



The preliminary swedish routes

Current situation & future visions

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About the current situation

- Bicycle tourism in Norrbotten uncharted territory
- Underdeveloped branch of tourism in Norrbotten
- Great unexploited potential
- Midnight sun, unexploited rivers, nature
- Possibility for all-around experiences that are not mass-produced
- Sami culture





Picture: Anna-Lena Kaati



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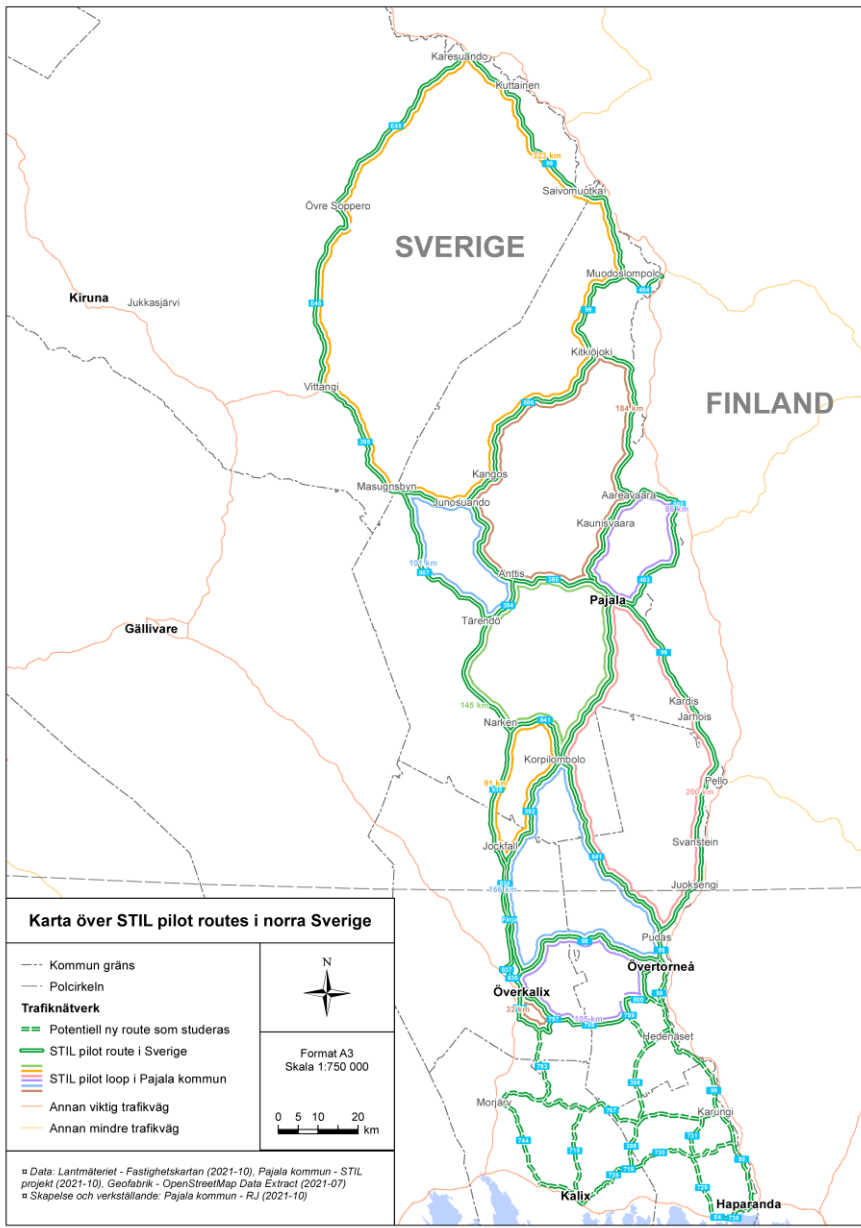


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- 1433 km of loops, mostly on asphalt
- Loops of varying lengths and degrees of difficulty (mostly to be charted)
- Routes chosen on the basis of traffic volume and scenery





Survey for service providers along the routes

- Service providers contacted during the autumn
- 29 answers by 2021-10-08
- Most of them from accommodation providers (hotels, campings, bed and breakfast etc.)
- 89 % announces that it is possible to arrive to the accommodation around the clock
- All of them are open on the summertime
- 89% says that staying just for one night is possible
- Other, relevant services for cyclists: varying possibilities





Picture: Roni Hooli

What do companies think about developing bicycle tourism in their area?

"Bicycle tourism is increasing but the area is somewhat difficult to develop"

"A good development of the tourist industry we already have"

"All new thoughts and ideas regarding development of tourism in our area are interesting. But we have to remember also to take payment for the services, guests should get information about the prices of the services."

"It is environmentally friendly, very timely. We have calm roads here and a lot to visit within a bicycling distance."



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Picture: Roni Hooli

”It inspires you to develop summer tourism! It motivates also our current investment in our company.”

” We need bicycling and MTB maps and digital maps for Övertorneå region.”

” In Jockfall is one of Sweden’s longest bicycleroute systems which has been overhauled to some extent but there are plans to continue with the overhauling.”



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Picture: Pajala municipality

Comments from testcyclists

"Mostly good roads"

"Villages look nice and views are interesting"

"Mostly not much traffic and iron ore trucks give way"

"Passing bridges was nice!"

"Enjoyed the views"



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Picture: Pajala municipality

”River, sceneries and crossing the rivers was nice”

” We enjoyed the wilderness scenes, like for example marsh”

”I liked changes in the scenery, different kinds of roads, lakes, rivers ”



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Picture: Anna-Lena Kaati



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Picture: Katarina Karlsson



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Picture: Pajala municipality

What makes cycling
here a unique
experience?



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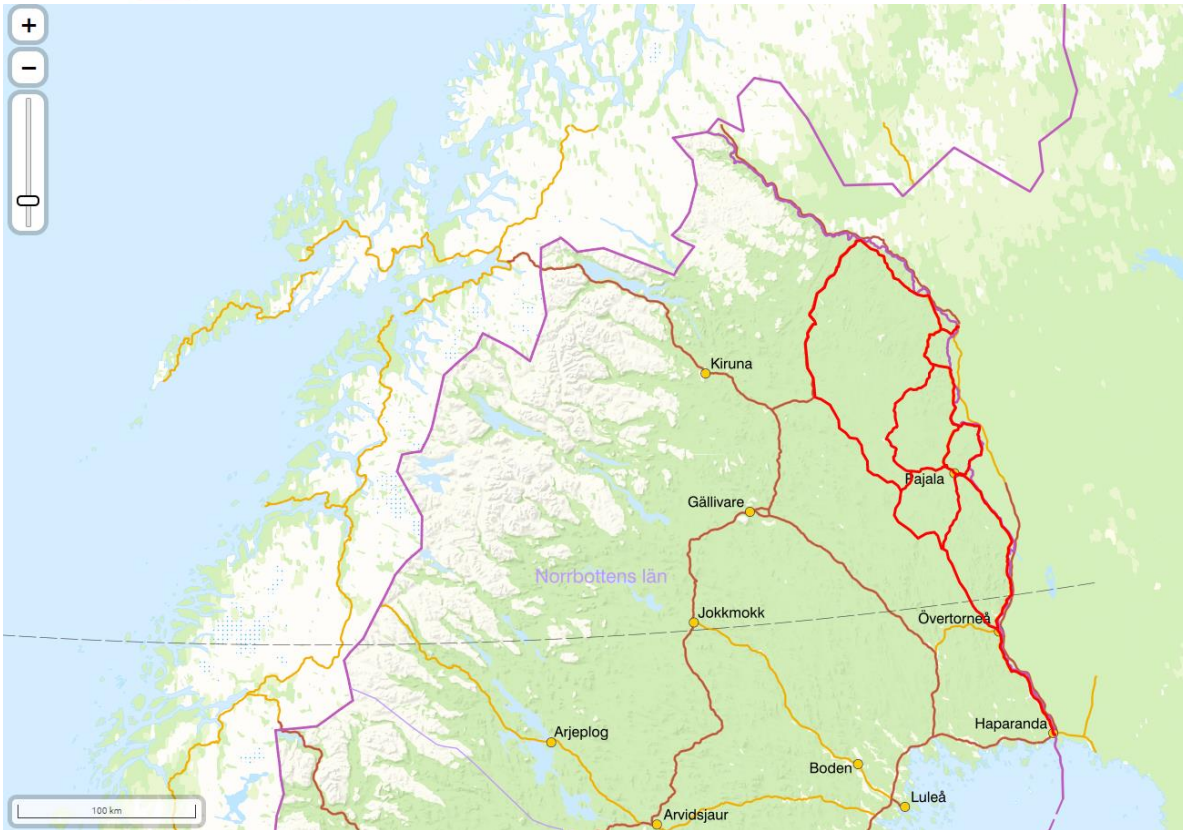


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STIL Cycling in Sweden – experiences 2021

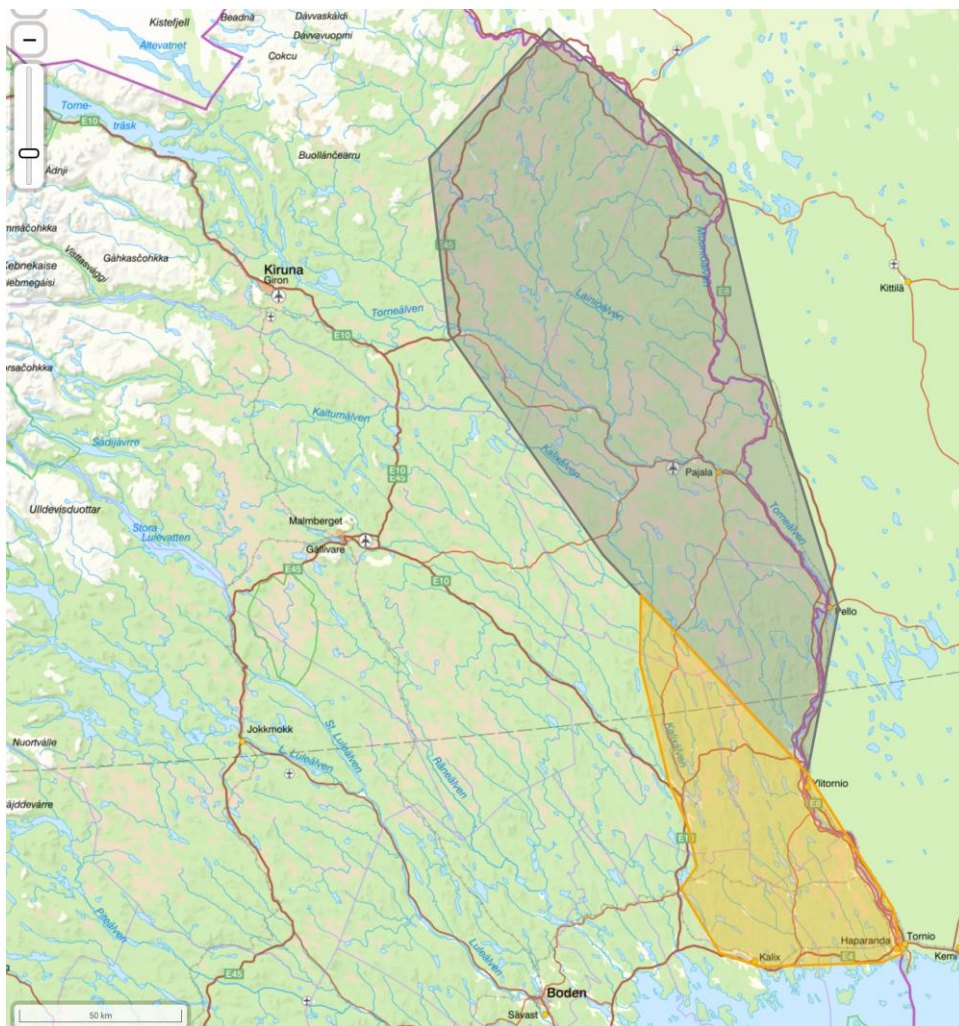


- Few routes =
Vulnerability to road maintenance work
- Few testers =
Need of loops near population centres
- Few service points:
Develop tourist infrastructure

Map source: Lantmäteriet, the Swedish mapping, cadastral and land registration authority



STIL Routes in Sweden – Benchmarking 2022



Using loop routes selected for 2021
- inside grey area in the map

Using extra loop routes 2022
- inside orange area in the map

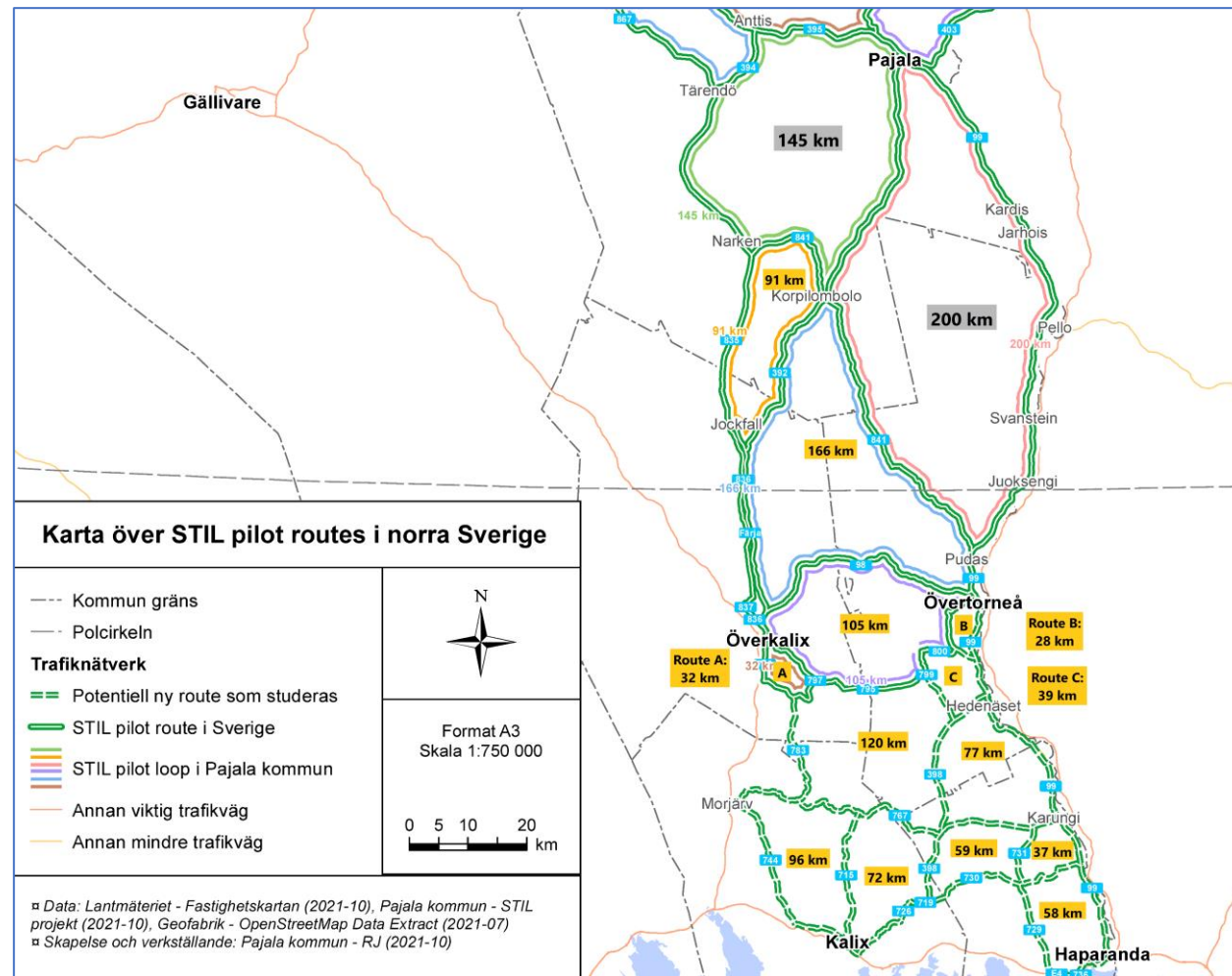
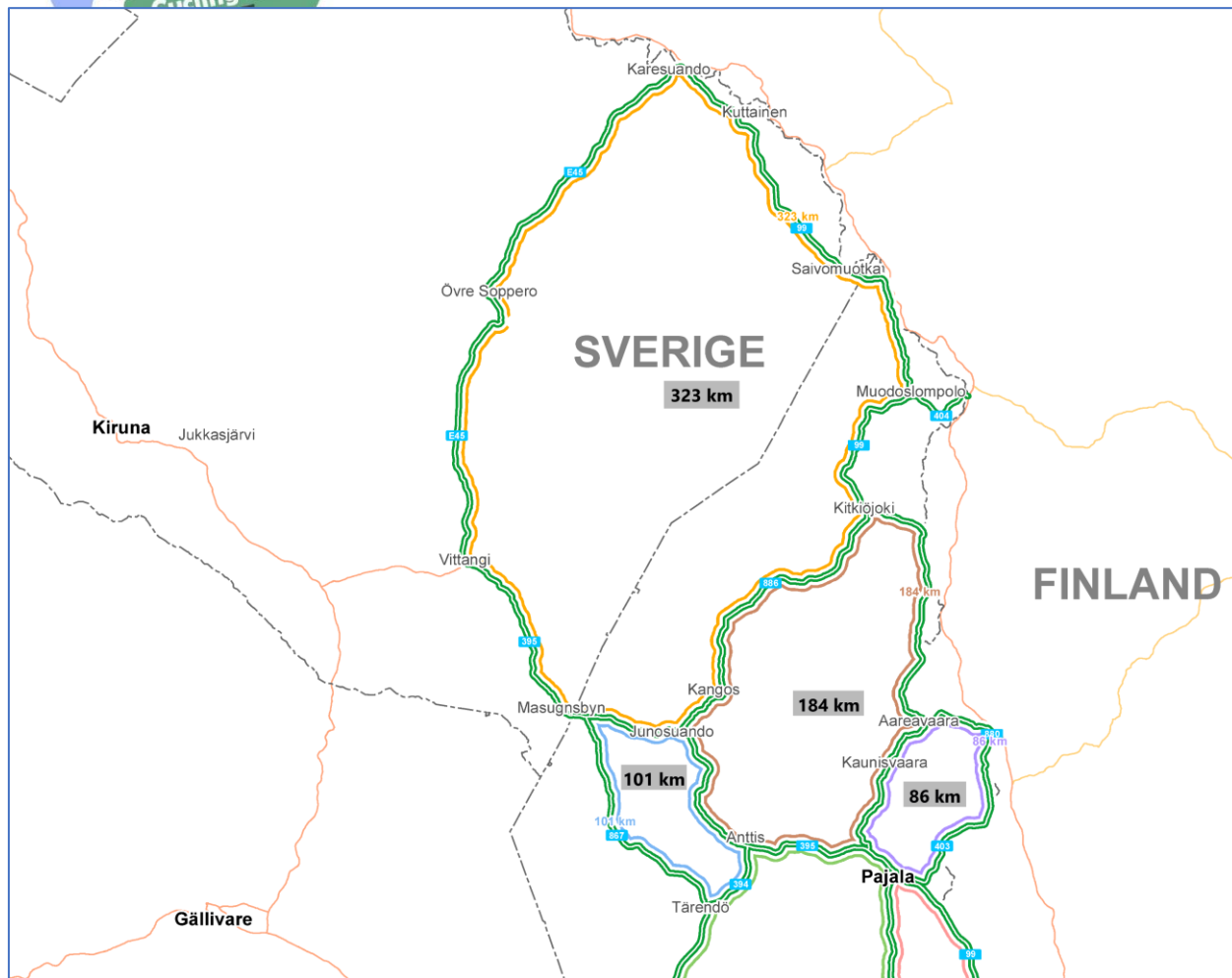
Map source: Lantmäteriet, the Swedish mapping, cadastral and land registration authority



STIL loop routes 2021 and 2022 in Sweden

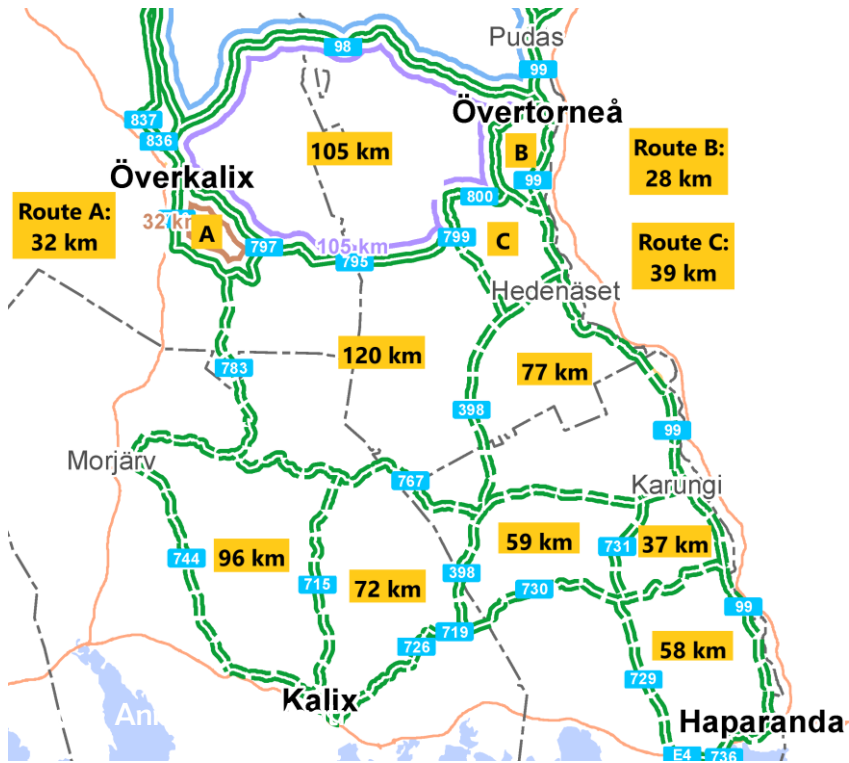
Selected loop routes 2021 (distance in grey box)

Extra loop routes 2022 (distance in orange box)





Extra loop routes in Sweden for 2022



- near municipal centres
- short distances
- close to services
- loops for families
- many Points of Interests
- rerouting possible



Map source: Pajala municipality



**Possible follow-up
project beyond 2022:**

STIL Cycling North - Biking in the heart of the arctic

After conclusion of Interreg
Nord funded project
“STIL – Slow Travel in
Northern rural Landscapes”





Picture: Roger Uusitalo

Thank you!
Kiitos!
Tack!
Takk!

