

Pyörämatkailukeskus - Finnish Centre for Cycling Tourism

Characteristics of a good cycling travel route
and the Finnish Welcome Cyclist sign

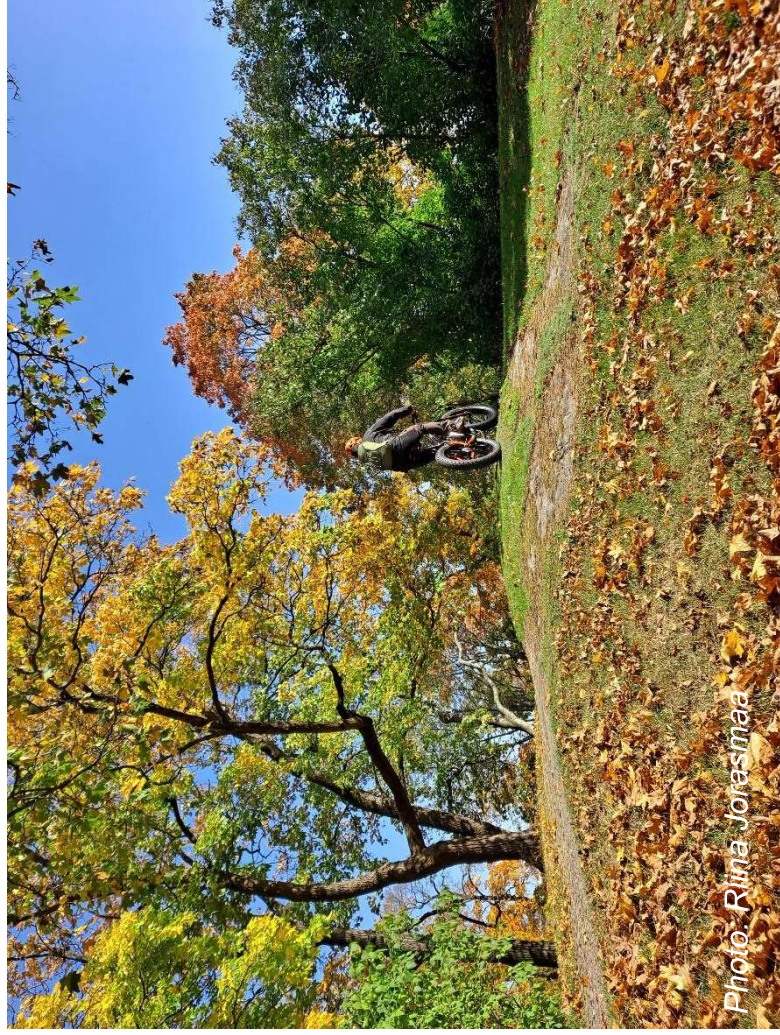


Photo: Riina Jorasmaa



*Riina Jorasmaa
Jari Kaaja
Pyörämatkailukeskus*

Pyörämatkailukeskus - The Finnish Centre for Cycling Tourism



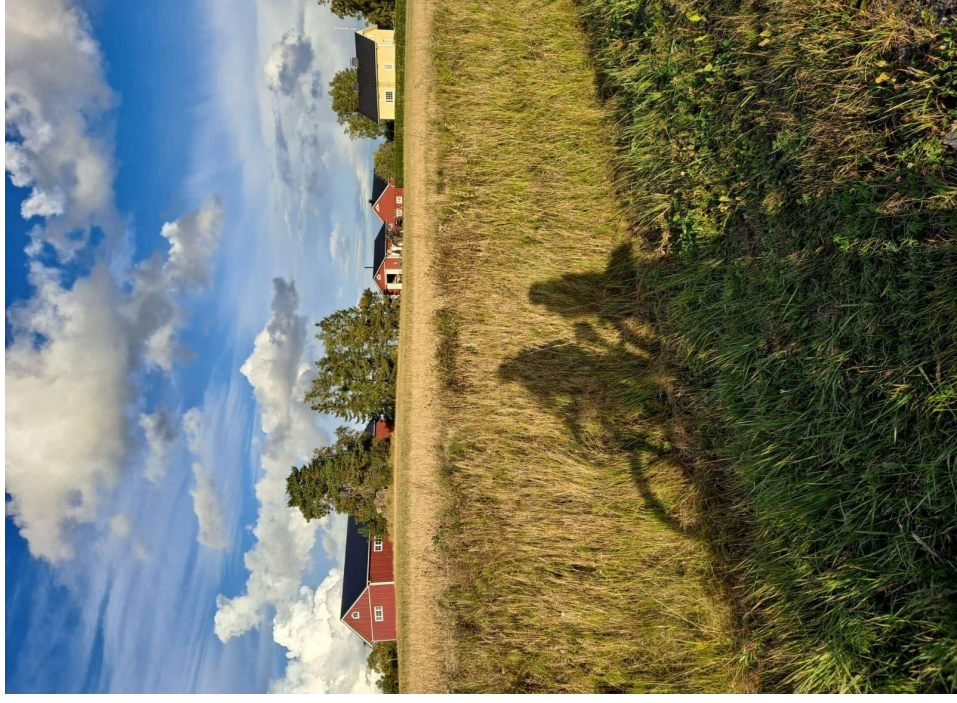
PYÖRÄILYKUNTIEN VERKOSTO



- The main objectives
 - to increase cycle travel in Finland
 - To make Finnish field of cycle travel stronger
 - To make Finland a well-known cycle travel destination
- We promote all types of biking
 - bike touring, bikepacking, mountain biking, gravel biking, road biking, bike parks
 - Bike trips from a couple of hours to weeks
- the Network of Finnish Cycling Municipalities and Finnish Cyclists’ Federation founded The Finnish Centre for Cycling Tourism together

Main goals

- Coordinating cycle travel
- Creating a network for people who work for or contribute in cycle travel
- Biking in Finland - creating a brand and website
- Knowledge, guidance and support:
 - of the routes and cycle travel to everyone
 - of developing cycle travel to the officials and route developers
 - of cyclist's needs for people in business
- National Eurovelo Coordination Center (NECC)
- Collecting data, using and improving existing databases



The Finnish Centre for Cycling Tourism



PYÖRÄILYKUNTIEN VERKOSTO



- Started summer 2020
- 4 employees
 - Jari Kaaja, coordinator
 - Riina Jorasmaa, specialist
 - Taneli Roininen, project manager, The Arctic Bikepacking Trail
 - Kristiina Vaano, project manager, The South Coast Bikepacking Trail
- At the moment:
- EuroVelo routes under development (EuroVelo10)
- a new brand for cycling tourism in Finland under development
- a new website will be published in the spring
- Welcome Cyclist sign available for accommodation, restaurants and cafes

EuroVelo -routes



Baltic Sea Cycle Route



East Europe Route



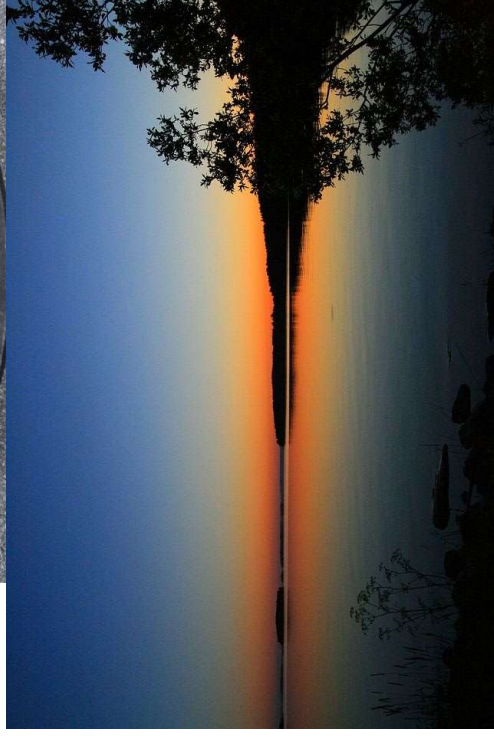
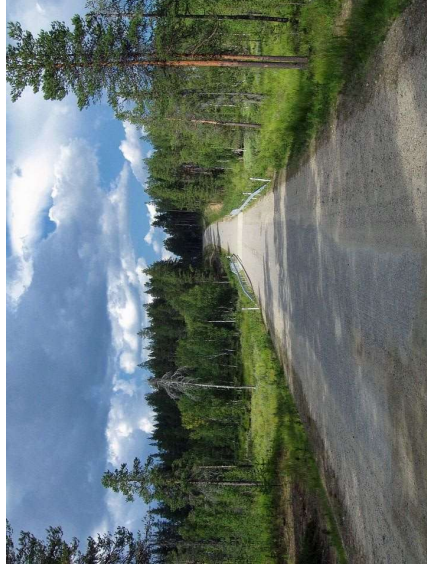
Iron Curtain Trail

- Trans - European cycle route network
- ~ 75 000 km
- ECF (European Cyclists' Federation)
- <https://en.eurovelo.com/>
- <https://pro.eurovelo.com/>
- EuroVelo10 on the southern coast of Finland under construction, signs



Cycling route

- Reasons to bike
 - beautiful places
 - cultural attraction (kulttuurinähtävyys)
 - interesting history
 - great stories to follow
- Find the finest segments in the area
- Can all roads be used as part of a route?



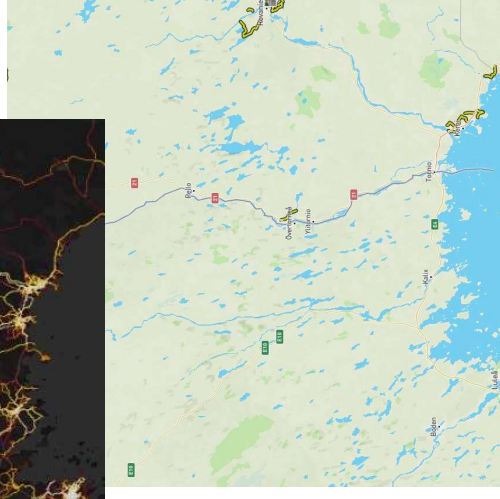
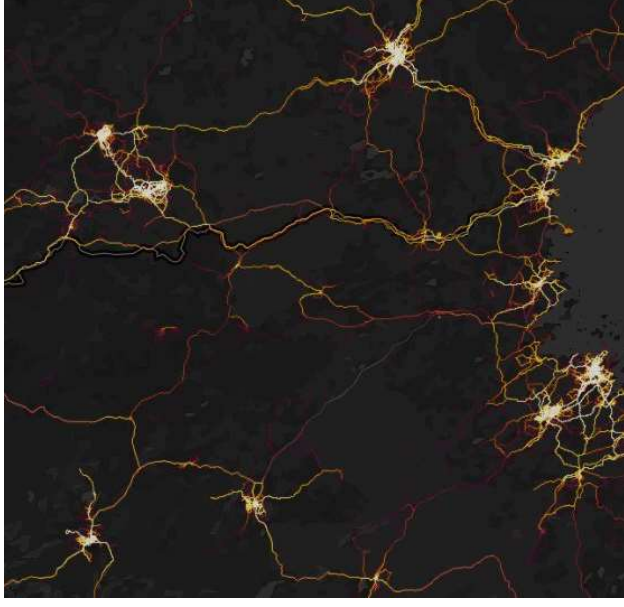
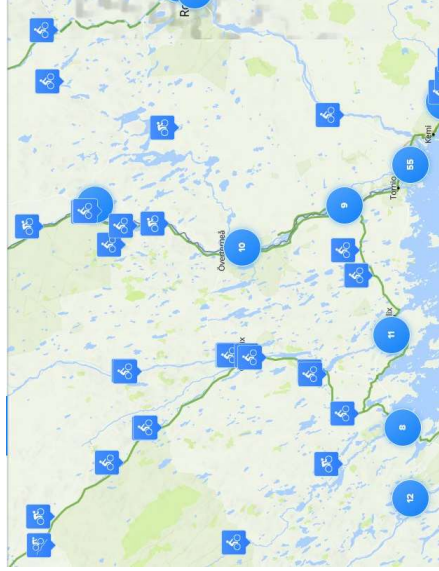
Cycling route...



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- Combine the best segments into the best possible route
- Find out the services along the route
- Route markings and maps
- Marketing
- Develop and take care of the route

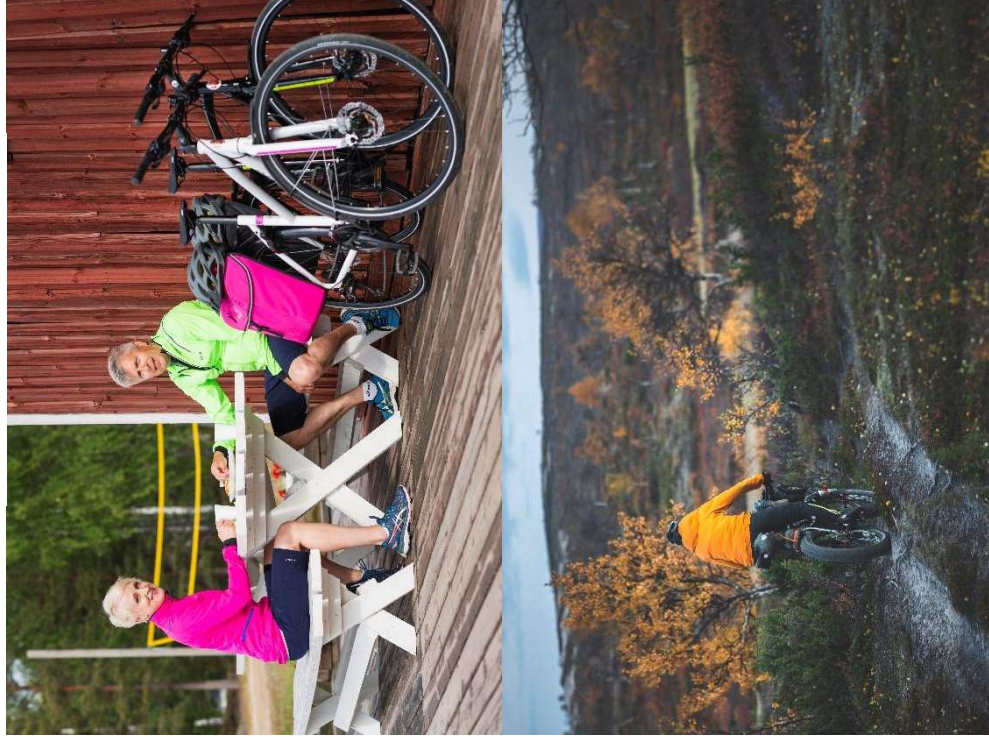


Strava Head Map
bikemap.net
gravelmap.com

The projects



- The Arctic Bikepacking Trail
 - Taneli Roininen: Bikepacking route in Lapland and Northern Norway
 - gravel and paths
- The Southcoast Bikepacking Trail
 - Bikepacking route from Hanko to Kouvola
- Bicycle Friendly Travel Services -project
 - Welcome cyclist sign
 - In accommodation, restaurants and cafes
 - will soon be expanded to other categories as well



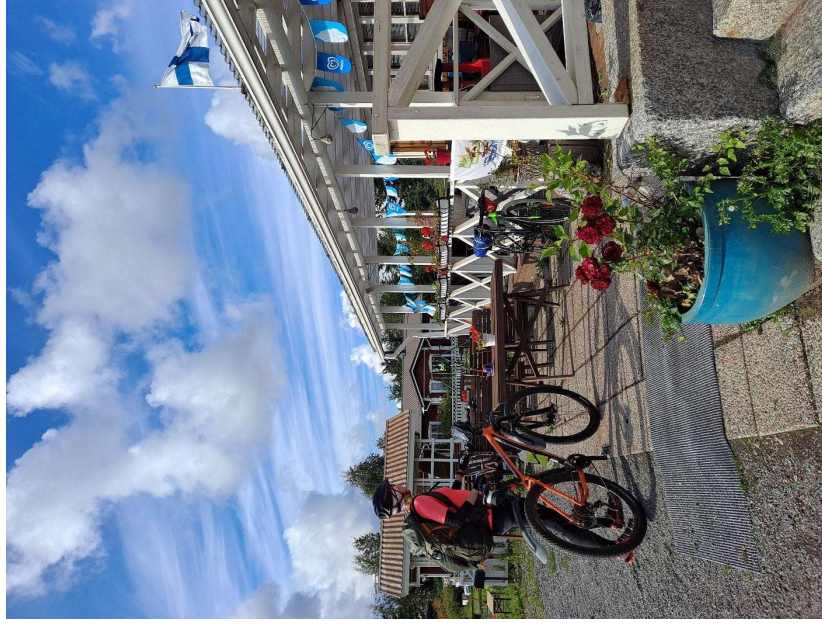


Tervetuloa Pyöräilijä / Welcome Cyclist sign

- to ensure the availability and quality of the services for cyclists
- companies will ensure that they offer certain services for cyclists before they get the sign
 - Different criteria for different types of services
- Cyclists can be sure that they are always welcome to these places and that their needs will be met
- The companies that have the sign will eventually form a new network of biking-friendly services
- The Finnish Center for Cycling Tourism will have a website and map service where the companies can be found in the future

The main goals:

- to develop services needed by cyclists
- quality, marketing, network of businesses,, communication, packaging
- developing cycle travel routes and destinations
- happier people traveling by bike



Tervetuloa pyöräilijä - Cyclist Welcome

Examples of the criteria for accommodation



- ✓ **Welcome cyclist -attitude.** Cyclist feels welcome in your premises in biking gear and shoes even if coming from rain.
- ✓ You share information about local cycling routes and bicycle friendly services.
- ✓ Cycling clothing can be cleaned with at least clean, running water and hung up to dry
- ✓ You have a place for cleaning the bike
- ✓ Basic tools for bike repair and a space for a basic bike maintenance. You can also collect a bike repair kit with spare parts for sale.

To apply go to: <https://pyöräilyvuosi.fi/tervetuloa-pyorailija-tunnus>

Fill up and send your application form to: riina.jorasmaa@pyoramatkailukeskus.fi

Photo: Timo Veijalainen,
Pallas-Ylläs Outdoors

Best of luck with your project!

- Jari Kaaja, koordinaattori, jari.kaaja@pyoramatkailukeskus.fi
- Riina Jorasmaa, asiantuntija, riina.jorasmaa@pyoramatkailukeskus.fi
- Taneli Roininen, projektipäällikkö, the Arctic Bikepacking Trail, taneli.roininen@pyoramatkailukeskus.fi
- Kristiina Vaano, projektipäällikkö, South Coast Bikepacking Trail, kristiina.vaano@pyoramatkailukeskus.fi