

## 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.