

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

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Background

- Tourism trends:
 - Domestic tourism
 - Activity tourism
 - Urbanized and aging tourists
 - Environmental friendliness
- Hiking, skiing and cycling in the north is often regarded as an activity reserved for true enthusiasts and seen as needing specific skills; takes place in wilderness
- The main objective of STIL is to introduce natural and cultural offerings of northern rural areas and villages to those interested in 'soft' activities with emphasis on lower-carbon modes of transportation
- Also, the need to develop summer tourism in the north and to encourage nearby travelling, i.e., slow tourism

Concrete STIL objectives

- Mapping and describing suitable routes (minimum 4) for long distance leisure cycling in the northern areas along existing roads and paths
 - Suitability is related 1) to the characteristics of roads (not too busy), 2) to the supply of accommodation, shops and restaurants at appropriate intervals, 3) to the interests and enthusiasm of the entrepreneurs along the route and 4) to the natural and cultural attractions.
- Leisure cyclists' needs will be evaluated and
- Workshops and training for entrepreneurs provided
- To create a network of businesses along the routes and to make groundwork for marketing actions



Work packages

- WP 3: Surveying demand, mapping pilot routes and enterprises; coordination; the University of Lapland
- WP4: Testing pilot cases, benchmarking experiences of similar types of routes and training the enterprises; coordination Pajala municipality
- WP 5: Creating bases for marketing actions, and surveying existing websites and digital platforms; coordination UiT



The results will be

- Network of northern cycling routes based on the existing road and trail infrastructure in the project area in different countries and in cross-border regions for different target groups connected with local services
- Established or strengthened cooperation network among the tourism actors and other service providers related to cycling tourism
- Preliminary marketing actions



This is just the beginning...

- Continuation in networking is needed
- Walking and kayaking possibilities along the routes
- No apps or signposts along the roads in this project
- Marketing actions will need more attention
- More routes and more branding!



Kiitos! Tack! Takk! Thank you!