



Interreg

South Baltic



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**BALTIC
BIKING**
UPGRADE



EUROVELO 10 · BALTIC SEA CYCLE ROUTE

Manual on how to create new EuroVelo 10 bicycle-friendly services

**Improve SME offers and engage transport providers
through cross-border roundtables**

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Prepared by KLARLUND CONSULT for Visit Lolland-Falster

AUGUST 2026

Baltic Biking UPGRADE (BBU) project

[Baltic Biking UPGRADE \(BBU\)](#) officially started on 1 September 2023 and runs for three years (2023-2026).

Led by [Pomorskie Tourist Board](#), the project focuses on the South Baltic Region and involves partners from 6 countries – Poland, Lithuania, Sweden, Denmark, Germany and Belgium with the [European Cyclists' Federation \(ECF\)](#) based in Brussels.

Five of these countries – Poland, Lithuania, Sweden, Denmark and Germany – are crossed by [EuroVelo 10 – Baltic Sea Cycle Route](#).

Together, they account for more than 4,900 km of the route's total length (9,100 km), representing more than half of the entire route.

The BBU project has generated practical experience through analyses, stakeholder dialogue, workshops and pilot activities across the region.

One of the key deliverables of the BBU project is this manual. It builds on the experience and lessons learned from the project and translates them into practical guidance that destinations and tourism stakeholders can apply in their own contexts.

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ABOUT THE MANUAL

Purpose

To provide methods, tools and inspiration to help stakeholders strengthen cooperation, develop new bicycle-friendly services, engage transport providers and create integrated, bookable cycling experiences through structured cross-border roundtables.

WHO IT IS FOR

SMEs and local businesses

Transport providers

DMOs and municipalities

Regional development bodies

Cycle routes' managers

Public authorities

WHAT THE MANUAL DELIVERS

Hands-on toolkit — ready-to-use, checklists and templates.

Practice-based guidance drawing on BBU analyses, workshops and pilot activities

Ecosystem approach — EuroVelo 10 as a connected cross-border experience.

SME opportunity — how small businesses win more of the cycling market.

Ready to apply — clear actions destinations and SMEs can take now.

THE POTENTIAL BENEFITS IT CAN CONTRIBUTE TO

+ More visitors

+ Longer stays

+ Increased local spending

+ Spring & autumn demand rises

+ Reaches rural & coastal SMEs

**+ Stronger businesses &
communities**

HOW TO USE THIS MANUAL

Cooperation and unlocking potential

Use this manual to strengthen cooperation and unlock the full potential of cycling tourism in your destination.

Whether you are an SME, destination management organisation (DMO), municipality, transport provider or regional development actor, the manual provides practical tools, methods and examples to help you develop new bicycle-friendly services, improve existing tourism offers and create stronger partnerships across the visitor journey.

Structured cross-border roundtables

The manual also looks at structured cross-border roundtables as a practical method for turning dialogue into action.

By bringing together tourism businesses, transport providers, public authorities and other stakeholders, the roundtables help identify common challenges, generate new business opportunities and agree on concrete actions.

They make it easier to agree on concrete improvements — from bicycle carriage on ferries to shared route information — and to turn those agreements into offers visitors can actually buy

Figure 1. illustrates how cooperation among SMEs, public authorities, transport providers, cycling networks and local communities can create connected cycling experiences and wider regional benefits.

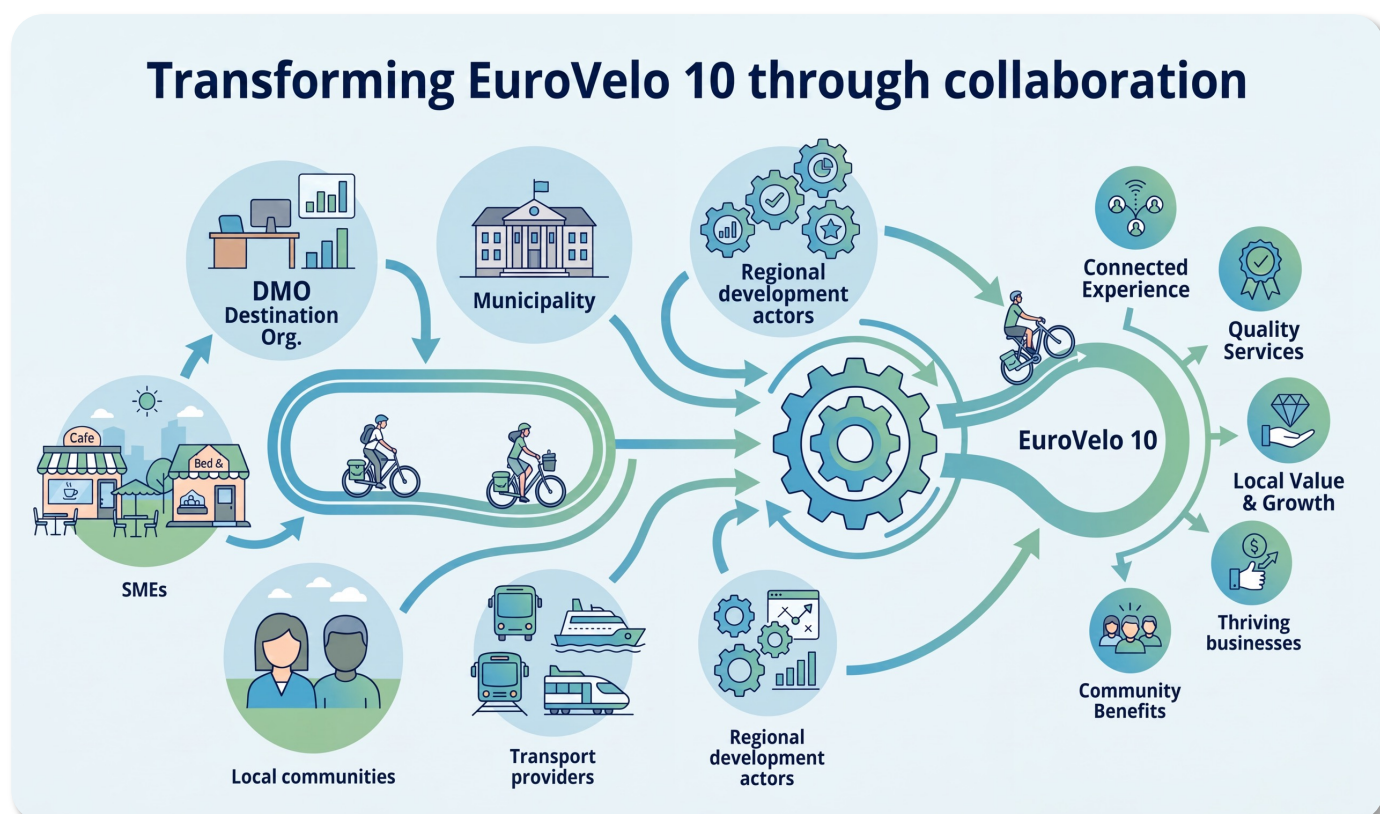


Figure 1. Collaboration model for creating connected EuroVelo 10 visitor experiences and regional benefits.
AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

SETTING THE SCENE

From local assets to connected visitor experiences

Cycling tourism is a growing market that offers new opportunities for SMEs, destinations and regions.

Visitors increasingly seek active, low-carbon travel that combines cycling with authentic local experiences, culture, nature and regional gastronomy.

Destinations that modernise services, upgrade physical infrastructure, and formalise cross-border partnerships can improve their position in the cycling tourism market.

By working together, destinations can create high-quality, connected and bookable experiences that attract more visitors and generate greater local economic value.

Cycling tourism as a driver for regional development

Across Europe, regions are increasingly investing in long-distance cycling routes, bicycle-friendly services and multimodal transport solutions, because cycling tourism contributes not only to visitor numbers, but also to local business development, regional branding and sustainable mobility.

The 17 [EuroVelo network](#) managed by the [European Cyclists' Federation \(ECF\)](#) in cooperation with [National EuroVelo Coordination Centres](#) span 91,800+ km of

long-distance cycling routes, see Figure 2 and 3 including [EuroVelo 10 – Baltic Sea Cycle Route](#). This provides regions and destinations with an opportunity to attract visitors who typically stay longer, travel more slowly, and spend money across a wider geographical area than many traditional tourists.

For destinations along EuroVelo 10, cycling tourism represents more than a tourism product – it is a tool for:



Local economic development



SME growth and diversification



Rural and coastal regeneration



Cross-border cooperation



Sustainable mobility



Community engagement and place-making



Photo supplied by the Baltic Biking UPGRADE project; used with permission.

EuroVelo 10 – Baltic Sea Cycle Route

Figure 2. shows the route of EuroVelo 10 around the Baltic Sea, while Figure 3. places it within the wider EuroVelo network.



Figure 2. EuroVelo 10 – Baltic Sea Cycle Route. EuroVelo 10 is 9,100 km long and covers 9 countries. Altogether the five countries cover more than 4,900 km of EuroVelo 10. Source: European Cyclists' Federation, [EuroVelo.com/ev10](https://eurovelo.com/ev10).



Figure 3. EuroVelo, the European cycle route network, www.eurovelo.com, 2026

EuroVelo is a network of long-distance cycle routes that cross and connect Europe. The routes can be used by cycle tourists, as well as by local people making daily journeys. EuroVelo is an initiative of the European Cyclists' Federation developed by national and regional partners. Discover Europe by bicycle at EuroVelo.com

1. Strategic context & value proposition



Photo: @Pomorskie.travel

A changing market

Cycling tourism is changing rapidly. Visitors increasingly expect convenient, connected and high-quality experiences.

At the same time, gravel bikes and e-bikes are creating new opportunities. Destinations that adapt their services, infrastructure and partnerships will be better positioned to capture these growing markets.

Value across the journey

The Baltic Biking UPGRADE project demonstrates that the binding constraint is not service quality but the gaps between businesses — no one-way rental, no through-ticket, no shared opening hours.

Cooperation across borders

Creating outstanding cycling experiences requires cooperation between SMEs, DMOs, municipalities, transport providers, cycling networks and local communities. Together, they can improve service standards, multimodal accessibility and develop attractive, bookable cycling products.

As cyclists increasingly combine cycling with ferries, trains and buses, EuroVelo 10 has an opportunity to attract more visitors, extend stays, increase local spending and distribute tourism benefits across the region.

EuroVelo 10 should therefore be managed as a cross-border network of businesses along the route rather than as separate national sections.

1. Strategic context & value proposition (cont.)

The sustainable commercial development of tourism along the EuroVelo 10 – Baltic Sea Cycle Route depends on an understanding of how the market is changing. To create a competitive cross-border tourism environment, destination managers must address existing challenges, respond to changing market trends and recognise the potential value generated across the visitor journey, as summarised in Figure 4.

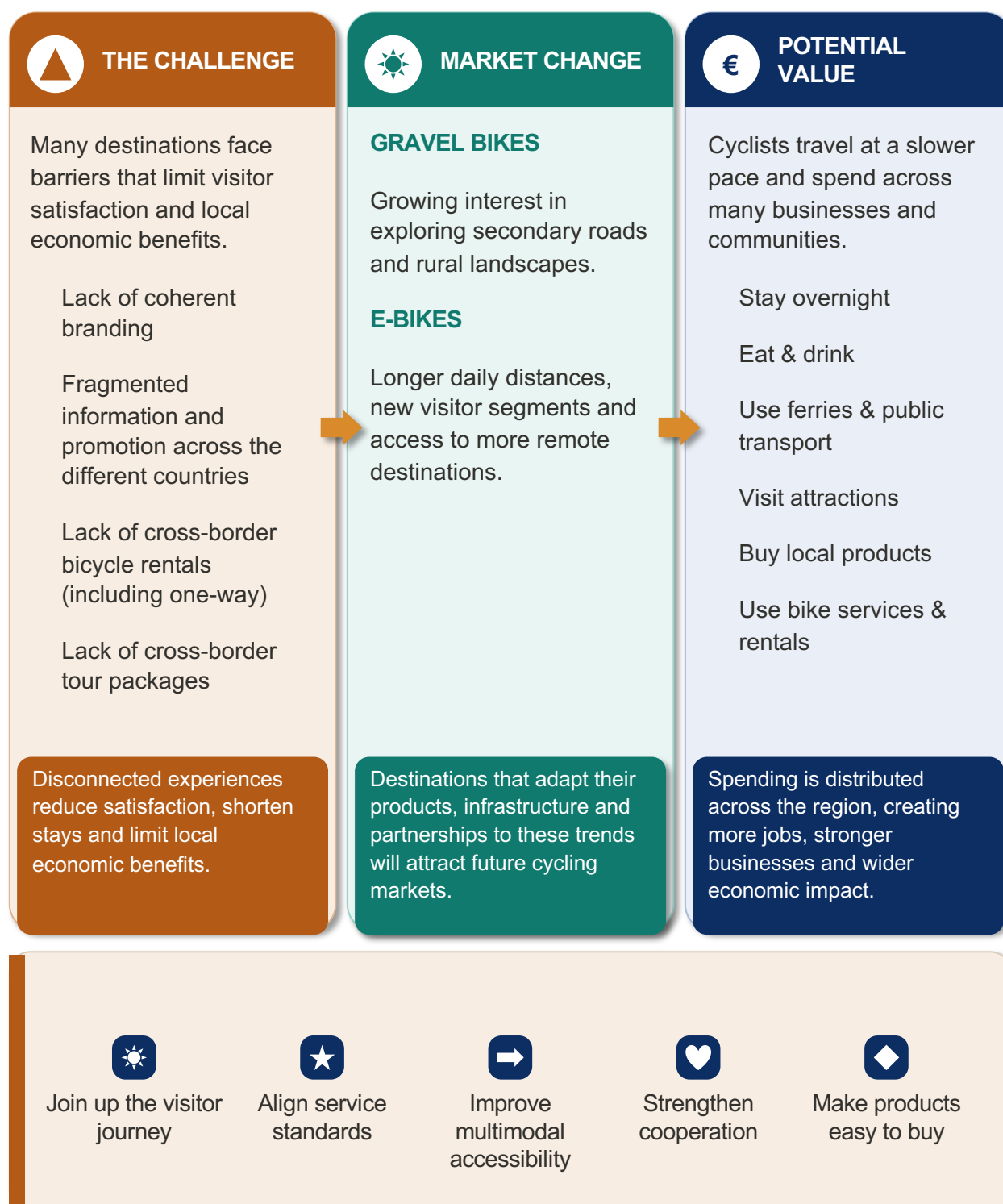
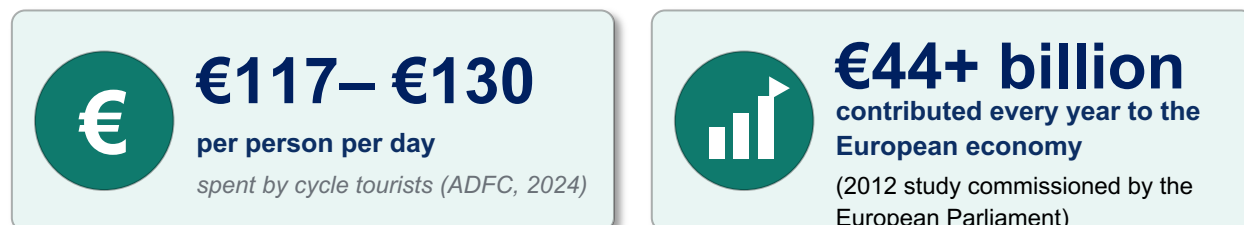


Figure 4. Strategic challenges, emerging opportunities and value creation across the EuroVelo 10 visitor journey. Illustration: Henning Klarlund / KLARLUND CONSULT; developed with AI assistance using Adobe Firefly.

Increased visitor spend

Cycling tourism is a large and growing market, and much of the money is spent locally along the route. The figures below show what cycling tourists contribute to the European economy and how much they spend per day, how that spending is distributed across local businesses, and what it can mean for destinations along EuroVelo 10.



Widespread impact — stronger regions

As cyclists travel from place to place, they spread spending across many local businesses — rather than concentrating it in a few hotspots.



A continuous flow of income for local communities



For destinations — turning growth into local value



Maximising shoulder-season demand

To realise the economic potential of the South Baltic region beyond the peak summer season, destination management organisations (DMOs), municipal authorities and SMEs along EuroVelo 10 must replace seasonal campaigns with year-round coordination.

Extending the cycling season into spring and autumn requires close and systematic coordination between transport providers, hospitality businesses and public authorities.

Figure 5. illustrates how cycling tourism can help distribute visitor demand more evenly throughout the year.

Cross-sector alignment and opening windows

Cycle tourists travelling in the shoulder seasons often meet reduced service availability when local facilities close after the August peak.

Align cross-sector opening hours

Work with municipal authorities, heritage sites and local hospitality networks to keep public facilities, cafés and museums open along EuroVelo 10 beyond June–August.

Develop off-peak experiences

Offer seasonal themed itineraries, such as autumn food tours, wildlife-watching and maritime heritage routes, that suit cooler weather.

Maintain service continuity

Keep bicycle-friendly amenities such as drying rooms and toolkits open year-round.

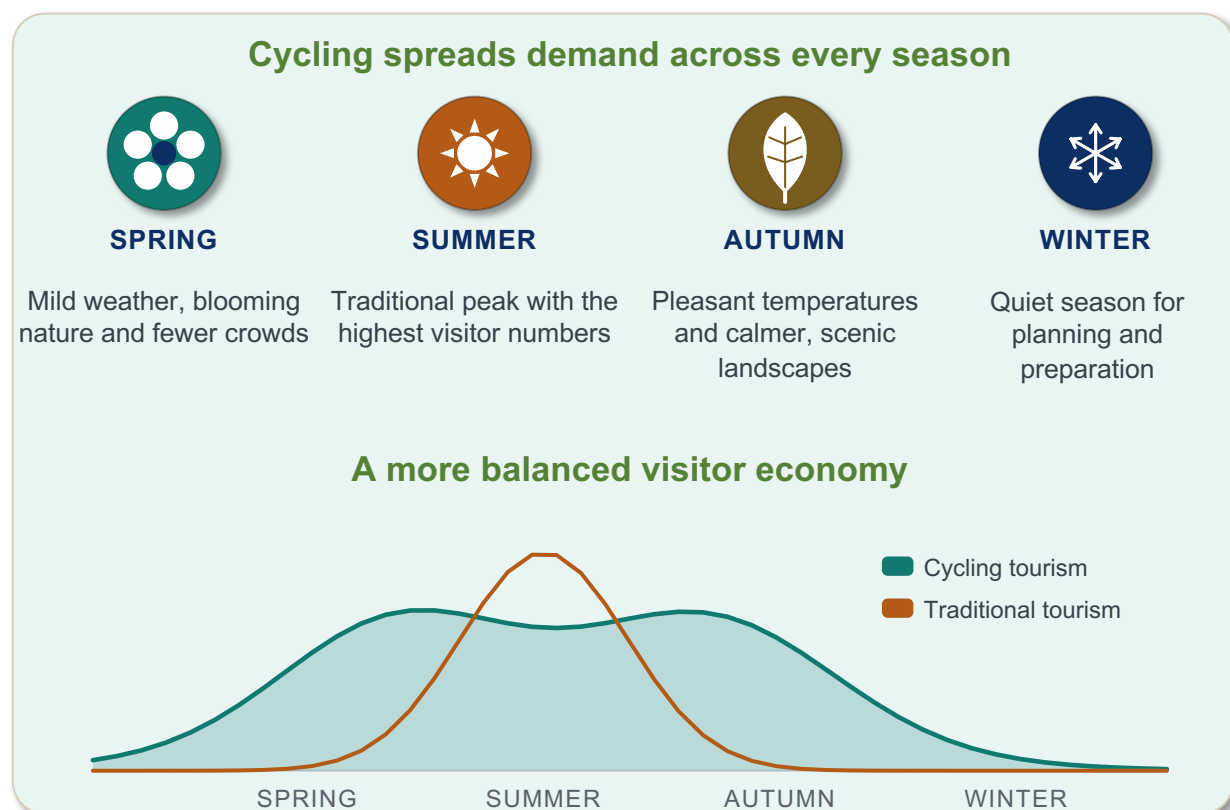
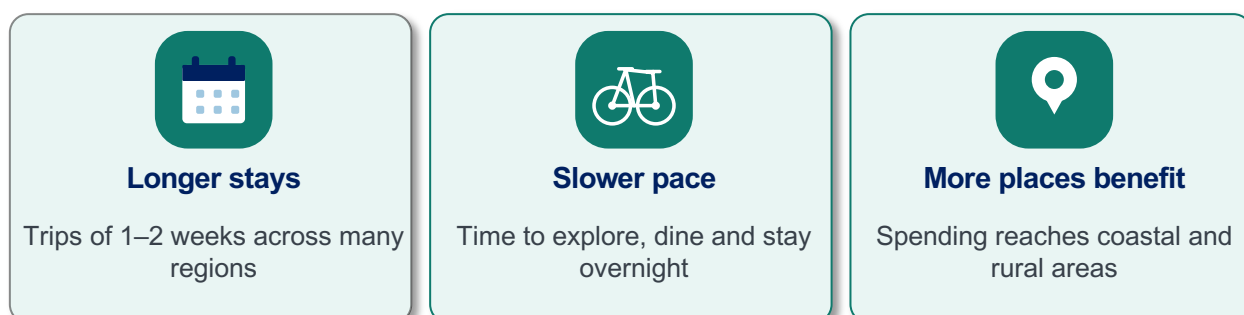


Figure 5. Conceptual illustration of how cycling tourism may help distribute visitor demand more evenly throughout the year. Illustration: Henning Klarlund / KLARLUND CONSULT; developed with AI assistance using Adobe Firefly.

Longer stays and slower travel

Cycling tourism tends to encourage longer stays and a slower pace of travel, with visitors moving gradually through several regions and communities along a route. Such holidays often extend well beyond a weekend. The ADFC Bicycle Travel Analysis 2025 found that cycling trips of three or more nights undertaken by German cycle tourists averaged 7.6 overnight stays. Because cyclists stop often to eat, shop and stay overnight, their spending spreads across a wide network of coastal, rural and small-town businesses – easing pressure on established hotspots and strengthening the destination over the long term.

Why longer, slower trips create more value



Benefits for destinations

- 

Reduces pressure on hotspots

Spreads visitors across lesser-known destinations.
- 

Encourages repeat visits

Positive experiences lead to longer itineraries and recommendations.
- 

Supports rural development

Creates opportunities for coastal, rural and small-town communities.
- 

Generates sustainable growth

Builds a more resilient and balanced tourism economy.

What can you do now

- 

Welcome one-night stays

Encourage accommodation providers, especially small ones, to accept single nights.
- 

Understand cyclists' needs

See page 17 for list and page 45 for checklists.
- 

Work together

Cooperation between businesses and organisations creates seamless experiences.
- 

Join a cycling-friendly label

<https://en.eurovelo.com/cycling-friendly-labels>

2. Framework for developing bicycle-friendly SME services

Unlike many visitors who remain in a single location, cycling tourists travel through several regions and engage with numerous local businesses along their route. These businesses form an interdependent tourism ecosystem in which accommodation, food and drink, retail and bicycle services collectively shape the visitor experience as illustrated in Figure 6.

This pattern of travel creates opportunities for cafés, farm shops, small accommodation providers and bicycle repair services. However, one weak link affects the whole destination.

A single cycling holiday may include



Figure 6. The interdependent tourism ecosystem supporting a cycling holiday.

Illustration: Henning Klarlund / KLARLUND CONSULT; developed with AI assistance using Adobe Firefly.

This distributed spending pattern is particularly valuable for small coastal towns and rural communities located along EuroVelo 10.

Cycling tourists also tend to prioritise local and authentic experiences, using local cafés, farm shops, small hotels and independent providers more than high-volume mass tourism segments – creating opportunities for SMEs that may otherwise struggle to access international tourism markets.

Know your visitors

Different cyclists require different services

Cycling tourists are not a single homogeneous target group. Different visitor segments have different expectations, travel styles and spending patterns — understanding them is essential when developing tourism products and services.



Photo supplied by the Baltic Biking UPGRADE project; used with permission.



Photo supplied by the Baltic Biking UPGRADE project; used with permission.

Leisure cyclists

Cycling is often one element of a wider holiday experience. These cyclists tend to prioritise accessible routes, attractive landscapes, local culture and experiences, comfortable services and easy logistics. Families represent an important part of this market.

Long-distance touring cyclists

Travel for several days or weeks and depend on a continuous network of cyclist-friendly accommodation and services. Secure storage, repair facilities, luggage transport and flexible booking matter most, and reliability along the whole route is decisive.

Gravel & adventure cyclists

A growing segment attracted by exploration, nature and varied surfaces beyond conventional road routes. Gravel cycling opens up rural and less-visited areas and combines riding with local landscapes, food and heritage.

E-bike travellers

E-bikes are broadening the market, particularly among older and less performance-oriented cyclists, making longer distances and hillier routes realistic. This group needs charging facilities, secure parking and appropriate technical services.

Cross-cutting services that benefit all cyclists



Clear signage
& wayfinding



Up-to-date
information



Drinking
water access



Rest areas &
picnic spots



Safety &
emergency
support



Digital
connectivity
& maps



Environmental
sustainability

What makes a service bicycle-friendly?



Bicycle-friendliness is about practicality and trust

Cyclists evaluate destinations based on whether services are adapted to their journey. Many improvements are relatively small and inexpensive but can significantly improve customer satisfaction.



The BBU training materials and SME analyses identified several core elements of bicycle-friendly services.



1. Bicycle-friendly accommodation

Essential services

- ✓ Secure bicycle parking
- ✓ Charging possibilities for e-bikes
- ✓ Access to repair tools
- ✓ Route information
- ✓ Drying facilities
- ✓ Flexible check-in possibilities

Additional value-adding services

- ✓ Luggage transfer
- ✓ Bicycle washing areas
- ✓ Packed lunches
- ✓ Emergency repair contacts
- ✓ Partnerships with local rentals or guides



2. Bicycle-friendly food and hospitality

Cyclists appreciate:

- ✓ Visible bicycle parking
- ✓ Water refill possibilities
- ✓ Healthy and energy-rich meals
- ✓ Flexible opening hours
- ✓ Outdoor seating areas



Simple measures such as displaying “cyclists welcome” signage or providing charging outlets can improve visibility and attractiveness.



3. Bicycle rentals and repair services

Important services include:

- ✓ Emergency repair support
- ✓ Spare parts availability
- ✓ Multilingual communication
- ✓ Route assistance
- ✓ E-bike servicing

Advanced service concepts may include:

- ✓ One-way bicycle rental systems
- ✓ Mobile repair units
- ✓ Digital booking systems
- ✓ Regional rental cooperation networks

These elements are set out as ready-to-use checklists on page 45.

Product concepts and destination competitiveness

Cycling tourists increasingly seek authentic and thematic experiences that differentiate destinations and increase local economic impact.

Product concepts

- coastal gastronomy tours
- nature and birdwatching routes
- cultural heritage routes
- military and maritime heritage experiences
- gravel cycling adventures
- local food and brewery tours

The competitiveness of the South Baltic region therefore depends on how effectively destinations, SMEs and transport providers cooperate across borders.

Key strategic message

Developing bicycle-friendly tourism is not only about adapting individual services. It is about making sure the whole trip works: that the next stop is open, that the information is right, and that someone can sell the experience as a package.

The most competitive destinations along EuroVelo 10 will be those that successfully combine good services with cooperation, easy access by public transport, visibility online and genuinely local experiences.



Dodekalitten on Lolland, Denmark. Photo: Henning Klarlund / KLARLUND CONSULT

Cross-border tourism



Szczecin, Poland. Photo: Henning Klarlund / KLARLUND CONSULT

For the cyclist, the border is the ferry desk: whether the bike can be booked, whether the ticket is valid on the connecting train, whether the next night's bed is confirmed."

Examples discussed within BBU include concepts such as:

- Copenhagen–Gdańsk one-way cycle rental journeys
- Sweden–Poland ferry-bike packages
- coastal gravel experiences across multiple countries

This creates opportunities for developing cross-border packages, e.g.:

- international cycling packages
- one-way rental systems
- ferry-bike tourism products
- regional gastronomy routes
- island-hopping concepts
- multimodal cycling holidays

The strategic importance of cross-border cooperation

For cyclists travelling along EuroVelo 10, national borders are often of little significance.

What matters is the ability to enjoy a continuous and well-connected journey, where destinations, transport services, accommodation providers, ferry connections and cultural attractions work together to create a coherent visitor experience.

Achieving this level of integration requires close cooperation across sectors and national borders.



Photo supplied by the Baltic Biking UPGRADE project; used with permission.

Cross-border one-way bike rental Copenhagen–Gdańsk

If you prefer to rent a bicycle rather than bring your own, the emerging Copenhagen–Gdańsk one-way bike rental product offers a promising new opportunity, building on the cooperation and SME coordination established through Baltic Biking UPGRADE (BBU).

There are three attractive routes for cycling between Copenhagen and Gdańsk (in either direction) see Figure 7:

1. The Swedish Coastal Route – Approx. 400 km. Cycle through southern Sweden (including the Sydkystleden cycle route) to Karlskrona, then take the ferry across the Baltic Sea to Gdynia/Gdańsk.

2. The Island-Hopping Route – Approx 600 km. Follow the Swedish coast to Ystad, continue by ferry via Bornholm and Sassnitz, and then cycle on to Gdańsk.
3. The Classic EuroVelo 10 Route – Approx. 900 km (Recommended)
Cycle from Copenhagen to Gedser, take the ferry to Rostock, and continue along the EuroVelo 10 – Baltic Sea Cycle Route to Gdańsk. This is the official and most established EV10 route.

Integrating bicycle rental with booking platforms, luggage transfer and other complementary services would simplify travel for overseas visitors and encourage longer-distance cycling itineraries.

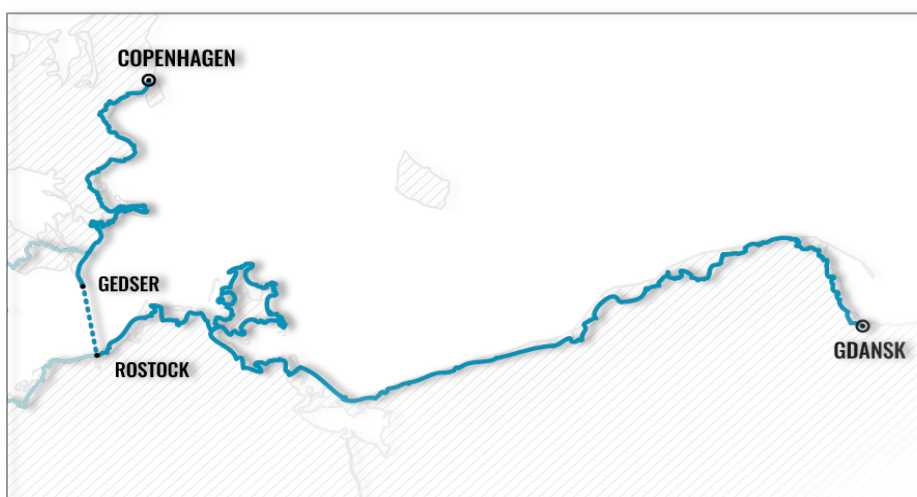


Figure 7. The proposed Copenhagen–Gdańsk one-way bicycle rental route via Gedser and Rostock. <https://bike-copenhagen-gdansk.com/en/home/> by Dansk Cykelturisme www.cykelturisme.dk



Photo supplied by the Baltic Biking UPGRADE project; used with permission.

Developing tourism products along EuroVelo 10

One of the central lessons from Baltic Biking UPGRADE is that cycling tourists increasingly look for complete and bookable experiences rather than isolated services.

A strategic opportunity

This transition from isolated services to integrated visitor experiences represents one of the most significant strategic opportunities for SMEs along EuroVelo 10.

Strategic value for SMEs

Cycling tourism also acts as a catalyst for innovation among SMEs and push them to adapt their services to what cyclists actually ask for.

Opportunities include developing luggage transfer services, providing e-bike charging facilities, introducing bicycle-friendly accommodation concepts, creating gravel cycling experiences, offering digital route information, implementing flexible transport solutions, and enriching visitor experiences through local storytelling and guided activities.

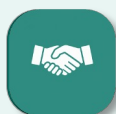
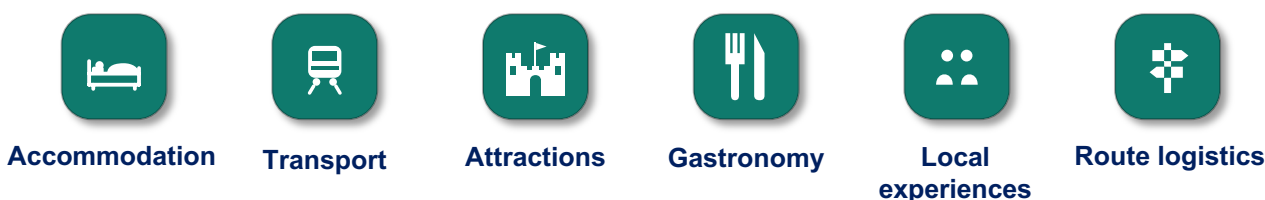


Gdańsk, Poland. Photo: Henning Klarlund / KLARLUND CONSULT

Four steps to a bookable product

Figures 8 and 9 set out a four-step process for moving from an understanding of visitor demand and service gaps to partnership-building and pilot testing.

Successful cycling tourism products combine:



This requires cooperation between SMEs, destinations and transport providers

Step 1 — Identify visitor demand

Product development should begin with understanding:



Who the target cyclists are



What experiences they seek



Where service gaps exist

Useful tools for step 1 include:



Cyclist surveys



Online reviews



Social media
analysis



Route
monitoring



Local stakeholder
workshops

Step 2 — Map existing services and gaps

Destinations should analyse:



Accommodation
distribution



Transport
accessibility



Repair services



Food services



Digital
information



Route continuity

Typical gaps in the South Baltic region

- ⚠ insufficient repair infrastructure
- ⚠ lack of luggage transfer
- ⚠ inconsistent opening hours
- ⚠ poor multilingual information
- ⚠ limited public transport integration

Figure 8. Product-development Steps 1 and 2: identifying visitor demand and mapping existing services and gaps.
AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

Four steps to a bookable product (cont.)

Step 3 — Build partnerships

Cyclists experience destinations as connected journeys rather than isolated services.

Examples include:



Hotel + Bicycle rental



Municipality + Transport provider



Ferry + Accommodation package



Regional tourism board + SME network



Café + Local guide



Cooperate rather than compete



**Bookable
tourism
packages**



**Regional cycling
experiences**



**Cross-border
itineraries**



**Shared digital
marketing**



**Thematic
tourism
concepts**

Step 4 — Test pilot products

Destinations can begin with small pilot concepts such as:

- ✓ weekend cycling packages
- ✓ ferry-bike packages
- ✓ luggage transfer pilots
- ✓ one-way rental concepts
- ✓ gravel cycling weekends

Pilot projects help stakeholders:

- ✓ test demand
- ✓ improve cooperation
- ✓ identify operational barriers
- ✓ collect visitor feedback

Figure 9. Product-development Steps 3 and 4: building partnerships and testing pilot products.
AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

PRACTICAL NEXT STEPS

What you can do now

Regardless of your organisation, the first step is to look beyond individual services and start thinking about the complete visitor journey.



SMEs

Develop bicycle-friendly services that meet the needs of touring cyclists, including e-bike and gravel bike users.

Assess how your business contributes to the overall visitor journey.

Team up with neighbouring businesses so guests can buy a full stay – bed, meals, bike support – in one booking.

Work with transport providers to improve accessibility.

Participate in destination-wide product development and marketing.



Destination management organisations (DMOs)

Map the complete visitor journey and identify gaps in services and infrastructure.

Bring together tourism businesses, transport providers and municipalities to strengthen cooperation.

Package the local offers and market them under one name.

Organise cross-border roundtables to identify common challenges and opportunities.

Strengthen the destination's bicycle-friendly identity and international visibility.



Municipalities and public authorities

Integrate cycling tourism into local development, mobility and sustainability strategies.

Improve cycling infrastructure, signage and visitor information.

Encourage cooperation between tourism, transport and local communities.

Support investment in bicycle-friendly facilities and services.

Facilitate partnerships that strengthen the visitor experience across the destination.

PRACTICAL NEXT STEPS

What you can do now (cont.)



Transport providers

- Improve integration between cycling routes and ferry, rail and bus services.
- Develop bicycle-friendly booking systems and travel solutions.
- Collaborate with tourism businesses to create seamless multimodal visitor experiences.
- Promote integrated cycling and public transport offers.



Regional development organisations & cycling networks

- Facilitate cross-border cooperation and knowledge exchange.
- Promote common quality standards, innovation and best practices.
- Support destinations in developing connected cycling tourism ecosystems.
- Encourage joint product development and international promotion.



For all stakeholders

- Participate actively in cross-border roundtables and partnership networks.
- Share knowledge, data and practical experience.
- Turn good intentions into products that are on sale next season
- Present EuroVelo 10 as a single international route, whichever country you work in.
- Measure results and continuously improve the visitor experience through collaboration.

ASK YOURSELF

Before moving on, consider these questions:

- Does our destination function as one connected visitor experience or as a collection of individual businesses?
- Where are the weakest links in the visitor journey?
- Which organisations should we work with that we are not working with today?
- What opportunities could be created through stronger cooperation across sectors and borders?
- How can we create more value together than we can individually?

Market integration: enhancing digital visibility and bookability

Digital visibility

Many SMEs already offer bicycle-friendly services without effectively communicating them online.

Businesses should prioritise:

- multilingual websites
- online booking possibilities
- clear cyclist-oriented information
- integration with EuroVelo platforms
- mobile-friendly digital communication
- real-time multimodal timetables
- multi-country booking platforms



AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

IMPORTANCE OF COMMON BRANDING

BBU also demonstrated the value of:



JOIN ONE OF THE CYCLING-FRIENDLY LABELS

<https://en.eurovelo.com/cycling-friendly-labels>

For consistent quality and reliable services for cyclists.



EuroVelo 10 brand and the “[Marketing guidelines for EuroVelo 10 in the South Baltic Area](#)”

A strong, recognisable identity that builds trust and awareness.



INTEGRATION WITH EUROVELO COMMUNICATION

Connecting local services with the EuroVelo network.



JOINT MARKETING ACTIVITIES

More reach, more visibility and greater impact together.

Marketing guidelines for EuroVelo 10 in the South Baltic Area (PDF):

<https://pro.eurovelo.com/download/document/Marketing%20guidelines%20for%20EuroVelo%2010%20in%20the%20South%20Baltic%20area%20%E2%80%93%20tailored%20for%20SMEs%20offering%20cyclist-friendly%20services%20and%20local%20tourism%20organisations.pdf>

3. Engaging transport providers & multimodality

Cycling tourism depends heavily on multimodal mobility.

How cyclists travel

ferries

trains

buses

local mobility services

What cyclists look for

ease of bicycle transport

clear booking systems

station accessibility

ferry-bike integration

reliable travel information

Transport providers therefore play an important role in the attractiveness of EuroVelo 10.



Photo supplied by the Baltic Biking UPGRADE project; used with permission.

Regions that provide simple and integrated multimodal solutions are more attractive to international visitors.

Cyclists - a growing customer segment for transport providers

For transport providers, cycling tourists represent:

- environmentally conscious travellers
- off-peak passengers
- international visitors
- repeat customers
- users of regional mobility systems

The BBU roundtables showed that improved cooperation between tourism actors and transport operators can create benefits for both sectors. Even relatively small operational improvements — such as clearer bicycle booking information or better station signage — can significantly improve the visitor experience.

There is therefore a need for an integrated multimodal transport system in which different modes are connected to provide seamless, efficient and sustainable journeys, rather than operating in isolation.

EUROPEAN DECLARATION ON CYCLING CHAPTER VII: Supporting multimodality and cycling tourism.

Cycling should play a key role in improving **multimodal** connectivity and tourism, especially in combination with trains, buses and other modes, both in urban and rural areas.

Please see the multimodal maps on page 29.

Table 1 on page 30 summarises the rules governing the carriage of bicycles on cross-border passenger transport services serving EuroVelo 10 across the South Baltic area. It also shows where carriage is not currently possible — most notably on the international Copenhagen–Hamburg rail service."

Relevance for cycling tourism

Examples include:

Taking a bicycle on ferries between Denmark and Germany.

Travelling by train with a bicycle to or from Copenhagen or Gdańsk.

Using bicycle-friendly buses where rail is unavailable.

Renting a bicycle at one destination and returning it elsewhere.

Combining luggage transfer with public transport.

Planning, booking and paying for the entire journey through one digital platform.

South Baltic Area – multimodal transport

Figure 10 maps EuroVelo 10, tourism services and ferry connections across the South Baltic area, while Figure 11 presents a schematic overview of the wider ferry, rail and bus network.

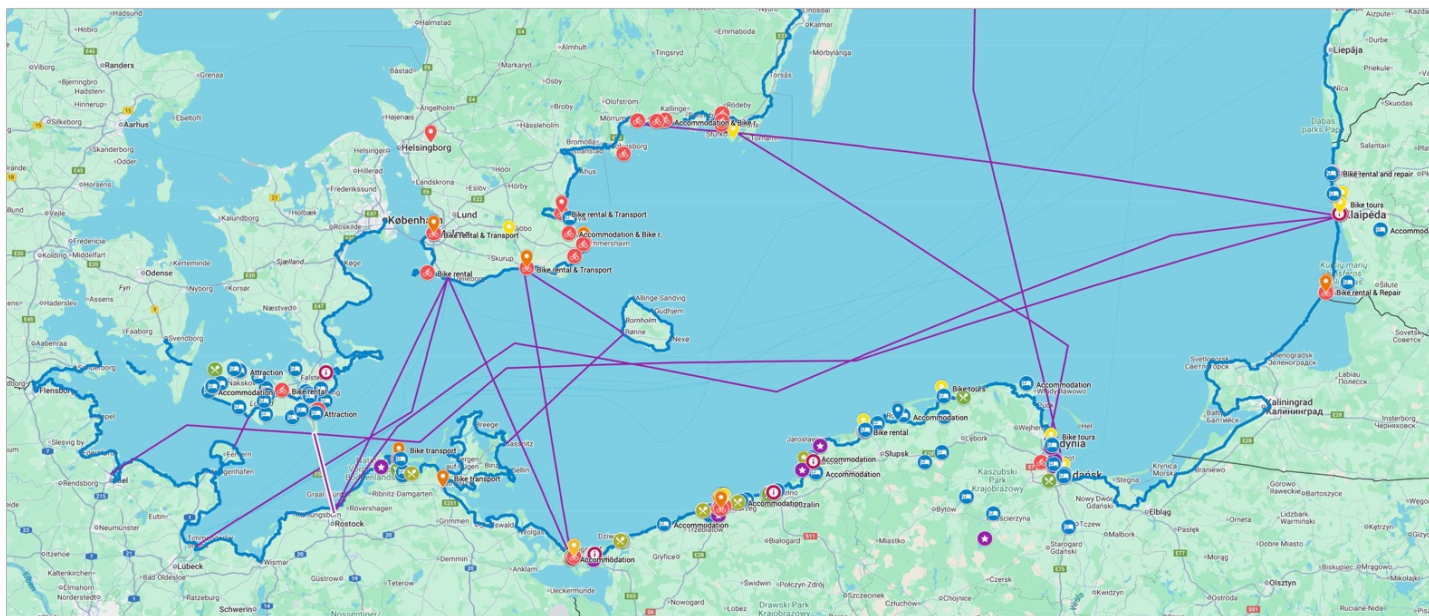


Figure 10. EuroVelo 10, tourism services and ferry connections across the South Baltic area.

Map: Henning Klarlund / KLARLUND CONSULT. Base map: Google Maps.

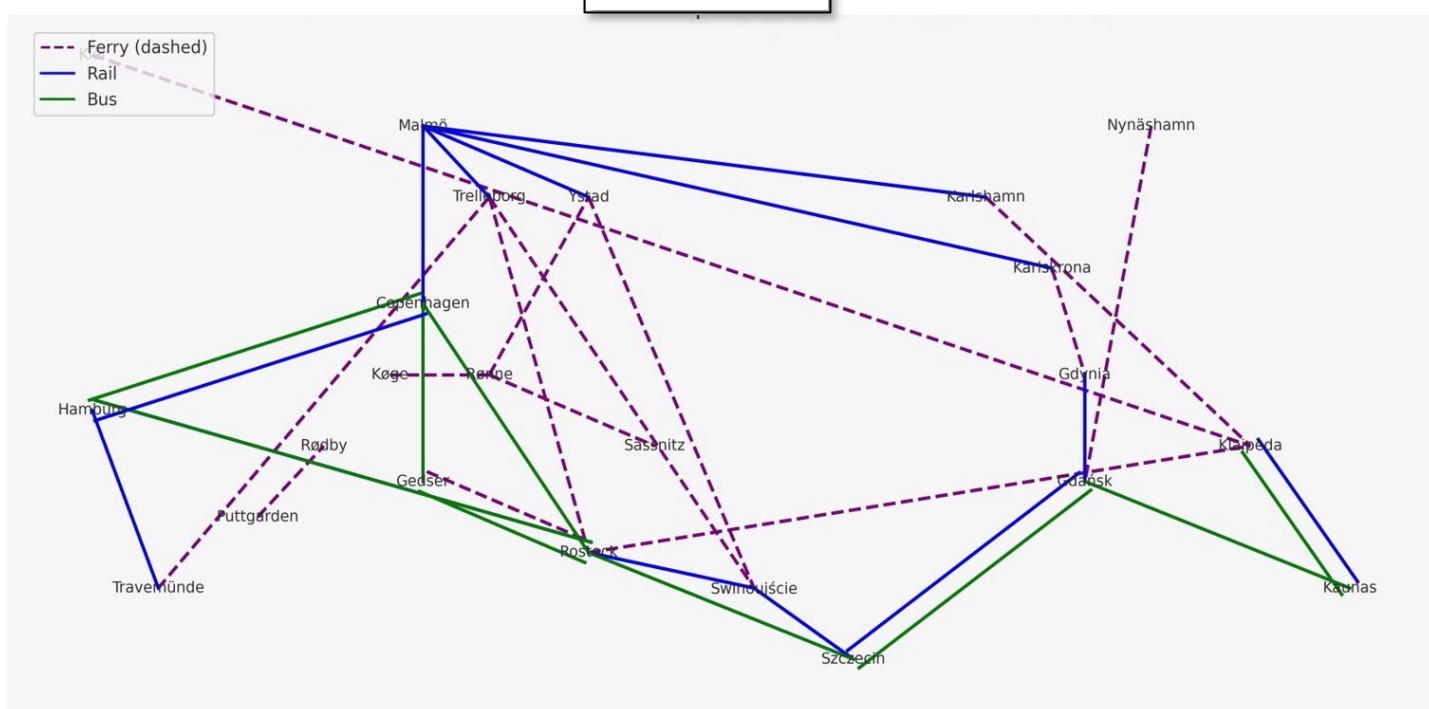
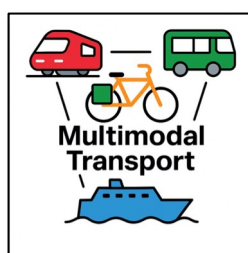


Figure 11. Schematic diagram of ferry, rail and bus connections across the South Baltic area.

Map: Henning Klarlund / KLARLUND CONSULT. Base map: Google Maps.

Cross-border passenger transport with bicycles

Operator	Route	Partnership	Bicycle rules August 2026
Scandlines	Gedser – Rostock	FlixBus (via ferry), DB Bahn	Bicycle add-on € 3 return for pedestrian 1-day ticket, check-in 15 min before in Gedser. In Rostock 30 min before.
Bornholmslinjen	Rønne – Sassnitz (season)	Connections to German Trains	Bicycles permitted; bicycle must be included in the booking. Seasonal service.
Stena Line	Gdynia – Karlskrona; Trelleborg – Rostock	Connections to Swedish Trains	Bicycles permitted; book bicycle with passenger ticket. Capacity and conditions may vary by route.
TT-Line	Świnoujście – Trelleborg; Rostock – Trelleborg	Stena Line, Skånetrafikken	Bicycles accepted and booked as vehicle type; advance booking recommended.
Unity Line	Świnoujście – Ystad	Polferries, Skånetrafikken	Bicycles permitted; booking required/recommended. Special cyclist fares available in 2026.
Polferries	Gdańsk – Nynäshamn; Świnoujście – Ystad	Unity Line, Øresund Bridge	Bicycles permitted; booking recommended. Special cyclist fares available in 2026.
Finnlines	Świnoujście – Malmö	Skånetrafikken	Bicycles accepted; must be included in booking. High-visibility vest mandatory in port area.
DFDS	Klaipėda – Karlshamn	Connections to Swedish trains and buses	Bicycles permitted and bookable as transport; special boarding procedures apply.
FlixBus	Gedser – Rostock (via ferry)	Scandlines	Max. 5 bikes on bike carrier; advance booking required; max. 20 kg; no e-bikes, tandems or tricycles. Availability depends on route.
DSB+DB	København – Hamburg via Gedser – Rostock	Scandlines	Bicycle transport depends on the specific train. Bicycle ticket and reservation required on eligible long-distance trains. Currently, it is not possible to bring bicycles on international trains between Copenhagen and Hamburg.
SJ/Öresundståg	Ystad/Karlskrona/Trelleborg – København – Hamburg	DSB, DB	Öresundståg: bicycles subject to available space; max. 6 bicycles. Free within Denmark/Sweden, but bicycle ticket required across Øresund. No reservation possible.

Table 1. Henning Klarlund / KLARLUND CONSULT.

Organising cross-border roundtables

Creating cooperation platforms for bicycle tourism development

One of the most valuable experiences from the Baltic Biking UPGRADE project was the use of cross-border roundtables to bring together tourism stakeholders, SMEs, transport providers and public authorities. These meetings created a structured space for dialogue, knowledge exchange and practical cooperation around the development of bicycle-friendly tourism services along EuroVelo 10.

Cycling tourism is inherently cross-sectoral and cross-border. Cyclists travelling along EuroVelo 10 move between regions, transport systems, destinations and countries without necessarily noticing administrative boundaries.

However, many of the organisations responsible for tourism, mobility and infrastructure planning still operate within separate institutional structures and national frameworks.

Cross-border roundtables therefore play an important role in:

- building trust
- improving communication
- identifying operational barriers
- sharing good practices
- developing joint tourism products
- strengthening multimodal cooperation



BBU Cross-border roundtable, Copenhagen, 16 December 2025. Photo: Henning Klarlund / KLARLUND CONSULT.

Facilitating cross-border dialogue

Recognise different national contexts

Cross-border cooperation involves different:

- legal frameworks
- transport systems
- tourism structures
- administrative cultures
- business practices

Facilitators should therefore encourage:

- open dialogue
- mutual understanding
- practical problem-solving

The goal is not necessarily full harmonisation, but improved coordination and visitor experience.

Use practical examples and pilots

The BBU project showed that stakeholders cooperate more effectively when discussions are linked to:

- real visitor journeys
- practical case studies
- pilot concepts
- operational examples

For example:

- a cyclist travelling from Sweden to Poland
- combining train, ferry and cycling
- requiring accommodation and luggage services

Concrete visitor scenarios help stakeholders understand how the parts of the journey depend on each other.



BBU Cross-border roundtable, Copenhagen,
16 December 2025.
Photo: Henning Klarlund / KLARLUND CONSULT.

Why cross-border roundtables matter



Krzysztof Krasowski, Deputy Director of Business Development and Innovations, PKP INTERCITY, Poland. Photo: Henning Klarlund / KLARLUND CONSULT

Cooperation does not happen automatically

Many tourism stakeholders and transport providers share common interests but rarely have structured opportunities to collaborate.

Typical challenges include:

- fragmented planning responsibilities
- lack of communication between sectors
- different national regulations
- operational misunderstandings
- limited awareness of each other's needs

Roundtables create a neutral platform where stakeholders can:

- discuss shared challenges
- identify practical solutions
- explore new partnerships
- align priorities and expectations

Building long-term networks

One important outcome of the BBU roundtables was the creation of stronger professional networks across the South Baltic region.

These networks support:

- exchange of knowledge
- future project development
- business matchmaking
- coordinated marketing
- policy dialogue
- pilot cooperation initiatives

In many cases, the roundtables helped stakeholders understand that they are part of one shared tourism ecosystem rather than isolated regional actors.

This is particularly important along EuroVelo 10 where tourism experiences often depend on cross-border mobility and coordinated services.

Defining the purpose of the roundtable

Start with clear objectives

Successful roundtables require a clearly defined purpose. Meetings that are too broad or generic often fail to produce operational outcomes.

Possible objectives may include:

- improving bicycle transport solutions
- developing cross-border tourism products
- strengthening SME cooperation
- identifying infrastructure gaps
- improving digital information
- discussing bicycle-friendly standards
- creating pilot projects

Clear objectives help participants prepare relevant contributions and create more focused discussions.

Focus on practical outcomes

The BBU experience showed that stakeholders respond most positively when discussions are linked to practical implementation rather than abstract strategy alone.

Each roundtable should ideally aim to produce:

- concrete recommendations
- identified cooperation opportunities
- pilot ideas
- action lists
- follow-up responsibilities

Participants should leave the meeting with a clear understanding of possible next steps.



BBU Cross-border roundtable, Copenhagen, 16 December 2025. Photo: Henning Klarlund / KLARLUND CONSULT.

Structuring the roundtable

Create a balanced and interactive format

BBU showed that roundtables work best when they combine:

- short expert inputs
- moderated discussion
- interactive workshops
- networking opportunities

Suggested roundtable structure

1. Introduction and context setting

Provide:

- overview of objectives
- relevant project findings
- regional tourism trends
- examples from other regions

Keep presentations concise and practical.

2. Stakeholder perspectives

Allow participants to present:

- challenges
- operational experiences
- business needs
- customer feedback
- development priorities

This improves mutual understanding between sectors.

3. Interactive discussion sessions

Discussions can focus on:

- transport integration
- service gaps
- tourism product development
- digital solutions
- cross-border cooperation

Smaller groups encourage more open dialogue.

4. Identification of quick wins

BBU focused on achievable short-term improvements.

Examples of quick wins include:

- clearer online bicycle information
- harmonised signage
- improved ferry booking guidance
- better route maps
- pilot bicycle parking improvements
- joint marketing activities

Quick wins help create momentum and trust.

5. Defining follow-up actions

Each roundtable should conclude with:

- agreed actions
- responsible stakeholders
- possible pilot projects
- follow-up meetings
- communication channels

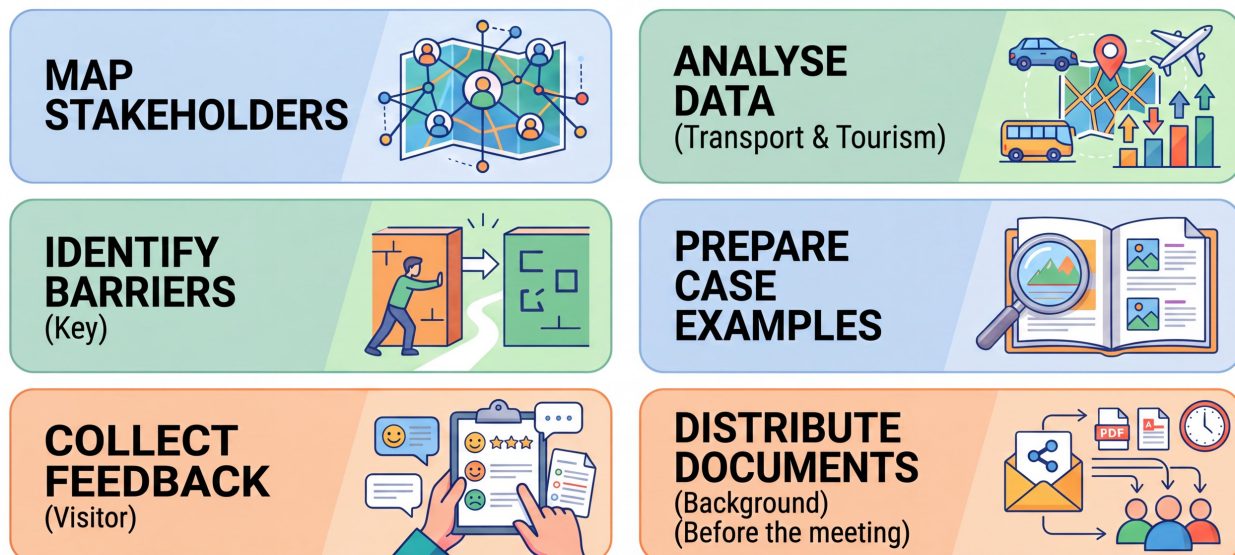
Without follow-up, cooperation weakens after the event.

Preparing the roundtable

Preparation decides whether a roundtable produces decisions or only conversation. The six steps in Figure 12. – from mapping stakeholders to circulating background documents – should be completed well before the meeting, not on the day itself.

PREPARE FOR PRODUCTIVE DISCUSSIONS

DISCUSSION PREPARATION SHOULD REFLECT THE RELEVANT ORGANIZATIONAL CHALLENGES.



DISCUSSION PREPARATION SHOULD REMAIN **PRACTICAL** AND **SOLUTION-ORIENTED**.

Figure 12. Recommended preparation steps for productive cross-border roundtable discussions.
AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

The themes in Figure 13. should be selected, not covered in full.

DISCUSSION THEMES IDENTIFICATION

DISCUSSION THEMES SHOULD REFLECT THE MOST RELEVANT REGIONAL CHALLENGES.



THEMES SHOULD REMAIN **PRACTICAL** AND **SOLUTION-ORIENTED**.

Figure 13. Potential themes for cross-border roundtable discussions.

AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

How to engage transport providers

Start with shared interests

One important lesson from the BBU stakeholder dialogues is that transport providers should not be approached only from a “cycling advocacy” perspective. Instead, cooperation should focus on shared strategic interests such as:

- increasing passenger numbers
- improving sustainability profiles
- attracting international visitors
- strengthening regional accessibility
- supporting low-carbon mobility goals

Cyclists should be presented as:

- a growing customer segment
- international travellers
- users of regional mobility services
- contributors to local economies

Identify decision-makers early

Transport organisations are often operationally complex. It is therefore important to identify:

- strategic management
- operational managers
- customer service departments
- sustainability units
- timetable planners
- tourism partnership managers

Use data and pilot examples

Stakeholder engagement becomes easier when discussions are supported by:

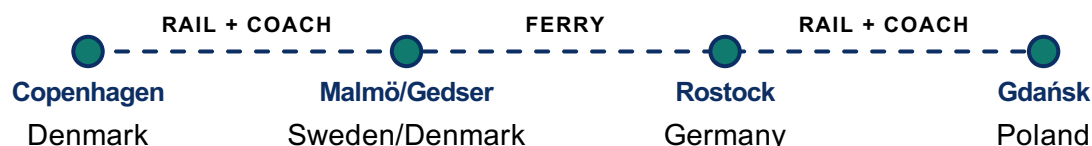
- visitor demand data
- cyclist surveys
- seasonal passenger information
- examples from other regions
- pilot projects
- customer feedback



Photo: [FlixBus](#) media library. FlixBus with bikerack

Engaging transport providers & multimodality

The Copenhagen – Gdańsk corridor



Why multimodality matters

Multimodal integration enables travellers to combine cycling with rail, ferry and coach services, making one-way and long-distance itineraries possible without requiring them to retrace their route.

On cross-border corridors such as Copenhagen–Gdańsk, reliable bicycle carriage on trains and ferries helps turn a scenic route into an accessible and bookable tourism product.

Convenient return journeys and clearly defined bicycle drop-off arrangements reduce the practical complexity that may deter international cycle tourists. They can therefore broaden the potential market and support the one-way, cross-border bicycle rental model tested through the pilot.

Building partnerships

Effective multimodal offers depend on involving transport providers as partners from an early stage, rather than approaching them later as suppliers. A systematic, operator-by-operator assessment of the corridor can identify where bicycle carriage is reliable and where gaps must be addressed before the route can be marketed and booked as a coherent product.

Table 1 on page 30 provides this assessment for the South Baltic corridors and identifies the gaps that must be addressed – for example the lack of bicycle carriage on the Copenhagen–Hamburg rail service.

Pilot arrangements guaranteeing bicycle carriage on selected rail and ferry services can generate the evidence needed to formalise longer-term agreements. Sharing demand data and developing through-ticketing arrangements jointly involves operators early rather than late.

Providers to engage

Coordinating several operators along the corridor:

Rail operators — bike capacity, reservations and through-ticketing across borders.

Ferry operators — Baltic crossings linking Denmark, Sweden, Germany and Poland.

Coach & regional bus — bike racks to bridge gaps where rail is limited.

Booking platforms & luggage SMEs — bundling transport, stays and bag transfer into one itinerary.

Practical measures

Guaranteed bike spaces — reservable capacity on trains and ferries.

Integrated ticketing — through-tickets combining rail, ferry and coach in one booking.

Information & signage — clear guidance on where and how to board with a bike.

Luggage transfer — bag forwarding so cyclists ride unencumbered on longer days.

Recommendation

Treat multimodality as a core feature, not an add-on. Embedding it from the outset makes a scalable, cross-border EuroVelo 10 product feasible for overseas and multi-day visitors.

Moving from infrastructure to integrated visitor experiences

Strong regional assets already in place

The Baltic Biking UPGRADE project demonstrates that the future competitiveness of EuroVelo 10 depends increasingly on the ability of regions to create integrated, bicycle-friendly and cross-border tourism ecosystems.

Across the South Baltic region, many destinations already possess strong assets for cycling tourism development:

- attractive coastal landscapes
- ferry connections
- cultural heritage
- growing cycling demand
- well-developed sections of EuroVelo 10
- increasing awareness of sustainable tourism

Potential not yet fully realised

However, the BBU analyses and stakeholder dialogues also revealed that the full economic and tourism potential of EuroVelo 10 has not yet been realised.

As illustrated in Figure 14, the next phase of development should therefore focus less on isolated infrastructure investment and more on strengthening cooperation, service quality, digital integration and multimodal accessibility.

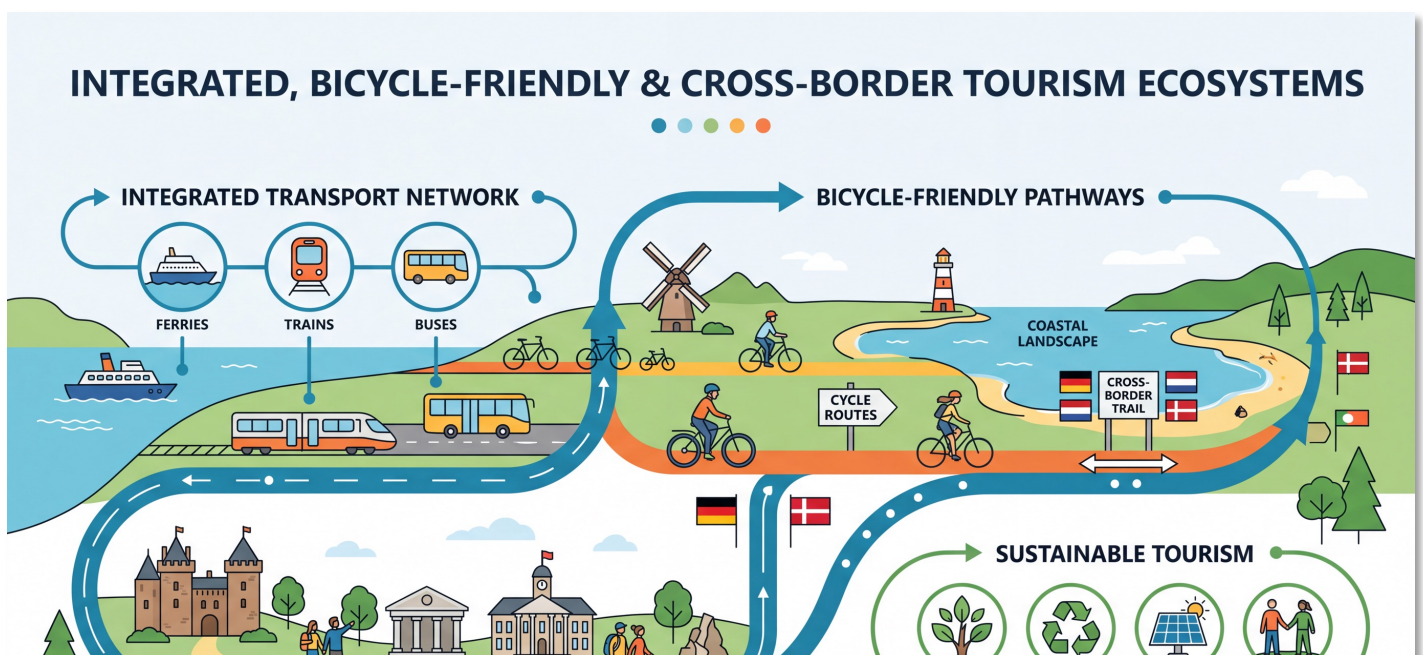


Figure 14. Components of an integrated, bicycle-friendly and cross-border tourism ecosystem.
AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

Key recommendations for SMEs

The actions below build on “Practical next steps — What you can do now” on pages 24–25.

Develop services around cyclists’ needs

Cycling tourists have practical requirements that differ from traditional visitors, and services should keep adapting to those needs.

Please also consult “Bicycle-friendly SME checklist for self-assessment” on page 45.

Build the offer with partners

Few SMEs can deliver a complete cycling experience on their own. Working with neighbouring businesses and the destination makes it possible to offer packages that are easy to find, book and use. Figure 15 gives examples of such partnership-based pilot products.

Make the offer easy to find and book

Use the words cyclists search for, and keep prices, distances and opening hours up to date in English as well as the local language.

Learn from the guests you already have

Ask departing cyclists what worked and what did not. Small, repeated improvements build a reputation faster than large investments.

Extend the season

Drying facilities, secure storage and indoor space make it realistic to sell cycling stays in spring and autumn.

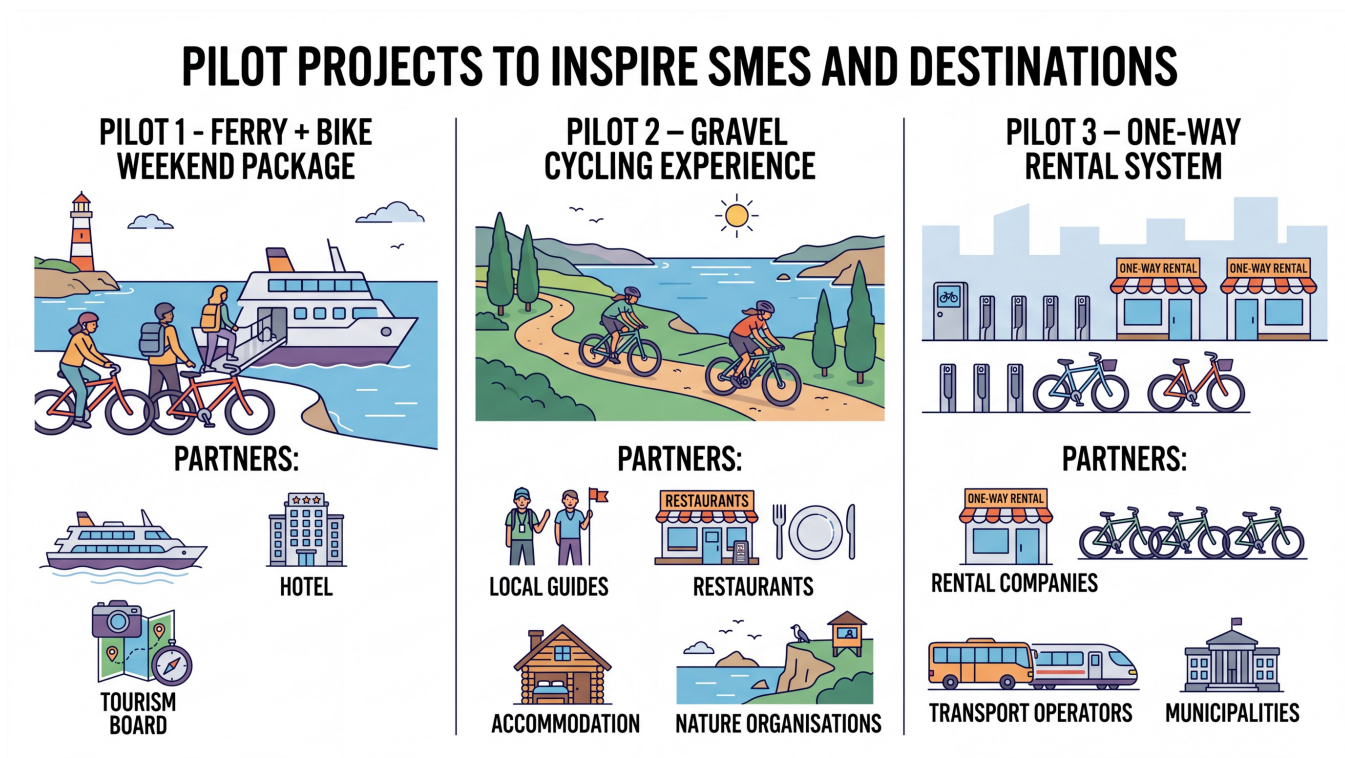


Figure 15. Examples of partnership-based pilot products for SMEs and destinations.

AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

Destinations and regional authorities play a central role in coordinating cycling tourism. Figure 16. summarises their recommended actions. *For the underlying steps, see pages 24-25.*

RECOMMENDATIONS FOR DESTINATIONS AND REGIONAL AUTHORITIES

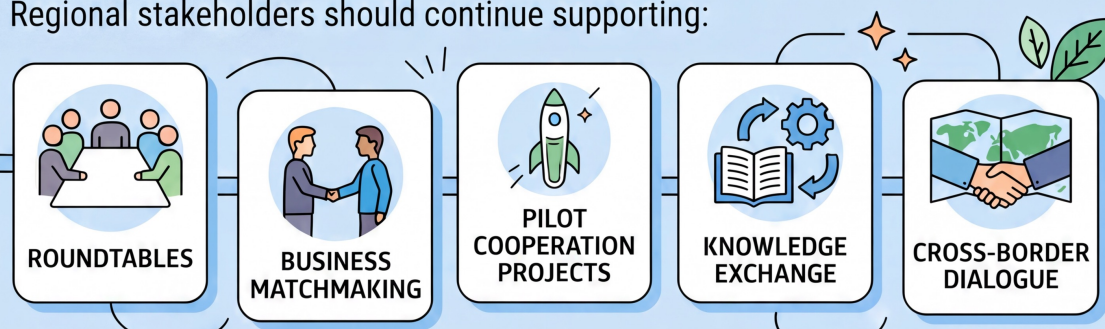
1. CONNECT KEY ACTORS

Public authorities and **destination management organisations** play an important role in connecting:



2. STRENGTHEN STAKEHOLDER COOPERATION

Regional stakeholders should continue supporting:



3. GUIDE FUTURE INVESTMENTS

Future investments should increasingly focus on:

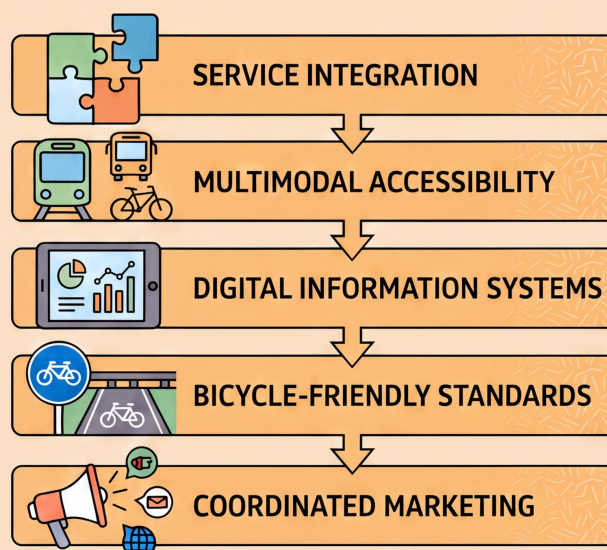


Figure 16. Recommended actions for destinations and regional authorities.

AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

Transport providers play a vital role in creating accessible and connected cycling journeys. Figure 17. summarises their recommended actions.

These actions expand on the transport section on page 25.

RECOMMENDATIONS FOR TRANSPORT PROVIDERS

RECOGNISE CYCLISTS AS AN IMPORTANT CUSTOMER SEGMENT

Transport operators increasingly play a strategic role in cycling tourism development.

Cyclists rely heavily on:



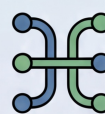
FERRIES



TRAINS



BUSES



MULTIMODAL
TRANSPORT SYSTEMS

Transport providers should therefore view bicycle-friendly mobility as both:



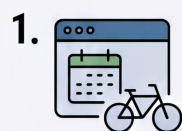
**A SERVICE
IMPROVEMENT**



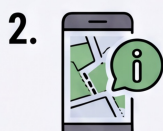
**A MARKET
OPPORTUNITY**

IMPROVE BICYCLE ACCESSIBILITY

Stakeholder discussions within BBU highlighted several priority areas:



Clearer bicycle
booking
systems



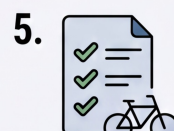
Improved
digital
information



Increased bicycle
capacity during
peak periods



Better station
and terminal
accessibility



Harmonised
bicycle carriage
rules

STRENGTHEN TOURISM PARTNERSHIPS

Transport providers should cooperate more closely with:



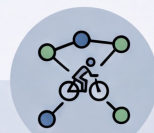
Tourism boards



Destinations



Accommodation
providers



Cycling tourism
networks

Figure 17. Recommended actions for transport providers.

AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

Policymakers and programme authorities shape the policy and funding framework for cycling tourism. Figure 18. summarises their recommended actions.

They complement the shared actions listed on page 25.

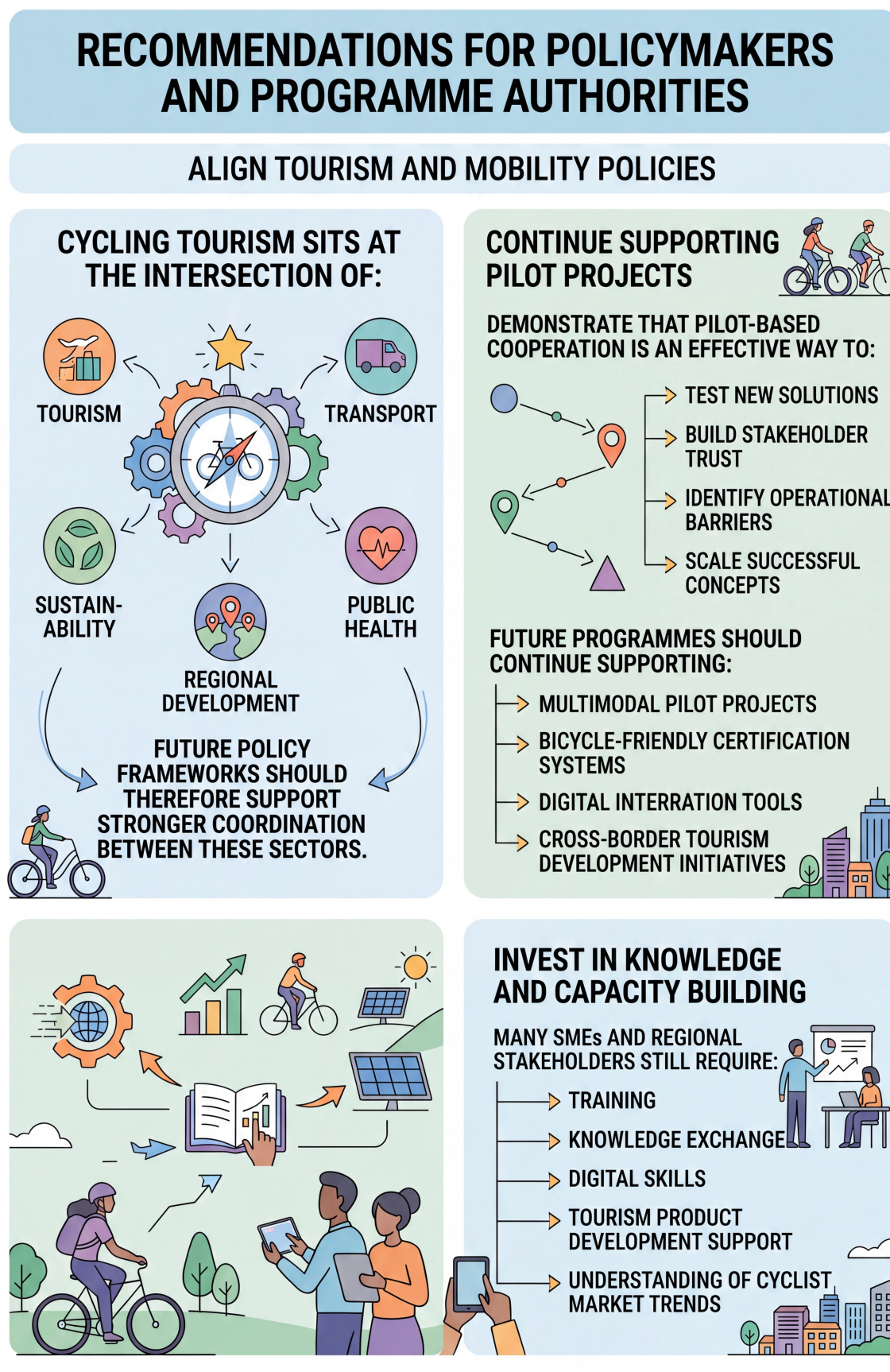


Figure 18. Recommended actions for policymakers and programme authorities.

AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

New visitor preferences and mobility solutions are creating further opportunities for cycling tourism in the South Baltic region. Figure 19 highlights the principal trends and areas for future development. *The practical starting points are set out on pages 24–25.*

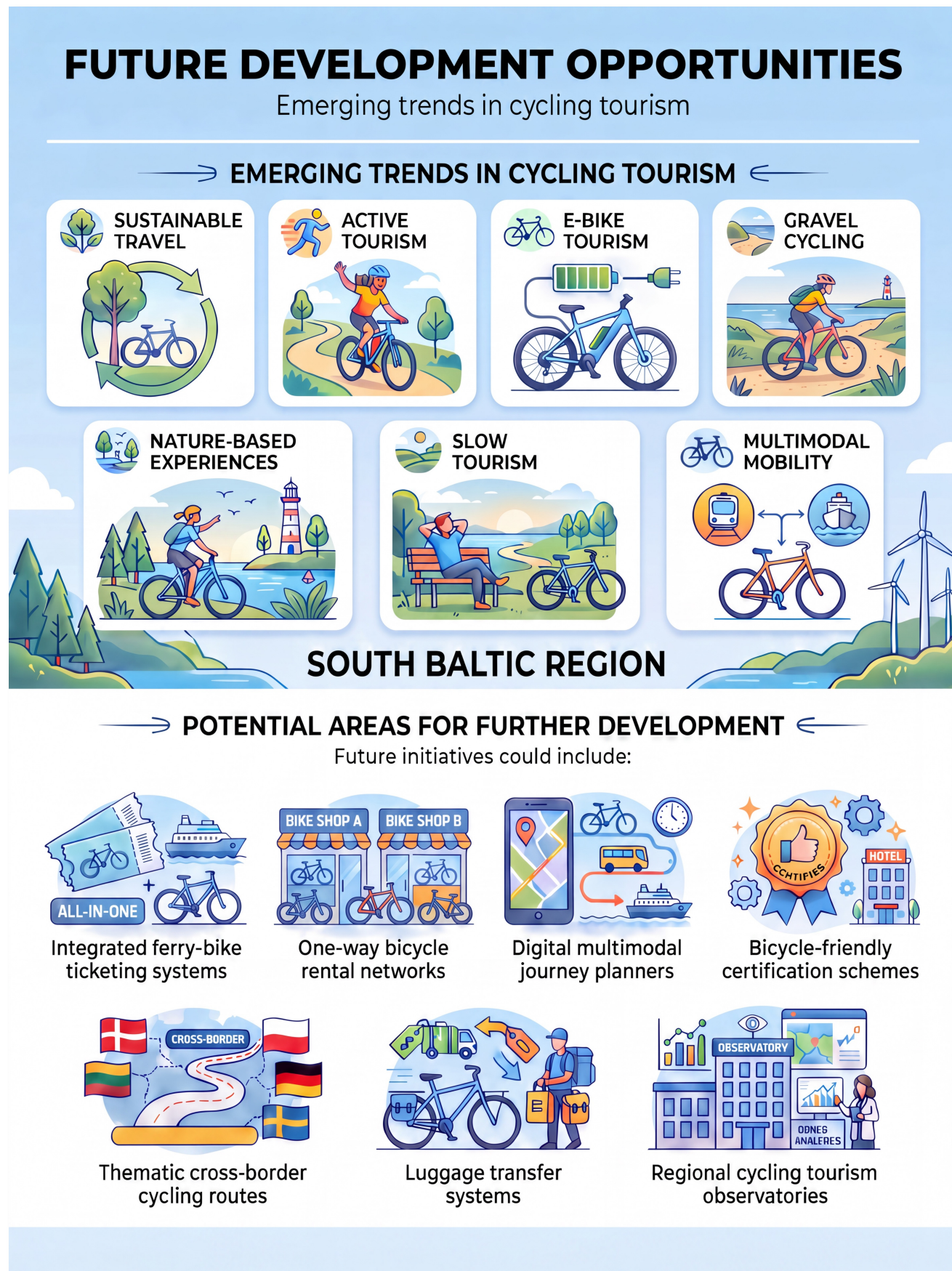


Figure 19. Emerging trends and future development opportunities for cycling tourism in the South Baltic region.
AI-generated illustration: Henning Klarlund / KLARLUND CONSULT; created using Adobe Firefly.

Bicycle-friendly SME checklist for self-assessment

A. Accommodation providers

Criteria	Yes/No	Notes
Secure bicycle parking available	☐ Yes ☐ No	
E-bike charging available	☐ Yes ☐ No	
Repair tools available	☐ Yes ☐ No	
Drying facilities available	☐ Yes ☐ No	
Route information/maps available	☐ Yes ☐ No	
Early breakfast possible	☐ Yes ☐ No	
Laundry service available	☐ Yes ☐ No	
Staff know local cycling routes	☐ Yes ☐ No	
Cyclists visible in marketing	☐ Yes ☐ No	

B. Restaurants & cafés

Criteria	Yes/No	Notes
Bicycle parking visible	☐ Yes ☐ No	
Water refill available	☐ Yes ☐ No	
Outdoor seating available	☐ Yes ☐ No	
Healthy/high-energy meals available	☐ Yes ☐ No	
Charging outlets accessible	☐ Yes ☐ No	
Flexible opening hours	☐ Yes ☐ No	

C. Bicycle rentals & repair services

Criteria	Yes/No	Notes
Emergency repairs possible	☐ Yes ☐ No	
Spare parts available	☐ Yes ☐ No	
E-bike servicing available	☐ Yes ☐ No	
Route assistance offered	☐ Yes ☐ No	
Online booking available	☐ Yes ☐ No	
Multilingual information available	☐ Yes ☐ No	

The criteria are explained in full on page 17.

From ambition to action

A growing market and a shared task

The challenge is no longer whether to invest in cycling tourism, but how.

By working together, destinations can create experiences that are:

- connected across regions and borders
- consistent in quality and standards
- easy to find, plan and book
- supported by tourism–transport cooperation
- rooted in local culture, nature and gastronomy
- valuable to local economies

OUR SHARED COMMITMENT

No destination succeeds alone. High-quality, connected and bookable cycling experiences are built through partnership across sectors and borders.

The routes exist and the demand is growing. What is missing is the connection between them – the services, the bookings and the partnerships that turn a line on a map into a journey people can buy.



Sopot coast, Poland. Photo: Henning Klarlund / KLARLUND CONSULT



Szczecin, Poland
Photo: Henning Klarlund / KLARLUND CONSULT

Visual credits

All visuals are listed by source. Page numbers refer to the pages of this manual.

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Cover (photorealistic image) – p. 5 (Fig. 1) – p. 11 (Fig. 4) – p. 13 (Fig. 5) – p. 15 (Fig. 6) – p. 22 (Fig. 8) – p. 23 (Fig. 9) – p. 26 – p. 36 (Fig. 12 and Fig. 13) – p. 39 (Fig. 14) – p. 40 (Fig. 15) – p. 41 (Fig. 16) – p. 42 (Fig. 17) – p. 43 (Fig. 18) – p. 44 (Fig. 19).

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Photos: Henning Klarlund / KLARLUND CONSULT.

p. 18 – p. 19 – p. 21 – p. 31 – p. 32 – p. 33 – p. 34 – p. 46 – p. 47 (Szczecin, Poland).

Photos – BalticBikingUPGRADE project

p. 7 – p. 16 (two photos) – p. 19 – p. 20 – p. 27.

Maps and route illustrations

p. 8 (Fig. 2) Source: European Cyclists' Federation, EuroVelo.com/ev10.

p. 9 (Fig. 3) EuroVelo, the European cycle route network, www.eurovelo.com, 2026.

p. 20 (Fig. 7) bike-copenhagen-gdansk.com by Dansk Cykelturisme, www.cykelturisme.dk.

p. 29 (Fig. 10 and Fig. 11) Maps: Henning Klarlund / KLARLUND CONSULT. Base map: Google Maps.

Other sources

p. 10 Photo: @Pomorskie.travel.

p. 37 FlixBus, corporate.flixx.com/media-library.

Project partners

[Pomorskie Tourist Board](#), Poland (Lead Partner)

[Westpomerania Regional Tourism Organisation](#), Poland

[Visit Lolland-Falster](#), Denmark

Danish Cycling Tourism, [Dansk Cykelturisme](#), Denmark

[Klaipeda Region Association](#), Lithuania

[Region Blekinge](#), Sweden

Swedish Cycling Advocacy Organisation, [Cykelfrämjandet](#), Sweden

[City of Barth](#), Germany

[European Cyclists' Federation](#), Belgium

Associated partners

[Pomorskie Voivodeship](#), Poland

[Zachodniopomorskie Voivodeship](#), Poland

[Polish Tourism Organisation](#), Poland

[Warmia and Masuria Tourist Board](#), Poland

[Visit Denmark](#), Denmark

[Finnish Cyclists' Federation](#) / [The Finnish Center for Cycling Tourism](#), Finland

[Citybike Ltd.](#), Estonia

[Vidzeme Tourism Organisation](#), Latvia

[Larsson Bike](#), Denmark

[Jan-Pol](#), Poland

[JSC Baltic Bike Travel](#), Lithuania

Disclaimer:

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The manual has been prepared by:

Henning Klarlund

henning@klarlund.eu

KLARLUND CONSULT

DK-VAT 40047735

DENMARK

For the BBU-partner **Visit Lolland-Falster, PP3**