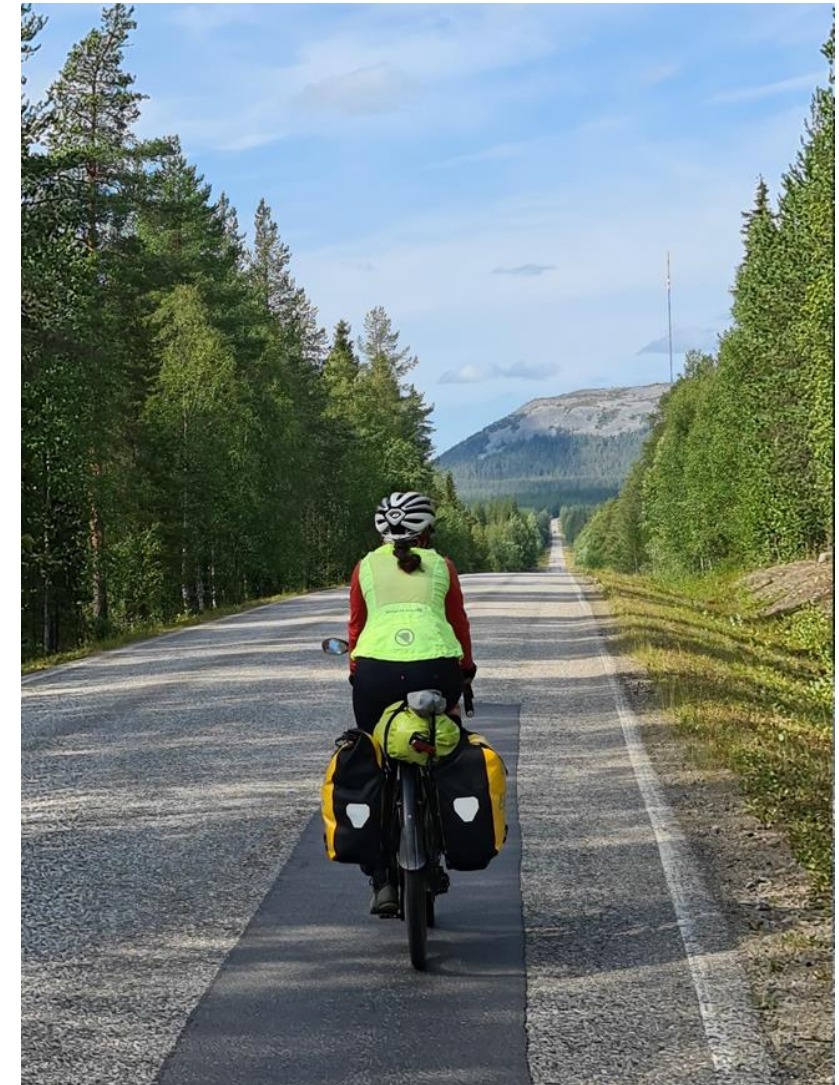




Slow travel in northern rural landscapes routes for leisure biking STIL

Interreg Nord project 1.11.2020-30.9.2022



Objectives and where are we now?

Objectives

- Mapping and describing suitable routes (minimum 4) for long distance leisure cycling in the northern areas along existing roads and paths
- Leisure cyclists' needs evaluated
- Workshops and training for entrepreneurs provided and networking of businesses along the routes and groundwork for marketing actions

Until now and from now on

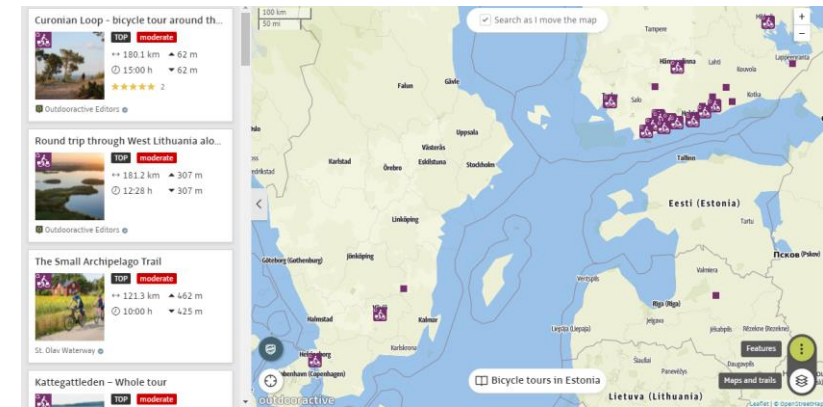
- Mapping and testing have been going on → experiences will be presented during this morning session
- A report on supply and demand will be published soon (summaries in English)
- Will happen with webinars (this is the 2nd) and workshops during this autumn and winter





Frequently asked questions

- Is north suitable for bike touring?
 - Yes, IF the routes are well-planned
 - not too busy roads, not too long distances
 - enough services, enough interested entrepreneurs
 - natural and cultural attractions
- What is the outcome of the project?
 - A network of northern cycling routes – hopefully – or at least one well-planned and branded route
 - Ultimately: Biking tourism packages
- How can this be marketed?
 - Some answers coming today?
 - Municipalities, visit organisations and entrepreneurs as key actors
- Will there be an app or a map?
 - A new app not needed?
 - Joining the existing platforms (bikeland.fi; outdooractive.com...)?
 - Experiences show that paper maps are still important...



Outdooractive.com





Kiitos!
Tack!
Takk!
Thank you!

