

# Slow travel in northern rural landscapes routes for leisure biking STIL

The Norwegian routes - Main Challenges and selling points

Road Alternative, Off Road alternative, Mix alternative

**STIL**



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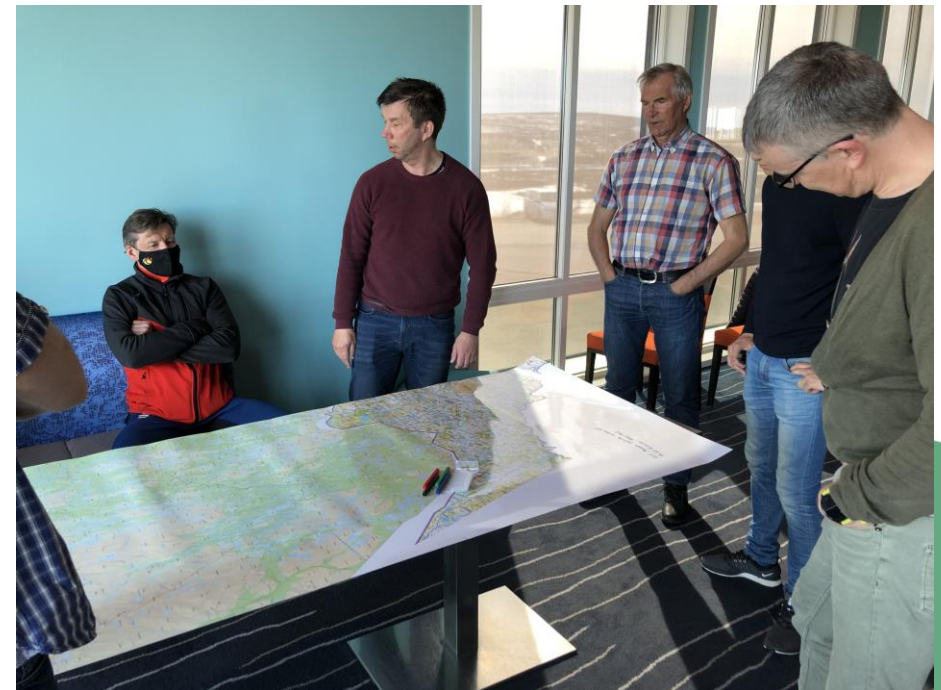


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**Interreg**  
Nord  
European Regional Development Fund



- Data collected
  - Work shops, Kautokeino and Alta,
  - Businesses,
  - Event organizers,
  - Destination Alta
  - Kautokeino municipality
  - Reindeer family
  - Own experience as cyclists
  - Old reports

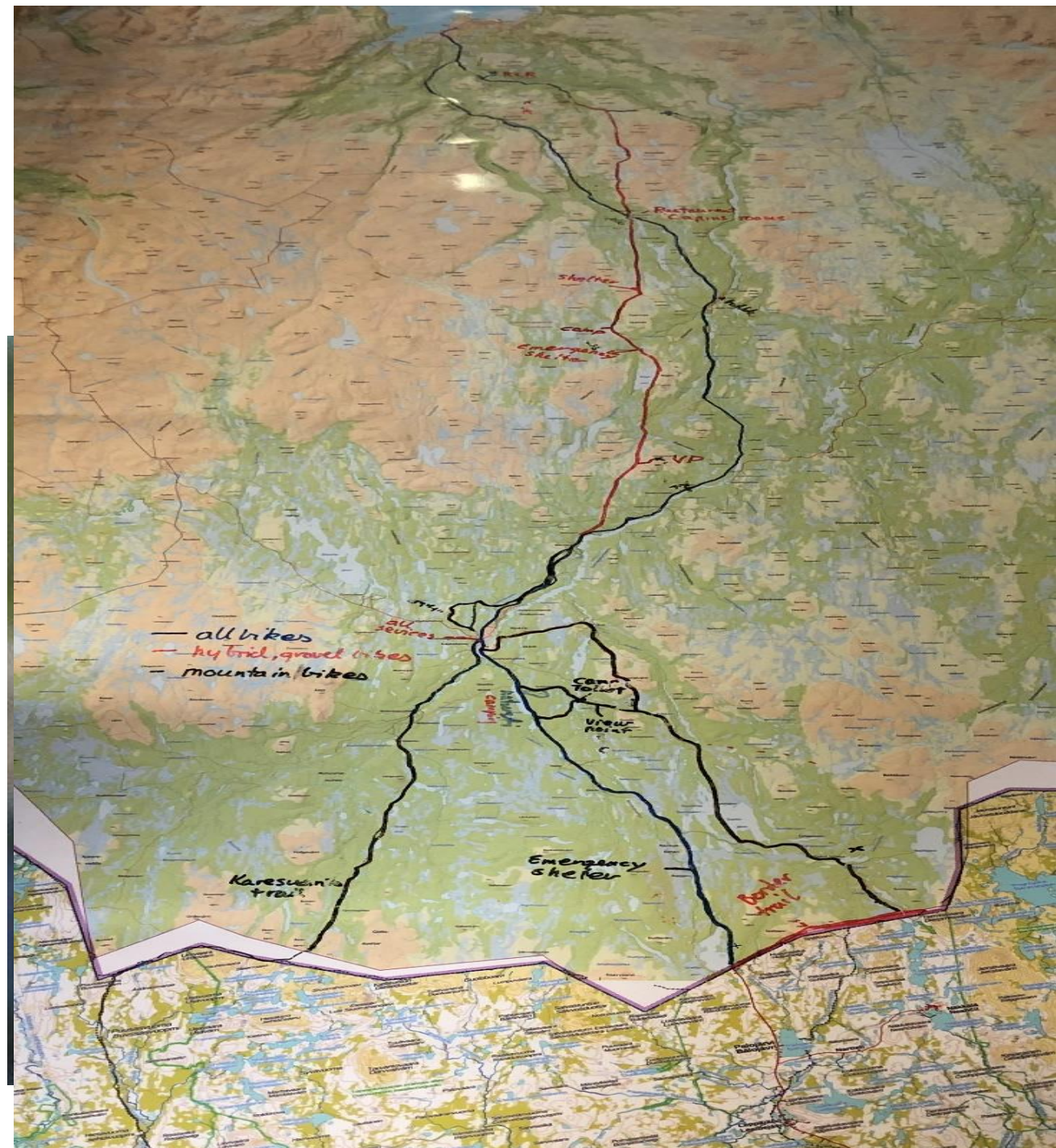




# Hætta, Kautokeino, Alta

## The road Alternative E45

- Main Challenges
  - No restaurants or shops between the border and Suohpatjarvi (10 km from Kautokeino)
  - Heavy? traffic 270 trucks every day in the summer + increasing closer to Alta
  - Wind and weather sensitive
  - Service points only in Hætta (70 km) Kautoeino and Alta 130 km
  - Poor road quality, but improving
- Selling points
  - Viewpoints and activities, unique
  - Relatively flat, not very demanding climbs
  - Pure nature?
  - Wild life (grouse, reindeers)?
  - Sami culture and other experiences





# Description – the off-road alternative (old post route to copenhagen)





# Description - The Off Road Alternative

## Main Challenges

- No restaurants, shops or service points between Sihccajavri and Kautokeino
- Skilled bikers only – partly demanding trails
- You will be wet and cold– outdoor life competence is necessary
- Border crossing?
- Mosquitos
- Rein deer herding?

## Selling points

- Viewpoints and scenery
- Partly fun biking, Unique
- Relatively flat, not very demanding climbs
- Mountain cabins, hotels, other high end accommodation, but vary
- Wild life, remoteness solitude
- Bucket list potential
- Service, bike renting and experiences in Hætta, Kautokeino and Alta
- Easy access by plain
- Can be build on history – the old postal route
- Existing bike events (Offroad Finnmark, Bingisrittet, )





# Description - The mix Alternative

- The off road relay between the border and Kautokeino is partly demanding . River crossing and swamps . "hike a bike",
  - Off road bike, experienced cyclists
- The old road from Kautokeino to Solovoupme is ok?
  - Gravel bike, intermediate cyclists
- The old road from Solovoupme to Gargia is good
  - Road bike possible, all cyclists





# Businesses

Mature and high quality tourism businesses

- Bike service,
  - Bike rental,
  - Food and accommodation,
  - Experiences,
  - Transport (shuttle, emergency and public transport)
  - Professional bike guiding
- 
- At least 40 businesses may contribute to develop this as a sustainable product
  - They are ready,
  - The market is out there
  - Local products can transform to regional borderless products?
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- But demanding to get there, years of no profit?

