (national tourism agency) and regional/local public administration/DMO-s. Main cycling tourism website for Denmark is [www.denmarkbybike.dk](http://www.denmarkbybike.dk). Maps and guides for the cycle routes in Denmark are also available (free and payable).*

*Big success of Danish' cycling marketing was the development and promotion of the Berlin-Copenhagen route, which forms part of EuroVelo 7 – Sun Route and partially overlaps with a section of EuroVelo 10. This tourism product, launched together with two regional Northern Germany DMO from Brandenburg and Mecklenburg-Vorpommern, became one of the most popular tourism routes for German Cyclists (regarding to the ADFC market reports). The project was co-financed by ERDF funds from Danish and Germany Interreg Programme 2007-2013.*



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## 4.2. Germany: Land Schleswig-Holstein

*Baltic Sea Cycle Route in Germany runs through two federal states(provinces): Schleswig-Holstein (former Western Germany) and Mecklenburg-Vorpommern (former Eastern Germany). Border between these two regions (and also historical border between Eastern and Western Germany) is located near Lübeck/Travemünde. The route in the Schleswig-Holstein land follows the Baltic Sea from the city of Flensburg near Danish border to Lübeck/Travemünde, to the border with Mecklenburg-Vorpommern land. There is a 65 km loop of the route on the Fehmarn Island, between Lübeck and Kiel.*

*Route length in S-H land is 435 km (GPS track) and 430 km ([www.ostsee-schleswig-holstein.de](http://www.ostsee-schleswig-holstein.de)). It is about of 40% total length of the route in Germany. This section of the route requires 5-6 days of cycling.*

*The biggest tourist attractions of the Schleswig-Holstein section of the Baltic Sea Cycle Route are:*

- *Flensburg(city with both Germany and Danish history)*
- *Kiel (Hanseatic City)*
- *Lübeck (Hanseatic City, located 15 km from the route)*
- *Fehmarn Island*

*Main transportation hubs for the route are three big cities: Flensburg, Kiel and Lubeck. All three cities are big seaports with the number of ferry connections. There are also important train stations with regional and international connections (Germany-Scandinavia corridor). Accessibility of this part of the route is very good.*

*Baltic Sea Cycle Route in Schleswig-Holstein has no own (EuroVelo) signs. It uses national signs of Ostseeküsten-Radweg cycle route - very popular and important cycle route in Germany. This route is one of the best recognized and is found as top cycle tourism destination on domestic market. Signs are typical for Germany.*

*Route runs mostly via local roads, with low and very low traffic. Standard of the route is quite good, mainly asphalted and good gravel roads are used. Safety and comfort of travel is good. There is no ADFC recommendation ("stars") for this route. There is no dedicated tourist infrastructure on the route except others' routes infrastructure - rest points, information tables and other. Cycle monitors are located mainly in big cities.*

*This section of the route has not been surveyed using the European Certification Standard methodology yet. There is no plan of survey of this part of the route, because Schleswig-Holstein region is not included in the "Biking South Baltic!" project.*

*Managing and promotion of the route is divided between several institutions: ADFC, regional government (SH lands' administration), regional DMO-s and local administration/NGO-s. ADFC is the main and the most important institution in Germany. It's NECC for EuroVelo routes in Germany and manage the standards of Bett& Bike certification and the certification of the routes in Germany.*



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*Bett+Bike standard of tourism accommodation and services is very popular in this part of the route. Number of recommended bike-friendly accommodation facilities is significant. Website: [www.adfc.tourenportal.de](http://www.adfc.tourenportal.de) contains the information about the route and the list of Bett& Bike facilities. Maps and guides for the cycle route are also available (free and payable).*

### 4.3. Germany: Land Mecklenburg-Vorpommern

*Baltic Sea Cycle Route in Germany runs through two lands (provinces): Schleswig-Holstein (former Western Germany) and Mecklenburg-Vorpommern (former Eastern Germany). Border between these two regions (and also historical border between Eastern and Western Germany) is located near Lübeck/Travemünde.*

*The route in the Mecklenburg-Vorpommern land runs close to the Baltic Sea, from Lubeck to Usedom Island (Polish border). There are two loops of the route: small (33 km) on the Poel Island, close to the city of Wismar and a big one on the island of Rügen. Route length in M-V land is 686 km (with accordance to the GPS track). About 60% of the route is in Germany. Two island loops of the route counts more than 300 km (33 km on the Poel Island and 280 km on the island of Rügen). This section of the route requires c.a. 10 days of cycling.*

*The biggest tourist attractions of the Mecklenburg-Vorpommern section of the Baltic Sea Cycle Route are:*

- Wismar (UNESCO)
- Island of Poel
- Rostock (Hanseatic City)
- Ostseebad Kühlungsborn,
- Ostseebad Heiligendamm / Bad Doberan
- Fischland - Darß - Zingstpeninsula
- Vorpommersche Boddenlandschaft National Park
- Jasmund National Park / Rügen Island (UNESCO),
- Stralsund (UNESCO),
- Greifswald
- Usedom Island resorts (Heringsdorf, Ahlbeck and other)

*Main transportation hub for the route is Rostock. It's the biggest seaport of eastern coast of Baltic in Germany and has a big ferry terminal, important bus and railway station. Wismar, Stralsund and Greifswald are local transportation hubs. City of Stralsund is important, as the gateway to the Rügen Island. Also Sassnitz (Mukram) on Rügen Island is a huge ferry terminal, connecting Germany and Scandinavia. Accessibility of this part of the route is very good.*

*Baltic Sea Cycle Route in Mecklenburg-Vorpommern has no own (EuroVelo) signs yet. It uses national signs of Ostseeküsten-Radweg cycle route - very popular and important cycle route in Germany. This route is one of the best recognized and is found as top cycle tourism destination on domestic market. Signs are typical for Germany. Route is signed partly. There are some section of the route with insufficient number of signs.*

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Route runs mostly via local roads, with low and very low traffic mainly. Standard of the route is moderate. Mainly asphalted and good gravel roads are used. There are sections located close to the sea with poor surface - dirt roads and forest paths. These sections should be improved. Safety and comfort of travel is good, locally average.

There is no ADFC recommendation ("stars") for this route. There is no dedicated tourist infrastructure on the route except others' routes infrastructure - rest points, information tables and other. Cycle monitors are located mainly in big cities.

The surveying of this section of the route according to the European Certification Standard is planned in 2017 as one of the "Biking South Baltic!" projects' activities.

Managing and promotion of the route is divided between several institutions: ADFC, regional government (MV lands' administration), regional DMO-s and local administration/NGO-s. ADFC is the main and the most important institution in Germany. It's NECC for EuroVelo routes in Germany and manage the standards of Bett& Bike certification and the certification of the routes in Germany.

Bett&Bike standard of tourism accommodation and services is popular in this part of the route. Number of recommended bike-friendly accommodation facilities is smaller than in western part of the route, but sufficient. Website: [www.adfc.tourenportal.de](http://www.adfc.tourenportal.de) contains the information about the route and the list of Bett& Bike facilities. Maps and guides for the cycle route are also available (free and payable).

#### 4.4. Poland: Zachodniopomorskie Voivodeship

Baltic Sea Cycle Route in the Zachodniopomorskie Voivodeship (western part of Polish Baltic coast) begins in Świnoujście. It is a German-Polish border on the Uznam (Usedom) island. Route follows the Baltic coast on Wolin Island and close to the Baltic, occasionally leaving seashore. Route ends between cities: Jarosławiec and Ustka, where the border with Pomorskie Voivodeship runs.

Length of the route in Zachodniopomorskie is 232 km. It is about 40% of total length of the route in Poland. Almost 80% of this part of the route touches the seashore directly. Only on the Wolin Island, near Koszalin and Jarosławiec the route leaves the beaches and coastal forests of the Baltic Sea.

3-4 days are required to cycle in the Zachodniopomorskie section of the route.

The biggest tourist attractions of the Zachodniopomorskie section of the Baltic Sea Cycle Route are:

- Świnoujście - monuments, resort
- Wolin Island (national park, monuments)
- Trzęszacz - ruins of medieval church on the cliff
- Kołobrzeg - monuments, resort
- Darłowo - monuments, resort
- Jarosławiec - resort
- number of small, interesting resorts on the Baltic Sea shore



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*There are no big transportation hubs in this section of the route. Świnoujście is an important ferry terminal and a part of big Polish seaport (Szczecin-Świnoujście). Local hubs are: Kołobrzeg and Koszalin, located in the central part of the route. Both has train and bus connections to the rest of the country. Transport accessibility of this part of the route is average.*

*Polish section of the Baltic Sea Cycle Route is signed as national route R-10. Signs are good quality, but old and incomplete now, but can be found almost on the whole route. New signs, including EuroVelo standard (EV10 and EV13) will be placed in Zachodniopomorskie and Pomorskie Voivodeshis will be signed with these signs until 2020.*

*Former Polish cycle signs (R-2, R-3) are small metal or painted plates, white with a green cycle mark and route number (R-10). New signs, the only permitted from 2018, are metal orange plates with black letters and the symbol of the route (EuroVelo sign 10 and 13). These signs are located near Koszalin yet. Route in Zachodniopomorskie and Pomorskie Voivodeshis will be signed with these signs until 2020.*

*Quality of the route is average. Route runs mainly on separated cycle roads (70% in the West Pomerania Region). Some sections are paved and unpaved (gravel) roads, that will be upgrade until 2020. In 2020, the whole route will have good and very good quality and standard.*

*Tourist infrastructure on the route is typical for coastal areas. There are a number of rest points dedicated to cyclists, especially close to the sandy beaches (cycle parkings, locks). Infrastructure is dedicated for the Baltic Sea Cycle Route. 4 cycle monitors will be located on the route until 2018.*

*Route in the Zachodniopomorskie is not has not been surveyed using the European Certification Standard methodology yet. The survey of this section of the route is planned in 2017 as one of the "Biking South Baltic!" projects' activities.*

*Manager of the route is the regional administration (Office of the Marshal of the Zachodniopomorskie Voivodeship). This institution is responsible for cycling tourism investments on the route, especially surface improvement and signing. Maintenance of the route will be a duty of the local communities, supported by the regional administration.*

*Improving of the quality of the Baltic Sea Cycle Route is one of the priorities of the regional administration as a part of regional cycle tourism infrastructure development plan, supported by EU funds (regional programme).*

*There is no standard of cycle-friendly services and accommodation for the route or in the region and there is no plans in this area. NECC structure in Poland is not established yet. Cooperation with ECF in this area is in charge of regional administration. Zachodniopomorskie and Pomorskie regions participate in this cooperation yet properly, so the survey of the route is possible nowadays. Certification will be possible following the attendance of the EV training in Sevilla in April 2017. However, certification is not included iwithn the BSB project tasks.*

*Promotion and tourist information of the route is also a duty of regional administration. No big marketing campaign is planned next years. Cooperation is limited to the "Biking South Baltic!" projects' activities and general marketing actions of regional administration. There is no website dedicated for the Baltic Sea Cycle Route. Information concerning the route will be placed at the*



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regional cycle tourism website [www.rowery.wzp.pl](http://www.rowery.wzp.pl) (Polish version only now, 2017) and + fb <https://www.facebook.com/PomZachodnieRowerem/>

#### 4.5. Poland: PomorskieVoivodeship

*Baltic Sea Cycle Route in the PomorskieVoivodeship (central part of Polish Baltic coast) begins close to the city of Ustka, where the region is bordering with ZachodniopomorskieVoivodeship. Route ends in the village Kępmki, close to the city of Elbląg, on the Nogat River. It is a border with Warmia and MazuryVoivodeship, where last, eastern part of the route runs to the Kaliningrad District.*

*Length of the route in the PomorskieVoivodeship is 300 km (with reference to the GPS track). It is 50% of the whole route in Poland.*

*5-6 days are required to cycle in the Pomorskie section of the route.*

*The biggest tourist attractions of the Pomorskie section of the Baltic Sea Cycle Route are:*

- *Ustka (resort)*
- *Słowiński National Park (between Ustka and Łeba)*
- *Łeba (resort)*
- *Pucka Bay and Hel Peninsula*
- *Puck*
- *Gdańsk, Gdynia, Sopot - the "Tricity"*
- *Vistula Spit*
- *historical monuments of the Żuławy plains*
- *Nowy Dwór Gdański*

*Transport accessibility of this part of the route is provided mainly by the cities: Gdańsk, Sopot and Gdynia. Important Baltic seaports are located in Gdynia and Gdańsk with a number of ferry connections to Scandinavia. Gdańsk and Gdynia are also important bus and train stations. Airport in Gdańsk is the biggest airport in Northern Poland. These cities provides good accessibility to the eastern part of the route.*

*Access to the western and central part of the route in the PomorskieVoivodeship is not so good, as to the eastern part. Main transportation hub is Słupsk, located on the railway line and national road Szczecin-Gdańsk. City provides the access to the rest of the country. Transport accessibility of this part of the route is average.*

*Polish section of the Baltic Sea Cycle Route is signed as national route R-10. Signs are old and incomplete now, but can be found almost on the whole route. New signs, including EuroVelo standard (EV10 and EV13) will be placed at the Pomorskie and Zachodniopomorskie sections of the route until 2020.*

*Former Polish cycle signs (R-2, R-3) are small metal or painted plates, white with a green cycle mark and route number (R-10). New signs, the only permitted from 2018, are metal orange plates with*



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black letters and the symbol of the route (EuroVelo sign 10 and 13). The whole route in Zachodniopomorskie and Pomorskie Voivodeshis will be signed with these signs until 2020.

Quality of the route is average. Route runs mainly on low traffic roads. Some sections are paved and unpaved (gravel) roads, that will be upgrade until 2020. In 2020, the whole route will have good and very good quality and standard.

Tourist infrastructure on the route is typical for coastal areas. Infrastructure is dedicated for the Baltic Sea Cycle Route. 4 cycle monitors will be located on the route until 2018.

Route in the Pomorskie is not surveyed using the European Certification Standard methodology yet. The survey of this section of the route is planned in 2017 as one of the "Biking South Baltic!" projects' activities.

Manager of the route is the regional administration (Office of the Marshal of the Pomorskie Voivodeship). This institution is responsible for cycling tourism investments on the route, especially surface improvement and signing. Maintenance of the route will be a duty of the local communities, supported by the regional administration.

Improving of the quality of the Baltic Sea Cycle Route is one of the priorities of the regional administration as a part of regional cycle tourism infrastructure development plan, supported by EU funds (regional programme).

There is no standard of cycle-friendly services and accommodation for the route or in the region and there is no plans in this area. NECC structure in Poland is not established yet. Cooperation with ECF in this area is in charge of regional administration. Zachodniopomorskie and Pomorskie regions participate in this cooperation yet properly, so certification of the route is possible nowadays.

Promotion and tourist information of the route is also a duty of regional administration. Cooperation is limited to the "Biking South Baltic!" projects' activities and general marketing actions of regional administration yet. Big marketing campaign for domestic market is planned in the 2019-2020. There is no website dedicated for the Baltic Sea Cycle Route.

#### 4.6. Poland: Warmia and Mazury Voivodeship

Baltic Sea Cycle Route in the Warmia and Mazury Voivodeship (eastern part of Polish Baltic coast) begins on the Nogat River, close to the city of Elbląg. It is a border with Pomorskie Voivodeship.

Route ends on the border of the Russia Federation (border crossing: Gronowo-Mamonowo).

Length of the route in the region is 62 km (with reference to the GPS track). It is less than 10% of the whole route in Poland. This is the most eastern part of the whole route.

1 days required to cycle in this section of the route.

The biggest tourist attractions of the Warmia and Mazury section of the Baltic Sea Cycle Route are:

- Elbląg (historical city, located close to the route)
- Vistula Lagoon and Vistula Spit



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- *Elbląg Highland (landscape park)*
- *Tolkicko (monuments)*
- *Frombork (monuments)*
- *Braniewo (monuments)*

*Transport accessibility of this part of the route is provided by the city of Elbląg. There are good public transport (train, bus) connection to the rest of the country. Elbląg seaport is rather local, like the fishery and yacht ports in Tolkicko and Frombork. Ferries in Tolkicko provides summer connections to the Vistula Spit. Eastern part of the route (close to the border with Russia) has a low transport accessibility.*

*Polish section of the Baltic Sea Cycle Route is signed as national route R-10. Signs are old and incomplete now, but can be found almost on the whole route. New signs, including EuroVelo standard (EV10 and EV13, will be placed at the whole route until 2020, but not in this section of the route.*

*Baltic Sea Cycle Route, surveyed and signed with EuroVelo 10 signs, will not cover this part of Poland until 2020. Regional administration is not interested in implementing EuroVelo standard for the route and do not participate in the "Biking South Baltic!" project.*

*Quality of the route is average. Route runs through regional (paved) roads, with average and significant car traffic. Road safety of the cyclist at this section of the route is insufficient.*

*There is no dedicated cycle tourism infrastructure, excepting the rest points in Frombork, Tolkicko and Braniewo where national Green Velo cycle route infrastructure was built. There is no further plan of improvement of the infrastructure.*

*Route in the Warmia and Mazury Voivodeship is not surveyed according to the European Certification Standard methodology yet. A survey of this section of the route is not planned.*

*There is no managing institution for the route. Generally, managing of the national and international routes in this region is the regional administration, but no actions are taken in this area. Maintenance of the route is a duty of the local communities.*

*There is a MPR (Cycling-Friendly Places) system implemented in the region. It was a part of product development actions related to construction of the Green Velo route. A number of cycle services and accommodation facilities fitted the standard, based on Germany Bett und Bike standard. Database of these sites and services is presented at the website [www.greenvelo.pl](http://www.greenvelo.pl). There is no website dedicated for the Baltic Sea Cycle Route and promotion activities, maps and brochures.*

#### **4.7. Russia Federation: Kaliningrad District**

*Baltic Sea Cycle Route in the Kaliningrad District of the Russia Federation begins on the border with Poland (Mamonowo). Route follows the shore of Vistula Lagoon to the city of Kaliningrad. From Kaliningrad the route runs to the Baltic seashore through resorts: Yantarnyi, Swietlogorsk and Zielenogradsk to the Curonian Spit. Next part of the route follows the only road on the spit to the border with Lithuania near the city Neringa.*





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*Length of the route in the region is 212 km (with reference to the GPS track). 3-4 day are required to cycle in this section of the route.*

*The biggest tourist attractions of the Kaliningrad District section of the Baltic Sea Cycle Route are:*

- *Kaliningrad (historical city)*
- *Baltic seashore resorts: Yantarnyi, Swietlogorsk and Zielenogradsk*
- *Curonian Spit (natural park)*

*Transport accessibility of this part of the route is provided by the city of Kaliningrad. This is the main city and a centre for regional administration and services for the whole province.*

*Kaliningrad District is a part of the Russia Federation. It is a non-Schengen country, so visa and passport are required to travel to this region.*

*It is not easy to get to the Kaliningrad by the public transport. Number of train and bus connections with Poland and Lithuania is not very high. Also there is a lack of ferry connections to the Baltic cities. Due to this problem, this part of the route has a poor international transport accessibility.*

*Inside of the Kaliningrad District this problem is not so important. Central location of the city of Kaliningrad and small size of Kaliningrad District makes local travels more suitable.*

*Baltic Sea Cycle Route there is not signed. There is no special infrastructure, dedicated to the road. Some investments are planned, but not existing now. GPS track and tourist maps are the only navigational aids on the route yet.*

*The route follows only public roads in the Kaliningrad District. Car traffic is significant on the roads and in the city of Kaliningrad. Road safety of cyclists is low to average, special attention should be taken during cycling on the main roads.*

*Route is not surveyed according to the European Certification Standard methodology yet. Inspected survey of this section of the route is not planned.*

*Management and promotion of the route is not defined. Lack of cycle-friendly services and accommodation standards. There is no website of the route in the Kaliningrad District.*

#### **4.8. Lithuania**

*Lithuanian part of the Baltic Sea Cycle Route runs along the Baltic Sea shore from the border of Russia Federation on the Curonian Spit to the end north to Palanga, on the border with Latvia.*

*Route length in Lithuania is 107 km. It is divided onto two, almost equal, parts. Southern part of the route (60 km) follows the only road on the Curonian Spit to the city of Klaipeda. Northern part, from Klaipeda to the Latvian border is also running close to the sea.*

*2 days are required to travel along the Lithuanian coast via Baltic Sea Cycle Route.*

*The biggest tourist attractions of the Lithuanian section of the Baltic Sea Cycle Route are:*

- *Curonian Spit and the Neringa City (UNESCO)*



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- *Klaipeda*
- *Palanga (resort)*

*Klaipeda is the most important transportation hub for the Lithuanian part of the Baltic Sea Cycle Route and for the Lithuanian coast. It is the only seaport of Lithuania and has good ferry connection to Scandinavia and Germany.*

*Baltic Sea Cycle Route in Lithuania is signed as national cycle route No. 10. Cycle signs are similar at three Baltic States. Signs are blue and includes the number of the route in the red box. There is no EuroVelo signposting in Lithuania. Lithuanian section of Baltic Sea Cycle Route is also a part of the national route No. 5 - Curonian Spit, "Memelland" and the Baltic Sea coast route.*

*Local roads and seashore promenades are used for the route in Lithuania. Road safety is moderate and good, standard of the route is also average and good.*

*There is no dedicated tourist infrastructure on the route except others' routes infrastructure - rest points, information tables and other.*

*Route is not surveyed according to the European Certification Standard methodology yet. A survey of this section of the route is not planned. Lack of cycle-friendly services and accommodation standards.*

*Managing and promotion of the route is divided between several institutions. LCC - Lithuanian Cyclists' Community, located in Klaipeda is NECC for EuroVelo routes in Lithuania. There is no website of the route in the Lithuania.*

#### **4.9. Latvia**

*Latvian part of the Baltic Sea Cycle Route runs along the Baltic Sea from the Lithuanian border, along the Baltic Sea, to the cities of Northern Latvia: Liepaja, Ventspils and Kolka to Riga. From the capital of Latvia it follows the Baltic to the border of Estonia.*

*Route length in Lithuania is 690 km. The route leaves the Baltic Sea twice, what makes the route quite longer, but allows to historical city of Kuldīga and some inland landscapes. Latvian section of the route requires 8-10 days of cycling.*

*The biggest tourist attractions of the Latvian section of the Baltic Sea Cycle Route are:*

- *Liepaja (historical city)*
- *Kuldīga (historical city)*
- *Ventspils (historical city)*
- *Sīlītere National Park (Kurzeme region)*
- *Jūrmala (resort)*
- *Ķemeru National Park (Jūrmala region)*
- *Riga city (UNESCO)*



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*Riga is the biggest city and the most important transportation hub on the route in Latvia. Capital of the country and big seaport and airport. Riga has a number of ferry connections to Scandinavia and Germany. Liepaja, Kuldīga and Ventspils are local hubs for western part of the route.*

*Baltic Sea Cycle Route in Latvia is signed as national cycle route No. 10. Cycle signs are similar at three Baltic States. Signs are blue and includes the number of the route in the red box. There is no EuroVelo signposting in Latvia.*

*50 km of the route in the Vidzeme region is marked as an EuroVelo 13 (Iron Curtain Trail) route. Both routes (EV10 and EV13) follow the same road at this region, so this part of the route is marked with EuroVelo standard. Other part of the country is not signed with EuroVelo signs.*

*Local roads and seashore promenades are used for the route in Latvia. Road safety is moderate and good, standard of the route is also average and good. There is no dedicated tourist infrastructure on the route except others' routes infrastructure - rest points, information tables and other. Latvian seashore has rather low density of population, so the roads are not crowded and safe.*

*Route is not surveyed according to the European Certification Standard methodology yet. A survey of this section of the route is not planned. Lack of cycle-friendly services and accommodation standards.*

*Managing and promotion of the route is divided between several institutions. There are at least 2 cyclist NGO in Riga and some local tourism and cycling associations (like Vidzeme Tourism Association) in the country. There is no NECC organization for the Latvia, so management of the EuroVelo routes in Latvia is not defined completely.*

#### 4.10. Estonia

*Baltic Sea Cycle route in Estonia follows the Baltic Sea through the whole country. Route begins on the Latvia border in the southern Estonia, near the city Salsgriva and runs from southern part of the country to north. It leaves the shore to enter to three Estonian islands: Hiiumaa, Saaremaa and Muhu. Route returns to the seashore and runs east, to Tallin and Narva, to the border with Russia Federation in the Leningrad District.*

*Estonian part of the route is quite long. It is over 1000 km (1037 km with accordance to the GPS track). 640 km of the route follows the Baltic Sea shore, and 344 km are located on three islands. 50 km of the route are ferry connections between islands and the Baltic Sea shore.*

*This section of the route requires at least 12 days of cycling.*

*The biggest tourist attractions of the Estonian section of the route are:*

- Parnu (historical city)
- Baltic islands: Hiiumaa, Saaremaa iMuhu (national park)
- Tallin (UNESCO)
- Laheema National Park



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*Tallin is the biggest city and the most important transportation hub on the route in Estonia. Capital of the country and big seaport and airport. Riga has a number of ferry connections to Scandinavia and Germany. Parnu is local transportation hub for southern part of the route and Narwa has the same role for the eastern part of the route.*

*Estonian part of the route runs mainly local roads, close to the seashore. Near Tallin and Jurmala and Parnu the route uses promenades, located close to the sea. Road safety is moderate and good, standard of the route is also average and good. There is no dedicated tourist infrastructure on the route except others' routes infrastructure - rest points, information tables and other. Estonian seashore has rather low density of population, so the roads are not crowded and safe.*

*Baltic Sea Cycle Route in Estonia is signed as national cycle route No. 1. Cycle signs are similar at three Baltic States. Signs are blue and includes the number of the route in the red box. EuroVelo signs are used to mark the route in Estonia, with national route number 1.*

*Estonian part of the route is not surveyed according to the European Certification Standard methodology. Lack of cycle-friendly services and accommodation standards.*

*Managing and promotion of the route is divided between several institutions. There is no NECC organization for Estonia, so management of the EuroVelo routes in this country is not defined completely.*

#### **4.11. Russia Federation - Leningrad District**

*Leningrad District is a part of Russia Federation. This part of Russia border with Estonia near the city of Narva to south and Finland north to the city of Vyborg (Viipuri), with the vast city Petersburg in half-way.*

*The Baltic Sea Cycle Route in this part of Russia is not defined clearly. There is no GPS track and description of the route. It makes a problem with defining the length of the route. It is estimated about 450-500 km of distance between Estonian and Finland border, using local roads and avoiding high traffic.*

*This section of the route requires 5-7 days of cycling, but visiting the city of Petersburg should take additional 2-3 days due to the number of monuments, attractions and museum located here.*

*The biggest tourist attractions of this section of the route are:*

- Petersburg
- old resorts around Petersburg (CarskieSiolo, Puszkin and others)
- Viborg (historical city).

*Petersburg is the only and main transportation hub for this part of the Russia and the route. After Moscow, it is the 2nd city of Russia (in terms of population) and destination number 1 for tourists in Russia (3,4 mln visitors per year). There is a big seaport and airport with a number of European and international connections. It is also important train and bus station for the northern part of Russia Federation (European part of the country).*



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*Leningrad District is a part of the Russia Federation. It is a non-Schengen country, so visa and passport are required to travel to this region.*

*Route in this part of Russia is not signed. It makes a free choice of the road to travel, but due to the heavy traffic and low road safety the number of roads is limited, so special attention should be taken during cycling.*

*Route is not surveyed according to the European Certification Standard methodology yet. A survey of this section of the route is not planned.*

*Management and promotion of the route is not defined. Lack of cycle-friendly services and accommodation standards. There is no website of the route in the Leningrad District.*

#### **4.12. Finland**

*Baltic Sea Route in Finland begins in the region of Karelia, at the Russia border, between Kotka and Viborg (Viipuri). It runs close to the Baltic Sea west from the border to Turku and turns north, following the Bothnia Bay / Bothnian Sea to the northern part of the Baltic - the Harapanda Archipelago. Between twin cities: Swedish Harapanda and Finnish Tornio the route ends.*

*Total length of the route in Finland is 1708 km (with accordance to the GPS track). Route is not signed, so there are alternatives that can make this distance longer or shorter, especially in the Southern Finland. Route leads close to the border of the Baltic Sea, do not enter to the Finnish islands.*

*Due to the big distance and the size of the country, it is about 20-25 days required to cycle through Finland using Baltic Sea Cycle Route.*

*The biggest tourist attractions of Finnish section of the route are:*

- *Helsinki (capital of the country)*
- *Turku (historical city)*
- *Vaasa (historical city)*
- *Oulu (historical city)*
- *Tornio (historical city)*
- *Kvarken Archipelago - islands and islets in the central part of Bothnia Bay (UNESCO)*
- *numerous national parks of Central and Southern Finland.*

*Transport accessibility of Northern Finland is limited due to the size of the country and low number of inhabitants. Southern part is much easier to travel. A number of big and medium cities is quite high, and the transportation system is very well developed. Helsinki, a capital of the country, is a large seaport, with good ferry connections to many Baltic ports. There is also a big airport, train and coach station.*

*Turku and Vaasa are important transportation hubs for the western part of the country. Turku, due to its excellent location, is well communicated to many cities of the Baltic Sea region by ferries and planes. Vaasa is smaller, but plays similar role for Northern Finland. Kotka is important for eastern Finland and cities: Oulu and Tornio are important for the most northern part of the country.*



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*Finnish part of the route is not signed. There is no special infrastructure dedicated for cyclists. Route follows mainly local roads. Urbanized part of the country and cities (southern part, especially Helsinki region) has a number of cycle lanes. Cycle is a popular way of transportation in this country all year. Cyclist safety on the roads is high due to the high driving culture in Finland and good infrastructure. Roads in Finland are very good, mainly paved, so comfort of travel is also high. The only problem, especially in the northern part of the country, are big distances and very low density of population. This can make big logistics problems with food and accommodation - only experienced cyclist should choose Northern Finland and Sweden as cycle destination.*

*Finnish part of the route is not surveyed according to the European Certification Standard methodology. A survey of this section of the route is not planned.*

*Management and promotion of the route is not defined clearly. Lack of cycle-friendly services and accommodation standards. There is no website of the route, cycle websites are only in national language.*

#### 4.13. Sweden

*Baltic Sea Route in Sweden runs through the whole country from the north (border with Finland near the city Harapanda) - close to the Arctic Circle. Following thousands of Swedish islets route reaches Stockholm and run to Southern Sweden, to the province of Skane. Here is turning to west and passing close to the seashore to Malmö, close to the starting point of the route in Copenhagen. Trip should be finished at the railway station in Malmö, because it is not permitted to cycle through the road over and under the Sund straits, so taking a train is the best way to reach Copenhagen.*

*Route length in Sweden is over 2,500 km (2514 km with accordance to the GPS track). It is the longest national section of the route. At least 30 days are required to cycle in Sweden, following the Baltic Sea Cycle Route.*

*The biggest tourist attractions of Swedish section of the route are:*

- *Harapanda (historical city)*
- *Luleå (historical/UNESCO city)*
- *miasto Umeå (historical city)*
- *Stockholm and Stockholm region (capital of the country and national parks, surrounding the city)*
- *Kalmar (historical city)*
- *Karlskrona (historical city)*
- *Kristianstad (historical city)*
- *Ystad (historical city)*
- *Malmö (historical city)*

*Similarly to the northern Finland, transport accessibility of the northern part of the country is limited due to the size of the country and low number of habitants. Southern part is much easier to travel. The transportation system in Sweden is very well developed. Stockholm, a capital of the country, is a*



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*large seaport, with good ferry connections to many Baltic ports. There is also a big airport, train and coach station.*

*Central and southern part of the country is covered by the number of train and bus connections. Road network is well developed and high quality. Region of Stockholm is well urbanized and very big. Skane (southern province of Sweden) has a number of seaports with ferry terminals, connecting Scandinavia and Europe. Cities on the route: Malmö, Karlskrona, Ystad and Kalmar are Swedish "windows" to the rest of Europe.*

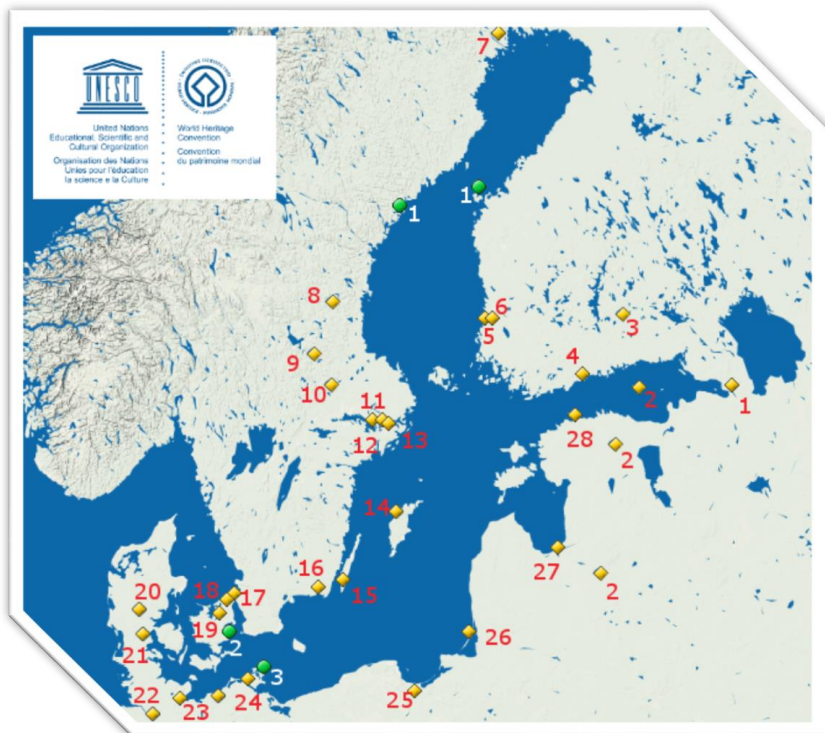
*Swedish part of the route is not signed, same as in Finland. There is no special infrastructure dedicated for cyclists. Route follows mainly local roads. Urbanized part of the country and cities (Skane region, cities and the whole Stockholm region) has a number of cycle lanes. Cycle is a popular way of transportation in this country all year. Cyclist safety on the roads is high due to the high driving culture in Finland and good infrastructure. Roads in Sweden are very good, mainly paved, so comfort of travel is also high. The only problem, especially in the northern part of the country, are big distances and very low density of population. This can make big logistics problems with food and accommodation - only experienced cyclist should choose Northern Finland and Sweden as cycle destination.*

*Swedish part of the route is not surveyed according to the European Certification Standard methodology. A survey of this section of the route is not planned.*

*Management and promotion of the route is not defined clearly. Lack of cycle-friendly services and accommodation standards. There is no website of the route, local and national cycle websites are only in Finnish.*

## **5. Main tourist attractions of the Baltic Sea Cycle Route**

## 5.1. UNESCO World Heritage Sites



UNESCO World Heritage Sites around the Baltic Sea

World Heritage Site is the highest brand that is given by the UNESCO organization to significant sites with high natural, cultural, historical or scientific (or mixes) value for the humanity. More than a 1000 sites are placed to the UNESCO list in the whole world. There are three categories of sites: natural, cultural and mixed. 31 sites are located close to the Baltic Sea (less than 100 km from the seashore). All these sites are worth to see and are popular tourist attractions. Baltic Sea Cycle Route runs through or close to these sites, located in all nine Baltic Sea Region countries.

### Natural World Heritage Sites:

1. High Coast / Kvarken Archipelago - Sweden / Finland
2. StevnsKlint (Cliffs of Stevns) - Denmark
3. Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe - Germany (Island of Rügen)

### Cultural World Heritage Sites:

1. Historic Centre of Saint Petersburg and Related Groups of Monuments - Russia Federation
2. Struve Geodetic Arc (10 countries of Europe, including: Russia Federation, Finland, Estonia, Latvia and Lithuania)





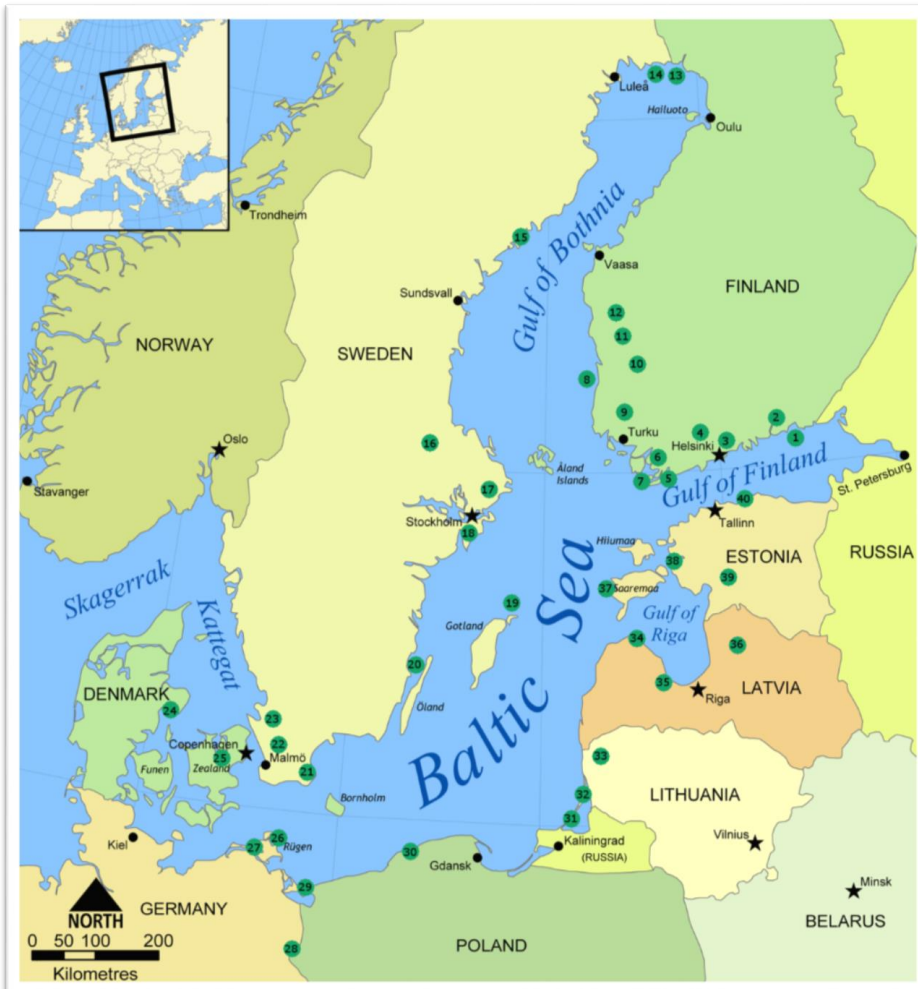
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3. *Verla Groundwood and Board Mill - Finland*
4. *Fortress of Suomenlinna - Finland*
5. *Old Rauma - Finland*
6. *Bronze Age Burial Site of Sammal-Iahdenmäki - Finland*
7. *Church Town of Gammelstad / Luleå - Sweden*
8. *Decorated Farmhouses of Hälsingland - Sweden*
9. *Mining Area of the Great Copper Mountain in Falun - Sweden*
10. *Engelsberg Ironworks - Sweden*
11. *Birka and Hovgården - Sweden*
12. *Royal Domain of Drottningholm, Stockholm - Sweden*
13. *Skogskyrkogården, Stockholm - Sweden*
14. *Hanseatic Town of Visby - Sweden*
15. *Agricultural Landscape of Southern Öland - Sweden*
16. *Naval Port of Karlskrona - Sweden*
17. *Kronborg Castle - Denmark*
18. *The par force hunting landscape in North Zealand - Denmark*
19. *Roskilde cathedral - Denmark*
20. *Jelling Mounds, Runic Stones and Church - Denmark*
21. *Christiansfeld, a Moravian Church Settlement - Denmark*
22. *Speicherstadt and Kontorhaus District with Chilehaus, Hamburg - Germany*
23. *Hanseatic City of Lübeck - Germany*
24. *Historic Centres of Stralsund and Wismar - Germany*
25. *Castle of the Teutonic Order in Malbork - Poland*
26. *Curonian Spit - Russia Federation and Lithuania*
27. *Historic centre of Riga - Latvia*
28. *Historic Centre (Old Town) of Tallinn - Estonia*

## 5.2. National Parks around the Baltic Sea

*Most beautiful landscapes and areas with the highest natural values are protected as national parks. Parks are home of many species - often endangered by the human activity. National parks are often popular tourist attractions. Up to 50 km to the seashore and in the sea there are 40 national parks around the Baltic Sea.*



National parks around the Baltic Sea

**Finland (13 national parks):**

1. Eastern Gulf of Finland National Park (*Itäisen Suomenlahden kansallispuisto*)
2. Valkmusa National Park (*Valkmusan kansallispuisto*)
3. Sipoonkorpi National Park (*Sipoonkorven kansallispuisto*)
4. Nuuksio National Park (*Nuuksion kansallispuisto*)
5. Ekenäs Archipelago National Park (*Tammisaaren saariston kansallispuisto*)



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6. *Teijo National Park (Teijon kansallispuisto)*
7. *Archipelago National Park (Saaristomeren kansallispuisto)*
8. *Bothnian Sea National Park (Selkämeren kansallispuisto)*
9. *Kurjenrahka National Park (fin. Kurjenrahkan kansallispuisto)*
10. *Puurijärvi-Isosuo National Park (Puurijärven ja Isosuon kansallispuisto)*
11. *Lauhanvuori National Park (Lauhanvuoren kansallispuisto)*
12. *Kauhaneva–Pohjankangas National Park (Kauhanevan–Pohjankankaan kansallispuisto)*
13. *Bothnian Bay National Park (Perämeren kansallispuisto)*

**Sweden (10 national parks):**

14. *Haparanda Archipelago National Park (Haparanda skärgårds nationalpark)*
15. *Skuleskogen National Park*
16. *Färnebofjärden National Park*
17. *Ängsö National Park*
18. *Tyresta National Park*
19. *Gotska Sandön National Park*
20. *Blå Jungfrun (Blåkulla) National Park*
21. *Stenshuvud National Park*
22. *Dalby Söderskog National Park*
23. *Söderåsen National Park*

**Denmark (2 national parks):**

24. *Mols Bjerge National Park*
25. *Skjoldungernes Land National Park*

**Germany (3 national parks):**

26. *Jasmund National Park (Nationalpark Jasmund)*
27. *Western Pomerania Lagoon Area National Park*
28. *Lower Oder Valley National Park*

**Poland (2 national parks):**

29. *Woliński Park Narodowy*
30. *Słowiński Park Narodowy*

**Russia - Kaliningrad District - 1 national park:**

31. *Curonian Spit National Park*

**Lithuania (2 national parks):**

32. *Curonian Spit National Park (Kuršių Nerija National Park)*
33. *Žemaitija (Samogita) National Park*

**Latvia (3 national parks):**

34. *Slītere National Park (Slīteres nacionālais parks)*



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35. *Ķemeri National Park (Ķemeri nacionālais parks)*

36. *Gauja National Park (Gaujas nacionālais parks)*

**Estonia (4 national parks):**

37. *Vilsandi National Park (Vilsandi rahvuspark)*

38. *Matsalu National Park (Matsalu rahvuspark)*

39. *Soomaa National Park (Soomaa rahvuspark)*

40. *Lahemaa National Park*

### 5.3. Man and the Biosphere (MAB) Reserves around the Baltic Sea

*"Man and the Biosphere" reserves are the program of the UNESCO organization. Reserves are created to improve and promote the sustainable development and biodiversity of important natural areas with high cultural and natural value. There are more than 600 MAB reserves in the world. MAB reserves are also recognized as interesting tourism destination and a brand of high tourism attraction.*

*Around the Baltic Sea there are 11 MAB reserves: 9 directly on the Baltic Sea shore and two close to the sea in the countries of the Baltic Sea Region:*

1. *Moen Biosphere Reserve - Denmark*
2. *Kristianstad Vattenrike - Sweden*
3. *Blekinge Archipelago - Sweden*
4. *NedreDälalven River Landscape - Sweden*
5. *Archipelago Sea Area - Finland*
6. *West Estonian Archipelago - Estonia*
7. *North Vidzeme - Latvia*
8. *Słowiński - Poland*
9. *BoryTucholskie - Poland*
10. *South-East Rügen - Germany*
11. *Schalsee Biosphere Reserve - Germany*

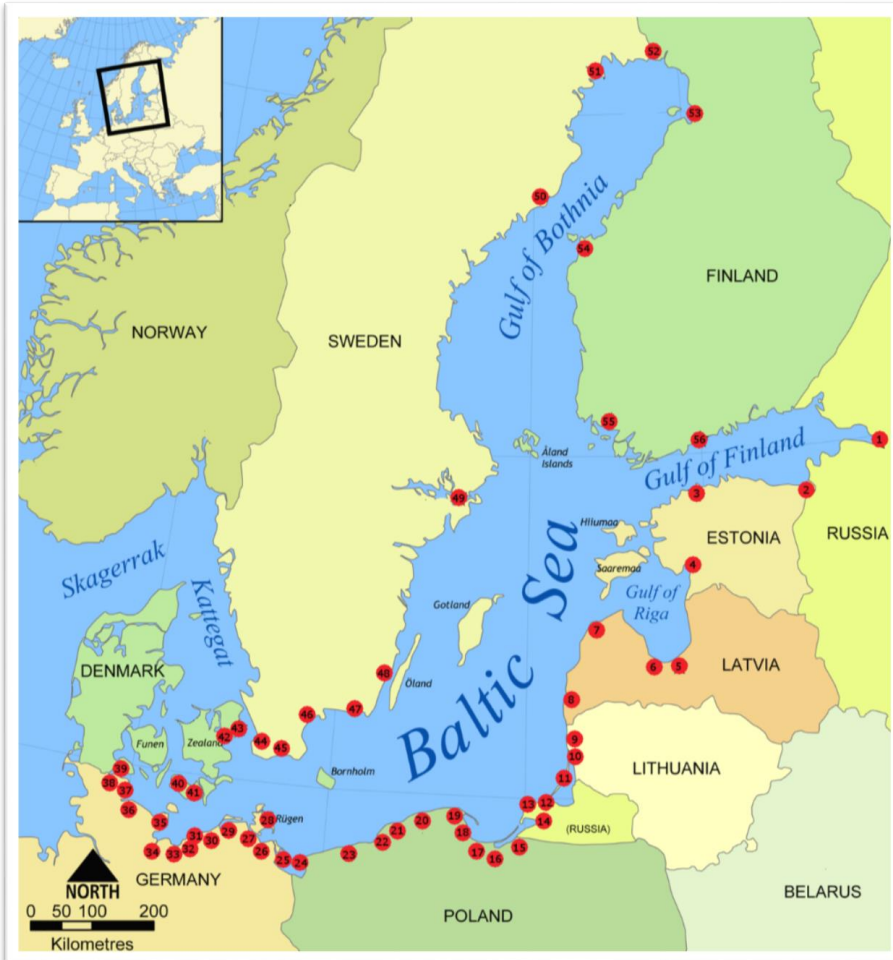


Man and Biosphere Reserves around the Baltic Sea

#### 5.4. Historical cities on the Baltic Sea Cycle Route

*There were identified more than 50 cities, located on the shore of the Baltic Sea with high or very high historical value, monuments and cultural heritage. All these cities are interesting tourism destination and are important tourist attraction of the Baltic Sea region.*

*The number of monuments and local attractions is much bigger, but 56 selected cities are the basic "must see" for cyclists, travelling around the Baltic Sea using Baltic Sea Cycle Route. All these cities are situated directly or very close to the route.*



Historical cities around the Baltic Sea.

**Russia Federation (Leningrad District)**

[1] Petersburg

**Estonia**

[2] Narva

[3] Tallin

[4] Parnu

**Latvia**

[5] Riga

[6] Jurmala

[7] Ventpils

[8] Liepaja



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### **Lithuania**

[9] Palanga

[11] Neringa

### **Russia Federation (Kaliningrad District)**

[12] Zielenogradsk

[14] Kaliningrad

### **Poland**

[15] Braniewo, Frombork, Tolkmicko

[17] Nowy Dwór Gdański

[19] Puck

[21] Ustka - Słupsk

[23] Kołobrzeg

### **Germany**

[25] Heringsdorf

[27] Stralsund

[29] Barth

[31] Ostseebad Heiligedamm

[33] Wismar

[35] Heiligenhafen

[37] Flensburg

### **Denmark**

[38] Gråsten

[40] Nakskov

[42] Køge

### **Sweden**

[44] Malmö

[46] Kristianstad

[48] Kalmar

[50] Umeå

### **Finland**

[52] Tornio

[54] Vaasa

[56] Helsinki

[10] Klaipeda

[13] Swietlogorsk

[16] Elbląg

[18] Gdańsk, Sopot, Gdynia (Trójmiasto)

[20] Łeba

[22] Darłowo

[24] Świnoujście

[26] Greifswald

[28] Sassnitz

[30] Rostock - Warnemünde

[32] Ostseebad Kühlungsborn

[34] Lübeck (Lubeka) - Travemünde

[36] Kiel

[39] Sønderborg

[41] Maribo

[43] København - Copenhagen

[45] Ystad

[47] Karlskrona

[49] Stockholm (Stockholm)

[51] Luleå

[53] Oulu

[55] Turku



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## 5.5. Islands, spits and peninsulas on the Baltic Sea Cycle Route

Coastline of Baltic Sea is well developed and counts 8100 kilometers. There are a number of islands, sea bays, spits and peninsulas. Coastal water of the northern part of the Baltic is covered by a thousands of small rocks and islets. A number of medium and large island is also significant, many of them are settled from a thousands of years.

Gotland is the biggest Baltic island. Except this island and Bornholm, most of the Baltic islands are located close to the seashore. Denmark is also located mainly on large islands, divided by straits between Baltic and North Sea. Big island are also located close to Estonia seashore, in eastern part of the sea. For the southern part of the Baltic Sea their spits are typical - long, sandy peninsulas separating the mouths of big rivers from the sea. Spits are created by water currents, carrying sand along the seashore from west to east.

Baltic Sea Cycle Route includes about 20 bigger islands, peninsulas and spits. These parts of the route are very picturesque and unique. It makes the route more attractive and characteristic. Some of these islands and spits are connected by bridges, and some by local ferries. There are some loops of the route on the islands, that makes the route longer, but more attractive. The longest loops (200-300 km) are located at Rügen Island in Germany and Estonian islands: Hiiumaa, Saaremaa and Muhu. Shorter loops are located on Germany islands Fehmarn and Poel. The most interesting islands, peninsulas and spits on the route are:

1. Hiiumaa Island - Estonia
2. Saaremaa Island - Estonia
3. Muhu Island - Estonia
4. Curonian Spit - Lithuania and Russia Federation
5. Vistula Spit and Sobieszewska Island - Russia Federation and Poland
6. Hel Peninsula - Poland
7. Wolin Island - Poland
8. Uznam / Usedom Island - Poland / Germany
9. Rügen Island - Germany
10. Fischland - Darß - Zingst Peninsula - Germany
11. Poel Island - Germany
12. Fehmarn Island - Germany
13. Als (Alsen) Island - Denmark
14. Ærø Island - Denmark
15. Fyn (Funen) Island - Denmark
16. Tåsinge Island - Denmark
17. Langeland Island - Denmark
18. Lolland Island - Denmark
19. Falster Island - Denmark
20. Møn Island - Denmark
21. Sjælland Island - Denmark





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## 5.6. Tourist trails and routes in the Baltic Europe

*Baltic Sea Cycle Route is one of the most interesting tourist routes in the Baltic Europe. It is dedicated to the cycling tourists. There is also a number of other tourist routes and trails, either active, and cultural / heritage / historical routes. Some of them is certified as the "Cultural Route of the Council of Europe". The most interesting routes are:*

1. **Hanseatic Route**(Cultural Route of the Council of Europe)
2. **Vikings and Norman Route** (Cultural Route of the Council of Europe)
3. **Route of the St. Jacob** (Cultural Route of the Council of Europe)
4. **European Route of Brick Gothic**
5. **Amber Route**
6. **Cistercian Route**
7. **West-Pomerania Dukes Route** (Szlak Gryfitów)

*There is also a route EuroVelo 13 - Iron Curtain Trail. This is also an EuroVelo route, like the Baltic Sea Cycle Route. The idea of EuroVelo 13 is connecting the countries and places divided by the "Iron Curtain" after WW2. EV13 follows EV 10 from the border of Finland and Russia to Lübeck in Germany in the following countries and regions for more than 3000 kilometers:*

- *Russia Federation - Leningrad District*
- *Estonia*
- *Latvia*
- *Lithuania*
- *Russia Federation - Kaliningrad District*
- *Poland*
- *Germany - Mecklenburg-Vorpommern.*

*Tourism offer and tourism products from these routes can be included for tour packages and trip plan of cyclists, travelling the Baltic Sea Cycle Route*

## 5.7. Transport accessibility and safety of the Baltic Sea Cycle Route

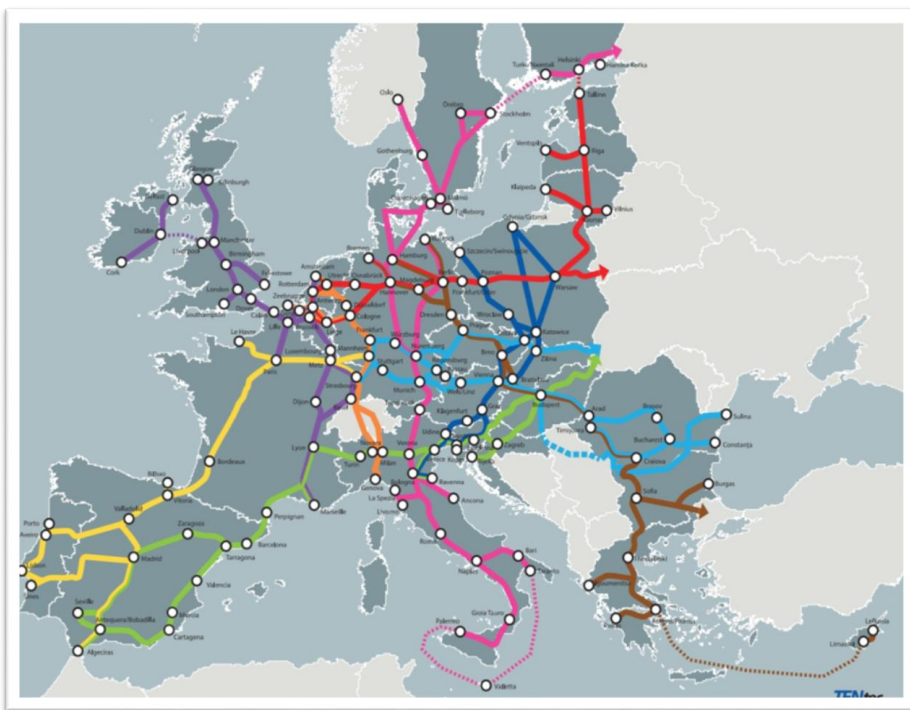
*Baltic Europe is recognized as a stable and safe region of the world. Immigration crisis and terrorism touch this part of Europe less than other parts of the continents.*

*Basing on the British Ministry of Foreign Affairs report (2017) Baltic Sea region countries: Poland, Lithuania, Estonia, Latvia are found as the "most safe" countries and Finland is found as a "safe" country in terms of terrorist attacks. Only Sweden, Germany and Russia Federation are defined as more dangerous countries in this term. Fortunately, in these countries big cities are more vulnerable for this type of danger, so except Stockholm and Petersburg, the Baltic Sea Cycle Route can be found as a safe route, free from the risk of terrorist attacks. It makes the route interesting destination for visitors from the whole world, searching for safe tourism destinations.*

There are four pan-european TEN-T transportation corridors, passing the Baltic Europe:

1. **Baltic-Adriatic** (from Polish ports to the Southern Europe)
2. **North Sea-Baltic** (from the Benelux countries, Germany and Denmark to the Baltic Countries and to Russia Federation, Belarus and Ukraine)
3. **Scandinavian - Mediterranean** (from the southern part of Scandinavia to the Southern Europe via Denmark and Germany)
4. **Orient/East - Med** (from the Germany ports to the Southern Europe)

Main hubs of TEN-T network are ports of Copenhagen, Malmö, Trelleborgu in Scandinavia, Lübeck and Rostock in Northern Germany, Polish ports: Szczecin-Świnoujście and Gdynia-Gdańsk. Port of the Baltic Countries are also important: Klaipeda, Ventspils, Riga and Tallin. Finnish ports: Helsinki, Kotka and Turku, together with Stockholm and Göteborg in Sweden, fill in the structure of the network.



TEN-T corridors in the EU ([www.ec.europa.eu](http://www.ec.europa.eu))



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Network of **railway connections** is very well developed in southern part of Scandinavia and in Germany. There is a number of international trains, connecting Scandinavia and cities of Northern Germany and creating the core of common economy system of this part of Europe. Number of ferry connections is a part of these lines. Very important is a railway line between Copenhagen and Malmö. It uses bridge and tunnel under and over the Sund Straits. Other connections are more local and leads along the Baltic Sea. It is an alternative for cyclists to travel one or more sections of the Baltic Sea Cycle Route in case of bad weather or other circumstances. This type of connections is well developed in Germany, Poland, southern and western Finland, southern and central Sweden and Denmark.

Northern Europe and the Baltic Sea is known as an important destination for **cruise tourism**. Cities like: Petersburg, Tallin, Riga, Helsinki, Stockholm, Copenhagen, Gdańsk/Gdynia, Lübeck, Rostock and Kiel are known as popular stages of cruise trips. Popularity of this type of tourism is comparable to Caribbean or Mediterranean market and still increasing.

**Ferry connections** in the Baltic Sea region are also very well developed. Network of lines is one of the biggest in the world. Baltic ferries are part of the transportation corridors that complements the road and railway connections important to the European (and not only) trade. Baltic region is a home of number of big international ferry carriers, operating mainly from Scandinavia.

Number and size of **container terminals** are also increasing in the region. New direct connections to the Far East are launched, including the biggest container vessels travelling directly from China to the ports of the Baltic. The biggest container terminals are located in Gdańsk and Gdynia (Poland) - almost 13 millions of tons are shipped per year, Göteborgu (8 m. tons), and Riga, Klaipeda, Aarhus, Lübeck, Helsingborg, Tallin, Copenhagen and Gävle (all these ports with more than 1 m. tons of goods in containers shipped per year), Eurostat 2015.

Baltic seaports are big and numerous. Many of them operates from medieval times, when the Hanseatic Union ruled the waves of the Northern Europe. The most important ports of Baltic are (quantity of shipped goods - Eurostat, 2015):

1. Ust-Luga, Petersburg, Russia Federation (88 m. tons)
2. Primorsk, Russia Federation (60 m. tons),
3. Sankt Petersburg, Russia Federation (51 m. tons)
4. Ryga, Latvia (40 m. tons)
5. Göteborg, Sweden (38 m. tons)
6. Klaipeda, Lithuania (35 m. tons)
7. Gdańsk & Gdynia, Poland (47 m. tons)
8. Tallin, Estonia (22 m. tons)
9. Ventspils, Latvia (21 m. tons)
10. Kilpilähti, Finland (21 m. tons).

Passenger traffic in the ports of the Baltic Sea is also significant and increasing. There are two main types of passenger travels in the seaports: ferry travels and cruise travels. 17 ports of the Baltic Sea reach more than 1 m. passengers per year, totally about 70 m. of passengers in the Baltic ports per year (2015, Eurostat). Helsinki (11 m. passengers / year), Stockholm and Tallin (10 m. passengers / year) are the leaders.



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*Biggest ferry terminals are:*

- *Helsinki, Turku - Finland*
- *Stockholm/Nynashavn, Ystad, Karlskrona - Sweden*
- *Copenhagen - Denmark*
- *Lübeck, Kiel, Rostock, Sassnitz - Germany*
- *Świnoujście, Gdynia, Gdańsk - Poland*
- *Klaipeda - Lithuania*
- *Riga - Latvia*
- *Tallin - Estonia*
- *Petersburg - Russia Federation.*

*Denmark, Germany and southern part of Sweden has also the number of popular **local ferry terminals**. Ferry lines are connecting islands and seashore cities in these countries.*

***Sailing** is also popular in the Baltic Sea Region. There are many small yach ports and marinas, especially in western part of the Baltic Sea and in Scandinavia. Also in Poland and Baltic States this type of tourism became more popular, due to the number of investments dedicated for sailing tourism.*

*Northern Europe is not a leader in flight travels in Europe. Main airports of the Europe are located aside from the region. Copenhagen is the biggest airport in the region and in the Northern Europe. This is the main international airport for Scandinavia with about 29 m. of air travelers per year (Eurostat, 2016). It's only 14th airport in Europe. Other important airport of the Baltic Sea Region are: Stockholm (25 m.), Helsinki (17 m.), Petersburg (13 m.) of passengers per year. Located close to the Baltic Sea cities: Berlin (more than 30 m. passengers per year) and Warsaw (13 m. passengers per year) are also important airports.*

*Other airports located around the Baltic Sea region are more local, domestic airports. They have less direct flight to key destinations in the Europe and the whole world, but serve as feeder airport to the biggest hubs, what makes the air travel to the Baltic Sea regions available and covers the whole region with dense network of air connections. Number of domestic airlines and cheap airlines provides good air connections of the whole region.*

## **5.8. Tourism in the Baltic Sea region in numbers**

Countries around the Baltic Sea are defined as a "Baltic Europe". This region has a common identity and specific social and economic characteristic. It is also found as a common region of the Europe, what is confirmed by the EU BSR - EU Strategy to the Baltic Sea Region.

There are 9 countries around the Baltic Sea. 8 countries are EU members, only one - Russia Federation - is not. It is about 100 million of people living close to the Baltic Sea seashore.



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There are very big differences between Baltic countries - geographical, historical, social and economic differences. But Baltic Sea is found as a common resource of the whole region and important transportation corridor, connecting the Europe from north to south and from west to east.

Data statistics are collected mainly on the level of the countries, what makes the whole Germany or Poland a part of Baltic Europe. There is a lack of common database of EU countries and Russia Federation (Eurostat collects data only for EU countries).

There are more than 70 000 accommodation sites in 8 countries of the Baltic Europe with 5,7 millions of beds (Eurostat, 2015). It is 12,4% of all EU accommodation sites and 10,2% of beds in EU. 70% of this sites are located in Germany.

There are two significant trends with the number of accommodation sites and beds in the Baltic Europe: rapid increase for "new" EU countries (Baltic States and Poland) and small decrease in "old" EU countries, with big decrease in Germany. Both trends are almost equal in the Baltic Sea region, what makes the total numbers balanced. Lithuania is a growth leader.

Country	2006	2015	Change (2006 - 2015) (%)
<b>EU 28</b>	<b>424 193</b>	<b>578 093</b>	<b>+36,28%</b>
<b>Baltic Europe countries</b>	<b>69 815</b>	<b>71 698</b>	<b>-2,70%</b>
Denmark	1 076	1 113	+3,44%
Estonia	951	1 417	+49,00%
Finland	1 381	1 392	+0,80%
Lithuania	515	2 319	+350,29%
Latvia	393	677	+72,26%
Germany	54 797	50 572	-7,71%
Poland	6 694	10 024	+49,75%
Sweden	4 008	4 184	+4,39%

Number of nights for tourists in the Baltic Europe countries is increasing since 2006 up to 572 million of nights in 2015. This is about 20% of all tourist nights in the EU. Together with the number of facilities, the number of night is increasing faster in "new" EU countries, and slower in "old" EU.

These numbers do not include the Russia Federation. Only in the city of Petersburg there are more than 6,5 million of tourists every year (3 millions of foreign tourists) - what gives additional number of tourists nights for the whole region.

Country	2006	2015	Change (2006 - 2015) (%)
<b>EU 28</b>	<b>2 341 842</b>	<b>2 784 176</b>	<b>+18,89%</b>
<b>Baltic Europe countries</b>	<b>506 184</b>	<b>571 915</b>	<b>+12,99%</b>
Denmark	27 267	30 809	+12,99%
Estonia	4 543	5 782	+27,26%
Finland	18 169	19 738	+8,64%
Lithuania	2 936	6 581	+124,18%
Latvia	3 114	4 110	+31,99%
Germany	351 224	378 048	+7,64%

Poland	51 235	71 234	+39,03%
Sweden	47 697	55 612	+16,60%

*Total number of tourists (nights) in the Baltic Sea countries (EUROSTAT 2006/2015)*

Country	2006	2015	Change (2006 - 2015) (%)
<b>EU 28</b>	<b>1 353 680</b>	<b>1 519 663</b>	<b>+12,26%</b>
<b>Baltic Europe countries</b>	<b>410 875</b>	<b>439 380</b>	<b>+6,94%</b>
Denmark	17 814	19 638	+10,24%
Estonia	1 523	2 012	+32,09%
Finland	13 165	14 228	+8,07%
Lithuania	1 422	3 570	+151,17%
Latvia	1 241	1 236	-0,44%
Germany	298 277	299 220	+0,32%
Poland	40 680	57 477	+41,29%
Sweden	36 754	41 999	+14,27%

*Total number of domestic tourists (nights) in the Baltic Sea countries (EUROSTAT 2006/2015)*

Country	2006	2015	Change (2006 - 2015) (%)
<b>EU 28</b>	<b>988 162</b>	<b>1 264 513</b>	<b>21,85%</b>
<b>Baltic Europe countries</b>	<b>95 309</b>	<b>132 535</b>	<b>28,09%</b>
Denmark	9 453	11 171	15,38%
Estonia	3 020	3 770	19,89%
Finland	5 004	5 510	9,19%
Lithuania	1 514	3 011	49,71%
Latvia	1 872	2 874	34,85%
Germany	52 947	78 828	32,83%
Poland	10 555	13 758	23,28%
Sweden	10 943	13 613	19,61%

*Total number of foreign tourists (nights) in the Baltic Sea countries (EUROSTAT 2006/2015)*

Foreign tourists are only 23% of total number of visitors (EU average is 45%), but this number increased from 19% in 2006, what shows that the Baltic Sea region is more attractive for foreign tourists yet.

## 6. Global trends in the cycle tourism

The World Tourism Organization has listed 11 tourism megatrends in its 'Global Forecast / Tourism 2020 Vision ([www.e-unwto.org](http://www.e-unwto.org)):

1. *globalization and localization – thinking globally and acting locally (importance of local activities and direct influence of the global changes)*
2. *polarization of tourism tastes – active/passive, big/small, consumptive/green, safety/risk (perspective of development the different and diverse tourism products)*



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3. *shrinking tourist world (faster and cheaper travels, discovering new destinations)*
4. *electronic technology and fast track travel*
5. *consumers call the shots*
6. *destinations as fashion accessories*
7. *theme based marketing*
8. *increased destination focus on image – perceptions of potential visitors are critical*
9. *everyone chasing Asian tourists*
10. *consumer-led campaigns – for sustainable development and fair trade tourism that better distributes benefits*
11. *conscience vs. consumption – growing conflict between socio-environmental consciousness and urge for travel consumption.*

Horwath HTL Consulting Company also defined 10 mega-trends that will influence for tourism next years (*Tourism Megatrends: 10 things you need to know about the future of Tourism, 2017*):

1. *Increasing demand of "Silver hair tourists": number and purchase power of older tourists is increasing. They have specific desires and needs in terms of customization, service consumption, security and desired products.*
2. *Generation Y (Millennials) and Z (iGen) are likewise appearing as an influence. These are tech savvy, technology driven age groups, very different from one another, with specific needs for communication, consumption and tourist experience.*
3. *Growing middle class in the world. The middle-class population is expected to increase further, up to 4.9 billion by 2030, where most of the growth is expected from Asia. Their characteristics will have a growing importance and impact on the tourism sector.*
4. *Emerging destinations - especially new, safe markets*
5. *Political issues and terrorism - political tensions, terrorists attacks and civil riots are unpredictable and impose a threat to the future of tourism in any destination.*
6. *Technological revolution and evolution in the hotel industry is a game changer, and is already dominating how the industry operates. Although this provides more possibilities to entice Millennials and iGen, the speed of change is hard to keep up with and the complexity is tough to manage.*
7. *Digital channels domination, but growth of SoMo (Social + Mobile) is bringing a real revolution, which is disrupting the entire sector on an ongoing basis. The digitalization of tourism has made it clear that new competitors can shake up a lot of long-term business plans.*
8. *Loyalty v. X.O. within the industry as we know it will decline. There will be no more complicated sign-up forms in order to collect and redeem points, and no more risk of losing them over time. Physical loyalty cards are vanishing and loyalty programs now have to be integrated into the*
9. *Health and healthy lifestyle will become increasingly important in tourists' decision making. Aging tourists, the lifestyle of Millennials and iGen, a growing middle class, and the technological and digital revolution, all contribute to boosting the importance of the health trend. Health and healthy lifestyle will become progressively more integrated into multiple dimensions of tourism offerings.*



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10. *Sustainability: Economic, social and environmental pillars have to be balanced in order to ensure the long-term sustainable development of tourism. Sustainable tourism development requires the participation of all relevant stakeholders as well as a strong political leadership.*

*The following trends will change the cycle tourism in the future. Direct changes are expected due to the:*

- *increasing popularity of health tourism product and increasing demand of "silver head" tourists*
- *sustainable development - cycling is an environmentally friendly way of transportation,*
- *urban mobility and electro-mobility: trend of increased use the cycle for transport and e-bike / pedelecs*
- *sharing economy: bike sharing, city bikes will become more popular*
- *new technologies and ICT tools will become more popular and useful in tourism marketing*

## 7. Cycle tourism products and markets in the South Baltic area

*Northern Germany and Denmark are the parts of the South Baltic that are found as an attractive tourism destination. There are a number of tourist offers, products and packages.*

### **GERMANY**

*Germany is the biggest and the most important cycle tourism market in the world. With reference to the ADFC reports, there is 5,2 m. of cycle trips per year (2016). 61% are domestic travels, but neighboring countries (like Denmark) are popular destination too. Number of Danish cyclists is also significant. Poland is found as emerging market, with big potential, but low demand and supply yet.*

*88% of cycle travels in Germany are individual trips. Only 12% market share tour packages, dedicated mainly to the older cyclists. The role of tourism product as cycle routes is significant.*

*Cycle tourist route is the most important tourism product for cyclists. 70% of cycle travels include day-to-day change of the accommodation, what shows, that long distance tourism product are the core of cycle tourism (ADFC, 2016). Average daily distance of the cycle travel is 65 km, and duration of travel is 6,8 day. It means that "typical" cycle trip covers at least 440 km of the route.*

*Baltic Sea Cycle Route is much longer that means that it should be divided to the sections 400-500 km each, what makes it more interesting choice for cycle tourists. Length of the route from Copenhagen to Gdańsk is 2200 km, what should be divided to 4-5 parts (at least 1 in Denmark, 2 in Germany and 1 in Poland). This route is quite flat and easy, so section can be a little bit longer than typical distance.*

*Baltic Sea Cycle Route in Germany (known on the domestic market as OstseeküstenRadweg) is 6th the most popular route in Germany (ADFC, 2016). Only famous river tracks: Elbe, Vesper, Ruhr, Rhona and Donau cycle routes are more popular. It is found also as one of 10 the most popular foreign routes. Only Berlin-Copenhagen route is more popular in this part of Europe. It shows high market value of these products.*





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*Berlin-Copenhagen route is a case study of marketing success of implementing new tourism product to the cycle tourism market. Danish and Germany cross-border Interreg project with mainly marketing activities (promotion, website) created new destinations, that is a top choice for Germany cycle tourists.*

*There are a hundreds of cycle tour operators on Germany and Austrian market. Most of them has the offers of trips along the Baltic Sea Cycle Route. It means that this route is typical, standard, well-recognized tourism product in Germany/Austrian market.*

*A number of offers is presented on the regional websites of Germany DMO-s in the Baltic Sea Region and national cycle tourism websites:*

- **Ostsee-Holstein-Tourismuse.V.** ([www.ostsee-schleswig-holstein.de](http://www.ostsee-schleswig-holstein.de)): part of the route from Flensburg to Lübeck (land Schleswig-Holstein): GPS track, route description, list of tourism attractions and cycle-friendly accommodation and services are presented here.
- **Tourismusverband Mecklenburg-Vorpommern e. V.** ([www.auf-nach-mv.de](http://www.auf-nach-mv.de)): part of the route from Lübeck to Ahlbeck with the Rügen Island (land Mecklenburg-Vorpommern). Description of the route, typical cycle trips and tour offers are presented here with the list of tourism attractions and cycle-friendly accommodation and services
- **ADFC website** ([www.adfc-tourenportal.de](http://www.adfc-tourenportal.de)) - description of the route, GPS track, links to the most popular tourism offers / tour packages

*There are a number of high quality, payable maps and brochures of the route. Most of them are prepared by the cycle tourism publishing companies (like Bikeline) with the support of ADFC union. Local and regional DMO-s prepare free, more basic, promotional brochures and leaflets.*

*Standard of the cyclists-friendly infrastructure and services (Bett+Bike) is the best and greatest system dedicated for cycle tourists. Managed by ADFC, offers a hundreds of sites for cyclist along the Baltic Sea Cycle Route. System is the best developed in the western part of the route.*

*ADFC developed good and constant system of market research. Number of cycle monitors on the route in Germany is significant. There are different marketing tools for market research in Germany, managed by ADFC. Main sources of tourism information for cycle tourism in Germany are:*

- ADFC website ([www.adfc-tourenportal.de](http://www.adfc-tourenportal.de)) and publications
- regional websites (administrated mainly by regional DMO-s)
- maps and guides dedicated for cycle tourist
- tour-operators offers and catalogues (online and printed)

## **DENMARK**

*Danish part of the Baltic Sea Cycle Route is not found as a separated cycle tourism product. It is a part of national routes No: 6, 8, 9. It has no Euro-Velo signs and dedicated marketing tools.*

*Route leads from Copenhagen, through southern part of Denmark to the Germany border near Flensburg. Quality of national routes is high and signs are completed. There are also a maps, websites and guides for national routes in Denmark.*



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*Eastern part of the Baltic Sea Cycle Route follows the popular route Berlin-Copenhagen ([www.bike-berlin-copenhagen.com](http://www.bike-berlin-copenhagen.com)). It is one of the most popular cycle tourism destinations apart from Germany, with reference to the ADFC market research.*

*National Cycle Organization in Denmark (also NECC for Denmark) is the association Danish Cycling Tourism (Dansk Cykelturism). Websites: [www.denmarkbybike.dk](http://www.denmarkbybike.dk) and [www.natura.dk](http://www.natura.dk), supported by the Visit Denmark ([www.visitdenmark.dk](http://www.visitdenmark.dk)) there is a database of national and regional cycle routes with the description of the routes, list of the tourist attractions and accommodation database.*

*System of cyclist-friendly services and accommodation has been implemented in Denmark (base was the ADFC standard) but actually it starts yet and is not fully developed.*

*Cycle tourism packages exist on Danish market, but the scale and number is much smaller than in Germany. Domestic travel are mainly individual trips, packages are offered by local tour operators to foreign market, mostly to German tourists. Location of Denmark as a destination is excellent for German travelers. There are a number of direct train and ferry connections, so Denmark is found as a "close abroad country". <http://bike-denmark.dk/cykelture/funen-and-aeroe> is a typical tour package this type.*

#### **POLAND**

*Polish market of cycle tourism is still underdeveloped, comparing to the size of the market and the popularity of cycling, that is growing strongly. Lack of the long distance routes and poor cycle tourism infrastructure, together with average road safety of cyclists make this form of tourism activity much less popular than in countries of Western Europe. Also typical cycle tourist route in Poland is focusing on signposting, not the cyclists' safety and comfort.*

*Traditionally, cycling tourism in Poland was found as "demanding" form of activity, that require good physical condition and found as "low-cost" tourism for young peoples, not families or older people.*

*These stereotypes are changing now. With reference to the new long distance routes and regional cycle tourism investments in many parts of the country, first cycle routes started to attracts cyclist tourists in Poland since 2013-2015. Number of routes is under construction now, what will create the cycle tourism offer much more interesting in 2020. About 4-5 000 km of new route will be created until 2020 in the whole country. Part of them will be high quality route. At least one route (500 km section of the Polish part of the Baltic Sea Cycle Route) will be inspected as the EuroVelo route No. 10 and 13. It will be the first long-distance route in Poland with the EuroVelo brand.*

*Current cycle tourism offer is quite poor in Poland. There are tour operators specializing in cycle tourism, mainly in Eastern Poland, but they serve for Germany tour operators and provide the offer for German cyclists mostly. Only a few tour operators have special offers for domestic market, mainly abroad trips. There are no tourist offers for the Baltic Sea Cycle Route in the catalogues of the tour operators (domestic and abroad) or there are only niche offers.*

*Market researches made for cycle tourism (2013, Green Velo route strategy) shows, that cyclists in Poland expect high quality routes with good infrastructure, road safety and comfort of the travel. Clear signs and quality of the route surface together with the attractiveness of the landscape are found as the most important factors of attractiveness of the tourism product. Also Baltic coastline is*



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found as an attractive tourism destination. It means that high-quality, coastal route in Poland will fit to the market demand.

## 8. Baltic Sea Cycle Route as a tourist product

Tourism product in this strategy is defined as a section of the long-distance cycle route Baltic Sea Cycle Route from Copenhagen to Gdańsk via Rostock. This route is a part of the EuroVelo 10 cycle route. The route exists and is partly marked. Use some national cycle routes and will be surveyed using the European Certification Standard methodology in 2017.

Length of the route is 2221 km (with reference to the GPS track of the route). It is divided onto 5 sections in 3 countries - 1 in Denmark, 2 in Germany and 2 in Poland. 568 km (26%) of the route is located in Denmark, 1121 km (50%) in Germany and 532 km (24%) in Poland.

Product will aim to fit the following quality criteria of the EuroVelo routes:

- standard of the surface, road safety and comfort of cyclists
- completion and homogeneity of the route signposting
- standard and quality of the tourist infrastructure (rest points and other)
- high tourist attractiveness of the route (landscapes, monuments, historical, natural, cultural sites accessible to the cycle tourists)
- accessibility of the route - connections with public transport
- completed and updated tourist information
- high quality maps and guides, website of the route, GPS tracks and other marketing tools
- access to the high-quality accommodation and services dedicated to cycle tourists

Route will be surveyed in accordance to the European Certification Standards within the "Biking South Baltic!" project.

Part of the product are local routes and alternative routes together with local tourist attractions - spatial (national / landscape parks, MaB reserves) and cultural/natural/historical sites. Both the route and tourist attractions will be covered by the common database of the route.

There are two levels of the route as a tourist product:

- 1) **European level:** cross-border section of the EuroVelo 10 (Baltic Sea Cycle Route). This product level is promoted by the project partner ECF - European Cyclists' Federation and presented in the general product database
- 2) **regional / national level:** section of the route in one country (like Denmark) or land/region (like Mecklenburg-Vorpommern land in Germany). This product level is promoted by the regional/national partners and presented in the regional / national databases, with more detail information.



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The following tools of product development are created and implemented within the "Biking South Baltic!" project:

1. **Strategy of further product development** in Denmark, Mecklenburg-Vorpommern land in Germany, Zachodniopomorskie and Pomorskie Voivodeships in Poland
2. **Formal agreement** of the long-term Baltic Sea Cycle Route development strategy
3. **EuroVelo standardization** of the route (audit and inspection) in Denmark, Mecklenburg-Vorpommern land in Germany, Zachodniopomorskie and Pomorskie Voivodeships in Poland
4. **Common database** (two levels: European level and national/regional level) - preparation of the database structure and data collection on regional/national and European level (list of tourism attractions, cycle products and services on the route) in Denmark, Mecklenburg-Vorpommern land in Germany, Zachodniopomorskie and Pomorskie Voivodeships in Poland
5. **Common methodology of cycle tourism research** on the Baltic Sea Cycle route with the pilot research of cycle tourism on the Baltic Sea Cycle route, preparation and dissemination of the report from the cycle tourism research on the route in Denmark, Mecklenburg-Vorpommern land in Germany, Zachodniopomorskie and Pomorskie Voivodeships in Poland
6. **Installation of the cycle monitors** required to realize cycle tourism research on the route in Denmark, Mecklenburg-Vorpommern land in Germany, Zachodniopomorskie and Pomorskie Voivodeships in Poland
7. **Network of cycle tourism contact information points** on the route in Denmark, Mecklenburg-Vorpommern land in Germany, Zachodniopomorskie and Pomorskie Voivodeships in Poland
8. **Network of tourism companies involved in preparation cross-border packages/services on the route** Network of 20 tourism companies involved in preparation cross-border packages/services on the route in Denmark, Mecklenburg-Vorpommern land in Germany, Zachodniopomorskie and Pomorskie Voivodeships in Poland
9. **New international website** of the route on the European level (managed by the ECF)
10. **Improved regional route websites** in Denmark, , Mecklenburg-Vorpommern land in Germany, Zachodniopomorskie and Pomorskie Voivodeships in Poland
11. **Promotional campaign** presenting the attractiveness of the Baltic Sea Region as cycling tourism destination / cross-border route No.10 in Denmark, Mecklenburg-Vorpommern land in Germany, Zachodniopomorskie and Pomorskie Voivodeships in Poland
12. **Preparation and evaluation of pilot investments** improving cycle tourism infrastructure on the route and dissemination of the results

The following tools of product development are planned as deliverables of the "Biking South Baltic!" project (years 2017-2019).

Increased popularity, attractiveness and visibility of coastal tourist attractions of the South Baltic area - connected, promoted and integrated by cross-border, sustainable, active tourism product - Baltic Sea Cycle Route Copenhagen-Gdańsk is a planned result of the project.



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*Project ends in 2019. Further actions should be planned beyond 2020 by the project partners and other Baltic Sea Cycle Route to continue and enlarge the projects' outputs around the Baltic Sea.*

## 9. Challenges

*There are two types of key challenges to the "Biking South Baltic!" projects' partners and the Baltic Sea Cycle Route stakeholders:*

- *short term challenges: related to the project implementation (2017-2019): effectiveness and successful implementation of the project with accordance to the project application, Interreg and national rules - reaching the planned direct results/outputs of the project*
- *long term challenges (beyond 2020): maintaining the project results in the South Baltic area and popularization the good practices and standards on the whole Baltic Sea Cycle Route*

*These challenges may be also divided geographically as:*

- *challenges to the "Biking South Baltic!" project partners in Denmark, Germany, Poland (and ECF)*
- *challenges to the "close neighbours" of the route (Schleswig-Holstein land in Germany and the Warmia and MazuryVoivodeship)*
- *challenges to the stakeholders of the route from the other Baltic Sea Region countries, especially institutions responsible for development and promotion of the cycle routes on national and regional level (regional administration bodies, DMO-s, cyclists' organizations in Sweden, Finland, Baltic States and Russia Federation)*

*Regions: Schleswig-Holstein in Germany and Warmia and MazuryVoivodeship in Poland are important due to the location of these regions on the route in Poland and Germany. The Baltic Sea Cycle Route will not be complete tourism product in Poland and Germany without both regions.*

*It is recommended to enlarge some project activities until 2020 to put both regions in the common product development activities. Paving the way to formal certification survey of the route, creating a common database and establishing a network of tourism information are the most important common actions to make the route completed tourist product in the South Baltic area.*

*Other countries and regions (Sweden and Finland in the northern part of the route and Russia Federation with Baltic States) are also important for the further product development. Some actions are taken, especially in the Baltic States. Baltic Sea Cycle Route is a popular, marked tourist route in Latvia, Estonia and Lithuania. Development the Swedish and Finnish part of the route may be the next step, as actions in Russia Federations.*

*Between 2017-2019 project partners are receiving significant funds from Interreg South Baltic Program. A number of activities will be finance within the "Biking South Baltic!" project, both related to project management and promotion - travel, office, staff costs and direct actions (promotion materials, pilot investments, research, workshops etc. These funds will end in 2019.*



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*In 2020 and later, there will not be a direct financial source to cover these actions. Also other stakeholders of the route have no financing. It may be a crucial barrier, blocking further actions. Due to the low direct efficiency and high complication of cross-border marketing actions, this problem may hold the product development and cause decrease of the implementation of the good practices and experiences of the "Biking South Baltic!" partners.*

*The only solution is preparing within the "Biking South Baltic!" project a scheme of long-term planning and implementing further common actions without direct financing.*

*Strategic approach is necessary with participation of many route stakeholders, in the South Baltic area and in other countries of the Baltic Sea region. EU BSR, Baltic Sea Tourism Center and Baltic Sea Tourism Forum may be a platform of these further actions.*

*This main, general challenge to the project partners and other stakeholder of the route is divided to 8 direct challenges, with accordance to the different aspects of Baltic Sea Cycle Route tourist product and the structure of the "Biking South Baltic!" project.*

[#] (NUMBER)	TIMEFRAME	CHALLENGE
<b><i>P - project partners, N - project "neighbours", S - other product stakeholders</i></b>		
Challenge #1	2017-2019 (P) 2020-2030 (P, N, S)	How to maintain the results of the "Biking South Baltic!" project and enlarge the projects' outputs to the whole Baltic Sea Cycle Route around the Baltic Sea?
Challenge #2	2017-2019 (P) 2018-2019 (N) 2020-2030 (P, N, S)	How to survey the whole Baltic Sea Cycle Route with the European Certification Standard and how to improve the standard of the route so that it can be formally certified?
Challenge #3	2020-2030 (P, N, S)	How to define the needs and expectations of cycle tourist toward the route, count the number of cyclists and recognize their opinion about the route?
Challenge #4	2017-2019 (P, N) 2020-2030 (P, N, S)	How to provide completed and updated tourist information about the Baltic Sea Cycle Route?
Challenge #5	2017-2019 (P, N) 2020-2030 (P, N, S)	How to establish a long-term marketing campaign of the Baltic Sea Cycle Route, what marketing tools and channels should be used and how to provide financing of these actions?
Challenge #6	2017-2019 (P) 2020-2030 (P, N, S)	How to provide a common, high quality offer and services dedicated to cycle tourists on the route?
Challenge #7	2017-2019 (P) 2020-2030 (P, N, S)	What actions should be taken to improve the quality of the cycling infrastructure on the route?
Challenge #8	2017-2019 (P)	How to provide a good transport accessibility of the route?



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	2020-2030 (P, N, S)	
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## CHALLENGE #1

### HOW TO MAINTAIN THE RESULTS OF THE "BIKING SOUTH BALTIC!" PROJECT AND ENLARGE THE PROJECTS' OUTPUTS TO THE WHOLE BALTIC SEA CYCLE ROUTE AROUND THE BALTIC SEA?

*Long-term, knowledge-based strategy of sustainable development of the Baltic Sea Cycle Route in South Baltic is planned as one of the activities of the "Biking South Baltic!" project.*

*Partners defined also preparation of the formal agreement of long-term Baltic Sea Cycle Route development strategy as one of the project activities.*

*Both actions are the base of further works of partners, related to maintain the project outputs. Partners should define their responsibilities and provide financing of common actions. Standards and procedures prepared within the "Biking South Baltic!" project should be respect beyond 2020.*

*The following actions are crucial to reach the long-term success of the project "Biking South Baltic!" and create common cycle tourist product around the Baltic Sea:*

- *Survey other sections of the Baltic Sea Cycle Route*
- *common marketing campaign of the route*
- *maintaining and updating the European level and national/regional level databases/websites of the route*
- *cooperation of tourist information points and tour operators around the route*
- *common market research (quantity of cycle tourists and their opinion concerning the route)*

*Other countries and regions may be invited to these actions and follow them, to create a common cycle tourist product around the Baltic Sea Region. EU BSR (European Union Strategy for the Baltic Sea Region) may be a good tool for this. Creation a flagship project "Baltic Sea Cycle Route" is the simplest way to provide a long-term planning platform for the product in the whole Baltic Sea region.*

*Defining this flagship project may be connected with signing the long-term agreement of the "Biking South Baltic!" project. Baltic Sea Tourism Forum in 2019 is the best location of signing this agreement and enlarging the cooperation.*

## CHALLENGE #2

### HOW TO SURVEY THE WHOLE BALTIC SEA CYCLE ROUTE WITH THE EUROPEAN CERTIFICATION STANDARD AND HOW TO IMPROVE THE STANDARD OF THE ROUTE SO THAT IT CAN BE FORMALLY CERTIFIED?

*Survey the whole Baltic Sea Cycle Route should be the priority of all stakeholders of the route. EuroVelo standard is the quality mark and strong brand that makes the route more attractive. It requires also direct investments to improve the route quality, increasing the safety and comfort of cyclists, making profits to users of the route, local community and tourism industry.*



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*Danish, Mecklenburg-Vorpommern, Pomorskie and Zachodniopomorskie sections of the route will be surveyed within the "Biking South Baltic!" project in 2017.*

*Section of the route in Schleswig-Holstein in Germany and in the Warmia and Mazury Voivodeship in Poland should be surveyed in the years 2018-2019 to make the route standard complete in three countries and to provide the continuity of the route.*

*Both regions have no resources to finance the route survey, but support may be given by project partners. There are a number of trained and certified auditors of the route in both countries (Poland and Germany). Mecklenburg-Vorpommern in Germany and Pomorskie / Zachodniopomorskie Voivodeship could initiate the cooperation with neighboring regions and present them the profits of the route survey.*

*Enlarging the audit and survey of the Baltic Sea Cycle Route to the other countries of the Baltic Sea region requires preparing a wide plan of cooperation. This action may be included as one of the common priorities of the flagship project "Baltic Sea Cycle Route" within the EU BSR Strategy.*

### **CHALLENGE #3**

#### **HOW TO DEFINE THE NEEDS AND EXPECTATIONS OF CYCLE TOURIST TOWARD THE ROUTE, COUNT THE NUMBER OF CYCLISTS AND RECOGNIZE THEIR OPINION ABOUT THE ROUTE?**

*Meeting the customers' needs is a key factor of market success of each product. This general rule fits also to the cycle route as a tourist product dedicated to cycling tourists. Good example of the route Berlin-Copenhagen shows the possibility of creation a good product without big infrastructural investments. In case of the cycle route, the most important are defining the number of cyclists and meeting their opinions and expectations to the product. Counting and asking cyclists (users of the route) are the only ways to meet their needs and opinions. Tools like cycling monitors are very useful in counting cyclists. A number of them will be installed on the Baltic Sea Cycle Route in Denmark, Germany and Poland. Also common methodology of market research and pilot research will be realized within the "Biking South Baltic!" project. These actions will give the possibility of creation a common database of cycle tourism research in three countries, giving the general view to the quality of the route and the level of the product users' satisfaction.*

*Pilot research will be realized only in 2018. The challenges for the future are:*

- *maintaining the cycle monitors and develop the number in other countries and regions*
- *continue the market research in the next years common methodology of the research in the projects' countries and regions*
- *enlarge the research to the other countries and regions*
- *improving the route with reference to the users' opinions*

### **CHALLENGE #4**

#### **HOW TO PROVIDE COMPLETED AND UPDATED TOURIST INFORMATION ABOUT THE BALTIC SEA CYCLE ROUTE?**





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Tourism information is a system with many functions and tools: websites, tourist information points, information databases... System requires also the management on the general and local level. There are at least 3 levels of tourism information for the Baltic Sea Cycle Route:

- **European level:** the whole route, as one of the EuroVelo routes. General information in English, database administrated by the European Cyclists' Federation, website with basic information and links to the regional / national websites of the route. Creation of this level of information is planned as one of the activities in the "Biking South Baltic!" project (ECF is in charge)
- **National/regional level** (country / land / region / province / voivodship): a section of the route in one country or regional administration unit. There is one section this type in Denmark, 2 in Germany (2 lands of Northern Germany), 3 in Poland. Number in other countries should be defined further. Each level should contain more detail information concerning the route in national language and in English: description of the section, main tourist attractions, transport accessibility of the route, GPS track, free maps/brochures to download and others. There should be a website of the route (or dedicated subpage) in each region, linked with other regional websites and general (European) website. Each region should provide at least one tourist information point, provided with basic information, maps, guides of the route section (free and payable). Regional database should be prepared in common standard. This standard is planned to be prepared within "Biking South Baltic!" project, together with the training of the tourism information points' staff. Also each region should work on the updating the database on regional level and give information to ECF with updating the European website of the route. Administration of this level should be given to regional DMO/administration.
- **Local level**, provided by local community and local DMO - providing information tables, detail maps and materials concerning the local section of the route.

Project "Biking South Baltic!" will provide the following tools:

- European and regional standard of the database
- European website and database
- Building/improving the regional websites (dedicated subpages) and databases in Denmark, Mecklenburg-Vorpommern, Zachodniopomorskie and Pomorskie Voivodeships
- Training of the tourism information staff in Denmark, Mecklenburg-Vorpommern, Zachodniopomorskie and Pomorskie Voivodeships

Challenges to the project partners and other stakeholders in this area will be (beyond 2020):

- updating the databases and websites on regional / national level
- updating the databases and websites on European level
- improving the cooperation and information exchange by regions and the tourist information points
- enlarging the cooperation to the other Baltic countries

## CHALLENGE #5



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## HOW TO ESTABLISH A LONG-TERM MARKETING CAMPAIGN OF THE BALTIC SEA CYCLE ROUTE, WHAT MARKETING TOOLS AND CHANNELS SHOULD BE USE AND HOW TO PROVIDE FINANCING OF THESE ACTION?

*Marketing of the cycle route as an attractive tourism product requires professional tools: maps, brochures, guides, gadgets. Promotion actions: participation in tourism fairs, organization study tours, promotional events, advertisement (online and in the cycling tourism magazines) together with the cooperation with cycling tourism operators will increase the result of the marketing activities.*

*These actions require resources - contacts, market knowledge, experienced staff, and financial resources to cover the costs of marketing actions. Only long-term actions will provide the success.*

*With reference to the market researches, clear defined and long-distance route should be the tourist product. Services and accommodation should be provided at the route, together with the cyclists' safety and comfort. Quality brand, like EuroVelo certification, is a strong point of the cycling tourism product.*

*All these success indicators define the following challenges to the "Biking South Baltic!" projects' partners and other stakeholders in the years 2017-2019 and beyond 2020+*

- *development high quality promotional materials (maps, folders ...)*
- *establishing long-term and efficient marketing channels*
- *building long-term cooperation with potential partners (tour operators, media, cycling associations)*

*There is also a important issue of including the Schleswig-Holstein region onto common marketing actions, because this section of the route divides the Danish and German part of the Baltic Sea Cycle Route. Beyond 2020 additional challenges will be:*

- *providing finances for marketing actions*
- *enlargement the marketing actions along the whole tourist product (Baltic Sea Cycle Route)*

### CHALLENGE #6

#### HOW TO PROVIDE A COMMON, HIGH QUALITY OFFER AND SERVICES DEDICATED TO CYCLE TOURISTS ON THE ROUTE?

*Tourist offer of the cycle route can be defined as:*

- *cyclists-friendly accommodation and other services (cycle rentals, repairs, transportation, restaurants ...), dedicated to the cycling tourists on the route and fitting the special expectations of cycle travelers (one-night stay, cycle safety in night stay or lunch...)*
- *tour packages (offers of cycle tourism operators) for group users of the route*

*Accessibility, completion, number, quality and price of these services it the important part of the route quality and attractiveness. Section of the route without providing basic services and needs (like accomodation) may eliminate the route from the mass tourism offer. All these gaps should be filled by tourism business, supported and inspired by the managing authorities of the route.*



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*"Bike-friendly" standard / certificate is a tool of improving the quality of tourism services on the route. World's best developed system of this type services is implemented in Germany (Bett+Bike standard, administrated by the ADFC federation).*

*Improving the number of tour packages and inviting tour operator to include the routes' offer to the catalogue is also a task for managing authorities of the route, especially local/regional DMO. These actions can be realized through workshops, study tours/fam trips and other B2B works. Supporting cross border product by this type of cooperation is crucial due to higher costs and more complicated procedures of creation cross-border tourism products.*

*Providing proper services for cyclists creates the following challenges for the partners of "Biking South Baltic!" project and the other route stakeholders in the years 2017-2019 and beyond 2020:*

- *establishing high quality of services on the whole route*
- *providing complete offer on the whole route*
- *training (education) for tourism industry (cyclists-friendly standards, cyclists needs)*
- *creation and implementation a common cyclists-friendly standard (brand) of services and accommodation (Bett+Bike system will be the best practice)*
- *establishing long term cooperation between tour operators and service providers (local business)*

#### **CHALLENGE #7**

##### **WHAT ACTIONS SHOULD BE TAKEN TO IMPROVE THE QUALITY OF THE CYCLING INFRASTRUCTURE ON THE ROUTE?**

*EuroVelo standard defines the highest European standard of the cycling infrastructure of the route. Certification criteria allows some sub-standards sections of the route, that should be finally improved. Role of route managing authorities is reaching the highest possible standard. This is costly and requires long-term planning of infrastructure works, related to the preparation of technical documentation, fitting the environmental criteria, agreement with the owners of the roads etc.*

*This is a reason of existing low-quality sections of the route, even if the route is surveyed as the EuroVelo route. These sections should be improved firstly, because the lowest quality of the section influence to the whole perception of the route by cyclists. The survey of the route in Denmark, Germany and Poland will define these parts of the route.*

*Some activities related to improving infrastructure are planned within "Biking South Baltic!" project in Poland. These activities are focused not to direct investments of the route surface or signing, but rather are pilot actions, implementing new types of infrastructure. Good practices with these works and also with small-scale tourism infrastructure will be disseminated to the project partners and other products' stakeholders. These works do not fit the need of improvement the standard and quality of the whole route infrastructure. These actions, together with maintaining the infrastructure, are the duty of local and regional administration. It defines permanent challenges to the route managers:*

- *permanent upgrading and maintaining of the route infrastructure*
- *filling the "missing gaps" and lacks of infrastructure of the route*



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- *increasing the cyclists' road safety on the route (implementing "zone 30" areas, car-free roads, separating the cycles from the car traffic, improving the signposting) and social security on the route (lights, monitoring etc.)*
- *long-term actions related do creation a common identify of the route (cooperation with signposting, placing information tables with similar layout and basic information promoting the whole route)*
- *upgrading the infrastructure with standard and innovative solutions (free wi-fi and charging points included in local infrastructure, placing toilets on the route and other route improvements for cyclists)*

#### **CHALLENGE #8**

##### **HOW TO PROVIDE A GOOD TRANSPORT ACCESSIBILITY OF THE ROUTE?**

Transport accessibility is an important factor of the route attractiveness. It is also one of the EuroVelo standard criteria of the route. Each daily section of the EuroVelo route should be reached by public transport. Maximum distance between public transportation hubs is also defined.

Institutions, that are responsible for route management, should work with local/regional administration, carriers and business to improve the accessibility and prepare the transport connections that fits the needs of cycling tourism.

There should be ferries, trains and buses where carrying bikes is possible in sufficient number and with providing the comfort of cycle travelers. Schedule of the trains/buses/ferries also should be harmonized with the cyclists' needs.

EuroVelo 10, as the coastal route, has special requirements related to the sea travels. Short distance travels, provided by local ferries, are crucial to reach the island on the route. Long distance ferry connections are important for national/regional sections of the route. Route should be planned with providing the access to international ferry terminal, what can boost the international cycle travels. Price of tickets should not be an obstacle, so it will be good to establish a cooperation with ferry carriers to prepare special discount / tickets for cycle travelers.

The other challenge is providing information about the formal procedures, visas etc. access limitation to the Non-EU countries of the Baltic Sea region (Russia Federation). These information should be provided on the European website of the route particularly.

Taking all these actions are long-term challenges for route management institutions around the whole Baltic Sea.

## **10. Objectives and recommendations**

Overall objective of the strategy was defined on the base of the EuroVelo Development Strategy (European Cyclists' Federation), EU BSR (EU Strategy for the Baltic Sea Region) and goals of the "Biking South Baltic!" project:



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**Improvement, promotion, connection and coordination of the natural and cultural tourist resources of South Baltic areas' coastal regions as a cross-border, sustainable, well-recognized cycle tourism product: Baltic Sea Cycle Route Copenhagen-Gdańsk**

**as OVERALL OBJECTIVE FOR THE ROUTE:**

**Creation (to the year 2030) the Baltic Sea Cycle Route as a leading, competitive and attractive cycle tourism product for the whole Baltic Sea region and a model EuroVelo route, due to the common effort of all Baltic Seacountries.**

This objective is much wider than the "Biking South Baltic!" goal, but defines long-term perspective of current and further works of the "Biking South Baltic!" partners and other route stakeholders.

This goal fits also to the EU BSR Strategy, where tourism is one of the strategic priorities. Goal follows also to the ECF strategy of development the EuroVelo routes network.

Strategic objective of the strategy transfers also the specific objective of the "Biking South Baltic!" project to the whole Baltic Sea region and increases the perspective of this project up to 2030.

This defines long-term, common challenge for both "Biking South Baltic!" projects' partners and other route stakeholders in the whole Baltic Sea region. This objective should be included as a specific objective for tourism in the EU BSR Strategy, and implemented as a separate flagship project (Baltic Sea Cycle Route).

With reference to the "Biking South Baltic!" project, **OVERALL OBJECTIVE OF THE STRATEGY** may be defined closer as:

- 1. Creation (to the year 2020) a section of the Baltic Sea Cycle Route from Copenhagen to Gdańsk, as an attractive, well-recognized, cross-border cycle tourism product for the South Baltic region.**
- 2. Providing the proper, long-term conditions of maintaining and improving the route in the perspective 2030, as a model section of the Baltic Sea Cycle Route.**

Defining the overall objectives of the strategy in the following way is common with the overall "Biking South Baltic!" objective: Improvement, promotion, connection and coordination of the natural and cultural tourist resources of South Baltic areas' coastal regions as a cross-border, sustainable, well-recognized cycle tourism product: Baltic Sea Cycle Route Copenhagen-Gdańsk.

It shows also the challenges, that project partners will face after the project ending in 2020. With reference to the description of direct challenges in the Chapter 10, the overall objective of the strategy is divided to 8 direct (operational) objectives.

<b>OVERALL OBJECTIVE FOR THE ROUTE</b>	<b>Creation (to the year 2030) the Baltic Sea Cycle Route as a leading, competitive and attractive cycle tourism product for the whole Baltic Sea region and a model EuroVelo route, due to the common effort of all Baltic Seacountries</b>
<b>OVERALL OBJECTIVES OF THE</b>	<b>1. Creation (to the year 2020) a section of the Baltic Sea Cycle Route from Copenhagen to Gdańsk, as an attractive, well-recognized, cross-border cycle tourism product for the South Baltic region.</b>



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STRATEGY	2. Providing the proper, long-term conditions of maintaining and improving the route in the perspective 2020, as a model section of the Baltic Sea Cycle Route.
<p><b>EXPECTED RESULT (STRATEGIC VISION OF THE PRODUCT):</b></p> <p>The proper, long-term conditions of maintaining and improving a section of the Baltic Sea Cycle Route from Copenhagen to Gdańsk are provided in 2020.</p> <p>Baltic Sea Cycle Route is as a leading, competitive and attractive cycle tourism product for the whole Baltic Sea region and a model EuroVelo routin 2030.</p>	
<b>OPERATIONAL (DIRECT) OBJECTIVES</b>	
Objective 1	Creation and maintaining of the Baltic Sea Cycle Route from Copenhagen to Gdańsk, as anEuroVelomodel section of the Baltic Sea Cycle Route
Objective 2	Maintaining and increasing the quality of the Baltic Sea Cycle Route from Copenhagen to Gdańsk with reference to the highest EuroVelo standard and enlarging the EuroVelo survey and standard to the whole Baltic Sea Cycle Route
Objective 3	Implementing the long-term, common-based market research and cycle tourists monitoring for the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route
Objective 4	Providing updated and completed tourism information for the cyclists to the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route
Objective 5	Launching long-term marketing campaign for the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route
Objective 6	Providing of the common, competitive, complex and high quality tourism services dedicated to the cycle tourists for the section of the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route
Objective 7	Increasing the standard of cycling infrastructure of the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route
Objective 8	Providing the full accessibility of the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route

#### Objective 1

Creation and maintaining of the Baltic Sea Cycle Route from Copenhagen to Gdańsk, as anEuroVelomodel section of the Baltic Sea Cycle Route

#### RECOMMENDED ACTIONS:

1. Preparation of the formal agreement of long-term Baltic Sea Cycle Route development. The following actions are crucial to reach the long-term success of the project "Biking South Baltic!" and create common cycle tourist product around the Baltic Sea:
  - survey other sections of the Baltic Sea Cycle Route
  - common marketing campaign of the route



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- *maintaining and updating the European level and national/regional level databases/websites of the route*
- *cooperation of tourist information points and tour operators around the route*
- *common market research (quantity of cycle tourists and their opinion concerning the route)*

*Baltic Sea Tourism Forum in 2019 is the best location of signing this agreement and enlarging the cooperation. Other countries and regions may be invited to these actions and follow them, to create a common cycle tourist product around the Baltic Sea Region. EU BSR (European Union Strategy for the Baltic Sea Region) may be a good tool for this.*

*Creation a flagship project "Baltic Sea Cycle Route" is the simplest way to provide a long-term planning platform for the product in the whole Baltic Sea region. Defining this flagship project may be connected with signing the long-term agreement of the "Biking South Baltic!" project. Baltic Sea Tourism Forum in 2019 is the best location of signing this agreement and enlarging the cooperation.*

#### *2. Implementation of the partners' actions with accordance to the agreement*

*Partners defined also both actions are the base of further works of partners, related to maintain the project outputs. Partners should define their responsibilities and provide financing of common actions. Standards and procedures prepared within the "Biking South Baltic!" project should be respect beyond 2020.*

## **Objective 2**

**Maintaining and increasing the quality of the Baltic Sea Cycle Route from Copenhagen to Gdańsk with reference to the highest EuroVelo standard and enlarging the survey and standard to the whole Baltic Sea Cycle Route**

### **RECOMMENDED ACTIONS:**

- 1. Joining two neighboring regions of the Copenhagen-Gdańsk section of the Baltic Sea Cycle route: Schleswig-Holstein land and Warmia and Mazury Voivodeship to the core partners' group responsible for cycle route development and promotion in Denmark, Germany and Poland (2018-2019)*
- 2. Popularization and dissemination of the good practices and standards of product management and development (created as a parts of the "Biking South Baltic!" project) to the other Baltic Sea region countries and regions: presentation of the projects' outputs, and preparation of the joint declaration for further route development. Baltic Sea Tourism Forum 2019 is a good location to realize these actions*
- 3. Creation a separate flagship project "Baltic Sea Cycle Route" as a model cycle route in the Baltic Sea region to the EU BSR (EU Strategy to the Baltic Sea Region) (2020)*
- 4. Developing the whole route basing on the outputs of the "Biking South Baltic!" project. New projects may be prepared around the Baltic Sea, co-financed from Interreg project and other sources (2020-2030)*



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### Objective 3

**Implementing the long-term, common-based market research and cycle tourists monitoring for the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route**

#### **RECOMMENDED ACTIONS:**

1. *Continuation of the market research and cycle tourists monitoring in the South Baltic area (2020-2030)*
2. *Popularization of the good practices and standards of cycle tourism research and monitoring around the Baltic Sea (2020-2030)*
3. *Market research and cycle tourists monitoring around the Baltic Sea with the methodology and standard prepared as a outputs of the "Biking South Baltic!" project (2020-2030)*

### Objective 4

**Providing updated and completed tourism information for the cyclists to the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route**

#### **RECOMMENDED ACTIONS:**

1. *Database updating (European level and regional/national level) for the Copenhagen-Gdańsk section of the Baltic Sea Cycle Route (2020-2030)*
2. *Enlarging the national/regional databases for a new sections of the route with the standard of the database prepared as a output of the "Biking South Baltic!" project (2020-2030)*
3. *Developing the European level database, to cover the whole Baltic Sea Cycle Route finally (2020-2030)*
4. *Permanent cooperation and enlarging of the tourism information network (workshops, meetings, online trainings, exchanging the information) (2020-2030)*

### Objective 5

**Launching long-term marketing campaign for the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route**

#### **RECOMMENDED ACTIONS:**

1. *Continuation of the marketing campaign of the Baltic Sea Cycle Route (Gdańsk-Copenhagen section) with the marketing tools and channels prepared as an output of the "Biking South Baltic!" project (2020-2030)*
2. *Implementing in partners' promotion materials a common set of the whole route information (maps, guides): general map of the route, basic information, distances, the biggest tourists attractions, regional route websites, main tourism information points) (2020)*
3. *Enlarging marketing campaign to the whole Baltic Sea Cycle Route - promotion of the route as the flagship cycle tourism product of the Baltic Sea Region (2020-2030).*

### Objective 6





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**Providing of the common, competitive, complex and high quality tourism services dedicated to the cycle tourists for the section of the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route**

**RECOMMENDED ACTIONS:**

1. *Continuation of the cooperation tour operators and tourism businesses on the route for the Copenhagen-Gdańsk section of the route (B2B actions: workshops, study tours, fam trips) (2020-2030)*
2. *Developing the cooperation of the tourism businesses and tour operators to the whole Baltic Sea Cycle Route (2020-2030)*
3. *Creation the common cyclists-friendly services and accommodation standard for the Baltic Sea Cycle route (2020-2030)*

**Objective 7**

**Increasing the standard of cycling infrastructure of the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route**

**RECOMMENDED ACTIONS:**

1. Popularization and dissemination of the good practices of pilot investments realized as a part of the "Biking South Baltic!" project in Poland (2020-2030)
  - common branding of the route (signs, information tables) with the EuroVelo logo
  - implementing a set of common, general route information on the information tables (map of the whole route, basic information)
  - implementing new, innovative solutions of the base of pilot investments realized as a part of the "Biking South Baltic!" project in Poland
2. Exchanging the experiences and good practices between the route stakeholders related to investments, quality, safety and comfort of the route infrastructure (2020-2030)
3. Monitoring of the quality of the route infrastructure and common actions related to improvement of the cycling infrastructure standard (2020-2030)
4. *Enlarging the cooperation to the whole Baltic Sea Cycle Route (2020-2030)*

**Objective 8**

**Providing the full accessibility of the Baltic Sea Cycle Route from Copenhagen to Gdańsk and to the whole Baltic Sea Cycle Route**

**RECOMMENDED ACTIONS:**

1. *Upgrading the route accessibility (2020-2030):*
  - *supporting transportation connections important to cyclists (bus, ferry and train connections), improving the transport infrastructure and timetables*
  - *creation seasonal connections, increasing the possibilities of cyclists' travels along the route and to the major tourist attractions*



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2. *Information and promotion of the route transport accessibility: publishing the timetables, maps - printed and online, with the database of transport connections where carrying cycles is allowed - buses, ferries, trains (2020-2030)*
3. *Enlarging the cooperation to the whole Baltic Sea Cycle Route (2020-2030)*

## 11. Bornholm - cycling holiday paradise: a success story

**Bornholm is a perfect example of the long-term implementation of the cycle tourism development strategy. Creation of the popular cycle tourism destination due to the step-by-step investments is a consequence of long-term planning and responsibility of local administration.**

**It is recommended to follow this example by the Baltic Sea Cycle Route stakeholders on local, regional, national and transnational scale. Bornholm can also be a good case study for development the cycle tourism destinations for the Baltic islands and regions.**

Bornholm is a small, Danish island, located in the Central Baltic, closer to the Swedish and Polish coast than to the rest of Denmark. Bornholm population is 40 000 and the area is 588 square kilometers. Length of the islands' coastline is 141 kilometers.

Rønne is a capital and the biggest town of the island, with the population of 14 000 of habitants. There are a number of smaller towns also. Bornholm Regional Municipality covers the entire island since 2003. The main industries on the island are farming, art and handicraft (pottery, glass production). Fishery was former core industry of the Bornholm, limited strongly for years. Also stone mining was important part of the islands' economy in the past. The importance of tourism industry is increasing from years.

There are ferry connections between Rønne, Sassnitz in Germany and Ystad in Sweden. Small passengers ships make the connections with Polish resorts: Kołobrzeg and Świnoujście available in summer. Bornholm airports has a number of direct flights to the Copenhagen Airport (Kastrup). Sailors can also visit the island due to the number of small ports and marinas.

Bornholm is a very popular tourism destination because of the number of tourist attractions and unique, diversified landscapes of the island. Beautiful, sandy beaches of the southern shore are the perfect place for rest and sunbath, and northern cliffs and rocks offers picturesque views of the Baltic sea. Medieval ruins of the monumental Hammershus Castle attracts the number of visitors. Also mysterious "round churches" and an old stone church in Aakirkeby (the former capital of the island) are worth to see really. Central part of the island is covered by the vast Almindingen forest, planted many years ago. Even bisons can be seen here. Also wonderful Echo Valley is located in the central part of the island.

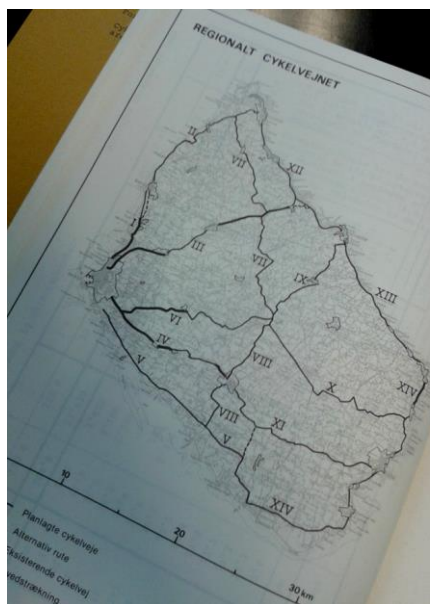
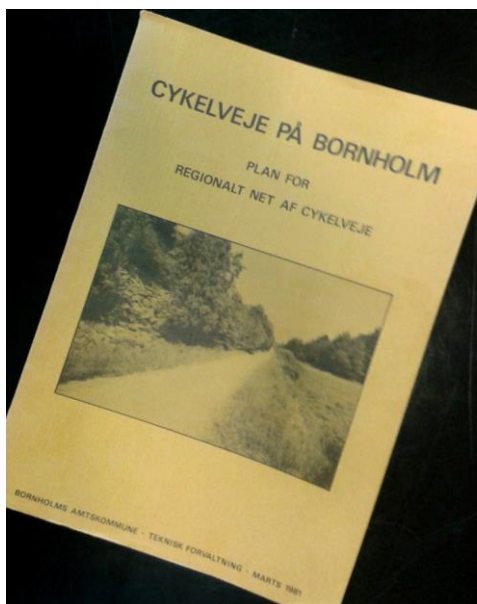
Second part of the XX<sup>th</sup> century was an age of the social- and economical crisis. With reference to the decrease of fishing industry and peripheral location of the Bornholm, the island suffered from high unemployment and young peoples' escape. Tourism investments, supported by the national government, was one of the ways of limitation these problems. A number of new tourism attractions

was built on the island: Natur Bornholm (museum of the natural history), Kunstmusem (museum of the modern art), Joboland aquapark, butterfly farm in Nexø, reconstruction of medieval settlement, three golf courses and a number of tourism trails and routes. It boosted the tourism industry. The number of summer houses and camping places increased, and a few business hotels was built here. Renting of the summer houses, tourism services and handicraft became the important part of local economy. There are a number of excellent restaurants, serving a local, high quality food and international kitchen also.

Bornholm tourism is seasonal mainly, due to the domination of "3S" (Sea - Sand - Sun) model of spending holidays here. Tourists are from Germany, Poland and Denmark mainly. The island has about 250 000 commercial overnights for tourists per year and another 250 000 of VFR & non-commercial visitors (source: CRT).

Between 1900 - 1968 there were three narrow-gauge railways on the Bornholm. 100 km of railways was connecting major towns, boosting the economical and social development of the island. After WW2 these railways was closed and dismantled. It attracted the local administration to create the network of cycle roads, partly built on former railways. It was one of the foundations of further success of the cycling tourism on the island.

In 1981, the document "Cykleveje på Bornholm" was prepared by the local administration. It was a master plan of creation the network of 16 cycle roads, covering the whole island and connecting all important tourism attractions. 90 km from total 300 km of the roads was former railway. The map of the network and technical recommendation for further construction works was included into the strategy.



"Cykleveje på Bornholm" (1981), photo by J. Zdrojewski



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Adopted railways became a core of the network. 105 km of the coastline circuit route and some local routes completed the network. The coastal route is signed as No. 10 national cycle route, other routes are regional routes with the numbers 21-26. All routes are signed with national standard. System of signs and routes is clear, what makes the cycle trips easy and convenient.

What is very special, it was no one investment project, programme or grant for the infrastructure construction. Network was developed by the number of small-scaled, systematically planned and realized investments - new cycle roads and lanes, also adapting, revitalization of existing roads & railway lines and gravel paths.

It was financed mainly by local and national public administration (without EU funds). More than 30 years of planning and realization of the small-scale investments created a "cycling holiday paradise", as the Bornholm is known. Creation of safe, convenient, popular cycle tourism destination became a fact and the result of the long-term planning and consequence.

Figures of the cycle tourists on the island are significant. 7% of all tourists visit Bornholm mainly for cycling (CRT, 2016). Another 4% of tourists found this activity as important. It means, that about 30 000 overnights per year is directly related to cycling (11% of the total number of overnights). It makes the cycling tourism the second most popular local form of tourism activity. Number of cycle tourists from Germany and Poland is high. Also the number of bikes for rent is big on Bornholm. Tourists and habitants use a cycle for trips and tourism activity frequently. A popular tourism product are cycle tours for the groups of children from Poland, due to the safety and convenience of cycling on Bornholm. The number of bikes carried by the ferries is also important. There were more than 3000 bikes (without bikes carried in the car/caravan) only in July 2015 noticed (CRT, 2016).

Cycle tourism investments on the island was realized by small, but permanent steps, since 1981 up to now. Over 30 years of works created the complete, safe and attractive network of 300 km cycle roads and lanes. It was the main foundation of the cycling tourism popularity on Bornholm.

Two MTB cycle trails was included to the network last years. The whole system is well maintained and signed. It makes the cycling on Bornholm safe and convenient to the everyone. Part of the cycle roads is asphalted, but a gravel cycle roads can also be found on the island, especially in the forest. Some improvements of the network are planned, but not realized yet.



*Bornholm, route No. 10, photo by J. Zdrojewski*

Bornholm Regional Municipality is a body responsible for maintaining the cycle roads and routes. Tourism - and also a cycling tourism - promotion is realized by Destination Bornholm (local DMO) and Bornholm Welcome Center, supported by the CRT (Centre for Regional Researches) with strategic planning and researches. Maps and brochures are presenting the routes and tourism attractions for cycle tourists. Also a number of recommended cycle trips was prepared and mobile app implemented.

Bornholm can be found as the good example and a success story of cycle tourism development to the whole Baltic Sea Cycle Route.

Due to the microscale of the island and the diversity of the islands' landscapes, Bornholm can be a model for the development of the cycle tourism to the whole Baltic Sea region. Like around the Baltic Sea, stone cliffs and sandy beaches can be found here, together with the number of interesting natural and cultural heritage sites. Also the coastal route number (10) is the same to Bornholm and to the Baltic Sea Cycle Route.