



European  
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**BIKING  
SOUTH  
BALTIC!**



Promotion and Development of the Baltic Sea Cycle Route

# Developing successful new cycling tourism products



Mecklenburg  
Vorpommern 

*MV tut gut.*

# Mecklenburg-Vorpommern

**Region Size:** 23.211 km<sup>2</sup>

**Population:** ca. 1,63 Mill., 69 Inh. / km<sup>2</sup>

**Coastline:** 1.945 km with islands

**Lakes:** 2.033 Lakes (25% of all lakes in Germany)

**Nature:** 35 % of the region is protected area

**Capital:** Schwerin



# EuroVelo 10 - Baltic Sea Coast Cycling Route





# Lots of services and points of interest



# Biking South Baltic! Project

**Programme:** Interreg South Baltic

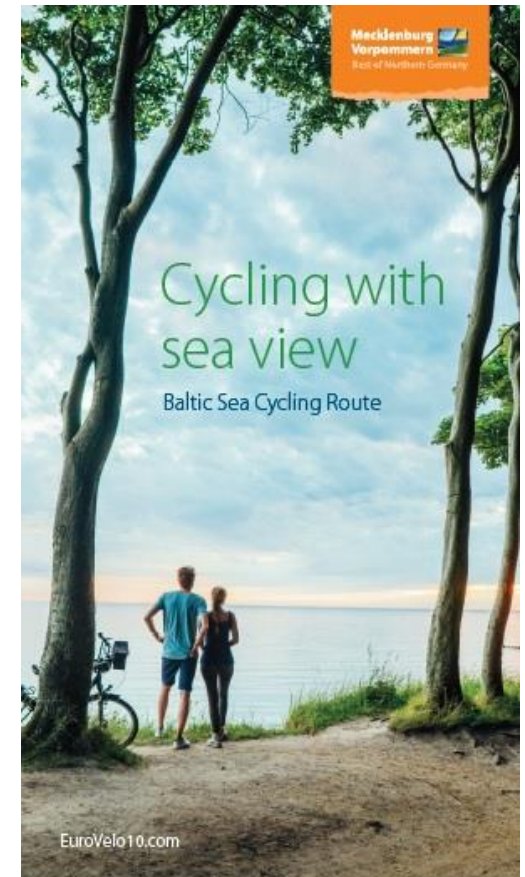
**Project total eligible budget:** 988 036,69 EUR

**Period:** 1<sup>st</sup> Jan 2017 until 31<sup>st</sup> Dec 2019

**Partners:**

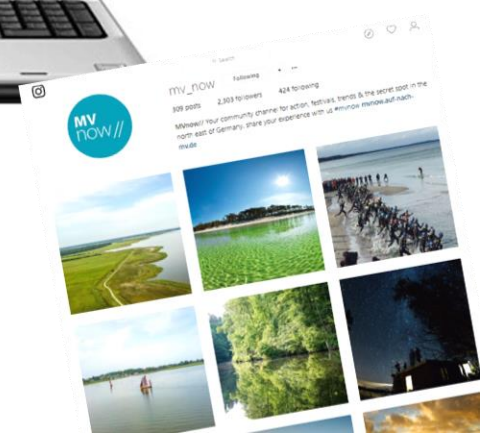
- Pomorskie Tourist Board (Lead)
- Pomorskie Voivodeship
- Zachodniopomorskie Voivodeship
- European Cyclists' Federation
- Mecklenburg-Vorpommern Tourism Board
- Centre for Regional and Tourism Research
- Danish Cycling Tourism

Planned actions will increase the cycle tourists safety and satisfaction from the regional tourism offer together with protecting the nature from the devastation by the increasing number of tourists.



# Overview of the activities

- Detailed survey of the current status of the route.
- Survey of users
- Establishment of a network of cycling tourism contact points
- Create cross border package offers.
- Produce promotional tools (websites, brochures)
- Pilot activities (e.g. construction works)
- Long-term Strategy for the sustainable development of the Baltic Sea Cycle Route





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# Thank you for your attention

## Contact

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