Developing successful new cycling tourism products
Mecklenburg-Vorpommern

**Region Size:** 23.211 km²  
**Population:** ca. 1,63 Mill., 69 Inh. / km²  
**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\(^{st}\) Jan 2017 until 31\(^{st}\) 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
Thank you for your attention

Contact

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