

South Baltic

Invitation to the Baltic Biking Upgrade SME Workshop:

We warmly invite small and medium-sized enterprises from across the Baltic Sea region to join the two-day workshop “**Empowering SMEs along EuroVelo 10 with Bicycle-Friendly Solutions**”, taking place **24–25 February 2026 in Barth, Germany**.

The workshop will bring together accommodation providers, gastronomy businesses, bike services, tourist information centres, attractions, and other SME actors to explore how cycle tourism can strengthen local economies.

Cycle tourism is one of the fastest-growing travel segments in Europe- characterised by longer stays, higher spending, and strong interest in sustainable, local services. This workshop will help your business benefit from this trend.

What the Workshop Offers

- **Clear, practical insights** into the key criteria that make services truly bicycle-friendly, including results from regional surveys and European schemes.
- **Marketing tools and visibility opportunities**, including the advantages of the EuroVelo brand and guidelines for promoting your services to an international audience.
- **Hands-on training** on developing cycling-friendly offers and creating attractive products tailored to EuroVelo 10 travellers.
- **Expert inputs and SME case studies** from across the Baltic Sea region, sharing best practices, challenges, and future opportunities.
- **Launch of the EuroVelo 10 Multistakeholder Platform**, including new options for showcasing SME offers directly on EuroVelo.com.
- **Cross-border networking**, group work, and exchange with tourism boards, cycling organisations, authorities, and fellow SMEs.

Why Participate?

- Learn how to develop and promote the appropriate services to welcome cyclists
- connect with other businesses facing similar challenges
- Grow your visibility among a fast-expanding visitor group
- Learn practical steps to upgrade your services with low investment
- Strengthen your position within the EuroVelo 10 network
- Connect with entrepreneurs and experts from the whole Baltic Sea region

Participation is free of charge and includes a hotel stay, access to training materials and a networking dinner.