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Marketing strategy for the development of cycling-friendly services and offers along EuroVelo 10 – Baltic Sea Cycle Route in the South Baltic area

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South Baltic



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**BALTIC
BIKING**
UPGRADE



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Executive Summary

The EuroVelo 10 presents a unique opportunity to develop a world-class cycling destination along the southern Baltic coast, encompassing parts of Poland, Germany, Denmark, Sweden, and Lithuania. This marketing strategy aims to promote cycling-friendly services and offers along this route, positioning it as a premier cycling destination that combines natural beauty, rich cultural heritage, and sustainable tourism practices.

Background and Context

EuroVelo 10 is an exciting, over 9000-kilometer long cycling route connecting nine countries around the Baltic Sea. The southern Baltic section offers cyclists a diverse range of experiences, from sandy beaches and rugged coastlines to historic Hanseatic cities and picturesque rural areas. This strategy focuses on encouraging development and promotion of cycling-friendly services along this section, aiming to create unforgettable experiences for visitors while supporting local economies and promoting sustainable tourism practices.



Source: https://www.cartovelo.fr/en/eurovelo-10-map-baltic-sea-cycle-route-xsl-34_450_466_474.html

Current Situation Analysis

The analysis of existing cycling-friendly services along the route reveals varying levels of development across different countries and regions. While some areas offer well-developed cycling infrastructure and services, others require significant improvements. Key findings include:



- **Accommodations:** Many offer basic cycling-friendly amenities, but there is a need for more consistent standards across the route.
- **Gastronomy:** Growing trend of cycling-friendly options, but room for improvement in consistency and specialized offerings.
- **Tourist Attractions:** Increasing adaptation to cyclists' needs, but more comprehensive integration is required.
- **Bike Services:** Available in major towns, but more widespread availability of professional repair services is needed, especially in rural areas.
- **Transport Integration:** Varies significantly across the route, with a pressing need for better integration in some regions.
- **Digital Services:** An emerging area with significant potential for improvement and integration.

The SWOT analysis highlights the route's strengths, including diverse landscapes, rich cultural heritage, and growing awareness of cycling tourism benefits. However, challenges such as inconsistent service quality, limited transport integration, and seasonal weather variations need to be addressed.



Vision and Strategic Objectives

The vision for EuroVelo 10's southern Baltic section is to establish it as Europe's premier coastal cycling destination, offering an unparalleled blend of natural beauty, rich cultural heritage, and world-class cycling-friendly services. This vision encompasses a seamlessly connected route where cyclists of all levels can embark on transformative journeys, experiencing the diverse landscapes and warm hospitality of the region. To achieve this vision, the following strategic objectives have been identified:

1. Enhance Cycling-friendly Infrastructure and Services
2. Improve Route Connectivity and Signage
3. Develop Innovative Digital Solutions
4. Foster Cross-Border Cooperation and Knowledge Sharing
5. Promote Sustainable Tourism Practices
6. Increase Visibility and Attract Diverse Cyclist Segments

Marketing Strategy

The positioning emphasises the route's key strengths: stunning coastal landscapes, rich cultural heritage, and the adventure of cross-border cycling. Key Priorities for Service Development:

- Enhancing cycling-friendly accommodations
- Improving gastronomy offers
- Strengthening transport integration
- Expanding the bike services network
- Enhancing digital infrastructure

Communication Channels and Tools:

A multi-channel communication approach is recommended, combining digital platforms (website, social media, already existing mobile apps) with traditional media (print materials, events, PR). The strategy emphasises the importance of user-generated content, partnerships with influencers, and attendance at cycling and tourism trade shows.

Marketing Ideas and Activities:

Several innovative marketing campaign ideas are proposed, including:

- "Coastal Cycling Challenge": An annual event encouraging cyclists to complete sections of the route
- "Baltic Flavors by Bike": A campaign focusing on culinary experiences along the route
- "Cross-Border Connections": Highlighting the unique experience of cycling across multiple countries
- "Green Wheels Initiative": Promoting eco-friendly aspects of cycling tourism
- "EuroVelo 10 Ambassadors Program": Recruiting cycling enthusiasts to become route ambassadors



Product Development

The strategy emphasizes the importance of integrating cultural, gastronomic, and relaxation experiences into the cycling route. This includes developing themed routes, partnering with local food producers and wellness centres, and creating package deals that combine cycling with other activities. To address seasonal variations, the strategy recommends developing and promoting autumn and spring-specific cycling experiences, creating indoor and alternative activities for inclement weather, and offering off-season packages with attractive pricing.

Partnerships and Collaboration

The strategy emphasises the importance of effective partnerships and collaborations for the success of EuroVelo 10. Key initiatives include:

- Establishing a dedicated web platform as a part of the <https://en.eurovelo.com/ev10> website for the cycling stakeholders and cycling-friendly SME representatives from all five countries – within the BBU project
- Collaborating with local and regional tourism boards
- Partnering with transport providers to improve cycling integration with public transport
- Integrating non-tourism businesses into the EuroVelo 10 ecosystem

Sustainability Practices

Sustainability is a core principle of the EuroVelo 10 development strategy. Key initiatives may include:

- Promoting green and sustainable practices for cycling-friendly businesses along the route
- Promoting the use of renewable energy sources among service providers
- Implementing water conservation measures
- Promoting a "Leave No Trace" policy among cyclists
- Implementing biodiversity protection initiatives

The strategy also emphasises supporting local communities through prioritising locally owned businesses, suggesting the development of "Meet the Locals" campaign, and offering skills development programs to local community members.

Digital Technology Integration

The strategy recommends i.e. for the already existing cycling-friendly schemes available in the South Baltic area, developing mobile apps as a central digital tools for cyclists. Other technological innovations proposed include:

- Augmented Reality (AR) for enhanced cycling experiences
- Virtual Reality (VR) for training and engagement
- IoT and wearable technology for safety and monitoring

Monitoring and Evaluation

The strategy outlines a framework for assessing progress and gathering feedback, including monitoring route usage, economic impact, service quality, digital engagement, environmental sustainability, and cross-border



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cooperation. Various data collection methods are proposed, including in-app surveys, post-trip questionnaires, social media monitoring, and stakeholder workshops.



Conclusions and Recommendations

The strategy concludes that the southern Baltic section of EuroVelo 10 has significant potential to become a world-class cycling destination. Key recommendations include:

- Implementing a standardized certification program for cycling-friendly services
- Investing in themed routes to cater to diverse interests
- Enhancing transport integration
- Expanding the network of e-bike charging stations
- Implementing a comprehensive digital marketing strategy
- Developing off-season cycling experiences
- Establishing a dedicated sustainability fund
- Creating a comprehensive training program for local businesses and communities
- Implementing a robust monitoring and evaluation system
- Fostering stronger cross-border cooperation

By implementing these recommendations, EuroVelo 10's southern Baltic section can position itself as a premier cycling destination, offering high-quality, sustainable experiences that benefit both visitors and local communities. This initiative can serve as a model for cycling tourism development across Europe, demonstrating the potential of cross-border cooperation in creating compelling and sustainable tourism products.



1. Introduction

1.1. Background and Context of EuroVelo 10

EuroVelo 10, also known as the Baltic Sea Cycle Route, is an exciting, over 9000-kilometer long cycling route that connects nine countries around the Baltic Sea. This extensive network offers cyclists a unique opportunity to experience the Baltic region's diverse coastal landscapes, rich cultural heritage, and warm hospitality. The route passes through a variety of terrains, from sandy beaches and rugged coastlines to historic Hanseatic cities and picturesque rural areas, providing an unparalleled cycling experience.

This marketing strategy focuses specifically on the southern Baltic section, encompassing parts of Poland, Germany, Denmark, Sweden, and Lithuania, each offering its distinct attractions and challenges for cyclists. Established as part of the broader EuroVelo network, EuroVelo 10 aims to promote sustainable tourism, foster cross-border cooperation, and provide a high-quality cycling experience for both long-distance cyclists and day-trippers. The route showcases the best of the Baltic Sea region, including UNESCO World Heritage sites, national parks, and vibrant coastal communities. It connects major cities like Copenhagen, Stockholm, and Gdańsk with smaller, less-visited areas, offering a perfect blend of urban experiences and natural beauty. The diversity of the route allows cyclists to tailor their journey to their preferences, whether they seek cultural immersion, nature exploration, or a combination of both.

1.2. Importance of Cycling Tourism

Cycling tourism has emerged as a significant sector within the broader tourism industry, offering numerous benefits for both visitors and host destinations. As environmental concerns grow and travellers seek more sustainable and active vacation options, cycling tourism perfectly aligns with these trends. The **low environmental impact** of bicycle travel makes it an attractive option for eco-conscious tourists, contributing to the preservation of natural landscapes and reduction of carbon emissions in the tourism sector. This form of tourism promotes a slower, more immersive travel experience, allowing visitors to engage deeper with local cultures and environments.

From an **economic perspective**, cycling tourism plays a crucial role in supporting rural and coastal economies. Unlike mass tourism, which often concentrates visitors in urban centres or popular resort areas, cycle tourists frequently travel through less-visited regions. This spillover of tourism benefits helps to bring economic opportunities to smaller communities that may not typically benefit from the tourism industry. The **health benefits** associated with cycling tourism are substantial and align well with growing global concerns about public health and well-being. Engaging in physical activity while exploring new destinations promotes both physical and mental well-being. Cyclists often report feeling more energized, less stressed, and more connected to their surroundings compared to traditional forms of tourism.



CYCLING TOURISM

- Aligns with growing environmental concerns and demand for sustainable travel options
- Promotes slow, immersive travel experiences and deeper engagement with local cultures
- Supports rural and coastal economies by dispersing tourism benefits
- Offers significant health benefits, promoting physical and mental well-being
- Potential to extend the traditional tourism season, creating a more stable year-round tourism economy

1.3. Objectives of the Marketing Strategy

The primary goal of this marketing strategy is to **develop** and **promote** cycling-friendly services along the southern Baltic section of EuroVelo 10, creating a world-class cycling destination that offers **unforgettable experiences** while **supporting local economies** and **promoting sustainable tourism** practices. To achieve this aim, several key objectives have been identified - they offer suggestions or guidance and may help shaping the development of cycling tourism in the region.

Firstly, the aim is to increase both the quantity and quality of cycling-friendly services along the route. This involves encouraging and supporting local businesses to adapt their offerings to meet the specific needs of cycling tourists. From accommodations with secure bike storage to restaurants offering energy-rich meals and take-away options, to ensure that cyclists find a comprehensive network of services tailored to their needs.

Secondly, the visibility and attractiveness of these services to potential visitors should be enhanced. This will be achieved through targeted marketing campaigns and the development of user-friendly digital tools. By creating compelling content and utilising various marketing channels, the aim is to position the southern Baltic section of EuroVelo 10 as a premier cycling destination.

Another crucial objective is to foster collaboration among service providers and stakeholders. By creating networks and platforms for knowledge sharing and joint initiatives, a more coordinated and high-quality experience for cyclists throughout the route can be ensured. This collaboration will be key to developing innovative products and services that set our route apart from competitors.

KEY OBJECTIVES

- Increase quantity and quality of cycling-friendly services along the route
- Enhance visibility and attractiveness of services to potential visitors
- Foster collaboration among service providers and stakeholders
- Promote sustainable tourism practices



2. Current Situation Analysis

2.1 Overview of the Southern Baltic Part of EuroVelo 10

The southern Baltic section of EuroVelo 10 encompasses parts of Poland, Germany, Denmark, Sweden, and Lithuania, offering cyclists a diverse and rich cycling experience along the Baltic Sea coastline. This section of the route showcases a variety of landscapes, from sandy beaches and rugged cliffs to historic cities and picturesque rural areas.

In Poland, the route passes through the Tricity area, comprising Gdansk, Sopot, and Gdynia. Cyclists can enjoy popular coastal paths such as the seaside promenade in Sopot. A notable landmark along this section is the unique three-colour Stilo lighthouse in Osetnik, offering panoramic views of the coastline.

The German portion of EuroVelo 10 in Mecklenburg-Vorpommern is part of the national, long-distance cycle route network - D-Route 2. This section runs almost entirely along the Baltic coast and benefits from well-developed tourist infrastructure. Cyclists pass through charming seaside resorts and historic Hanseatic towns like Rostock, Wismar, and Stralsund.

In Denmark, the route incorporates the country's extensive cycling network, particularly on the islands of Zealand, Funen and Lolland-Falster. Copenhagen, known as the cycling capital of Europe, is a highlight of this section. The Danish portion also includes the island of Bornholm, often referred to as a cycling paradise.

The Swedish section offers a mix of coastal and archipelago experiences, including the opportunity to explore the Stockholm Archipelago and the island of Gotland, home to the medieval town of Visby, a UNESCO World Heritage site.

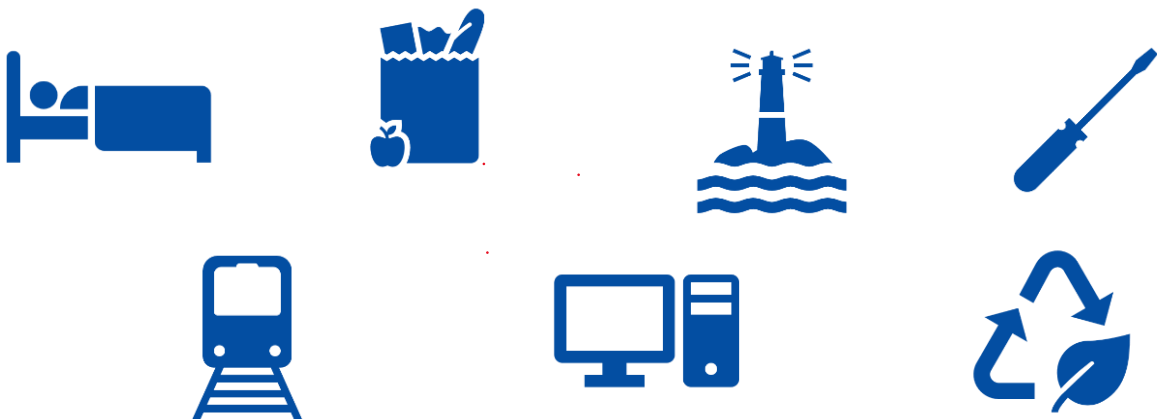
In Lithuania, the route follows the Seaside Cycle Route for over 100 kilometers, providing magnificent coastal views and access to historic towns such as Klaipeda and Palanga, home to neoclassicist architecture, amber museum and an iconic pier.

EUROVELO 10 KEY FEATURES

- Over 9000-kilometer circular route connecting nine countries around the Baltic Sea
- Diverse landscapes: sandy beaches, rugged coastlines, historic cities, rural areas
- UNESCO World Heritage sites, national parks, and vibrant coastal communities
- Connects major cities with less-visited areas

2.2 Analysis of Existing Cycling-friendly Services

The current state of cycling-friendly services along the southern Baltic section of EuroVelo 10 varies significantly across countries and regions, which has been emphasized in the research outcomes within the Baltic Biking UPGRADE (BBU) Project. It is worth pointing out that the availability of services varies not only with regard to the region, but also the season. Based on survey responses¹, information from cycling-friendly schemes, and recent research, we can provide a detailed analysis of the existing services and identify areas for improvement.



Accommodations:

Many accommodations along the route offer basic cycling-friendly amenities such as secure bicycle storage and one-night stays. Some provide additional services like repair tools, laundry facilities, and e-bike charging stations. However, the quality and availability of these services vary significantly across different locations and countries. In Denmark, for example, the "Bed+Bike" scheme has been implemented, ensuring a certain standard of cycling-friendly services in participating accommodations. These include locked bike parking, storage for bike gear, bicycle pumps, and tools for minor repairs. Some establishments even offer packed lunch arrangements and bike washing facilities. However, as of today there is still a very limited number of partners in the program. In Germany, the "bett+bike" quality label, certified by ADFC (German Cyclists' Association), guarantees a range of cycling-friendly services in accommodations. This scheme has been successful in setting a benchmark for cycling-friendly accommodations and could serve as a model for other countries along the route. West Pomeranian Voivodeship has also put forward a recommendation system for Cycling-Friendly Places. Adapting accommodations to the specific needs of cycle tourists, such as flexible check-in/out times and secure bike storage, can significantly enhance the overall cycling tourism experience.

¹ BBU Project Partners, representing 6 countries distributed a survey among SMEs in northern part of Poland, southern Sweden, EuroVelo 10 parts of Denmark, Germany and Lithuania in the period of January-July 2024, which was complemented by interviews, project workshops and dedicated meetings.



Gastronomy:

There's a growing trend of cycling-friendly options in restaurants and cafes, with many offering take-away meals and energy-rich foods suitable for cyclists. However, there's room for improvement in terms of consistency, especially when it comes to safe bike parking. Other options could include cyclist-specific menu offers and flexibility in opening hours to accommodate cyclists' schedules. Integrating local culinary experiences into cycling routes can enhance the overall tourist experience and contribute to local economies.

Tourist Attractions:

Many attractions sites adapt to cater for cyclists' specific needs, mainly by providing bicycle parking and detailed information about local cycling possibilities. Some offer additional amenities like repair and water refill stations. In Lithuania, for example, tourist attractions sites are increasingly adapting to cyclists' needs by providing safe bicycle parking, access to fresh water, and other conveniences. However, there's a need for more comprehensive integration of cycling infrastructure at major tourist sites and improved signage tailored to cyclists' needs and expectations. Integrating cultural and natural attractions along cycling routes can significantly enhance the appeal of cycle tourism destinations.

Bike Services:

Rental services, including one-way bike rental (possibility to rent at point A and give it back at point B), are available in major towns along the route, with some offering repair services and equipment shops. In Sweden, for instance, there are bike rental services that offer a variety of bicycle types, professional repair services, and even pick-up services in case of a bike failure. However, there's a need for more widespread availability of professional repair services, especially in rural areas. The integration of reliable bike rental systems across different regions for easier one-way trips is also an area for improvement, that would strongly support long-distance cycle tourism.

Transport Integration:

The level of integration with public transport varies significantly across the route. In some areas, particularly in Denmark, Sweden and Germany, there are some good connections between cycling and public transport. For example, some Danish ferries and trains have dedicated spaces for bicycles and offer cycling-friendly services. In Blekinge it is free of charge to bring a bike on the train. It is also integrated with some of the archipelago boat routes, such as Aspö-ferry. However, in other regions, there's a pressing need for better integration, including improved bike-carrying capacity on trains and buses. Seamless integration between cycling and public transport is a key to successful cycle tourism development.



Digital Services:

The provision of digital services for cyclists is an emerging area with significant potential. Some regions offer mobile apps with route information, service locations, and booking capabilities. For instance, the "Naturlandet" app in Denmark provides cyclists with route suggestions and maps. The West Pomerania App offers routes and tracks as well. Finally, the EuroVelo Route Planner is available at EuroVelo10.com with a wide data base of GPX tracks along the route. However, there's a need for more comprehensive and integrated digital solutions across the entire route. It is important to emphasize the growing role of digital technologies in enhancing the cycling tourism experience. Mobile apps and online platforms play a crucial role in route planning, service discovery, and overall tourist satisfaction.

Sustainability Practices:

While some businesses along the route are adopting sustainable practices, there's significant room for improvement in this area. Eco-friendly initiatives and support for local communities are not consistently implemented across the route. Eco-friendly practices can be a significant draw for environmentally conscious tourists.

In conclusion, while there are pockets of excellence in cycling-friendly services along the southern Baltic section of EuroVelo 10, there's a clear need for more consistent and comprehensive service provision across the entire route. Addressing these gaps and improving the overall quality of services will be crucial for developing the route's potential as a premier cycling tourism destination.



2.3. SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Diverse and attractive coastal landscapes offering varied cycling experiences • Rich cultural and historical heritage along the route, including UNESCO World Heritage sites • Well-developed cycling infrastructure in some areas • EuroVelo as a strong cycling brand • Growing awareness of cycling tourism benefits among local authorities and businesses • Presence of some established cycling-friendly services and accommodations 	<ul style="list-style-type: none"> • Inconsistent quality of cycling-friendly services across different sections of the route • Lack of use of EuroVelo 10 brand by tourism stakeholders • Limited integration with public transport in some areas, making multi-modal travel challenging • Uneven development of the route infrastructure • Language barriers in some regions, potentially affecting the quality of service for international tourists • Lack of joint management of EuroVelo10 brand
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increasing demand for sustainable and active tourism options, particularly in the post-pandemic travel landscape • Development of cycling-friendly regions • Potential for cross-border cooperation and joint marketing initiatives • Integration of digital technologies to enhance the cycling experience and streamline service provision • Development of themed routes or experiences to cater to specific interests (e.g., culinary tours, historical routes) • Leveraging the growing popularity of e-bikes to attract a wider range of cyclists 	<ul style="list-style-type: none"> • Competition from other established cycling destinations in Europe • Seasonal weather challenges, particularly in the northern sections of the route • Potential economic downturns affecting tourism and investment in cycling infrastructure • Varying political priorities across different countries potentially affecting consistent route development • Climate change impacts on coastal areas, potentially affecting route stability and attractiveness • Seasonality of cycling-friendly services along the route • Inefficient transition to low-emission economy



2.4 Economic Benefits and Positive Externalities of Cycling Tourism

Cycling tourism along EuroVelo 10 offers significant **economic benefits** and **positive externalities** to the regions it passes through. These impacts extend beyond direct spending to include various social and environmental benefits. Cycle tourists contribute significantly to local economies through their daily expenditures on accommodations, food, and services. According to studies, the average spending per day for a cycle tourist in Europe ranges from €50 to €80, depending on the country and type of trip. This spending is often distributed across a wider geographical area than traditional tourism, benefiting rural and small-town economies along the EuroVelo 10 route.

Cycling tourism supports employment in various sectors, including hospitality, retail, and bike-related services. A report by the European Cyclists' Federation² estimates that cycle tourism supports approximately 525,000 jobs in the EU. Many of these jobs are offered in rural areas where employment opportunities are limited, contributing to regional development and reducing urban-rural economic disparities.

Cycle tourism can help extend the traditional tourism season, providing more stable income for local businesses. Cyclists often prefer to travel during shoulder seasons when temperatures are milder, helping to smooth out seasonal fluctuations in tourism revenue.

Positive externalities of cycling tourism include:

- + Reduced carbon emissions compared to other forms of tourism
- + Improved public health outcomes and potential reduction in healthcare costs
- + Enhanced community pride and cultural exchange
- + Preservation of natural and cultural heritage
- + Encouragement of sustainable transportation habits

KEY POINTS

- Significant direct and indirect economic impacts
- Job creation, particularly in rural areas
- Extended tourism season, providing more stable income for local businesses
- Promotion of local products and cultural experiences
- Environmental benefits and sustainability promotion
- Health and well-being improvements for both tourists and locals

² https://ecf.com/system/files/The_State_of_National_Cycling_Strategies_2021_final_0.pdf



3. Market Segmentation and Target Groups

3.1 Profiles of Cycling Tourists

The EuroVelo 10 southern Baltic route attracts a diverse range of cycling tourists, each with unique preferences and needs. Understanding these different segments is crucial for developing targeted marketing strategies and improving services along the route.

Itinerant Cycling Tourists form a significant segment of EuroVelo 10 users. These enthusiasts, typically aged between 40-55 years, plan their holidays specifically around cycling experiences. Research indicates that this group is predominantly well-educated, with a significant portion holding university degrees. They often travel alone (25%) or in pairs (50%), with smaller groups of 3-5 people making up another 20%. Their household income typically falls in the higher income deciles range, suggesting a moderate to high disposable income for travel. These cyclists prefer challenging routes and longer daily distances, often covering 70-100+ kilometres per day. They value high-quality gear and infrastructure, including secure bike storage facilities, advanced repair tools, and nutrition options suitable for endurance cycling.

Leisure Cyclists represent another essential segment, characterised by a more relaxed approach to cycling tourism. This group includes a wide age range and often comprises families with children. They view cycling as part of a broader holiday experience, integrating it with cultural exploration and leisure activities. Leisure cyclists typically prefer shorter daily distances and prioritise comfortable accommodations. They often cycle in short loops, sometimes remaining in one accommodation for the whole stay. They show a keen interest in local culture and gastronomy, aligning with the growing trend of experiential tourism. Their needs include clear route information, family-friendly accommodations, and easily accessible bike rental options, including e-bikes.

The E-bike Users segment has seen significant growth in recent years, reflecting broader trends in the cycling industry. While this group skews older, it's becoming increasingly diverse in age. E-bike users appreciate the ability to cover longer distances with less physical exertion, making them ideal candidates for routes with varied terrain. They have specific needs, exceptionally reliable charging infrastructure and detailed information about charging point locations along the route.

International Tourists form a distinct segment, often combining cycling with other forms of tourism. These visitors, coming from outside the Baltic region, seek authentic local experiences and are drawn to the cultural and historical attractions along EuroVelo 10. It is important to catering to this group's need for multilingual information, luggage transfer services, and integrated transport options. Their desire for cultural immersion aligns well with the diverse offerings of the southern Baltic route, from Polish coastal resorts to Swedish archipelagos.



3.2 Profiles of Service Providers

The success of EuroVelo 10 as a cycling destination depends heavily on the network of service providers along the route. These businesses play a crucial role in meeting the diverse needs of cycling tourists and contributing to the overall attractiveness of the route.

Accommodations form the backbone of services for cycling tourists. This category includes hotels, guesthouses, campsites, hostels, and private rentals (e.g., Airbnb). Many accommodations along established cycling routes have adapted to provide basic cycling-friendly amenities such as secure storage and one-night stays. However, there's significant potential for enhancement. Opportunities include developing cyclist-specific services like laundry facilities, early breakfasts, and packed lunch options. Some accommodations have implemented certification schemes like "Bed+Bike" or "Cyclists Welcome" and the MPR Certification System, which set standards for cycling-friendly services. These schemes could be expanded and standardised across the EuroVelo 10 route to ensure consistent quality.

Gastronomy services play a vital role in the cycling tourism experience. This category encompasses restaurants, cafes, bars, and local food producers. Local gastronomy can positively enhance the overall tourist experience. While some establishments along EuroVelo 10 offer cycling-friendly options like takeaway meals and energy-rich foods, there's room for improvement. Creating food-themed cycling routes and offering flexible dining hours would enhance the route's appeal. Additionally, promoting local and seasonal products can contribute to the authenticity of the cycling experience and support local economies.

Tourist Attractions along EuroVelo 10, including museums, natural parks, cultural sites, and activity centers, have the potential to significantly enrich the cycling experience. Many currently provide basic amenities like bike parking, but there's scope for more comprehensive integration with cycling tourism. Integrating cultural and natural attractions along cycling routes can significantly strengthen the appeal of cycle tourism destinations. Opportunities include developing cycling-specific tours or experiences, improving signage and information tailored to cyclists' needs, and creating packages that combine cycling with cultural experiences.

Bike Services are crucial for the route's functionality. This category includes rental shops, repair services, and tour operators. While basic rental and repair services are available in major towns along EuroVelo 10, a more comprehensive and evenly distributed network of services is needed. Expanding the service network, developing mobile repair services, and offering specialised tours would greatly enhance the cycling experience. The integration of digital technologies could also improve service accessibility and quality.

Transport Providers, including ferries, buses, trains, and taxis, play a critical role in EuroVelo 10's overall accessibility and flexibility. Currently, bike-friendly options on public transport are limited in many areas. Improving bike-carrying capacity on public transport, developing cyclist-specific transport services, and ensuring better integration between cycling and other modes of transport are key areas for development.



3.3 Specific Needs and Challenges by Country/Region

The southern Baltic part of EuroVelo 10 passes through diverse regions, each with its own set of needs and challenges in developing cycling tourism.

Based on the information provided in the EuroVelo Route Development Status Report 2024, EuroVelo 10, also known as the Baltic Sea Cycle Route, has a total length of 9,040 km. The route's development status is as follows: 0% is at the planning stage, 46% is under development, 24% is developed, and 30% is developed with EuroVelo signs. There are no certified sections of EuroVelo 10 at present. The combined percentage of developed sections (with or without EuroVelo signs) is 54%. In terms of overall development level, EuroVelo 10 ranks 12th out of the 17 EuroVelo routes. Compared to 2023, the route showed a 1% increase in development. EuroVelo 10 circles the Baltic Sea, passing through several countries including Germany, Denmark, Sweden, Finland, Estonia, Latvia, Lithuania, Poland, and parts of Russia. It is worth noting that while over half of the route is developed to some degree, a significant portion (46%) is still under development, indicating there's still considerable work to be done to fully realize this Baltic Sea cycling route

In **Poland**, there's a pressing need for improved cycling infrastructure, particularly in connecting urban and rural areas. There is an interest in active tourism in Poland and the willingness to travel in a more sustainable way. The researchers demonstrated the growing number of Poles who think that environmental preservation can have a favourable impact on the growth of the national economy and thus should also be further supported. This presents an opportunity for EuroVelo 10 development. Opportunities lie in taking the best of the country's rich cultural heritage and developing coastal cycling experiences that showcase Poland's Baltic coastline. However, challenges include varying quality of cycling-friendly services and language barriers for international tourists.

Germany boasts a well-developed cycling culture but faces challenges in enhancing cross-border connectivity and maintaining consistent signage along EuroVelo 10. The country's experience with successful cycling routes like the Elbe Cycle Route, part of EuroVelo 7 – Sun Route in Germany, could provide valuable insights for EuroVelo 10 development. Seasonal tourism fluctuations and competition from other established cycling destinations are ongoing challenges. Opportunities include capitalizing on the existing cycling infrastructure and expanding e-bike facilities to cater to the growing e-bike market.

Denmark, known for its strong cycling culture, faces challenges in improving connectivity between islands and enhancing off-season offerings. Weather variability, especially in shoulder seasons, can impact cycling tourism. However, Denmark's experience with cycling infrastructure in urban areas could be further used to improve rural cycling connections. Opportunities include reinforcing the transnational identity of the route.

Sweden's vast geography presents challenges in terms of long distances between services in some areas and a relatively short summer season. Improving cycling infrastructure in rural areas and enhancing ferry connections for cyclists are key needs. However, Sweden's commitment to sustainable tourism, as outlined in its national tourism strategy, aligns well with cycling tourism development. Opportunities include capitalizing



on the unique archipelago landscapes and developing cycling experiences that showcase Sweden's natural beauty and outdoor lifestyle.

Lithuania, while enthusiastic about cycling tourism development, faces challenges in terms of less developed cycling infrastructure compared to its Western neighbours and limited awareness of the EuroVelo 10 route. A report by the Lithuanian State Department of Tourism 2020 indicates growing interest in active tourism, presenting an opportunity for EuroVelo 10 development. Key needs include expanding the network of cycling-friendly services and improving route signage. Opportunities lie in promoting unique cultural experiences and developing coastal-inland route combinations that showcase Lithuania's diverse landscapes.

By understanding and addressing these country-specific needs and challenges while leveraging unique regional opportunities, the EuroVelo 10 southern Baltic route can develop into a cohesive and attractive cycling destination that offers diverse experiences while maintaining a high standard of cycling-friendly services throughout.



4. Vision and Strategic Objectives

4.1 Vision Statement

The southern Baltic section of EuroVelo 10 has a potential to establish as **Europe's premier coastal cycling destination**, offering an unparalleled blend of natural beauty, rich cultural heritage, and world-class cycling-friendly services. The vision encompasses a seamlessly connected route where cyclists of all levels can embark on transformative journeys, experiencing the diverse landscapes and warm hospitality of Poland, Germany, Denmark, Sweden, and Lithuania. This route will not only provide unforgettable experiences for visitors but also serve as a catalyst for sustainable economic development in coastal communities, fostering cross-border cooperation and promoting environmentally responsible tourism.

4.2 Strategic Objectives

To realize this vision, the following strategic objectives have been identified:

1. Enhance Cycling-friendly Infrastructure and Services:

The primary objective is to significantly increase the quantity and quality of cycling-friendly services along the EuroVelo 10 route. This includes developing a comprehensive network of accommodations, gastronomy options, repair services, and attractions that cater specifically to the needs of cycling tourists. The aim is to establish a consistent standard of service across all five countries, ensuring that cyclists can enjoy a seamless and comfortable experience throughout their journey.

To achieve this, close cooperation with local businesses is needed, providing training and support to help them adapt their offerings to meet the specific needs of cycling tourists. This may include implementing secure bicycle storage facilities, offering bike repair tools, providing early breakfast options, and ensuring flexible check-in and check-out times. The goal is to significantly increase the number of cycling-friendly businesses along the route.

2. Improve Route Connectivity and Signage:

A crucial objective is to enhance the overall connectivity of EuroVelo 10, addressing gaps in infrastructure and improving signage. This involves working with local and national authorities to develop dedicated cycling paths where possible, improve road conditions where cyclists must share with motorized traffic, and using EuroVelo signposting. Moreover, focus should be put on improving intermodal connections, making it easier for cyclists to combine their journey with other forms of transport such as trains and ferries. The target is to have a well-connected and signed route.

3. Develop Innovative Digital Solutions:

In today's digital age, providing comprehensive and easily accessible information is crucial. The aim is to develop and implement innovative digital solutions that enhance the cycling experience along EuroVelo 10.



This includes working on developing the EuroVelo10.com website to provide a better user experience and to enhance the visibility of cycling-friendly service providers. Improving the online communication of service providers is advised, making sure that all info is available in English, that it includes the cycling-friendly services offered and that the presence nearby EuroVelo 10 is signalled.

Other options for the future could include integration of augmented reality (AR) technology to provide immersive experiences at key points of interest along the route. The stakeholders will be advised to explore the possibility of setting up a functional, operational, multi-lingual digital platform.

4. Foster Cross-Border Cooperation and Knowledge Sharing:

Given the international nature of the EuroVelo 10 route, fostering strong cross-border cooperation is essential. The aim is to establish a robust network of stakeholders across all five countries, including tourism boards, local authorities, businesses, and cycling organizations. This network would facilitate knowledge sharing, joint marketing initiatives, and coordinated development efforts. Organizing annual conferences and regular workshops to bring together stakeholders from all countries would be a value added.

5. Promote Sustainable Tourism Practices:

Sustainability is at the core of the vision for EuroVelo 10. The goal is to position the route as a leader in sustainable tourism, promoting environmentally responsible practices among both service providers and cyclists. This includes encouraging the use of renewable energy, minimizing waste, and supporting local, eco-friendly businesses. Developing a sustainability certification program for businesses along the route, would strengthen the stakeholders' engagement in the process.

6. Increase Visibility and Attract Diverse Cyclist Segments:

To maximize the economic impact of cycling tourism along EuroVelo 10, it is an aim to significantly increase the route's visibility and attract a diverse range of cyclist segments. This includes developing targeted marketing activities for different cyclist profiles, from families seeking leisurely rides, through organised cyclist groups, to experienced cyclists looking for challenging routes. Also working on extend the cycling season by promoting shoulder season offerings and developing winter cycling experiences where feasible should become a priority. The objective is to increase the number of cycling tourists along the route, with a particular focus on increasing off-season visitation.

4.3 Focus on the Polish Section of EuroVelo 10

A key objective is to ensure that the development of cycling tourism along EuroVelo 10 brings **tangible economic benefits** to local communities. We therefore would like to motivate the SMEs and other stakeholders to aim to increase the average spending of cycling tourists and extend their length of stay by developing attractive package deals and promoting local experiences.



There should be more focus in the future on **capacity building** for local entrepreneurs, providing training and support to help them develop new cycling-related businesses. Our goal is to see an increase in cycling tourism-related jobs in communities along the route. By focusing on these strategic objectives, we aim to transform the southern Baltic section of EuroVelo 10 into a **world-class cycling destination that offers unforgettable experiences for visitors**, both individual and group, while supporting sustainable development in coastal communities. This vision will require concerted effort and collaboration among all stakeholders, but the potential benefits for the region are immense.

This marketing strategy places a particular emphasis on developing and promoting the Polish segment of the EuroVelo 10 route. Poland's diverse coastal landscapes, rich cultural heritage, and growing cycling infrastructure present unique opportunities but also challenges. By focusing on the Polish section, we aim to create a model for **cycling-friendly service development** that can also potentially be adapted and scaled across the entire route. This targeted approach will allow for more efficient resource allocation, closer collaboration with local stakeholders, and the ability to measure and demonstrate impact more effectively.

The Polish section of EuroVelo 10 offers a unique blend of attractions, from the historic city of Gdańsk to the natural beauty of Słowiński National Park. There's a growing awareness among Polish service providers of the potential of cycling tourism. However, challenges remain, particularly in terms of consistent quality of cycling-friendly services and language barriers for international tourists. Our strategy will address these challenges head-on, working closely with local businesses and authorities to develop a comprehensive network of cycling-friendly services that showcase the best of Poland's Baltic coast. We will build on the best practices of initiatives like the Baltic Biking Upgrade project, which includes Polish partners such as the Pomorskie Regional Tourist Organisation and the Zachodniopomorskie Regional Tourist Organisation.

4.4 Learning from International Best Practices

The strategy recognises the value of international cooperation and knowledge sharing in developing a world-class cycling route. While the primary focus is on Poland, the other countries along the southern Baltic section of EuroVelo 10 - Germany, Denmark, Sweden, and Lithuania - serve as important points of reference and sources of good practices. By studying and adapting successful initiatives from these countries, such as Denmark's comprehensive cycling infrastructure or Germany's well-established cycling-friendly accommodation networks, we can accelerate the development of cycling-friendly services in Poland. This approach allows for the combination of existing expertise, avoiding common pitfalls, and implementing proven strategies while tailoring them to the specific needs and context of the Polish coastal region.

For instance, Denmark's "Bed+Bike" certification scheme aims to provide a model for standardizing cycling-friendly accommodations. The scheme ensures that certified establishments offer amenities such as secure bike storage, repair tools, and flexible check-in/check-out times. We will adapt this concept to the Polish context, creating a similar certification program that takes into account local conditions and cyclist needs.



Germany's experience with successful cycling routes like the Elbe Cycle Route offers valuable insights into route development, marketing, and stakeholder cooperation. The concept of having a dedicated "route owner" responsible for overall coordination and development, as seen in some German routes, could be adapted to the Polish section of EuroVelo 10 to ensure consistent management and promotion.

Sweden's focus on developing archipelago cycling experiences and integrating cycling with other forms of sustainable tourism aligns well with the diverse coastal landscape of Poland's Baltic coast. Ways to create similar, integrated experiences have been also adopted in West Pomeranian Voivodeship. By leveraging these international best practices and adapting them to the specific context of the Polish section of EuroVelo 10, we aim to create a world-class cycling destination that not only meets but exceeds the expectations of cycling tourists from around the world.

5. Marketing Strategy

5.1 Branding and Positioning

The southern Baltic section of EuroVelo 10 presents a unique opportunity to create a compelling brand identity that resonates with cycling enthusiasts and casual tourists alike. Our branding strategy suggests positioning this route as "The Baltic Coastal Odyssey: Where Sea Meets Culture on Two Wheels". This positioning emphasises the route's key strengths: its stunning coastal landscapes, rich cultural heritage, and the adventure of cross-border cycling. We will highlight the diversity of experiences available along the route, from the historic Hanseatic cities of Poland and Germany to the cycling-friendly culture of Denmark, the archipelagos of Sweden, and the unique coastal features of Lithuania.

The EuroVelo brand guide³ provides comprehensive guidelines for using the EuroVelo logo, colours, typography, and other brand elements across various media. The EuroVelo logo consists of the EuroVelo icon and text on a blue background. The standard version includes the network name "EuroVelo" and the specific route name. The logo uses Pantone Reflex Blue for the background and Pantone Yellow for the EU stars. There are variations without the route name or network name for different uses. The primary colours include shades of blue, orange, yellow, grey, green and red. There are 17 secondary colours corresponding to each EuroVelo route, the shade of yellow in particular for EuroVelo 10. The guide emphasises the consistent use of these elements to build a strong, recognisable brand identity for the EuroVelo cycling route network across Europe. Partners are encouraged to follow the guidelines while adapting to their specific needs.



The brand identity incorporates visual elements that reflect the coastal environment, alongside symbols representing the cultural landmarks along the route. The key to success is to seamlessly combine the different aspects of nature and Baltic culture.

³ <https://eurovelo.com//download/document/EuroVelo-BrandGuide-2023-final.pdf>

Key positioning attributes are presented on the Figure 1. below.



Figure 1. Key positioning attributes

Source: created by author

1. Accessibility: developed sections suitable for a wide range of cyclists, from families to experienced long-distance riders
2. Diversity: Offering a mix of urban and rural experiences, cultural attractions, and natural beauty
3. Sustainability: Promoting environmentally responsible tourism and supporting local communities
4. Adventure: Encouraging cross-border exploration and cultural exchange
5. Quality: Ensuring high standards of cycling-friendly services along the entire route

By consistently communicating these attributes across all marketing channels, we aim to create a strong, recognisable brand that stands out in the competitive cycling tourism market.

5.2 Key Priorities for Service Development

Based on the survey responses and workshop outcomes, we have identified several key priorities for service development along the EuroVelo 10 route. It is worth indicating that the full potential can be reached if the seasonality of the service provision is reduced to its minimum.



1. Enhancing Cycling-friendly Accommodations:

We will focus on increasing the number and quality of cycling-friendly accommodations along the route. This includes working with hotels, guesthouses, and campsites to implement essential services such as secure bicycle storage, repair tools, laundry facilities, and flexible check-in/out times. We will encourage the adoption of certification schemes similar to the "Bed+Bike" program in Denmark and Germany, ensuring a consistent standard of service across all countries.

2. Improving Gastronomy Offer:

Developing cyclist-specific menu offers and promoting local culinary experiences will be a priority. We will work with restaurants and cafes to offer energy-rich foods, take-away options, and flexible dining hours. Creating food-themed cycling routes that showcase regional specialities will add value to the cycling experience.

3. Strengthening Transport Integration:

Addressing the challenges highlighted in the workshop, we will focus on improving the integration of cycling with public transport. This includes advocating for increased bike-carrying capacity on trains and buses, developing bike-friendly taxi services, and enhancing ferry connections for cyclists. We will also work on creating a more comprehensive and user-friendly system for bike transport reservations.

4. Expanding Bike Services Network:

We will prioritise the development of a more extensive network of bike rental and repair services along the route. This includes promoting mobile repair services, establishing partnerships between accommodations and local bike shops, and ensuring the regular availability of e-bike charging stations.

5. Enhancing Digital Infrastructure:

The EuroVelo10.com website aims to become a comprehensive digital platform for the entire EuroVelo 10 southern Baltic route. It includes an interactive map of the route and shares information on services for cyclists and bookable offers. It is planned to include referrals to the relevant public transport websites.



5.3 Communication Channels and Tools

To effectively promote the EuroVelo 10 southern Baltic route and its cycling-friendly services, we would recommend stakeholders to try a multi-channel communication approach that combines both digital and traditional media. This would ensure reaching a diverse target audience at various touchpoints throughout their customer journey. The potential framework of actions perpetuated by the stakeholders could include:

1. Digital Platforms:

Website: Further development of the comprehensive, user-friendly website dedicated to EuroVelo 10 - <https://en.eurovelo.com/ev10> . This website continues to serve as the primary information hub for cyclists, and potentially also for the cycling-friendly SMEs, featuring:

- **Route Information:** Detailed descriptions of the EuroVelo 10 route around the Baltic Sea, including stages and points of interest.
- **Maps and Guides:** Access to interactive maps and downloadable guides to assist cyclists in planning their trips.
- **Cycling Tips:** Practical advice for cyclists regarding safety, gear, and best practices for enjoying the route.
- **Cultural Highlights:** Information about cultural attractions and historical sites along the route to enhance the travel experience.
- **Community and Events:** BBU project stakeholder platform for cyclists to connect, share experiences, and learn about cycling events related to EuroVelo 10.

Social Media: Maintaining an active presence on EuroVelo 10 official channels within the following platforms: Instagram, Facebook, YouTube, and Twitter to:

- Showcase route highlights and user experiences
- Share real-time updates and news
- Engage with the cycling community
- Run targeted advertising campaigns
- Include user-generated content to build authenticity and trust

2. Local Information Points:

Physical presence along the route is essential for providing on-the-ground support and information:

- Establish a network of information points along the route featuring existing tourist information centres
- Train staff at these points to provide expert advice on cycling the EuroVelo 10 route
- Distribute printed materials and offer digital support at these locations



3. Print Materials:

While digital platforms are crucial, traditional print materials remain essential, especially for older demographics and for use during the cycling journey itself. We will produce:

- Detailed route guides and maps, available in multiple languages
- Brochures targeting different cyclist segments (e.g., families, long-distance cyclists)
- Promotional posters and flyers for distribution at tourist information centres and cycling events

4. Partnerships and Collaborations:

Optimising partnerships to extend reach and credibility:

- Collaborate with specialised cycling tour operators to include the route in their offerings
- Partner with travel influencers and bloggers to create content and share their EuroVelo 10 experiences
- Engage with cycling clubs and associations to promote the route to their members
- Use local or regional sports events (e.g. cycling and triathlon competitions) to promote the route; in line with Viborg Congress consensus)

5. Events and Trade Shows:

Participation in cycling and tourism events will be a key part of our communication strategy:

- Attend significant cycling and tourism trade shows across Europe to promote the route
- Organize annual events along the route to attract cyclists and media attention
- Host webinars and virtual events to reach a global audience

6. PR and Media Relations:

Building relationships with cycling and travel media will be crucial for gaining exposure:

- Develop a comprehensive press kit with route information, high-quality images, and story ideas
- Organize press trips for journalists and bloggers to experience the route firsthand
- Issue regular press releases highlighting route developments, events, and success stories

7. Signage and Physical Branding:

Consistent and clear signage along the route will reinforce the EuroVelo 10 brand and aid navigation:

- Implement branded signage along the entire southern Baltic section
- Develop a recognizable visual identity for all EuroVelo 10 touchpoints

By utilizing this diverse mix of communication channels and tools, we aim to create a cohesive and effective promotional strategy that reaches cyclists at every stage of their journey planning and execution.



5.4 Marketing Ideas and Activities

To effectively promote the EuroVelo 10 southern Baltic route, Stakeholders may find useful these suggestions for their own targeted marketing campaigns and activities. These initiatives would showcase the route's unique features, engage different cyclist segments, and drive awareness and visitation throughout the year. Below are some ready-to-use ideas.

1. "Coastal Cycling Challenge":

Such an event could be organised annually to encourage cyclists to complete sections of the entire southern Baltic route, with prizes and recognition for participants. The campaign could include:

- A digital badge system integrated into the route's app, allowing cyclists to collect achievements as they progress
- Leader boards and social sharing features to foster friendly competition
- Partnerships with local businesses to offer special discounts or perks to challenge participants
- A grand prize for completing the entire route, such as a high-end bicycle or a cycling holiday package
- Media coverage and social media promotion to build excitement and participation

2. "Baltic Flavors by Bike":

This campaign could focus on the culinary experiences along the route, partnering with local restaurants and food producers. Elements would include:

- Creation of a "Taste of the Baltic" cycling route, highlighting local specialities and food experiences
- Development of special tasting menus for cyclists at participating restaurants
- A digital "food passport" integrated into the app, allowing cyclists to collect stamps from participating establishments and earn rewards
- Cooking demonstrations and food workshops at key points along the route
- Collaboration with food bloggers and influencers to create content and raise awareness

3. "Cross-Border Connections":

This campaign could successfully highlight the unique experience of cycling across multiple countries along EuroVelo 10. It could feature:

- A series of short, high-quality promotional videos showcasing the cultural diversity along the route
- Personal stories from cyclists who have completed cross-border journeys
- Themed itineraries focusing on cross-border experiences (e.g., "Hanseatic Heritage Tour")
- Collaboration with border region tourism boards to create seamless experiences for cyclists



4. "Green Wheels Initiative":

This sustainability-focused campaign would highlight the eco-friendly aspects of cycling tourism and promote businesses along the route that have adopted sustainable practices:

- Development of a "Green Certification" for businesses along the route
- Creation of a sustainable travel guide
- Partnerships with environmental organisations for beach clean-ups and habitat restoration projects along the route
- Carbon offset program for cyclists travelling to the route

5. "EuroVelo 10 Ambassadors Program":

This program would recruit and support a diverse group of cycling enthusiasts to become route ambassadors:

- Selection of ambassadors representing different cyclist segments (e.g., families, solo travellers, seniors)
- Provision of support for ambassadors to cycle the route and document their experiences
- Regular content creation by ambassadors, including blog posts, social media updates, and video diaries
- Meet-and-greet events with ambassadors at cycling shows and local events along the route

6. "Baltic Cycling Festival":

An annual festival that could rotate between countries along the route, featuring:

- Group rides for various skill levels
- Workshops on bike maintenance, route planning, and cycling safety
- Exhibitions showcasing the latest in cycling gear and technology
- Local culture showcases, including music, dance, and craft demonstrations
- Industry networking events for cycling and tourism professionals
- Family-friendly activities to encourage participation from all age groups

7. "Family Adventure Series":

This campaign would target families, highlighting kid-friendly sections of the route and family-oriented activities:

- Development of a "Family Route Guide" with shorter, easier sections suitable for children
- Creation of a gamified app experience for children, encouraging exploration and learning along the route
- Partnerships with family-friendly accommodations and attractions
- Organization of family cycling events and competitions



8. "Off-Season Discoveries":

To address seasonality concerns, this campaign would promote cycling during shoulder seasons:

- Development of themed routes showcasing autumn colours or spring blooms
- Promotion of indoor attractions and activities along the route for inclement weather
- Special off-season packages with discounted accommodations and services
- Content creation focusing on the unique experiences available outside peak summer months

9. "Digital Storytelling Contest":

This user-generated content campaign would encourage cyclists to share their EuroVelo 10 stories:

- Launch of a dedicated contest website and hashtag
- Categories for different types of content (e.g., best photo, most inspiring story, best video)
- Prizes for winners, including cycling gear and EuroVelo 10 experiences
- Exhibition of winning entries at tourism offices and cycling events along the route

10. "Local Legends Route":

This initiative could help develop a series of short, locally-focused routes that highlight hidden gems and stories from local communities along EuroVelo 10:

- Collaboration with local historians and community leaders to identify unique stories and sites
- Creation of audio guides narrating local legends and historical events
- Development of themed routes (e.g., "Coastal Folklore Trail," "Maritime Heritage Path")
- Regular updates to keep the content fresh and encourage repeat visits

We strongly encourage all Stakeholders to implement these varied campaigns and activities to create sustained interest in the EuroVelo 10 southern Baltic route, appeal to diverse cyclist segments, and support the development of cycling-friendly services along the entire route. These initiatives would not only promote the route but also engage local communities, support businesses, and contribute to the overall sustainable development of cycling tourism in the region.



6. Product Development

6.1 Cycling-friendly Services and Infrastructure

The development of cycling-friendly services and infrastructure is crucial for the success of the EuroVelo 10 southern Baltic route. Based on the survey responses and workshop outcomes, we have identified several key areas for improvement and innovation.

Accommodations along the route need to adapt to meet the specific needs of cycling tourists. This includes providing secure bicycle storage, flexible check-in and check-out times, and facilities for washing and drying clothes. For example, in Denmark, the "Bed+Bike" scheme has set a benchmark for cycling-friendly accommodations, offering amenities like locked bike parking, storage for bike gear, and packed lunch arrangements. A similar service is being provided in the West Pomeranian Voivodeship. We aim to implement similar certification schemes across all countries on the route, ensuring a consistent level of service for cyclists.

Gastronomy services play a vital role in the cycling tourism experience. Restaurants and cafes along the route should offer cycling-friendly options such as energy-rich foods, takeaway meals, and flexible dining hours. The creation of food-themed cycling routes that showcase regional specialities can add significant value to the cycling experience. Integrating local culinary experiences into cycling routes can enhance the overall tourist experience and contribute to local economies.

Transport integration is another critical aspect of product development. Survey responses highlighted challenges in this area, particularly in Poland and Lithuania, where there's a need for improved cycling infrastructure and better integration with public transport. We will focus on improving bike-carrying capacity on trains and buses, developing bike-friendly taxi services, and enhancing ferry connections for cyclists. Seamless integration between cycling and public transport is of the utmost importance for successful cycle tourism development.

Digital infrastructure will play a crucial role in enhancing the cycling experience along EuroVelo 10. Drawing from the Baltic Biking Upgrade project achievements, we recognise the importance of digital tools in supporting cyclists. One option would be to develop a comprehensive EuroVelo 10 Southern Baltic app that includes features such as real-time service availability, user-generated content, and gamification elements to encourage exploration of the diverse landscapes and cultures along the route.

6.2 Integration of Cultural, Gastronomic, and Relaxation Experiences

To create a truly memorable cycling experience along EuroVelo 10, it's essential to integrate cultural, gastronomic, and relaxation experiences into the route. This integration not only enhances the appeal of the route but also supports local communities and businesses. Cultural experiences can be incorporated by



developing themed routes that connect museums, historical sites, and local festivals along the EuroVelo 10 path. For example, in the **Polish section**, a route could be developed linking the historic city of Gdańsk with the unique shifting sand dunes of Słowiński National Park, providing cyclists with a blend of urban and natural heritage experiences. It could also include visits to fruit orchards and horse stables located in Pomeranian and West Pomeranian Voivodeship. The **German section** of EuroVelo 10 offers a diverse range of landscapes, from bustling historic cities to serene coastal areas, providing cyclists with a comprehensive experience of Germany's Baltic Sea coast. Along the way, the cyclists can experience sandy beaches and rugged cliffs, the Mecklenburg Lakeland, Heiligendamm - a glamorous seaside resort known for its white building fronts, and Travemünde, where visitors can watch ferries heading out to sea.

In **Sweden**, routes are designed to showcase the archipelago landscapes and medieval towns like Visby, a UNESCO World Heritage site. Gastronomic experiences can be a significant draw for cycling tourists. The "Baltic Flavors by Bike" campaign mentioned in the marketing strategy can be expanded into a full-fledged product offering. This could include partnerships with local restaurants and food producers to offer special tasting menus for cyclists, cooking demonstrations, and food workshops at key points along the route. The digital "food passport" concept can be integrated into the EuroVelo 10 app, allowing cyclists to collect virtual stamps from participating establishments and earn rewards. Relaxation experiences are crucial for cyclists, especially those on long-distance journeys. Partnerships with wellness centres or hotels with spa facilities along the route can create attractive package deals for cyclists. For instance, in **Lithuania**, the popular coastal resort of Palanga offers special cyclist packages combining cycling with spa treatments and beach relaxation.

6.3 Addressing Seasonal Variations in Offerings

Seasonality is a significant challenge for cycling tourism along the EuroVelo 10 route, particularly in the northern sections. To address this, we need to develop strategies that extend the cycling season and provide attractive offerings during shoulder and off-peak periods. One approach is to develop and promote autumn and spring-specific cycling experiences. For example, "Autumn Colors by Bike" routes could be created to showcase the beautiful fall foliage in forested areas along the route. In spring, routes focusing on blooming coastal meadows and awakening nature could be promoted. Indoor and alternative activities should be developed for periods of inclement weather. This could include partnerships with museums and cultural centres along the route to offer indoor cycling-themed exhibitions or virtual reality cycling experiences that allow tourists to "ride" sections of the route from the comfort of an indoor facility. Winter-specific cycling experiences can be developed in areas where weather permits. For instance, fat biking tours on beaches or in snow-covered forests could be offered in suitable locations. In Denmark and Germany, where winters are milder, year-round cycling could be promoted with appropriate gear and safety recommendations. Off-season packages can be created that combine cycling with other activities and offer attractive pricing. For example, a "Cycle and Sauna" winter package in Finland or a "Spring Birdwatching by Bike" tour in the wetlands of Poland could attract visitors during traditionally slower periods.



7. Partnerships and Collaboration

7.1 Cooperation with Local and Regional Partners

Effective partnerships and collaborations are essential for the success of the EuroVelo 10 southern Baltic route. The diverse nature of the route, spanning multiple countries and regions, necessitates a coordinated approach to development and promotion. One key initiative is the establishment of a dedicated web platform as a part of the <https://en.eurovelo.com/ev10> website for cycling stakeholders and cycling-friendly SME representatives from all five countries (Poland, Germany, Denmark, Sweden, and Lithuania). This interactive space will serve as a platform for knowledge sharing, the possibility for further joint marketing initiatives, and coordinated development efforts. Regular interaction possibilities via social media and website may maintain momentum and foster ongoing collaboration. Collaboration with local and regional tourism boards is crucial for integrating EuroVelo 10 into broader tourism strategies. For example, in Poland, partnerships with tourism development agencies ensure that the development of cycling tourism aligns with local and regional development plans.

Partnerships with **transport providers** are essential for improving the integration of cycling with public transport. This includes working with train and bus companies to increase bike-carrying capacity and developing bike-friendly taxi services. For instance, the challenges highlighted in the Danish workshop regarding limited bike spaces on trains and buses need to be addressed through collaborative efforts with transport authorities. Collaboration with local cycling clubs and associations can provide valuable insights into route development and maintenance. These organisations can also assist in organising events and promoting the route to their members and networks.

7.2 Integration with Non-Tourism Businesses

To enrich the cycling experience and support local economies, it's crucial to integrate non-tourism businesses into the EuroVelo 10 ecosystem. This approach not only diversifies the offerings along the route but also spreads the economic benefits of cycling tourism more widely. Partnerships with **local food producers** can create unique "farm-to-table" cycling experiences. For example, in Lithuania, collaborations with local honey producers or berry farms offer cyclists the opportunity to visit production sites, participate in harvesting activities, and enjoy fresh, locally sourced meals. This aligns with the growing trend of **experiential tourism** and can help preserve local agricultural traditions. Collaborations with **local craftspeople** can offer workshops or demonstrations for cyclists. This could include pottery classes in Poland, likely to traditional textile-making sessions in Sweden, or amber crafting demonstrations in Lithuania. These experiences provide a unique cultural dimension to the cycling journey and offer potential souvenir opportunities. Partnerships with **technology companies** can lead to the development of innovative cycling apps and tools specific to the EuroVelo 10 route. This could include augmented reality features that provide historical information about points of interest along the route or gamification elements that encourage exploration. Collaborations with renewable energy companies could result in the installation of solar-powered charging stations for e-bikes



Interreg
South Baltic



BALTIC
BIKING
UPGRADE



PROT
Pomorskie
Tourist Board

along the route. This not only provides practical infrastructure but also serves as an educational opportunity for sustainable energy practices.



8. Sustainability Practices

8.1 Eco-Friendly Initiatives

Sustainability is a core principle of the EuroVelo 10 southern Baltic route development strategy. Cycling tourism is increasingly recognised as a sustainable form of travel, offering numerous environmental, economic, and socio-cultural benefits. However, like any form of tourism, it also poses potential challenges that need to be addressed to ensure its sustainability.

Positive Interrelations between Cycling Tourism and Sustainability

Environmental Benefits: Cycling is one of the most sustainable forms of transport, producing minimal greenhouse gas emissions compared to motorised travel. It supports the goals of sustainable tourism by reducing the carbon footprint associated with travel.

Economic Advantages: Cycling tourism can stimulate local economies by attracting tourists who spend money on accommodation, food, and other services. This can lead to job creation and economic development in regions that promote cycling tourism.

Socio-Cultural Impact: Cycling tourism encourages cultural exchange and understanding as tourists engage with local communities. It can also promote healthier lifestyles and increase awareness of environmental conservation.

Challenges and Negative Effects of Cycling Tourism

Environmental Degradation: Despite its low emissions, cycling tourism can still contribute to environmental degradation if not appropriately managed. For instance, the construction of cycling infrastructure can disrupt local ecosystems.

Increased Car Usage: A paradoxical effect of cycling tourism is the potential increase in car journeys, as tourists may drive to cycling destinations. This can negate some of the environmental benefits of cycling tourism.

Infrastructure Strain: The popularity of cycling tourism can strain existing infrastructure, leading to overcrowding and wear and tear on roads and trails. This necessitates careful planning and investment in sustainable infrastructure.



Mitigation Strategies

Integrated Transport Solutions: Promoting integrated transport solutions, such as bike-rail services, can reduce car reliance and enhance the sustainability of cycling tourism. This approach encourages the use of public transport in conjunction with cycling.

Policy and Planning: Effective policy and planning are crucial to managing the impacts of cycling tourism. This includes developing infrastructure that supports sustainable travel and implementing policies that encourage environmentally friendly practices.

Community Engagement: Engaging local communities in the planning and development of cycling tourism can ensure that the benefits are shared and that local needs and concerns are addressed.

While cycling tourism offers significant potential for promoting sustainability, it is not without its challenges. The key to maximising its benefits lies in careful planning and management, ensuring that the environmental, economic, and socio-cultural impacts are balanced. By addressing the potential negative effects, such as increased car usage and infrastructure strain, cycling tourism can continue to be a positive force for sustainable development.

Implementing eco-friendly initiatives not only aligns with the growing consumer demand for **responsible tourism** but also helps to preserve the natural beauty and resources of the Baltic region. One key initiative is the **development of a "Green Cycling" certification program** for businesses along the route. This certification will be awarded to accommodations, restaurants, and other service providers that meet specific sustainability criteria, such as using renewable energy, implementing water conservation measures, and minimising waste. Certified businesses will be prominently featured in marketing materials and on the EuroVelo 10 website, incentivising the adoption of sustainable practices.

Another important initiative is promoting the use of renewable energy sources among service providers. This could include installing solar panels, using wind energy, or sourcing electricity from green energy providers. Information about these initiatives will be shared with cyclists, raising awareness about sustainable practices and potentially influencing their own behaviours.

Water conservation measures will be encouraged among accommodations and other service providers. This could include installing low-flow showerheads, implementing rainwater harvesting systems, and promoting water recycling programs. Cyclists will be encouraged to use refillable water bottles, with water refill stations provided at regular intervals along the route.

A "Leave No Trace" policy will be promoted among cyclists, encouraging them to carry out all their waste. Service providers will be supported in implementing comprehensive recycling programs and reducing single-use plastics. Composting initiatives will be encouraged where appropriate, particularly in rural areas along the route.



Biodiversity protection initiatives will be implemented through partnerships with local conservation organisations. This could include creating wildflower meadows along the route, installing bird and bat boxes, and organising volunteer conservation activities for interested cyclists.

8.2 Supporting Local Communities

The development of the EuroVelo 10 route presents an opportunity to bring significant economic benefits to local communities, particularly in rural and coastal areas that may not typically benefit from mass tourism. A key initiative would be **prioritising locally owned businesses** in marketing efforts and partnerships. This includes featuring local accommodations, restaurants, and attractions in promotional materials and on the EuroVelo 10 website. By directing cyclists to these businesses, we can ensure that tourism revenue directly benefits local economies.

The development of a **"Meet the Locals"** program will connect cyclists with community members, offering authentic cultural experiences. This could include guided tours by community members or participation in local festivals and events. Such initiatives not only provide unique experiences for cyclists but also foster cultural exchange and community pride. Support for local cycling initiatives should be provided, such as community bike-sharing programs or cycling education programs for local children. This would help to build a cycling culture in the communities along the route, creating a more welcoming environment for cycling tourists and potentially encouraging more sustainable transportation habits among residents.

Collaboration with local authorities will be sought to improve cycling infrastructure in ways that benefit both tourists and local residents. This could include creating safe cycling routes to schools or improving connectivity between residential areas and town centres. Skills development programs will be offered to local community members to help them benefit from cycling tourism. This could include hospitality training, bike maintenance workshops, or language courses to serve international cyclists better. By building local capacity, communities can be ensured that they are well-equipped to capitalise on the opportunities presented by increased cycling tourism. By implementing these sustainability practices and community support initiatives, the EuroVelo 10 southern Baltic route can position itself as a leader in responsible tourism, appealing to the growing market of environmentally conscious travellers while ensuring long-term benefits for local communities and ecosystems.



9. Digital Technology Integration

9.1 Mobile Apps for Route Planning and Information

It would benefit the EuroVelo 10 Southern Baltic to develop an app as a central digital tool for cyclists. This could be a potential area for cooperation between some of the stakeholders as well as local businesses. This app could serve as a one-stop solution, offering:

1. **Detailed route maps** with turn-by-turn navigation, highlighting EuroVelo 10 specific points of interest, elevation profiles, and cycling-friendly services along the way.
2. **Real-time information** on service availability, including accommodations, bike repair shops, and local attractions specific to the EuroVelo 10 route.
3. **User-generated content**, allowing cyclists to share reviews, photos, and tips about their EuroVelo 10 experiences, fostering a sense of community among route users.
4. **Gamification elements** that encourage exploration of the diverse landscapes and cultures along EuroVelo 10, such as challenges to visit specific historical sites or try local specialties.
5. **Emergency assistance features**, providing quick access to local emergency services, bike repair shops, and medical facilities along the entire route.
6. **Offline functionality**, crucial for areas along EuroVelo 10 with limited internet connectivity, especially in more remote coastal regions.
7. **Multi-language support**, catering to the international nature of EuroVelo 10 cyclists, with information available in English and the local languages of all five countries along the route.

The development of a comprehensive EuroVelo 10 Southern Baltic app stands as a cornerstone of our digital strategy. This app would serve as a one-stop solution for cyclists, offering a range of features designed to enhance their journey along the route. At its core, the app could provide detailed route maps with turn-by-turn navigation, highlighting points of interest specific to EuroVelo 10. These may include not only cycling-friendly services but also cultural and natural attractions unique to the southern Baltic region.

Real-time information on service availability could be a key feature, allowing cyclists to check the status of accommodations, bike repair shops, and local attractions as they plan their daily routes. This feature could be particularly valuable in more remote areas where services might be limited or have seasonal variations. To foster a sense of community among EuroVelo 10 users, the app could incorporate user-generated content. Cyclists would be able to share reviews, photos, and tips about their experiences, creating a dynamic and evolving resource for future travelers. This feature would not only provide valuable insights for cyclists but also encourage engagement with the EuroVelo 10 brand.



Gamification elements could be integrated to encourage exploration of the diverse landscapes and cultures along EuroVelo 10. These could include challenges to visit specific historical sites, try local specialties, or complete certain sections of the route. Such features would add an element of fun and achievement to the cycling experience, potentially encouraging longer stays and more in-depth exploration of the region.

9.2 Augmented Reality (AR) for Enhanced Cycling Experiences

As a glimpse into the future the AR technology could be used to provide an immersive and informative experience unique to EuroVelo 10:

1. **Historical and cultural overlays:** When cyclists point their smartphone cameras at landmarks along EuroVelo 10, such as Hanseatic League sites or coastal fortifications, AR overlays could provide information about the site's history and significance in the context of Baltic Sea history.
2. **Nature interpretation:** AR features would help identify local flora and fauna specific to the Baltic coastal ecosystems, enhancing the nature experience along the route.
3. **Virtual signposting:** In areas where physical signage might be limited or restricted, AR can provide virtual EuroVelo 10 route markers and directional information.
4. **Interactive cycling challenges:** AR-based games and challenges can be created to encourage cyclists to explore off-the-beaten-path locations and engage with local businesses along the route.

Augmented Reality technology could be used to provide an immersive and informative experience unique to EuroVelo 10. When cyclists point their smartphone cameras at landmarks along the route, such as Hanseatic League sites or coastal fortifications, AR overlays will provide information about the site's history and significance in the context of Baltic Sea history. This feature would transform the cycling journey into an educational experience, bringing the rich history of the region to life. As cyclists explore the diverse ecosystems along the Baltic coast, AR features will help identify local flora and fauna. This would not only enhance the nature experience but also raise awareness about the unique biodiversity of the region, supporting broader sustainability goals. In areas where physical signage might be limited due to environmental regulations or practical constraints, AR can provide virtual EuroVelo 10 route markers and directional information. This innovative approach to wayfinding will ensure that cyclists can navigate confidently even in areas where traditional signage is not feasible.

9.3 Virtual Reality (VR) for Training and Engagement

VR experiences could be created to enhance pre-trip planning and maintain engagement with EuroVelo 10:

1. **Training simulations:** VR-based training programs can help less experienced cyclists prepare for the physical demands of long-distance cycling along EuroVelo 10.
2. **Virtual route previews:** Potential cyclists can take virtual tours of challenging or scenic sections of EuroVelo 10, helping them prepare for their journey.



3. **Off-season engagement:** Virtual cycling events featuring actual EuroVelo 10 scenery can keep cyclists connected to the route during winter months when cycling might be less feasible.
4. **Cultural immersion:** VR experiences can offer glimpses into local traditions and festivals along the route, encouraging cyclists to time their visits to coincide with these events.

Virtual Reality experiences could be created to enhance pre-trip planning and maintain engagement with EuroVelo 10 throughout the year. Potential cyclists would be able to take virtual tours of challenging or scenic sections of the route, helping them prepare for their journey and build excitement before their trip. This feature would be particularly valuable for less experienced cyclists or those planning long-distance rides, allowing them to familiarize themselves with the terrain and key landmarks in advance.

To address the seasonality challenges highlighted in survey responses, **off-season engagement opportunities** through VR could be developed. Virtual cycling events featuring actual EuroVelo 10 scenery would keep cyclists connected to the route during winter months when physical cycling might be less feasible. These events could include virtual races or challenges, maintaining interest in the route and potentially encouraging bookings for the following season.

9.4 IoT and Wearable Technology for Safety and Monitoring

Internet of Things (IoT) devices and wearable technology could be used to enhance safety and provide valuable data for route management:

1. **Smart helmets:** Promotion of helmets with built-in navigation specific to EuroVelo 10, communication features, and safety alerts.
2. **Environmental sensors:** Implementation of IoT sensors along the route to provide real-time updates on weather conditions, particularly important for coastal sections prone to rapid weather changes.
3. **Crowd-sourced data:** Use of anonymized data from cyclists' devices to understand usage patterns, identify popular rest stops, and highlight areas needing improvement along EuroVelo 10.
4. **E-bike integration:** Collaboration with e-bike manufacturers to integrate route-specific information and charging point locations directly into e-bike displays.

We could promote the use of smart helmets with built-in navigation specific to EuroVelo 10, communication features, and safety alerts. These devices would not only improve cyclist safety but also provide a more integrated and hands-free navigation experience.

Environmental sensors could be implemented along the route to provide real-time updates on weather conditions. This feature is particularly important for coastal sections prone to rapid weather changes, addressing safety concerns raised in our survey responses. The data from these sensors could be integrated into the suggested above EuroVelo 10 app, allowing cyclists to make informed decisions about their daily routes.



Crowd-sourced data from cyclists' devices could be used to understand usage patterns, identify popular rest stops, and highlight areas needing improvement along EuroVelo 10. This data-driven approach to route management would allow us to continuously improve the cycling experience and allocate resources effectively.

Collaboration with e-bike manufacturers should be pursued to integrate route-specific information and charging point locations directly into e-bike displays. This integration would cater to the growing e-bike market, addressing the need for reliable charging information highlighted in our survey responses.



10. Monitoring and Evaluation

Effective monitoring and evaluation are crucial for the successful implementation and ongoing improvement of the EuroVelo 10 southern Baltic route strategy. This chapter outlines a framework for assessing progress and gathering feedback, providing stakeholders with guidance on how to evaluate the impact of their efforts and make data-driven decisions.

When developing a monitoring system, it's important to consider a range of indicators that reflect the multifaceted nature of the EuroVelo 10 experience. These may include measures related to route usage, economic impact, service quality, digital engagement, environmental sustainability, and cross-border cooperation. By tracking a diverse set of indicators, stakeholders can gain a comprehensive understanding of the route's performance and identify areas for improvement.

Route usage is a fundamental aspect to monitor, as it provides insights into the popularity of EuroVelo 10 and helps identify trends in cyclist behavior. Consider tracking not only overall numbers but also patterns in seasonal distribution, which can inform efforts to extend the cycling season beyond peak months. The average length of stay along the route is another valuable metric, as it can indicate the depth of engagement cyclists have with the region.

Economic impact assessment is essential for demonstrating the value of cycling tourism to local communities. This might involve measuring the contribution of cycling tourism to local economies, including direct spending on accommodations, food, and services. Job creation or support attributed to cycling tourism can also be a powerful indicator of the route's economic benefits. Tracking average spending per cyclist can help identify opportunities for enhancing value-added services and experiences. **Periodic economic impact** studies can provide robust data on the broader economic contribution of cycling tourism to local economies along the route. These comprehensive assessments can demonstrate the value of investing in cycling tourism infrastructure and services.

Service quality is a critical factor in the success of EuroVelo 10. Consider monitoring the number of cycling-friendly businesses along the route and their adherence to agreed-upon standards. User satisfaction ratings for various services can provide valuable insights for continuous improvement. Additionally, tracking participation in sustainability initiatives can reflect commitment to eco-friendly tourism practices.

In today's digital age, assessing **digital engagement** is crucial. This might involve monitoring the use of route-related apps, engagement with augmented reality (AR) and virtual reality (VR) features, and the generation of user content such as reviews and photos. These metrics can indicate how effectively digital tools are enhancing the cycling experience and fostering community engagement.



Environmental impact should be a key consideration in any evaluation framework. This could include assessing the adoption of sustainable practices among service providers and participation in environmental conservation activities along the route. Such metrics can help ensure that sustainability goals are being met and that EuroVelo 10 is contributing positively to environmental preservation.

Cross-border cooperation, a unique aspect of EuroVelo 10, should also be evaluated. This might involve assessing the development of cross-border cycling packages, participation in joint marketing initiatives, and the implementation of collaborative projects between countries. These indicators can help ensure that the route is functioning as a cohesive, international cycling destination.

To gather comprehensive and actionable feedback, a variety of data collection methods should be employed. **In-app surveys** can provide real-time insights into the cyclist experience. **Post-trip questionnaires** offer an opportunity for more in-depth feedback on the overall journey. Regular communication with service providers along the route can yield valuable front-line insights into cyclist needs and behaviors.

Social media monitoring can provide a wealth of user-generated content and sentiment analysis. Periodic focus group sessions with diverse groups of cyclists can offer qualitative insights that may not be captured through quantitative surveys. Stakeholder workshops bringing together tourism boards, local authorities, and business associations can assess the strategy's impact from multiple perspectives.

Digital analytics should be continuously monitored to understand how cyclists interact with online resources and digital tools. This data can inform future development priorities and improve EuroVelo 10's overall digital experience.

By implementing a diverse range of feedback collection methods and regularly analysing the resulting data, stakeholders can ensure that the EuroVelo 10 strategy remains responsive to the needs of cyclists, service providers, and local communities. This data-driven approach allows for continuous improvement of the EuroVelo 10 experience, helping to solidify its position as a premier cycling destination in the Baltic region. The key to effective monitoring and evaluation is **consistency** and **adaptability**. Regularly reviewing and adjusting evaluation methods applied by various stakeholders could continue to provide meaningful insights as the EuroVelo 10 project evolves. By maintaining a commitment to ongoing assessment and improvement, stakeholders can work together to create a truly world-class cycling experience along the southern Baltic coast.



Conclusions and recommendations

The development of cycling-friendly services along the southern Baltic section of EuroVelo 10 presents a significant opportunity to create a world-class cycling destination that offers diverse experiences while supporting local economies and promoting sustainable tourism practices. Key conclusions from the strategy include:

1. The **route's diverse landscapes**, rich cultural heritage, and cross-border nature provide a unique selling proposition for cycling tourism in the Baltic region.
2. There is a **growing demand for sustainable and active tourism options** that align well with the EuroVelo 10 offering.
3. The quality and availability of cycling-friendly services vary significantly across different countries and regions along the route.
4. **Digital technology integration**, including mobile apps, AR, and VR experiences, can significantly enhance the cycling experience and address challenges such as navigation and off-season engagement.
5. **Cross-border cooperation and standardisation of services** are crucial for creating a cohesive and high-quality cycling experience along the entire route.
6. **Sustainability practices and support for local communities** are essential components of the strategy, aligning with broader tourism trends and ensuring long-term benefits for the region.

Based on the strategy developed and the conclusions drawn, the following recommendations are proposed to ensure the successful implementation and ongoing development of cycling-friendly services along EuroVelo 10:

1. Prioritize the development and launch of the comprehensive EuroVelo 10 mobile app, ensuring it includes real-time information, user-generated content, and seamless integration with local services.
2. Implement a standardised certification program for cycling-friendly accommodations and services across all countries, building on successful models from other European countries or EuroVelo routes.
3. Invest in the development of themed routes (e.g., culinary, historical, nature-focused) to cater to diverse interests and encourage longer stays along the route.
4. Enhance transport integration by working closely with public transport providers to improve bike-carrying capacity and develop cycling-friendly connections between different sections of the route.
5. Expand the network of e-bike charging stations along the route to cater to the growing e-bike market and extend cycling tourism's reach to a broader demographic.



6. Implement a comprehensive digital marketing strategy, through social media, influencer partnerships, and content marketing to raise awareness of EuroVelo 10 among target audiences.
7. Develop and promote off-season cycling experiences and indoor alternatives to address seasonality challenges, particularly in the northern sections of the route.
8. Establish a dedicated EuroVelo 10 sustainability fund, supported by a voluntary tourist contribution scheme, to finance ongoing environmental and community development projects along the route.
9. Create a comprehensive training program for local businesses and communities to build capacity in areas such as sustainable tourism practices, cycling infrastructure maintenance, and customer service for international cyclists.
10. Implement a robust monitoring and evaluation system, regularly collecting and analysing data on route usage, economic impact, and user satisfaction to guide ongoing strategy refinement.
11. Foster stronger cross-border cooperation through regular stakeholder meetings, joint marketing initiatives, and shared best practice workshops involving all five countries along the southern Baltic section.
12. Explore opportunities to integrate EuroVelo 10 with other European cycling routes and tourism initiatives to create synergies and expand the region's overall cycling tourism offering.

By implementing these recommendations, the EuroVelo 10 southern Baltic route can position itself as a premier cycling destination, offering high-quality, sustainable experiences that benefit both visitors and local communities. The success of this initiative can serve as a model for cycling tourism development across Europe, demonstrating the potential of cross-border cooperation in creating compelling and sustainable tourism products.

Baltic Biking UPGRADE (BBU) is a co-funded project by the Interreg South Baltic Programme aimed at supporting small and medium-sized enterprises (SMEs) along the southern part of the EuroVelo 10 – Baltic Sea Cycle Route. The nine partners, covering six countries, will seek to assist the SMEs in developing bicycle-friendly services as well as in creating cycling tourism products and offers.

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Baltic Biking UPGRADE project is led by:

Pomorskie Tourist Board / Pomorska Regionalna Organizacja Turystyczna

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2. Westpomerania Regional Tourism Organisation, Poland
3. Visit Lolland-Falster, Denmark
4. Danish Cycling Tourism, Dansk Cykelturisme, Denmark
5. Klaipeda Region Association, Lithuania
6. Region Blekinge, Sweden
7. Swedish Cycling Advocacy Organisation, Cykelfrämjandet, Sweden
8. City of Barth, Germany
9. European Cyclists' Federation, Belgium

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