Deliverable 3.2
Report on WP3 Pilot Implementation - Pilot A (Denmark) and Pilot B (Lithuania)_January 2026

1. Executive summary

The BBU WP3 pilots focused on testing and developing innovative cycling tourism services and products along the EuroVelo 10 route in the South Baltic region, with particular emphasis on cross-border functionality, SME engagement, and service quality improvement.

Pilot A (Denmark), led by Visit Lolland-Falster, tested a cross-border one-way bike rental model between Denmark and Germany. The pilot demonstrated the operational feasibility of allowing cyclists to rent a bicycle in one country and return it in another, supported by SME partnerships, logistics solutions and digital booking systems. While the concept proved technically sound and received very positive user feedback, market uptake remained limited due to geographic and product-market fit constraints. Nevertheless, the pilot generated valuable insights for scaling such services along longer, city-anchored EuroVelo corridors (e.g. Copenhagen–Gdańsk).

Pilot B (Lithuania) focused on developing alternative EV10 routes and activating SMEs along both coastal and inland cycling corridors. The pilot successfully demonstrated how route diversification, small-scale infrastructure (e.g. repair stations), and thematic product development can enhance cycling tourism without major investments. It also strengthened SME integration into cycling tourism offers and improved data collection and planning capacities.

Together, the pilots contributed to WP3 objectives by:

- testing concrete, transferable cycling tourism solutions,
- strengthening SME involvement in EV10-related services,
- generating practical knowledge for improving and scaling cycling tourism products across the Baltic Sea Region.

PART I – PILOT A: DENMARK

Overview

- **Pilot concept and objectives incl. cross-border relevance**
  - Based on the Denmark-Germany cross-border pilot, the ambition is to develop innovative and attractive cross-border bike rental services between DK, DE, PL, LT and SE. Customers should be able to rent a bike at one destination in one country and return it at another destination in another country. This will enable sustainable cycle journeys, which, when combined with public transport services, can bring customers back to their original destination without the hassle of bringing their own bicycles.
- **Geographic scope**
  - The geographic scope for the cross-border bike rental pilot was between Denmark-Germany. Due to the geography of Lolland-Falster in the programme area, the border between the two countries can only be crossed by sea using the ferry services.
  - The rental area includes EuroVelo 10 and EuroVelo route 7 on Lolland-Falster (including Nykøbing Falster and Gedser) and in Mecklenburg-Western Pomerania in Northern Germany.
- **Lead and involved partners**
  - The partner led the pilot Visit Lolland-Falster, coordinator of WP3, with the involvement of the other partners, marketing the offer.
- **Target groups**
  - Broader audience, who can either not bring their own bikes or will have the complete touring experience of ending up at a destination other than the starting point.

Implementation

- **Bike rental model tested**
  - The pilot project was established so that the collected data and experiences from cycle tourists and rental companies could contribute to increased insight with a view to improving and scaling the companies' offers and cycle-friendly services along the EuroVelo 10 route and the EuroVelo 7 route in the southern part of the Baltic Sea.
  - Bicycles and Equipment: The BBU partner Visit Lolland-Falster was providing 10 electric bicycles and 30 touring bicycles, including helmets and one year of service for the pilot project. The bicycles provided were numbered and had a sticker with the following text: "lnterreg South Baltic, Co-funded by the European Union, BALTIC BIKING UPGRADE".
  - The model consisted of renting a bike in Denmark or Germany, returning it in the other country without any rental day limits.
  - Offer rental and drop-off options together with partners in Copenhagen, Maribo, Marielyst, Gedser, Nakskov and Rostock.

- For the purpose of documenting the cycle tourists' experiences, a survey via an online questionnaire was distributed and collected by OneWayBikeTours (OWBT), respecting the GDPR rules.
- The customer received an attractive 15% cashback from OWBT after the trip, following filling out a short survey online in English, German or Danish via a link giving consent to use the anonymised results for development of the EuroVelo 10 and innovative and attractive cross-border bike rental services.

- **Procurement and deployment of bikes / e-bikes**
  - Based on a national public procurement and best price-quality ratio of 10 electric bicycles and 30 touring bicycles, including helmets and one year of service for the pilot project, https://udbud.dk/udbud/arkiv/udbud/76059/vedhaeftning/Udbud_076059.pdf, resulted in 14 offers, a supplier was selected http://cykleboersen.dk/
  - To find an experienced and professional operator responsible for the bicycle rental and logistics, another national public procurement was made https://udbud.dk/udbud/arkiv/udbud/76245/vedhaeftning/Udbud_076245.pdf resulting in just one bidder https://www.onewaybiketours.com/ and selected by the best price-quality ratio. The operator was to Handle one-way bike rentals for both international and Danish tourists at an attractive price. In addition, marketing, fleet management, transport and general maintenance. Offer rental and drop-off options from Copenhagen together with partners in the programme area in Maribo, Marielyst, Gedser, Nakskov in Denmark or Rostock in Germany.
  - Additionally, 40 trackers were purchased to supplement the survey by documenting the renters' routes.
- **SME involvement and operational roles**
  - Though the only bidder and the very experienced SME, OneWayBikeTours, OWBT onewaybiketours.com was based in the capital region and thus outside the programme area, it was allowed by JS. Due to personal circumstances at the contracted operator, the start of the one-year pilot period had to be postponed to the start of 2025 and end by 2025.

    OWBT Operator profile:
    - Established in 2015, OWBT specializes exclusively in one-way bicycle rentals on long-distance routes between major European cities. The company operates a fleet of some 500 bicycles and employs approximately ten staff during the season, with pick-up and drop-off points strategically located near airports and railway stations. OWBT has progressively expanded its network to include Berlin, Hamburg, Amsterdam, Gothenburg, Malmö and several Danish cities, with Stockholm and Gdańsk due to be added in 2026. The customer base is overwhelmingly international (99% non-Danish), with particularly strong representation from North America, neighboring European markets and

Southern Europe. In 2025, OWBT handled over 1,200 bookings, totalling around 2,500 bicycles, with most customers undertaking multi-day to week-long itineraries following established EuroVelo routes between major urban hubs. This profile underscores the current market preference for longer, better-anchored cycling products and helps explain the limited appeal of shorter regional itineraries, such as those tested in the BBU pilot.

- **Logistics, storage and handover solutions**
  - For logistics the operator has made practical pick-up and drop-off arrangements with the SME AP Larsson Bikes in Maribo and Marielyst and Hyggebike in Rostock.

- **Communication, branding and visibility elements**
  - The branding of the cross-border bike rental was done via a number of channels, e.g.:
    - Via GuideDenmark Touring Bike - Baltic Sea Route - One Way Bike Tours
    - Via OneWayBikeTours https://www.onewaybiketours.com/baltic-sea-cycle-route
    - Via EuroVelo Facebook,
    - Instagram ECFEUROVELO https://www.instagram.com/p/DLpsyUzPYmY/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA%3D%3D&img_index=1
    - and Newsletter
    - Via City of Barth(Onlinelesen - Grenzenlos Radfahren – Dänisch-Deutsches Pilotprojekt im Rahmen des EU-Projekts BBU gestartet).
    - https://www.facebook.com/reel/1269316358189419
    - Please also see Visit Lolland-Falster marketing in DE attached with the other documents.

Results and outputs

- **SMEs involved and supported**
  - The SMEs one-way-bike-tourism operator OneWayBikeTours onewaybiketours.com, Hyggebike in Rostock the AP Larsson Bikes in Maribo and Marielyst were involved and supported by Visit Lolland-Falster's reference to the rental service via existing digital guests service and via VisitDenmark's channels on the German market.
  -
- **Services tested or created**
  - The pilot tested a one-way cross-border bike rental service allowing customers to rent in Denmark and return in Germany (and vice versa). It also established practical logistics

with SME partners for pick-up and drop-off, and introduced a post-trip survey (https://da.surveymonkey.com/r/MBQNSFQ?lang=en) and a cashback incentive to collect customer insights. Together, these elements formed a tested service model combining rental, cross-border logistics, data collection, and customer feedback mechanisms within the EuroVelo 7/10 corridor.

- **Operational outcomes**
  - Operationally, the pilot demonstrated that cross-border one-way rentals could be delivered as planned, with fleet deployment, SME cooperation and customer service functioning reliably. However, demand was very low, and only 12 survey responses were collected, yielding a high recommendation score (4.75/5) but insufficient volume to validate commercial viability. OWBT notes that new destinations typically require multiple seasons to build awareness, reviews, and search visibility, and that year-on-year demand normally doubles under mature conditions. Shorter itineraries below 200 km and the use of touring and e-bikes did not align with current customer preferences, which have shifted within one year toward gravel bikes. Unfortunately, the GPS trackers proved incompatible with the bikes and were therefore not used, limiting route-level data collection and leaving only survey-based insight.

Conclusions & Lessons learned.

- **Overall assessment of the pilot**
  - The cross-border bike rental pilot was conceptually strong and professionally implemented, successfully demonstrating the technical and logistical feasibility of one-way rentals between Denmark and Germany. Procurement, SME coordination, branding, fleet management, and surveys were carried out effectively, confirming that the model can operate effectively across borders.
  - However, the pilot did not validate market demand within the tested geography. Uptake remained significantly below expectations, reflecting a mismatch between the pilot's short corridor and customer preferences for longer, city-anchored itineraries, as well as shifting equipment trends toward gravel bikes.
  - Although the pilot's commercial results were weak, it generated strategic insights, operational learning, and new opportunities for scaling along longer EuroVelo routes such as Copenhagen–Berlin and Copenhagen–Gdańsk, where conditions for demand formation and transferability appear stronger.
  - The pilot confirmed that one-way cross-border cycling services are operationally feasible and well received by users, as reflected in a 4.75/5 recommendation score based on 12 respondents. However, the low number of rentals indicates that the pilot did not validate demand within the tested geography due to a mismatch between the short corridor and customer preferences for longer, city-anchored itineraries.
  - According to OWBT, demand is typically stronger for week-long routes above 500 km, supported by gravel bikes and major city gateways. In contrast, the pilot's short touring

segment and equipment selection appealed to only a small niche. The operator also notes that new destinations require multi-season market maturation as awareness, reviews, and online visibility build. Taken together, the pilot demonstrates that the service concept and user experience are strong, but commercial traction is more likely on longer EuroVelo corridors such as Copenhagen–Berlin and Copenhagen–Gdańsk, where conditions for scaling, data collection and SME coordination are significantly stronger.

- **Findings from the survey**
  - The pilot survey indicates strong potential for international cycling tourism in the South Baltic region. Participants report high satisfaction, a high likelihood of recommending the experience, and strong appreciation for nature, island landscapes, and cultural settings. Observed gaps relate primarily to intermodality and small-scale infrastructure.
  - The survey reflects an international market segment with characteristics relevant for tourism planning:
    - Respondents originate from Italy, the USA, Norway, Finland and Denmark.
    - Arrival largely via train and air, confirming long-distance travel patterns.
    - Travel party sizes are typically 2-5 persons.
    - Age distribution centres on adult leisure segments (26-40 and 41+).
    - Social composition dominated by travel with friends and partners.
  - These characteristics align with cycling tourism trends in Europe and indicate a market responsive to cultural landscapes and outdoor recreation.
  - Key performance indicators show a consistently positive assessment:
    - Overall experience vs expectations: 4.58/5 in Question number 6
    - Recommendation score: 4.75/5 in Question number 11
  - Participants exhibit typical multi-day route cycling behaviour:
    - Accommodation use spans hotels, campsites, hostels, private rentals and shelters.
    - Most overnight stays are single-night, confirming linear progression along routes.
  - This behavioural pattern is significant for destination planning across municipal and regional boundaries and supports route-based product development.
  - Qualitative responses highlight nature and local encounters as core value drivers. This confirms that territorial assets translate effectively into perceived tourism quality when accessed by bicycle.

- **Key strengths**
  - The pilot demonstrated a strong and innovative concept with clear cross-border relevance and confirmed the technical feasibility of one-way bike rentals across national borders. Procurement, drop-off logistics and customer surveys were

implemented professionally, and cooperation with SMEs in Denmark and Germany showed that operational coordination can function smoothly.

- The pilot also achieved visibility through EuroVelo channels and partner communications and generated valuable operational learning that can inform future scaling, redesign, and replication along longer EuroVelo corridors.

- **Challenges encountered**
  - The pilot encountered low market uptake despite a fully operational setup, revealing a mismatch between the tested corridor and customer demand for longer, city-anchored itineraries. The Lolland–Falster section functioned more as a transit segment than a standalone destination, while shifting preferences toward gravel bikes reduced the relevance of the touring-oriented fleet. Limited cross-border flows within the pilot geography further constrained usage, and delays in operator start-up shortened the testing window and data collection. Together, these factors limited the pilot's ability to validate commercial demand within the chosen scope.

Future actions and transferability

- **Recommendations for continuation or upscaling**
  - The positive user feedback supports the continuation and upscaling of the model, but on routes where demand conditions are stronger—such as Copenhagen–Berlin and Copenhagen–Gdańsk—and with equipment and logistics tailored to current trends (e.g. gravel bikes, major city anchors, multimodal connections). Satisfaction signals also justify collecting further data along longer corridors to refine market fit and inform EuroVelo product development.
  - The emerging Copenhagen–Gdańsk product offers a natural follow-on opportunity shaped by BBU cooperation and SME coordination. Adjusting equipment strategies toward gravel bikes and e-bikes would better match current market trends, while anchoring routes to major cities such as Berlin, Hamburg, Copenhagen and Gdańsk would improve accessibility, logistics and visibility. Bundling with booking platforms and luggage services would reduce complexity for overseas travellers and support longer-distance itineraries. In the longer term, the concept should be positioned as a scalable EuroVelo model rather than a local pilot, enhancing transferability across Baltic and Central European cross-border routes.

- **Conditions for replication in other EuroVelo 10 regions**
  - Replication of the cross-border bike rental concept in other EuroVelo10 regions depends on the availability of sufficiently long and continuous routes that support multi-day itineraries, ideally anchored by major cities or transport hubs to facilitate international access and drop-off logistics. Multimodal connectivity via rail and ferries is essential to ensure convenient return travel and attract overseas markets.

- Replication also requires alignment with current cycling equipment preferences (e.g. gravel and e-bikes), as well as the presence of an engaged SME ecosystem capable of handling rentals, repairs, accommodation, luggage transfer, and customer support.
- Finally, commercial feasibility depends on operators with the capacity to manage one-way cross-border fleets, access to reliable data for monitoring demand, and marketing channels that can reach established EuroVelo cycling audiences.

PART II – PILOT B: LITHUANIA

Alternative EV10 Route & SME Activation Pilot

Overview

Pilot B Lithuania was designed to strengthen the EuroVelo 10 route by developing **alternative cycling routes** and **small-scale cyclist infrastructure**, while actively engaging local SMEs and tourism service providers.

The pilot aimed to:

- reduce pressure on the main coastal EV10 corridor during peak season,
- extend cyclists' stays and spending time inland,
- improve service quality and data collection along the route,
- support SME activation and visibility.

The cross-border relevance lies in strengthening the continuity and quality of EV10 as part of the Baltic Sea cycling network and contributing to harmonised standards and data-driven route development across regions.

Geographic scope and route rationale

The pilot covered Western Lithuania, focusing on:

- the main EV10 corridor (Klaipėda–Palanga–Neringa),
- inland and lagoon-side alternative loops and linear routes connecting Palanga, Kretinga, Dreverna, Kintai, Šilutė and Rusnė.

Alternative routes were selected to:

- offer thematic cycling experiences (nature, culture, religion, culinary heritage),
- connect smaller towns and rural areas to EV10,
- distribute tourist flows more evenly.

Lead and involved partners.

Lithuanian regional stakeholders coordinated the pilot in cooperation with:

- municipalities,
- tourism information centres,
- protected area administrations,

- local SMEs (accommodation, catering, attractions).

Target groups

- Long-distance and recreational cyclists using EV10
- Domestic and international cycling tourists
- Local SMEs along and near the routes
- Municipalities and destination management organisations

Implementation

Route development process

Based on existing infrastructure and EuroVelo standards, several alternative EV10 routes were mapped, assessed and described, including:

- Palanga–Kretinga loop routes (short and long versions),
- Lagoon-side routes connecting Juodkrantė, Dreverna, Kintai, Šilutė and Nida.

Routes were documented with distance, surface types, target users, thematic storytelling ideas and GPX data.

SME engagement and activation

SMEs were involved in:

- integrating their services into route narratives,
- highlighting cyclist-friendly accommodation, catering and attractions,
- linking SMEs to digital route information and promotion.

Thematic storytelling ("For body and soul", "Cycling around the lagoon") was used to encourage SMEs to position their offers within broader cycling experiences.

Installation of bicycle repair stations

Bicycle repair stations were planned for both

- along the main EV10 route (Karklė, Juodkrantė, Preila/Pervalka),
- along alternative routes (Kretinga, Dreverna, Šilutė, Kintai).

Locations were selected based on cyclist flows, accessibility and proximity to services.

Information, signage and visibility measures

The pilot prioritised:

- digital information (websites, QR codes),
- minimal but clear physical signage,
- integration of repair station locations and services into online maps.
- Tourism Information Centres (TICs) were identified as key information hubs.

Cooperation with local stakeholders

Close cooperation was established with:

- municipalities (infrastructure and permissions),
- national park administrations,
- TICs,
- local communities and SMEs.

Results and outputs

SMEs are involved and supported

- SME's along both main and alternative routes were included in route descriptions and promotion.
- Businesses gained visibility as part of curated cycling experiences rather than isolated service points.

New or improved services along the route

- Planned bicycle repair stations will improve service accessibility.
- Route-based storytelling will connect services, places of interest, and landscapes into coherent tourism products.

- **Local and regional effects**
- Increased attractiveness of inland destinations.
- Potential reduction of peak-season pressure on Palanga and the coastal EV10 section.
- Strengthened cooperation between tourism, transport and environmental stakeholders.

Contribution to WP3 and project indicators

- The pilot project contributed to WP3:
- by testing SME activation models,
- improving services for cyclists,
- installing bicycle traffic counting stations for data-based planning. (The installation of counters is planned for February-March 2026).

Conclusions & Lessons learned.

Overall assessment of the pilot

The pilot successfully demonstrated that small-scale infrastructure and alternative routing can significantly enhance the value of cycling tourism without major construction investments.

Key strengths

- Strong integration of routes and services
- Clear SME involvement logic
- Practical, transferable infrastructure solutions

Challenges encountered

- Coordination across municipal boundaries
- Balancing physical signage with digital-first information
- **Future actions and transferability**
- **Recommendations for further route development**
- Complete installation of repair stations and counters
- Strengthen SME certification as "cyclist-friendly"

Replication potential in other regions

The approach is highly transferable to other EV routes and regions with seasonal congestion, dispersed tourism assets, and existing but underused cycling infrastructure.

15. Contribution to BBU objectives

Both Pilot A (Denmark) and Pilot B (Lithuania) made complementary contributions to the objectives of WP3, particularly in testing and validating new service models, strengthening SME engagement, and enhancing the overall attractiveness and functionality of the EuroVelo 10 route.

Contribution to WP3 objectives

Pilot A contributed by testing an innovative cross-border service model, demonstrating that one-way bike rental across countries is operationally feasible and can be integrated with existing tourism and transport systems. Pilot B contributed by developing alternative routes and improving service infrastructure, showing how cycling tourism products can be diversified and enhanced through relatively low-cost interventions.

SME support and internationalisation effects

Both pilots actively involved SMEs, though through different approaches. In Denmark, SMEs played operational roles in rental logistics, maintenance and service provision, contributing to the development of a cross-border tourism product targeting international markets. In Lithuania, SMEs were integrated into route narratives and promoted as part of thematic cycling experiences, increasing their visibility and positioning within international cycling tourism networks. Together, the pilots supported SME capacity-building, encouraged cross-border cooperation, and contributed to the internationalisation of local tourism services along EV10.

Added value for EV10 development

The pilots delivered clear added value for the development of EuroVelo 10 by:

- testing scalable service concepts (cross-border rentals),
- improving route structure and resilience (alternative inland routes),
- enhancing service availability (repair stations, SME offers),
- generating user insights and data for future planning.

Importantly, the pilots highlighted that successful EV10 development requires both infrastructure and service innovation, as well as alignment with market expectations (e.g. route length, equipment trends, accessibility).

16. Final conclusions

The WP3 pilot activities played a strategic role within the BBU project by translating project concepts into practical, real-world solutions and testing their feasibility under operational conditions. The pilots demonstrated that:

- piloting is essential for validating assumptions and identifying market needs,
- both large-scale service innovations (e.g. cross-border rentals) and small-scale interventions (e.g. alternative routes, repair stations) are necessary to strengthen cycling tourism,
- SME engagement is a key success factor for creating integrated and attractive cycling tourism products.

The experience from both pilots confirms that scaling cycling tourism solutions requires:

- strong cross-border cooperation,
- alignment with user preferences and market trends,
- integration with transport systems and digital tools,
- continuous data collection and adaptation.

Looking beyond the project lifetime, the pilots provide a solid foundation for:

- further development of long-distance, city-anchored cycling products (e.g. Copenhagen–Gdańsk),
- replication of SME activation models and route diversification approaches in other regions,
- continued harmonised development of EV10 across the Baltic Sea Region.

Annexes

- Lists of SMEs involved (DK / LT)
- Maps or route schematics, screenshot of website in DK, LT leaflet, etc
- Photos documenting implementation
- Others.

Report prepared by the Representatives of the Visit Lolland Falster (PP2), Association Klaipeda Region (PP4), with the support of the Pomorskie Tourist Board - the Lead Partner.