



Workshop Invitation: Enhancing Cycling Tourism in the South Baltic Region

Dear Participants,

We are excited to invite you to a collaborative workshop on enhancing cycling tourism across the South Baltic region. The event will take place on **September 11th at Hevelianum, Gdańsk, from 9:30 AM to 2:15 PM.**

Workshop Agenda:

- **9:30 AM** - Welcome and Introduction of Participants
- **Intro & Setting the Scene Session**
 - **9:45 AM** - Presentation of the BBU Project by Magda Leszczyna-Rzucidło, Project Coordinator, Pomorskie Tourist Board
 - **10:00 AM** - How to Take Advantage of EuroVelo 10 by Developing Cycling-Friendly Services by Alexandra Fournier, European Cyclist Federation
 - **10:25 AM** - Best practices in bicycle tourism for the Baltic Sea area / the northern region of Germany by Thomas Fitzke, Deputy Chairman of ADFC Mecklenburg-Western Pomerania & Specialist at Tourism Infrastructure and Bicycle Tourism Agency "Wirtschaftsförderung Mecklenburgische Seenplatte GmbH"
- **10:45 AM** - Coffee Break & Networking
- **Practical Session**
 - **11:00 AM** - Facilities and Infrastructure around the Euro Velo 10 Cycling Route in Denmark by Tine V Jensen, General Manager, Hotel Falster
 - **11:20 AM** - Developing Cycling Tourism around the Euro Velo Routes in Sweden by Anna Linden, Cykelframjendet, Sweden
 - **11:40 AM** - Needs and Gaps in Cycling Tourism Offers – Perspective from SMEs Based on the ICTr Interreg Europe Project Survey by Mate Deak, ICTr Project Leader
- **Q&A Session**
- **12:00 PM** - Lunch Break
- **What's Needed & What's Next?**
 - **1:00 PM** - Discussions & reflections on how to practically improve cycling-friendly services in the South Baltic area, including the results & suggestions from the SMEs survey prepared by the BBU project partners
- **2:15 PM** - End of the Meeting
- **2:30 PM - 5:00 PM** - Guided Cycling Tour on Euro Velo 10 in the Tricity Area (optional)

After the cycling tour, we will provide transportation back to the city centre and to the airport, with one car bringing participants to the city centre and another car taking others to the airport (arriving at the airport around 5:40-6:00 PM). For full details and to confirm your participation, please register [here](#).

We look forward to your presence and valuable input in shaping the future of cycling tourism in our region!

Best regards,

[Baltic Biking UPGRADE](#) Project Leader - **Pomorskie Tourist Board**

