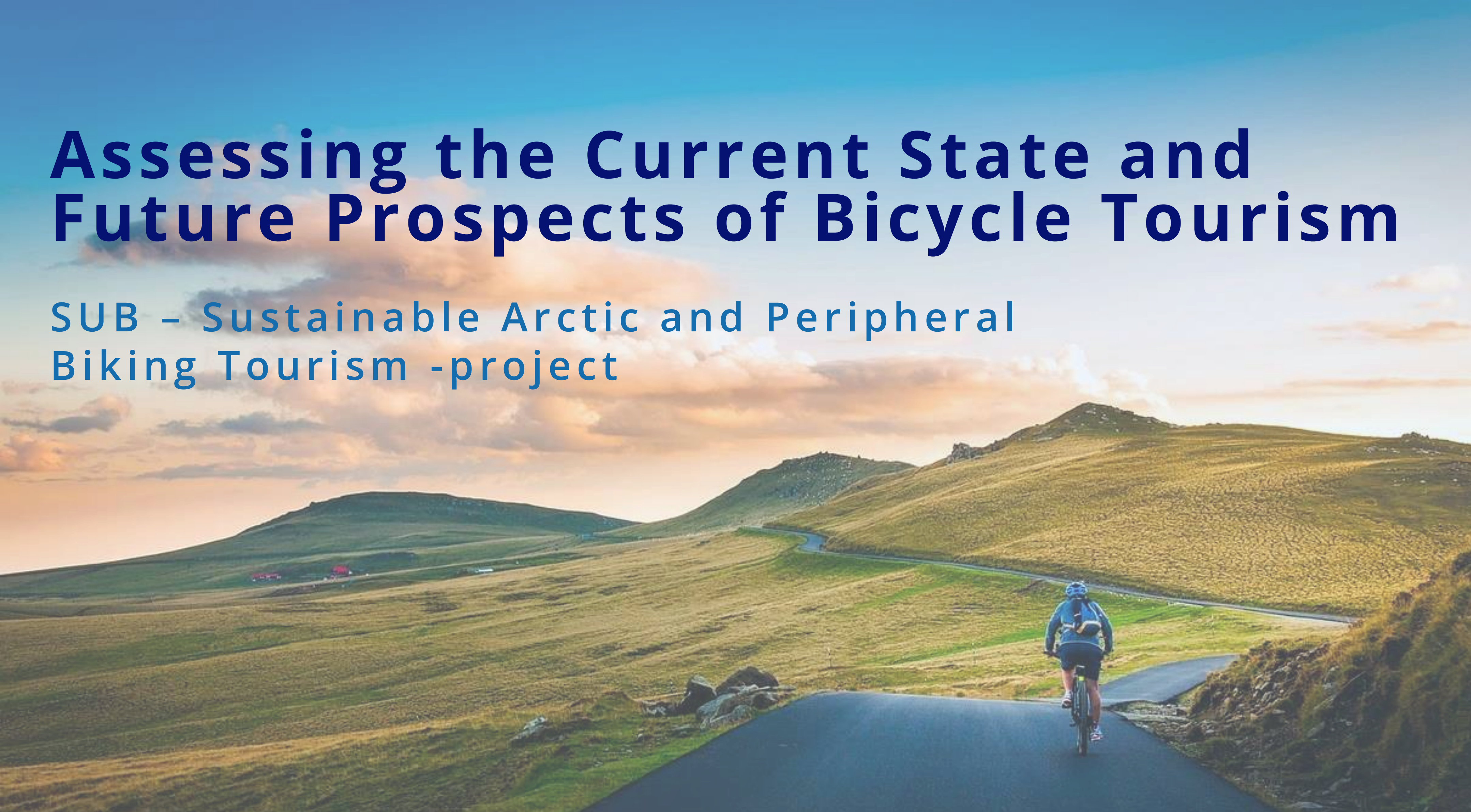


Assessing the Current State and Future Prospects of Bicycle Tourism

SUB – Sustainable Arctic and Peripheral
Biking Tourism -project



Interreg



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REGION
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Content

1. Overview
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3. The Significance of Sustainable Development in Bicycle Tourism
4. General Picture of the Destinations
 - Finland – East Lapland
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6. Entrepreneurial Skills
7. Digital Solutions
8. Networks and Clusters
9. Sustainability Factors
10. Regional Conclusions and Recommendations
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Overview

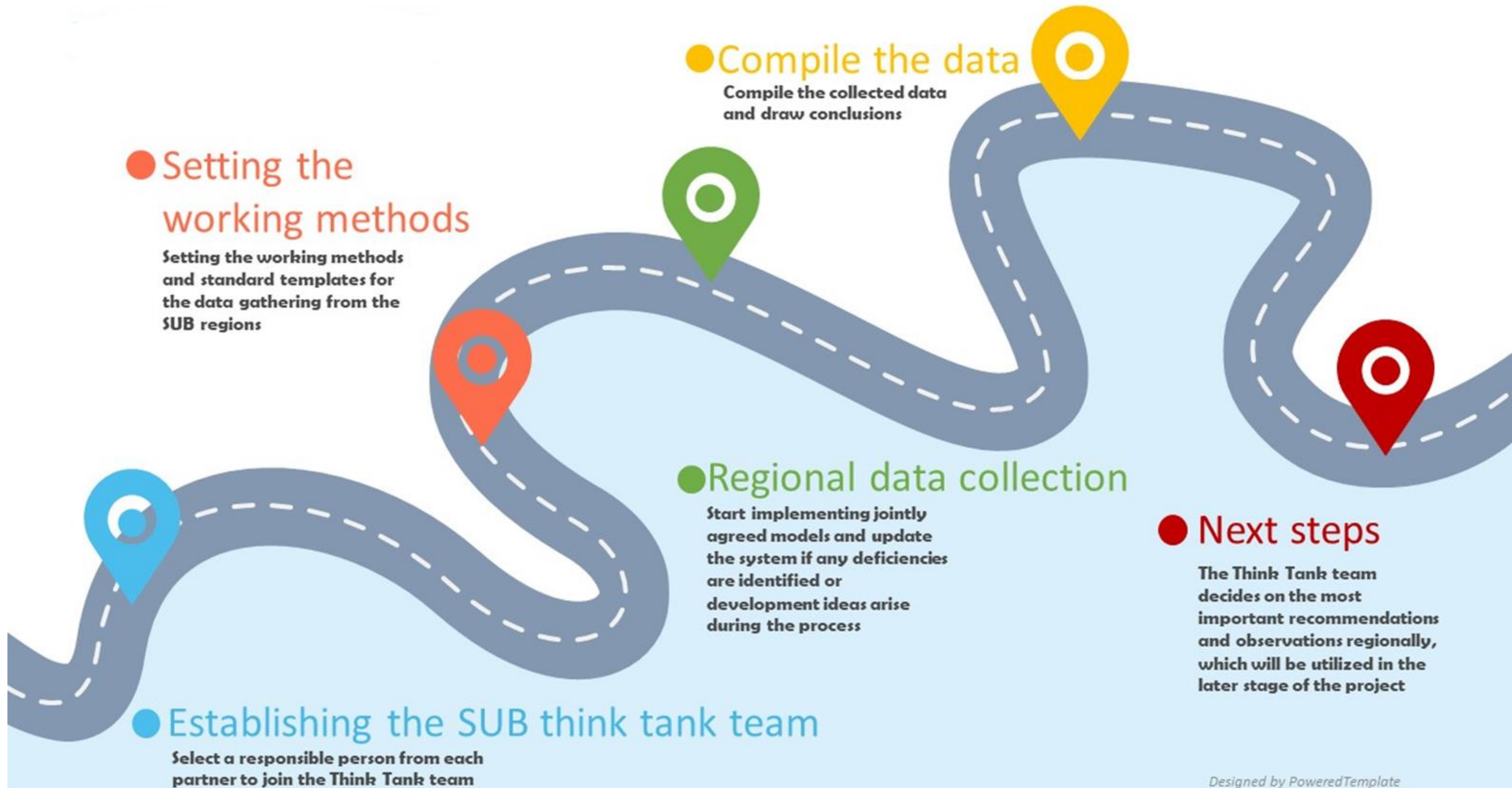
Activity 1.2 Ad hoc think tank analysis of NPA sustainable biking operational environment

The aim is to develop a current overview and deeper understanding of the current status of bicycle tourism activities in partner regions. Key tasks include regional data collection: development of **entrepreneurial skills** and business capacity building, **digital solutions** in developing greater market reach, **networks enabling clustering** and emphasizing the importance of **sustainable development in bicycle tourism**. As part of the data collection, the purpose is to find regional good practices and experiences to support transnational learning.

This work package involves the implementation of analyses in SUB-areas; best practices, recommendations and development ideas for bicycle tourism in line with sustainable development. It includes four "SUB think tank" fact sheets.



Process



Guideline Book

The guide serves as an introduction and a guide to the development of bicycle tourism, evaluating the current state and collecting related information.

Interviews

The interviews were conducted in the target areas. Interviewees included e.g. entrepreneurs, municipal planners and tourism organizations.

Data Collection

Extensive information was collected about the destinations, for example routes, services, stakeholders, cycling seasons and events.

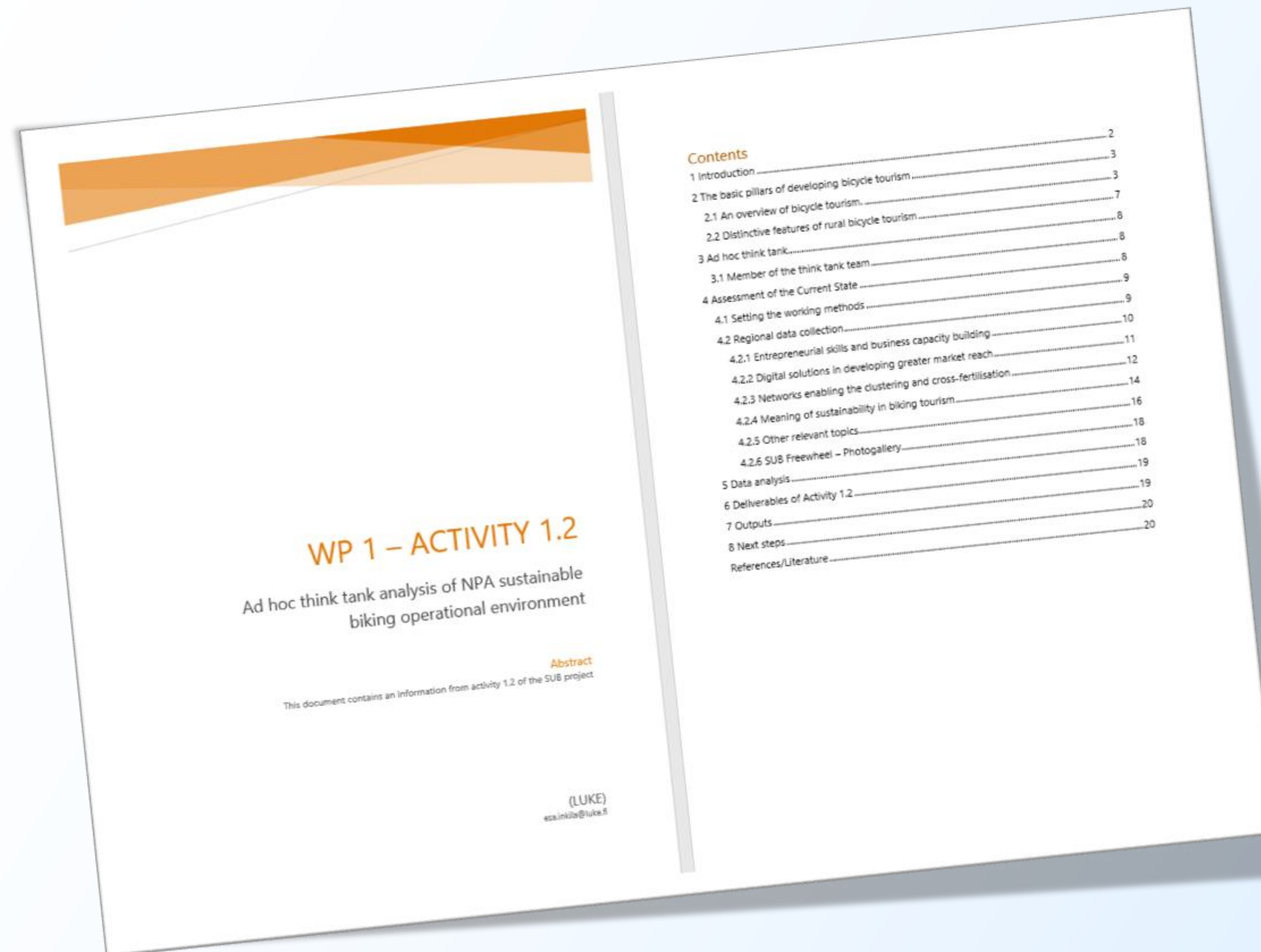
Workshops and Online Meetings

In the workshops, information was shared among the different target areas and best practices and examples as well as problems from the target areas were discussed.

Think Tank Report



Guideline Book



Data Collection



Data collection

During the data collection, the following questions were asked, among others:

- Cycling routes and infrastructure
- Characteristics of the area
- Services and companies
- Cycling statistics
- Target groups
- Safety
- Economic effects
- Stakeholders
- Previous projects
- Cycle tourism season and seasonal changes
- Marketing and communication
- Environmental effects
- Cooperation with other operators
- Cycling events

Interviews

Interviews

The interviews have been conducted between autumn 2023 and spring 2024.

Totally number of interviewees 62


- Finland
32 interviewees (including 7 group interviews of 2-3 people)
- Sweden
20 interviewees (including 1 group interviews of 4 people)
- Ireland
5 interviewees
- Faroe Island
6 people group interview
- Iceland
N/A

Who was interviewed?

- Tourism Industry Businesses such as:
 - Service Providers
 - Guided Tours
 - Bike Rentals
 - Accommodation Services
- Municipal and Regional Administrations
- Tourism Associations and Organizations
- Event Organizers
- Trail Maintainers and Administrators
- Municipal Representatives
- Lifts and Centers Maintainers
- The National infrastructure department
- The Municipality city planning department



Workshops and Online Meetings

- Monthly meetings during the whole Think Tank Process
 - Two face to face meeting (Posio and Torshavn)
 - Mutual communication between target areas
 - Interaction Via Teams and emails
- 

The Significance of Sustainable Development in Bicycle Tourism



Sustainable development plays a key role in the development of bicycle tourism. The shift towards greener transport options, such as cycling, is based on the need for sustainable practices in tourism. The studies emphasize the importance of sustainable tourism in promoting cycling as a means of transportation and leisure.

Promoting bicycle tourism not only contributes to achieving sustainable environmental goals, but also promotes economic opportunities, local tourism growth and healthier lifestyles. Overall, sustainable development is a key factor in shaping the future of bicycle tourism, and it affects destination choices, forms of travel and the overall travel experience.



Project Destinations



East Lapland, Finland



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Area description

Four municipalities – Pelkosenniemi, Posio, Salla and Savukoski - and the city of Kemijärvi.

Area's main attractions are **four national parks** and **three ski resorts**. Kemijärvi and Posio are also known for their **hundreds of lakes and rivers** - and Savukoski is the **home of Santa Claus**.

Area has **good external accessibility** – daily train connection to Kemijärvi and nearby location of Kuusamo and Rovaniemi airports. The internal accessibility by public transport is poor.

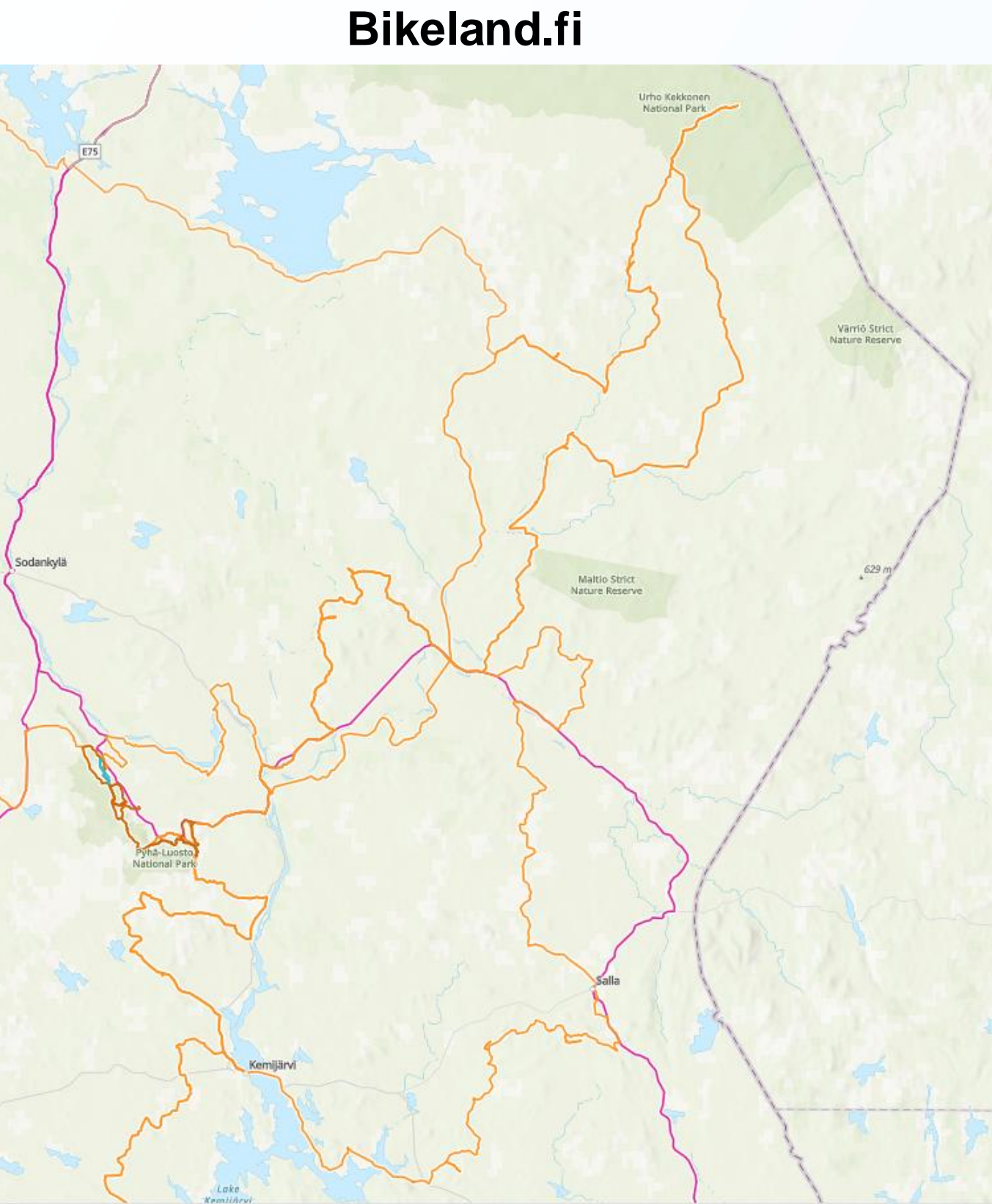
Current service provision in the tourism centres and ski resorts **is great** and supports well the development of biking tourism. However, the distances inbetween these centres and resorts are long.

Main direct services provided for cyclists are **guided tours and bike rental**. Some support services, such as accommodation and restaurants, have been **certified as cyclist-friendly** (welcome cyclist).

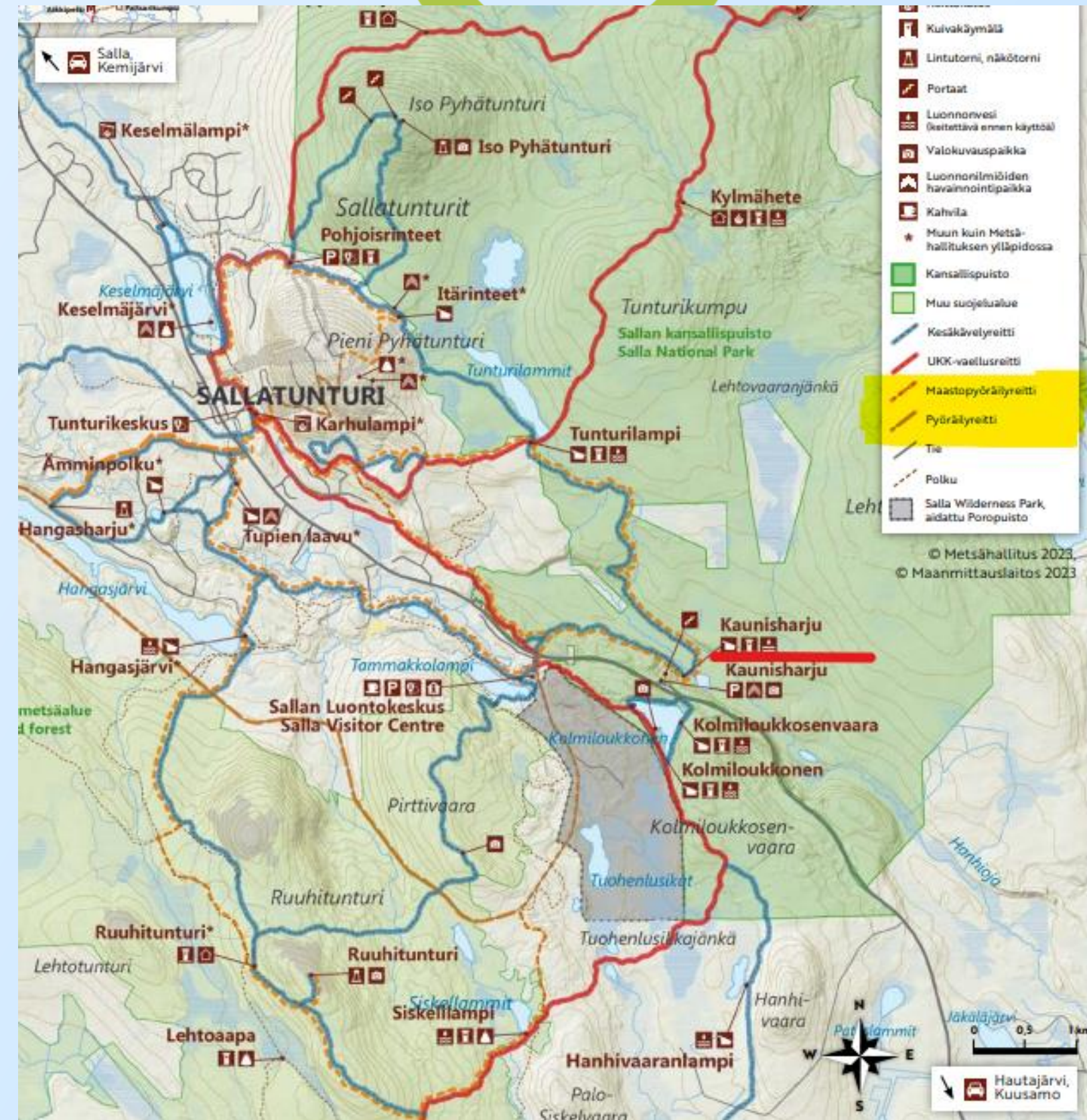
At the moment biking tourism is **in developing state** and the maturity varies inside the region. The main forms of biking are MTB, bikepacking and gravel biking. The growth is observed in some places. The **high season is in summer** (July – October) .

Large network of forest trails supports development of gravel biking. A lot of **marked MTB trails** located in the ski resorts.

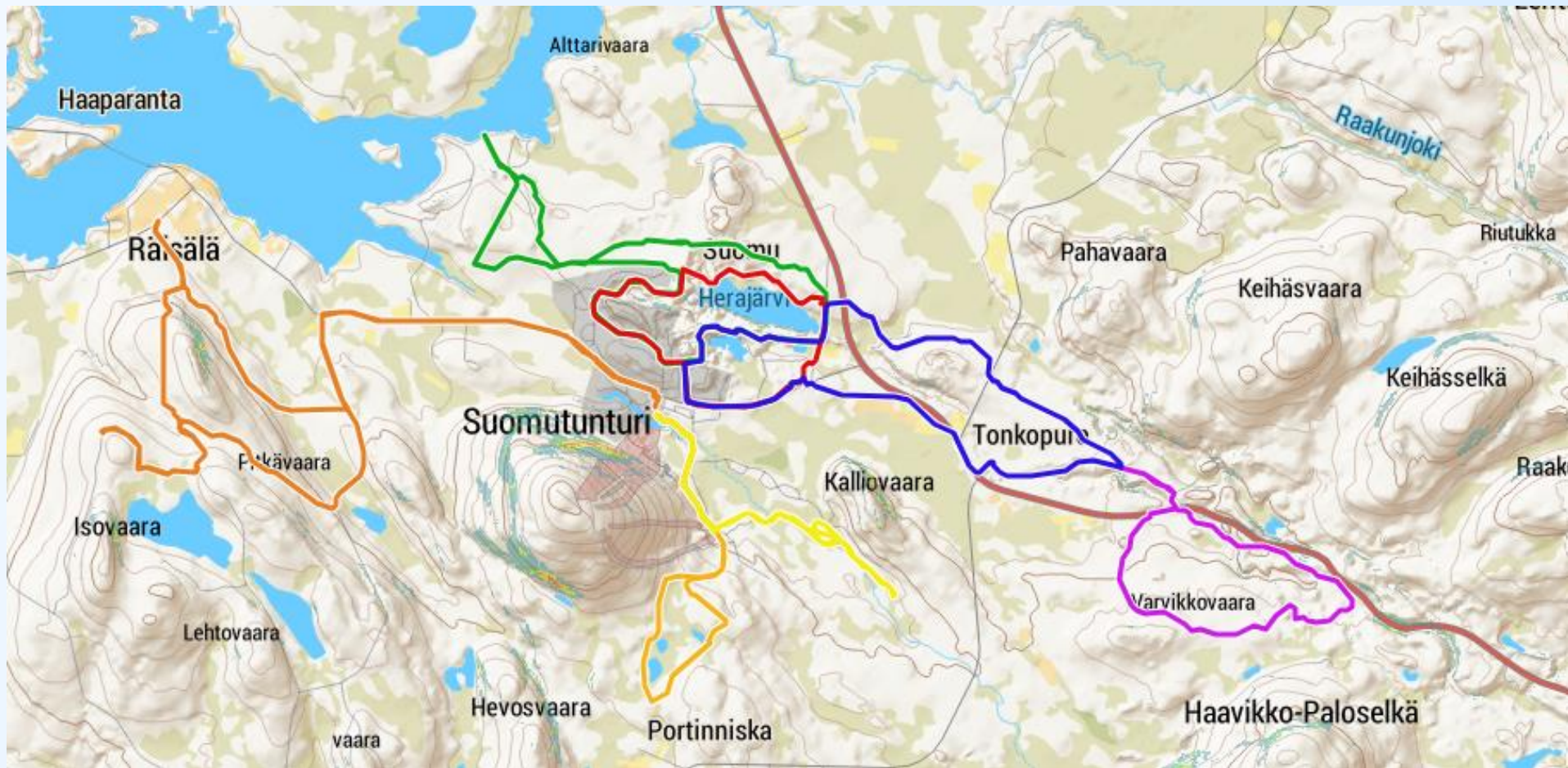




Routes in Salla
(Metsähallitus)



Routes in Suomu (ulko.fi)



S W O T

Strengths

- Beautiful scenery and peaceful environment
- No crowds
- National parks and their infrastructure in the area
- Easy access to Kemijärvi by train
- Positive attitude among different stakeholders towards bike tourism development
- Collaboration between different stakeholders
- Wide network of existing roads suitable for route development for bike packing and gravel biking
- Diverse Biking Activities: The region attracts various biking activities, including touring, bikepacking, MTB, and gravel biking

Weaknesses

- Lack of services along the routes
- Shortage of marked routes
- Transportations between villages and access by public transport to businesses in remote locations
- Support of public transport related to biking tourism
- Bike service, washing or storage space in accommodations
- Recognition of value adding services along the routes
- International tourism over summer season (less flights)
- Centered development within the municipalities
- Short cycling season: Winters are long and cold, and the cycling season is short
- Lack of centralised development of digital platforms

SWOT

Opportunities

- Seasonal Visitation: Four seasons cycling contributing to a defined seasonal pattern.
- The picturesque landscapes, hilly terrain, and extensive forest roads provide a unique appeal for bikers.
- Area's culture could be utilised in biking tourism development
- Growing interest in bike packing and gravel biking
- Caravan tourism including biking activities in the summertime
- To develop routes between villages
- Marketing of bicycle tourism domestically and internationally
- Increasing cooperation: Cooperation between different actors, such as municipalities, companies and organizations, could promote the development of bicycle tourism
- Growing cycling culture: More and more people are choosing a bike to get around

Threats

- Potential landowner conflicts
- Safety issues related to multiuse routes
- Budget cuts: Funds for bicycle infrastructure and the promotion of bicycle tourism may decrease
- Traffic Issues: Narrow main roads and heavy traffic pose safety risks and limit the appeal of biking in certain regions
- The attractiveness of other areas for cycling tourists can create competition and affect the attractiveness of the area
- Geopolitical location

Region Jämtland Härjedalen, Sweden



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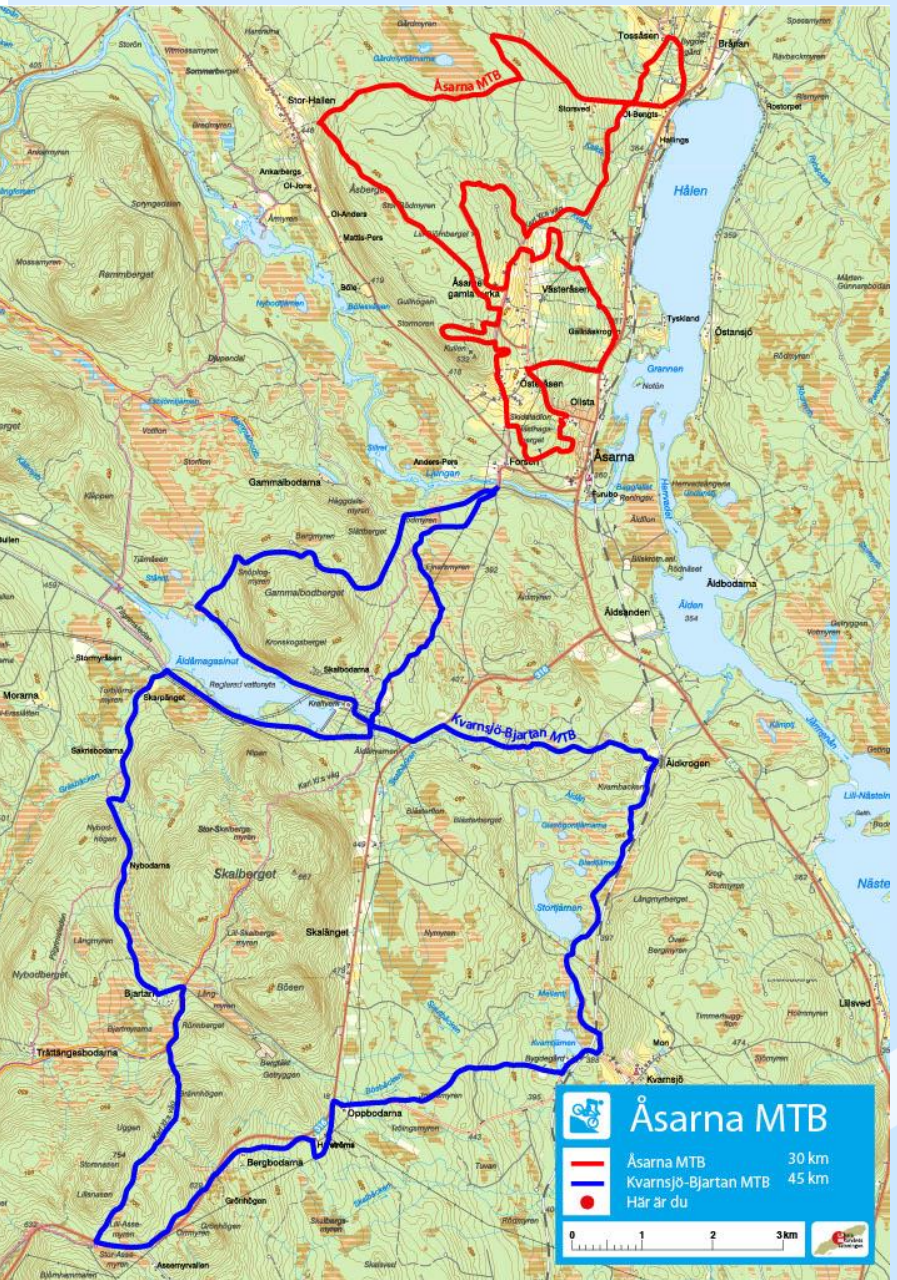
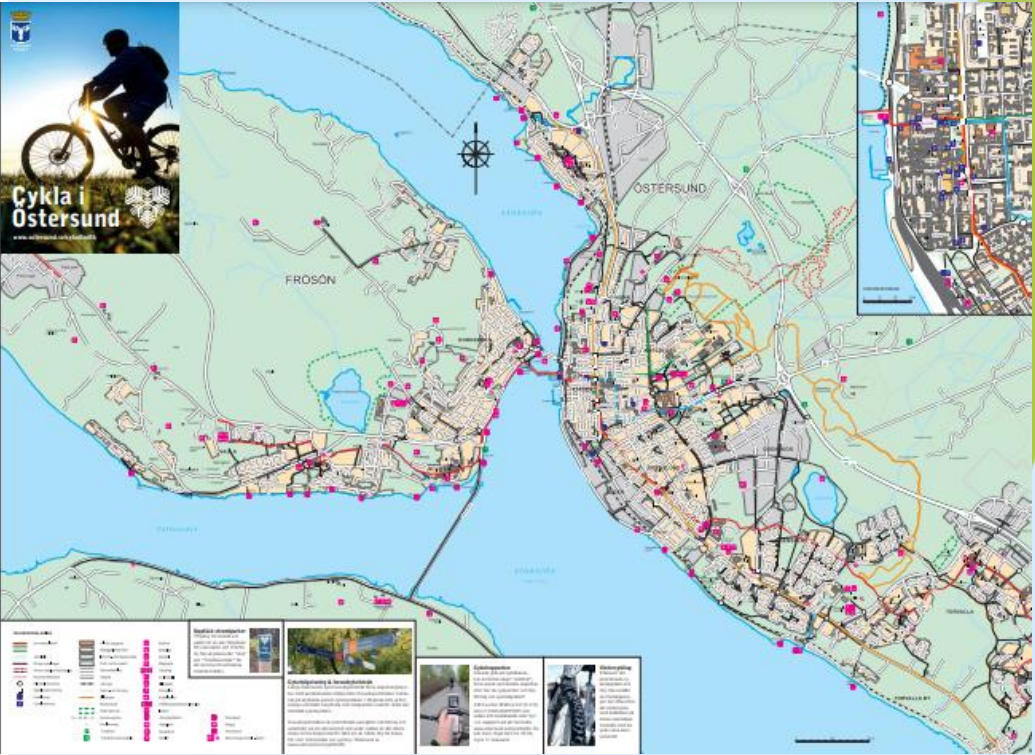
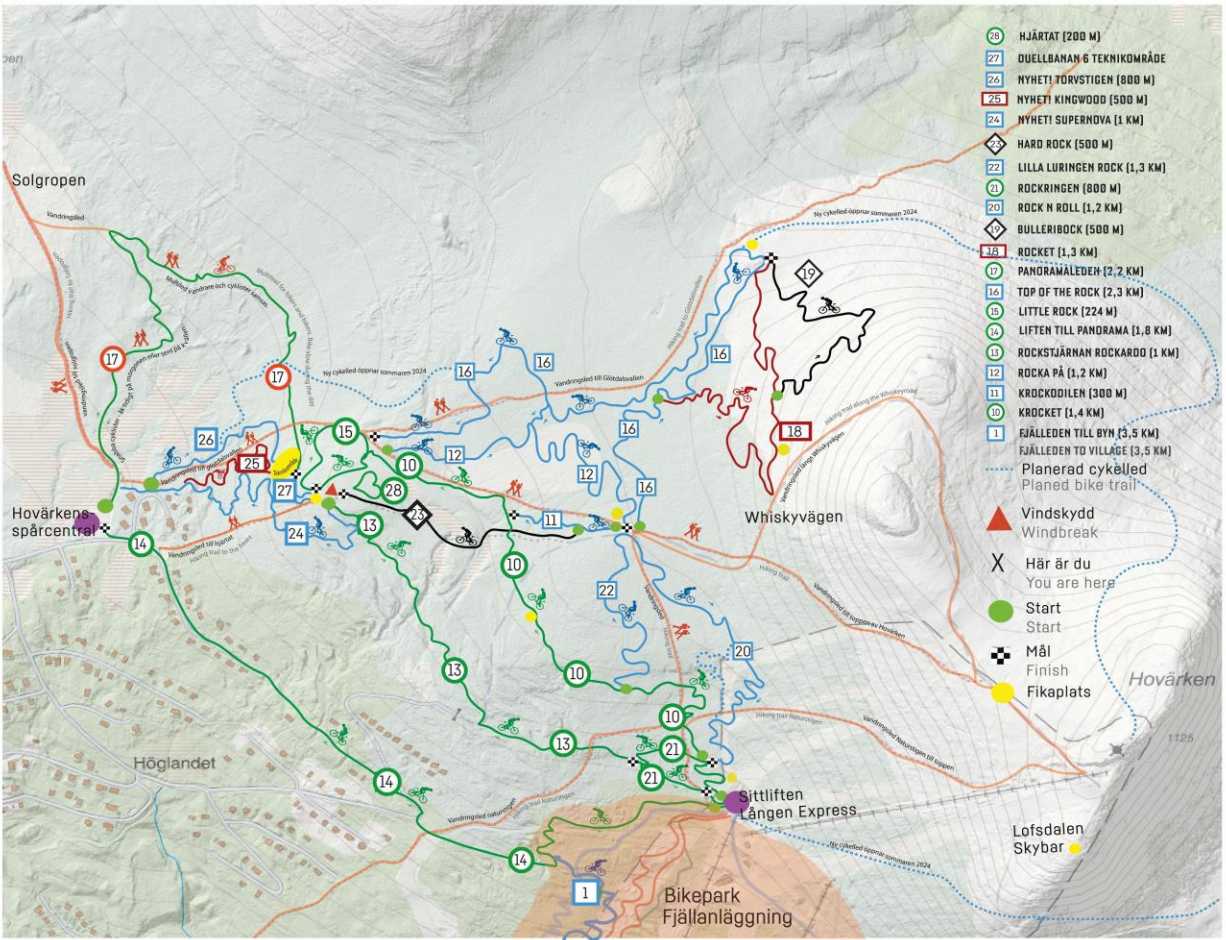
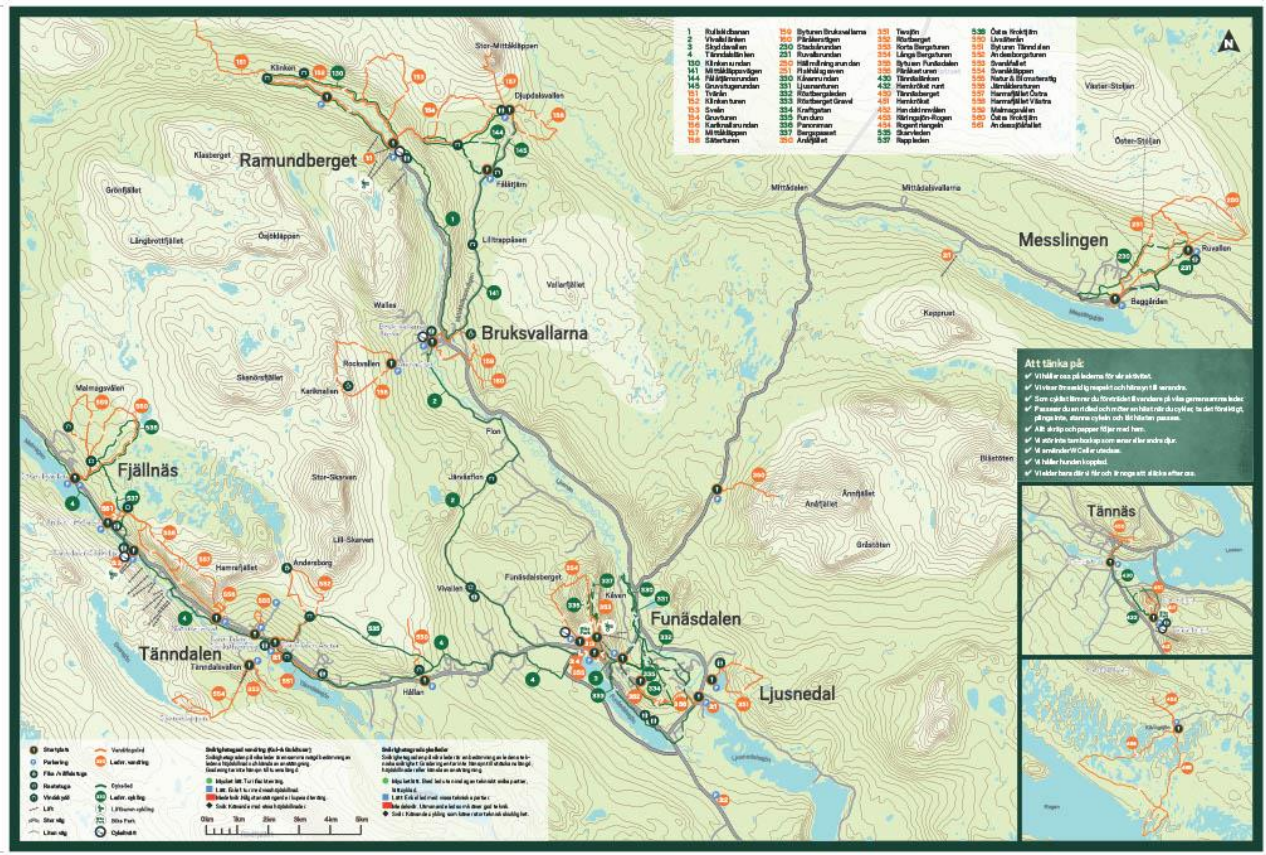
REGION
JÄMTLAND
HÄRJEDALEN



Cycle tourism in Jämtland Härjedalen

- Jämtland Härjedalen has a very long history and tradition in tourism.
- In parts of Jämtland Härjedalen there is a well established biking tourism. In other parts there isn't any biking tourism at all.
- Most biking in the region is mountainbiking, both cross country and downhill.
- The season is between mid June to the end of September.
- Biking tourism is a way to keep staff all year around in the winter destinations.
- The region has limited public transportation, especially with bikes.
- Daily flights, daily trains to some places – others have none.
- Main finding: where biking tourism is well developed, there are brewing issues between landowners and bikers or tourism entrepreneurs.
- There is limited collaboration between biking entrepreneurs.





S W O T

Strengths

- Long history in biking tourism
- Established biking services
- Cooperation within the municipalities and tourism centers
- Diverse Terrain: Varied landscapes, including mountains, forests, lakes, and cultural sites, provide opportunities for diverse biking experiences
- Events related with biking tourism
- Several companies offer bike rental, guided bike tours and other services aimed at cyclists
- Jämtland tourism is committed to promoting bicycle tourism and invests in bicycle infrastructure
- In the tourist destinations there are many tourist services such as accomodation, restaurants etc.

Weaknesses

- In rural areas there are fewer accommodation options for cyclists
- Short cycling season: Winters are long and cold, and the cycling season is short
- Not enough trails in all areas to provide services
- Lack of cooperation between stakeholders
- Competition between entrepreneurs
- Public transport is very limited

S W O T

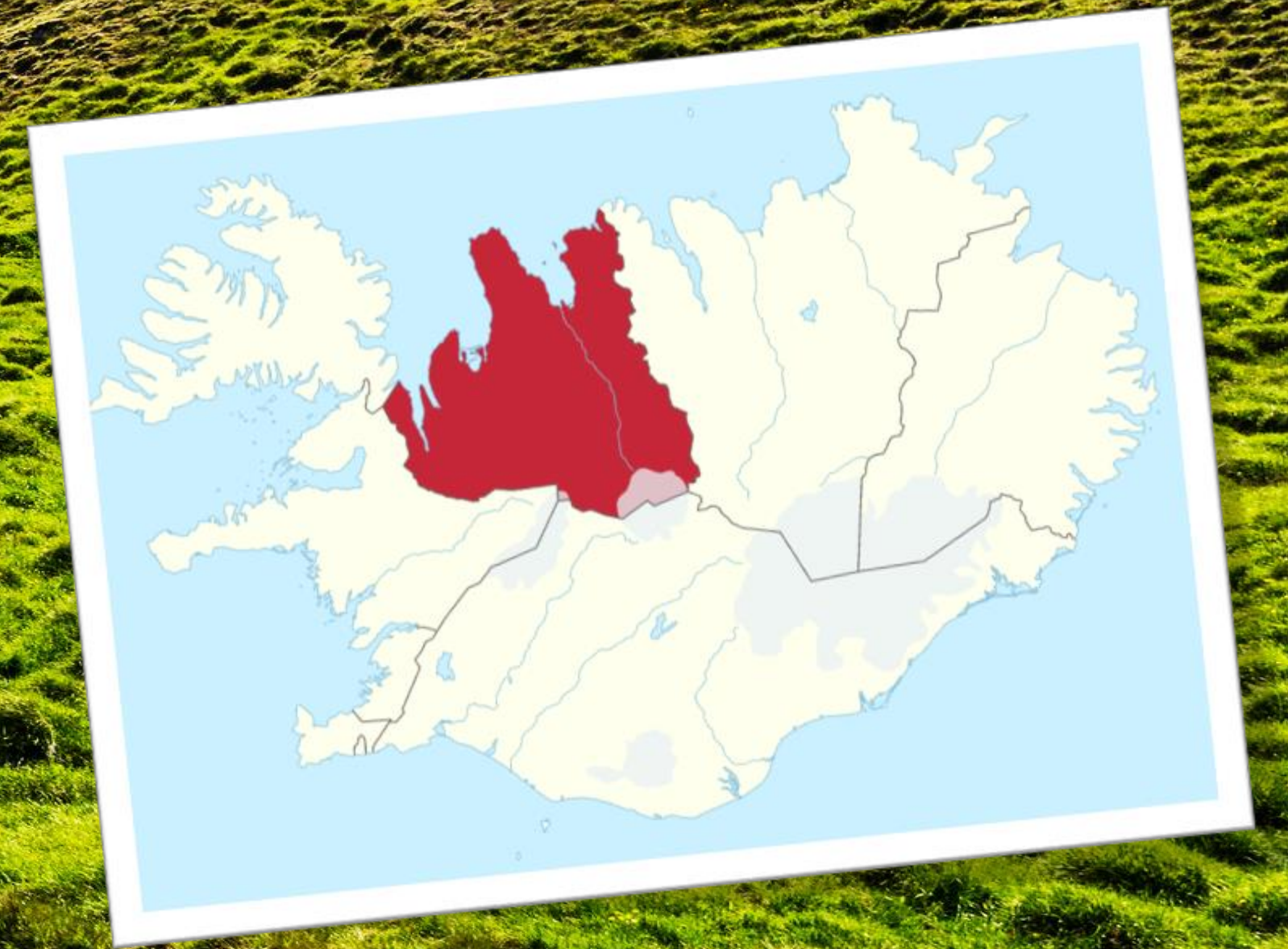
Opportunities

- Hilly environment
- Development of gravel biking
- Possibility to develop routes within the area and between villages
- Development of year-around tourism (winter biking) and economic sustainability for entrepreneurs through biking tourism
- A way to keep staff all year around.
- National strategy for growing biking tourism 50% by 2035
- Sweden's current economic state with low currency value can attract international tourists
- Seasonal Visitation: Four seasons cycling contributing to a defined seasonal pattern

Threats

- Issues with landowners: Resistance from landowners against official bike trails poses a significant threat to the expansion of biking tourism
- Regulatory Challenges: Perception of regulatory challenges, conflicts with Sami villages, and restrictions on biking in government-owned land may discourage potential visitors
- Restrictions in the use of routes, Impacts of biking to nature
- Lobbying against biking in the area
- Limitations in Allemansrätten (everyones rights) for biking
- Budget cuts: Funds for bicycle infrastructure and the promotion of bicycle tourism may decrease

Norðurland vestra, Iceland



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Area description

Area: Iceland and “Norðurland vestra”, the northwestern part of Iceland, are both renowned for their stunning landscapes, fjords and mountains, providing an ideal backdrop for cycling adventures

Attractions: Notable attractions such as waterfalls, geological formations and the remote, sparsely populated areas offer unique cultural experiences and breathtaking natural wonders for cyclists to explore. Great mix of peaceful valleys and magnificent costal scenery along the peninsulas.

Accessibility by public transport: Public transport options for cyclists for accessing and travelling within the area is very limited. It's advisable for cyclists to plan their routes and transportation needs accordingly, especially when traveling to remote areas.

Services: Cyclists can avail themselves of few services such as bicycle rentals and guided tours, as well as accommodation options along popular cycling routes, ensuring a comfortable and convenient biking experience.

Current state of biking tourism: Biking tourism is early state in the area. Biking tourism is a growing sector within Iceland's tourism industry, attracting adventurous travelers seeking to explore the country's stunning landscapes and challenging routes on two wheels.

Seasons: With the cycling season typically running from May to September, cyclists should be prepared for unpredictable weather conditions, including rain, wind, and even snowfall, particularly in Northern Iceland.

Forms of biking: Road cycling and mountain biking are the primary forms of biking in Iceland, with routes ranging from the iconic Ring Road to more remote trails in the highlands, valleys and costal areas, catering to cyclists of various skill levels.

Routes: The routes are mainly shared hiking paths, and there are plans for development of at least one bike park in the area. Popular routes such as the Ring Road and the Arctic coast way offer cyclists unparalleled views of Iceland's natural beauty, though the lack of dedicated bike paths means cyclists often share the road with motor vehicles.



<https://cyclingiceland.is/>



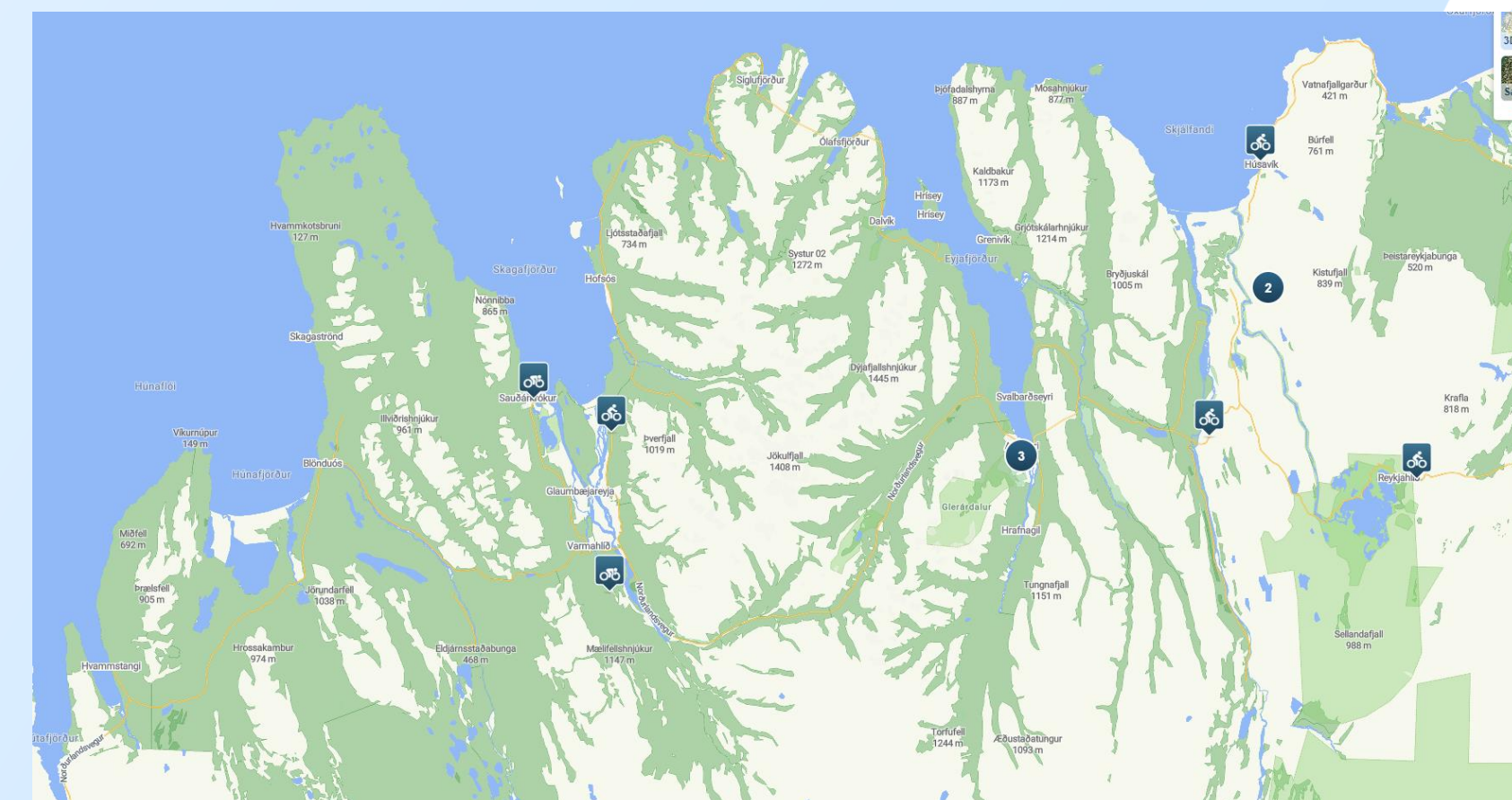
<https://www.arcticcoastway.is/>

MAPS

Summer and Winter Route



<https://www.bikemap.net/>



S W O T

Strengths

- Stunning landscapes, fjords, mountains, and glaciers in Iceland and Norðurland Vestra provide breathtaking scenery for cycling enthusiasts
- Unique cultural experiences and attractions such as waterfalls attract tourists interested in exploring Iceland by bicycle
- Growing sector of biking tourism with increasing services such as bicycle rentals and guided tours catering to the needs of cyclists
- Varied forms of biking including road cycling and mountain biking offer diverse experiences for cyclists of all skill levels
- The region is well located between the Reykjavik capital area and Akureyri, the gateway to the north.
- Regional tourism master plan just released

Weaknesses

- Limited accessibility by public transport for cyclists, especially in remote areas, may pose challenges for transportation logistics
- Lack of dedicated bike paths outside urban areas means cyclists often have to share the road with motor vehicles, potentially compromising safety
- Unpredictable weather conditions, including rain, wind, and snow, particularly in Northern Iceland, can affect the cycling experience and require careful planning
- Gravel roads and challenging terrains in the highlands may limit accessibility for inexperienced cyclists, necessitating proper equipment and skills

SWOT

Opportunities

- Potential for further development of biking infrastructure, including the establishment of dedicated bike paths and facilities to enhance the cycling experience and safety
- Expansion of services such as guided tours and accommodation options tailored specifically for cyclists to cater to the growing demand for biking tourism
- Collaboration with local communities and stakeholders to promote responsible cycling practices and sustainable tourism initiatives
- Utilization of technology such as GPS navigation and communication equipment to improve navigation and safety for cyclists exploring remote areas
- Biking events – economic benefits recognised from prior events

Threats

- Environmental impact of biking activities on delicate natural habitats and ecosystems, necessitating conservation efforts and responsible tourism practices.
- Competition from other destinations offering well-established biking infrastructure and experiences may challenge Iceland's position in the biking tourism market
- Potential safety hazards, including unbridged rivers and hilly terrains, may deter some cyclists from exploring remote areas or undertaking challenging routes
- Vulnerability to external factors such as economic downturns or adverse weather conditions, which could affect tourism demand and infrastructure development efforts

Donegal, Ireland



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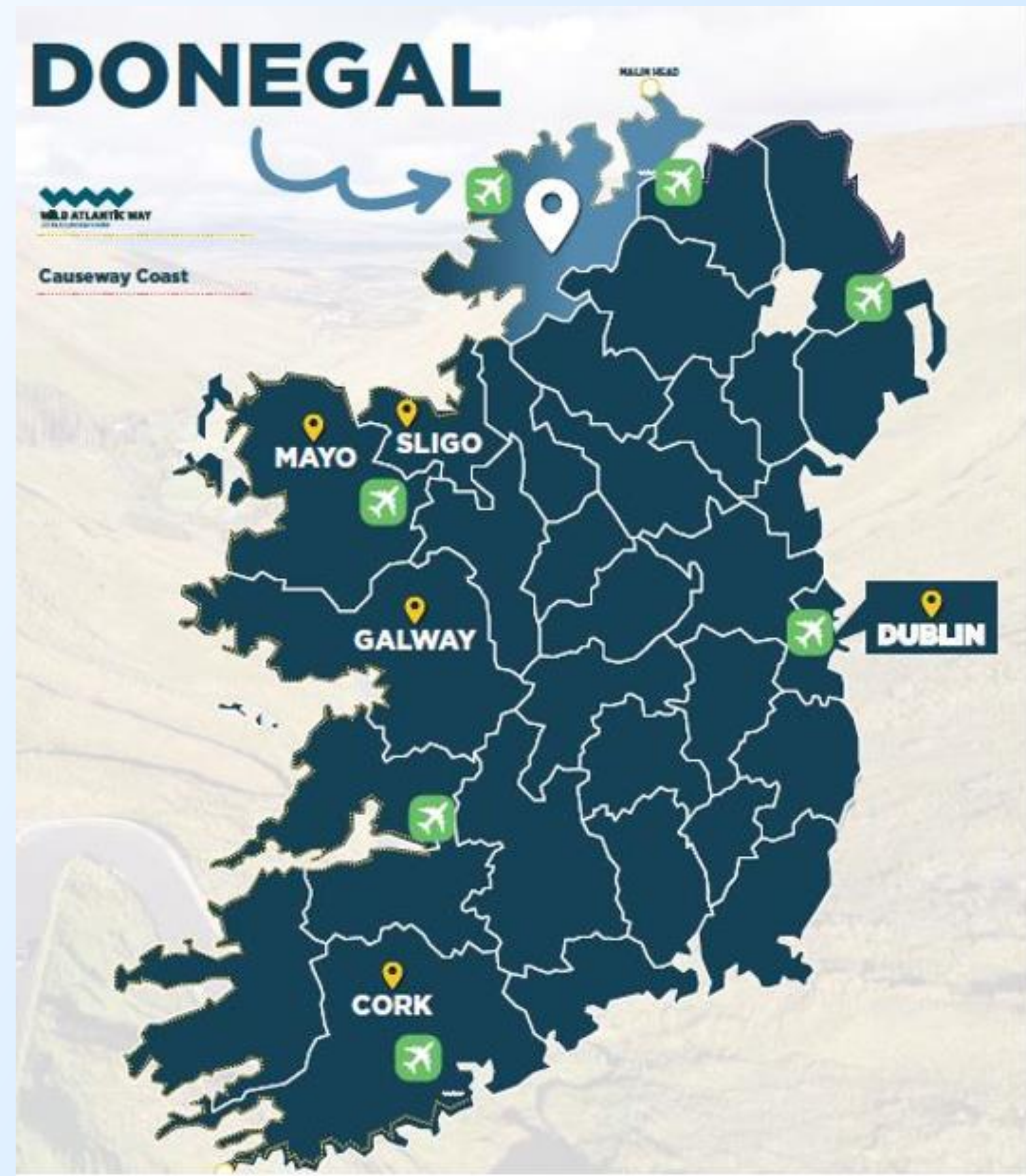


REGION
JÄMTLAND
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Area description

- **County Donegal** is the most northerly county in Ireland.
- The population in the last census in 2022 166,321,
- Donegal is famous for the longest coastlines in Ireland with 1,134km of coastline and over 100 sandy beaches which are renowned for their stunning natural beauty and pristine conditions. Donegal is on the Wild Atlantic Way, a 2,500km route along the Irish western seaboard that takes visitors through some of Ireland's most beautiful and unspoilt landscapes and Donegal is a great place to start or finish this journey.
- Our deeply indented coastline forming natural sea loughs, some of the highest accessible sea cliffs in Europe in Sliabh Liag and many offshore islands.
- Donegal is Ireland's second largest county after Cork and where Cork has Ireland's most southerly point, Donegal has Malin Head Ireland's most northerly point on the rugged Inishowen Peninsula. Donegal has a range of natural highlights ranging from our unique low lying bogland to our beautiful mountain ranges including Errigal Mountain, Donegal's highest mountain.
- Due to its scenic landscape and Donegal was named National Geographic's "Coolest place on the Planet" in 2017 and of course one of Lonely Planet's *Top Regions in the world to visit in 2024!*
- Donegal has one of the largest Gaeltacht (Irish-speaking area) in Ireland where Irish is an everyday language and the Irish culture, and traditions remain a vibrant part of daily life.



Area Description

Area: Donegal, situated on the Wild Atlantic Way, in northwest Ireland, offers outstanding natural beauty and cultural richness, making it an attractive destination for cycling tourism. Its sparsely populated areas and diverse landscapes, from coastal cliffs to mountain vistas, provide unique experiences for cyclists. Cycling in Donegal gives a wonderful mix of coastal and highland landscapes where you can feel completely free from it all.

Attractions: Donegal's attractions include Europe's highest accessible sea cliffs, ancient castles, monastic sites, many road cycling routes, which showcases a myriad of landscapes, from agricultural lowlands to upland bogs. The region's untouched beauty and tranquil villages add to its appeal for cycling enthusiasts which has been named by Lonely Planet as one of the best regions in the world to visit and the Coolest Place on the Planet by National Geographic.

Accessibility by public transport: Public transport options for cyclists in Donegal include the national bus routes, local link services, private buses and tour guides. Donegal is also serviced by Donegal Airport, and other international airports in nearby counties., Car Hire is also available. However, seamless connections between cycling routes and public transportation remain a challenge, impacting accessibility.

Services: While private bike hire companies operate in Donegal, the availability of accommodations and facilities for cyclists, especially during peak seasons, is limited. Initiatives to develop greenways using disused railway lines present opportunities to enhance services for cyclists in the region.

Current state of biking tourism: According to the interview's, biking tourism is currently in a development stage but becoming more popular in the area. There are some service providers for bike rentals, e-biking and tours in the area. Challenges such as limited cycling infrastructure, accommodations, and facilities in rural areas hinder its growth potential despite the region's natural beauty.

Seasons: The cycling season in Donegal typically aligns with Ireland's cycling season, running from May to October. While these months offer favorable weather conditions, the shoulder seasons in April, early May, late September, or October provide alternatives for cycling tours – more accommodation, fewer visitors etc.

Forms of biking: Road biking is the most popular type of biking. Some limited facilities for mountain biking, off track and off road, downhill, tour biking and bike packing. The region's hilly terrain and scenic routes present challenges and opportunities for cyclists seeking diverse experiences.

Routes: The EuroVelo route starts at the village of Newtowncunningham in County Donegal, Ireland. From here the route is signposted for almost 200km on quiet rural roads, to Donegal Town. The route then joins the Northwest Cycle Trail which is signposted as far as Sligo Town. There are a number of road routes, though improvements in signage and infrastructure maintenance are needed. Several proposed greenways using disused railway lines show promise, and a number of cycleways opening more investment is required to enhance route quality and accessibility in Donegal.

<https://donegal.maps.arcgis.com/>



<https://www.bikemap.net/>

Regions > Ireland > Ulster > Donegal

Cycling routes in Donegal

Find the right bike route for you through Donegal, where we've got 171 cycle routes to explore. The routes you most commonly find here are of the hilly type. Most people get on their bikes to ride here in the months of April and May.

Find cycle routes in Donegal:

[Flat routes](#) | [Hilly routes](#) | [Uphill routes](#) | [Downhill routes](#) | [Quick rides](#) | [Long tours](#) | [Top rated routes](#)

16,726 km
Mapped Ways

171
Cycle Routes

2,607
Population

<https://www.komoot.com/>



<https://www.alltrails.com/>



S W O T

Strengths

- **Natural Beauty:** Donegal offers outstanding natural beauty, including coastal cliffs, mountain vistas, and tranquil villages, making it an attractive destination for cyclists
- **International Awards** – Lonely Planet/National Geographic
- **Greenway Development/Cycleway Development**
- **Cultural Attractions:** The region boasts ancient castles, monastic sites, and other cultural attractions, providing cyclists with opportunities to explore Ireland's rich heritage
- **Limited Mass Tourism:** Donegal's status as a less-touristed area compared to other regions makes it more appealing for cyclists seeking authentic experiences and less crowded routes
- **Sustainable/Slow Tourism** – greater emphasis now on 'Green Travel'
- **Revenue Generation:** While bicycle tourism currently represents a small percentage of the overall tourism sector, it could potentially provide a greater share of revenue in remote and rural areas, benefiting local communities

Weaknesses

- **Limited Cycling Infrastructure:** As we are still in a development stage, Donegal lacks dedicated cycle paths and off-road trails, with road cycling being the primary option. Poor cycle lanes and infrastructure hinder the cycling experience and pose safety concerns
- **Seasonality:** Cycling tourism in Donegal is seasonal, primarily occurring from May to October. Adverse weather conditions during winter months limit the year-round appeal of the destination
- **Accommodation and Services:** Limited availability of accommodations and facilities, especially in rural areas, poses challenges for cyclists, particularly during peak seasons

S W O T

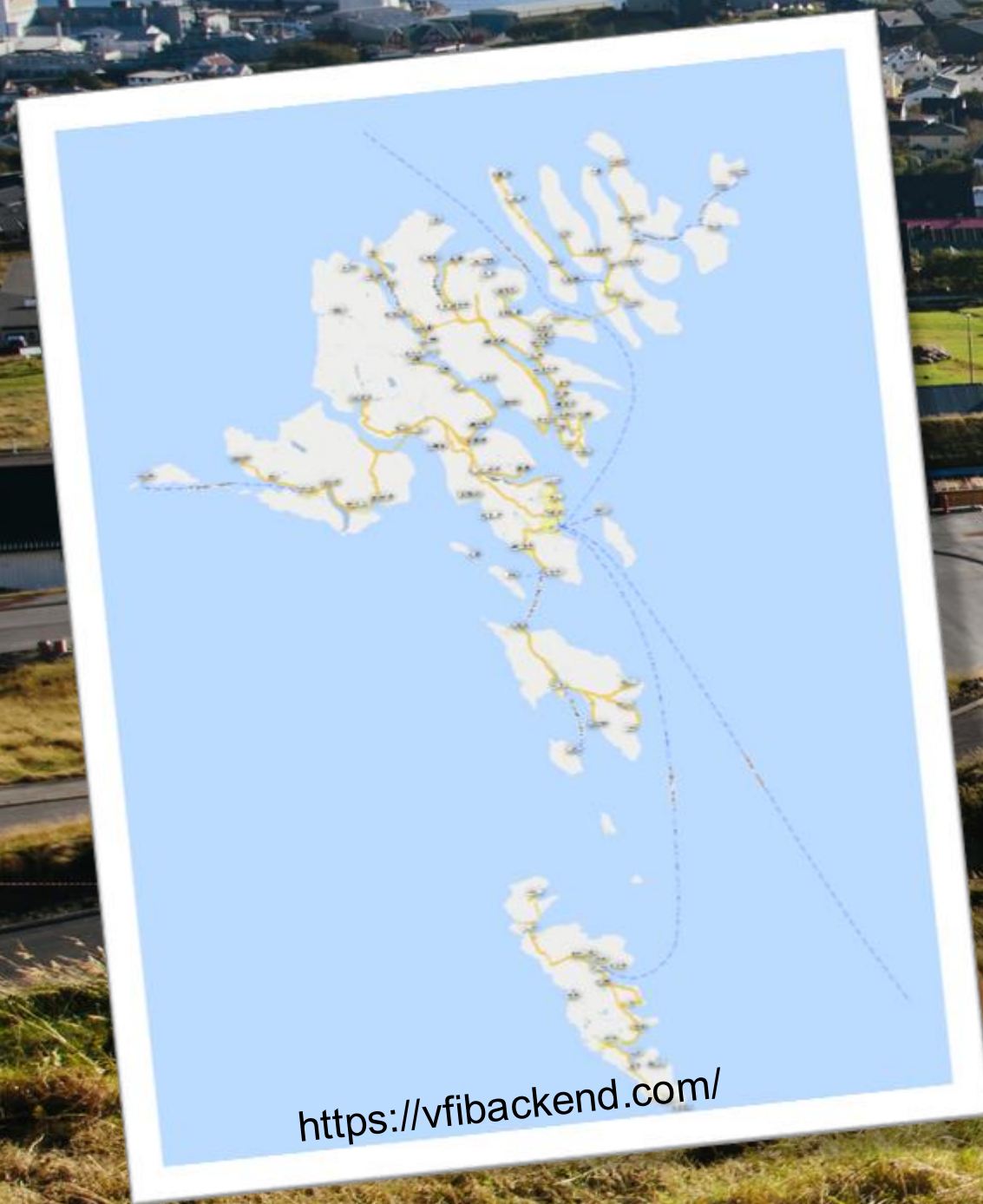
Opportunities

- **Potential for Greenways:** Donegal has numerous disused railway lines, presenting opportunities for developing greenways that could enhance the cycling experience and attract more tourists
- Cycleways – as part of Road Development (Capital Works)
- **Expansion of Cycling Tourism:** With proper investment and promotion, cycling tourism has the potential to grow in Donegal, contributing to the local economy and creating employment opportunities
- **Integration with Public Transport:** Efforts to integrate cycling with public transportation can improve accessibility for cyclists, allowing them to explore the region more conveniently
- **Enhanced Facilities:** Investing in cyclist-friendly accommodations, restaurants, and other facilities can improve the overall cycling experience and attract more tourists to Donegal

Threats

- **Weather Conditions:** Ireland's unpredictable weather, characterized by rain and wind, can deter cyclists and affect the attractiveness of cycling tourism
- **Competition with Other Destinations:** Donegal faces competition from other destinations for cycling tourism, both within Ireland and internationally, which may impact visitor numbers
- **Safety Concerns:** Poor road conditions in some areas and lack of cycling infrastructure pose safety threats to cyclists, potentially discouraging tourists from choosing Donegal as a cycling destination
- **Economic Challenges:** Economic downturns or uncertainties can affect discretionary spending on tourism, impacting the demand for cycling tourism services

Tórshavn, Faroe Islands



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Area description

The Faroe Islands is situated in the North Atlantic Ocean and consists of **18 islands** covering a total area of 1,396 square kilometers with a **population of around 54,000**. The **capital region** consists of **17 villages, including 3 islands**. The capital **Tórshavn** is located on Streymoy island. The population in the region is around **22,000**.

The notable **attractions** for the region include the iconic **Saint Magnus Cathedral** in Kirkjubøur, the iconic district and government offices in **Tinganes**, the historical fortress **Skansin** and many more.

All islands are **accessible** by **sub-sea tunnels, bridges, or ferries**. However, there are **limited public transportation options for cyclists**, with challenges in transporting bikes on buses. Despite this, growing awareness and improved airline connections are expected to increase visitor numbers.

There are **two** services providing rental bikes. While some larger **hotels offer bike parking**, there is a lack of bicycle-friendly services overall. Bicycle rentals are available on different islands, but there is **limited signage** indicating cycling routes and services.

Bicycle tourism in the Faroe Islands is still in its early stages but shows potential for growth. Roads are generally suitable for cycling, although there is a lack of dedicated bike lanes. Challenges include vehicle drivers unaccustomed to sharing roads with cyclists and limited marked cycling routes.

The **main tourism season** in the Faroe Islands is from **April to September**, although the weather can be unpredictable with rapid changes possible.

Road biking is the primary form of cycling due to the lack of dedicated off-road trails. Most roads have gentle gradients, with occasional gravel sections. Cyclists have opportunities to **explore** undulating **landscapes, coastal cliffs, and small villages**.

Most roads are **good for biking**, but there is a lack of biking routes in most parts of the region. There are **limited** marked **routes specifically for bicycles**, so cycling often occurs on the same roads as motor vehicles. Improving signage and route information for cyclists could **enhance** the biking **experience and safety**.



1798/1799 = 1842/1843, 1875, 1897, 1918, 1939

FARCE OF A THIRTY-SECOND CONGRESS • 375

It began with a Viking "thing" or Parliament. Next came a market, then it developed into a thriving small town. Today, Tórshavn is one of the smallest and most engaging capital cities in the world.

It began with a Viking "thing" or Parliament. Next came a market, then it developed into a thriving small town. Today, Tórshavn is one of the smallest and most engaging capital cities in the world.

Tungurahua, the coffee district in the capital of the Cacao March, Tlaxcala. Photo: Getty Images



DOWNTOWN

DOWN TOWN
One of the most special locations in town is the harborfront at *Västerström* with its picture-postcard perfect old houses, painted in a palette of bright summer colors, and view of agreeable coves, restaurants and pubs. When the sun is shining, there can be no finer place to enjoy a cup of your favorite coffee, freshly brewed coffee, and add to it a Danish candy or two, overlooking the marina. And if it starts to rain chilly, just wrap a warm blanket around you, look for that real sense of "hygge" the Scandinavians natives are so famous for. When the ribbles strike, there's no shortage of choices to tempt you: you'll find everything from top-quality wines and freshly prepared Japanese sushi to mouth-watering seafood, with Danish expatriates and their families, and a lot of other people, in easy seducing dishes. If you prefer, why not buy fish straight from the fishermen who tie up their boats alongside the market stalls down on the quayside? In season, you'll also find fresh green peas, potatoes, root vegetables, and mushrooms. A street

Facilities

Kaldibak, 251 inh.

 Hoyvik, 4.617 inh.

 Tinnhøven, 14.253 inh.

 Argis, 2.506 inh.

 Kikkiløvre, 84 inh.

 Nibroy 222 inh.

 Hestur 15 inh.

 Kolhur 0 inh.

 Kollaförður 619 inh.


See explanation of symbols on page 30.

throw from the harbour side, Tōshaw's main shopping street is lined with a selection of fashion boutiques and more traditional stores, selling seemingly everything from the latest fashion labels from up-and-coming designers to the latest outdoor weather gear. Fashion is known for its bright and cheery patterns – why not see what appeals – you'll find the best selection right here in the centre of Tōshaw.

UPTOWN

From the eastern part of the harbour, Eyolf Rygg, it's an easy stroll into the town centre where you'll find most of Trondheim's attractions and sights. First off, you'll come to the intimate web of narrow lanes and alleyways that make up the oldest and most atmospheric part of town.

the city council. The main pedestrian shopping street begins here with its collection of shops, cafes, bank and library. Heading a little further out of town, you'll soon cross a pretty, little stream known as Hamard, which meanders its way through a delightful, small park, where the National Art Gallery is located. Close by, you'll see the Faroe Islands' main football stadium and the



"Virtual" or Networked Photo Paraphrase

family-friendly indoor swimming pool, which has a water slide, sauna and spa, too. Beyond the pool, up on the lido deck overlooking Thurston, you'll come across the stylish Nordic House, a cultural centre and venue for theatre productions, concerts, exhibitions, meetings and all manner of social gatherings. The building was designed to blend effortlessly into the natural surroundings, and, as you would expect, sports a turf roof and all the exterior construction materials were sourced in the Nordic countries. However, if shopping is more your bag, the island's biggest and best shopping centre is within easy reach at the SMC centre you'll find everything your heart can desire.

We connect
THE FAROE
ISLANDS



S W O T

Strengths

- Spectacular natural beauty, including steep mountain peaks, cascading waterfalls, and lush green valleys
- Rich cultural heritage
- Excellent infrastructure, with all islands accessible by sub-sea tunnels, bridges, or ferries, making transportation convenient
- Potential for growth in bicycle tourism, with roads generally suitable for cycling and opportunities for improvement in signage and services

Weaknesses

- Lack of dedicated bike lanes and limited signage for cycling routes
- Locals unaccustomed to sharing roads with cyclists may create friction and discomfort for both cyclists and drivers
- Limited public transportation options for cyclists
- Limited biking services such as biking pumps

SWOT

Opportunities

- Exist for improvement with better signage, online maps, and promotional materials
- Potential for collaboration among stakeholders in the local, public, and private sectors to improve biking infrastructure, signage, and services
- Incorporating cycling into route planning and promoting eco-friendly practices can appeal to environmentally conscious travelers

Threats

- Weather unpredictability and safety concerns related to sharing roads with vehicles may deter potential cyclists
- Competition with other destinations with established biking infrastructure and tourism amenities may limit the growth of bicycle tourism in the Faroe Islands
- Failure to address safety concerns and enhance the overall biking experience may result in negative reviews and reputational damage
- Potential landowner conflicts

SUB Think Tank

**Entrepreneurial Skills
Digital Solutions
Clusters and Networks
Sustainability Factors**



Entrepreneurial Skills



Entrepreneurial skills and business capacity building in bicycle tourism are crucial for sustainable development. Private entrepreneurs play a central role in tourism development, emphasizing the importance of their expertise in this field.

Studies highlight the economic benefits of bicycle tourism for local economies. It can provide economic advantages beyond urban centers by strengthening the local economy through infrastructure projects, thereby promoting job creation and increasing tourism revenue. Investing in entrepreneurship related to bicycle tourism, capacity building, and sustainable practices can promote economic growth and community development.

The ability to innovate, develop new business opportunities and promote sustainable solutions for the bicycle tourism

Market Research



Examine at the market and trends in the bicycle tourism. Who is your target audience and what are their needs? Knowing your target can design products accordingly

Marketing & Branding



Invest in strong, unique marketing and branding to attract customers. Create an attractive website, use social media and consider digital advertising

Collaboration



Seek for potential partners, such as local tourism companies, cycling organizations and authorities. Collaboration can help expand your offering and reach a larger audience

Quality & Customer service



Provide high quality and safe services. Ensure excellent customer service. Make sure that all permits and regulatory matters are handled appropriately. Satisfied customers may return and recommend your services to others

Continuous development



Monitor the results of your activities and collect feedback from customers. Assess and manage risks such as safety considerations. Use this information in ongoing development and service improvement efforts

Sustainability



Consider environmental friendliness and sustainable practices in the development of bicycle tourism. Environmental awareness can attract more and more tourists

Rust in Chains & Recommendations

Description of the Challenge

Insufficiency: Cycling tourism services are insufficient, especially in rural areas. Cyclists do not have enough basic needs, such as bicycle repair services, washing and storage facilities, dining options and accommodation choices.

Integration: Coordination between public transport and cycling is weak. This makes it difficult for cyclists to move, limits cycling tourism opportunities and makes cycling a less attractive alternative to other modes of transport.

Seasonality: Cycling tourism is seasonal, which limits the revenue of cycling destinations, complicates business planning and investments, and leads to job losses in the off-season.

Attracting new visitors: Cycling events are seen as key tools for increasing the recognition of the area as a cycling destination and for attracting new visitors.

Land use and safety: The development of cycling tourism is hindered by problems related to land ownership conflicts, restrictions on use, the safety of multi-use routes and safety risks in remote areas.

Recommendation

- Analyze what services and facilities might be missing for biking tourists.
- Launch marketing campaigns and informational efforts about the benefits of cycling tourism.
- Seek funding opportunities and support for the development of cycling tourism services.
- Encourage local businesses to provide specialized services for cyclists and to create partnership networks to attract tourists.

- Collaborate with cycling tourism operators and public transport operators to provide joint services.
- Organize informational campaigns highlighting the benefits of integrating cycling and public transport.
- Encourage cycling by offering discounts or other incentives to those who combine cycling with public transport.

- Develop tourism products and experiences that attract visitors year-round.
- Create diverse tourism packages that combine cycling with other activities.
- Invest in marketing and collaborative marketing efforts to reach different target groups and attract visitors outside peak seasons.
- Organize events that attract visitors outside peak seasons.

- Define the target audience for the event and tailor the event's content and marketing to their preferences and needs.
- Create a unique concept that distinguishes the event from others.
- Develop a strong brand for the event that is easily recognizable and with which cycling tourists can identify.
- Strive to organize events regularly and establish traditions in your region.

- Organize regular discussions and negotiations with landowners, local authorities, tourism industry players, and other stakeholders.
- Communicate and negotiate with landowners about construction and use of cycling routes on their lands.
- Conduct regular safety assessments on multi-use trails and remote areas to identify risk factors and implement necessary safety measures.
- Actively participate in local land use planning and regulation.
- Arrange training sessions and informational campaigns to raise awareness about cycling etiquette and safety.

Rust in Chains & Recommendations

Description of the Challenge

Resources: Limited resources, competence and financial challenges restrict the development of cycling infrastructure and the promotion of cycling tourism.

Competition: Cycling tourists have plenty of options around the world and tend to choose destinations that offer the best experience. This can make it challenging for new or developing cycling tourism destinations to compete.

Recommendation

- Mobilize local residents and volunteers to participate in the development of cycling tourism.
 - Explore alternative sources of funding, such as grants from state and regional authorities, EU funding, sponsorship, and donations.
 - Collect local fees to fund cycling infrastructure and cycling tourism.
 - Seek partnerships with local businesses, organizations, communities, and other stakeholders who can provide resources, expertise, and funding.
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- Emphasize the unique features and attractions of your destination, such as stunning nature, historical sights, and cultural landmarks (anything that cannot be found elsewhere).
 - Make sure your business provides high-quality services.
 - Think of ways of creating new and unique experiences.
 - Listen to customer feedback and continuously develop tourism products and services to meet their needs and expectations.
 - Organize themed cycling trips and events.

Digital Solutions



Digital solutions play a central role in expanding and developing bicycle tourism markets. By leveraging technologies such as mobile applications, LED displays, and digital platforms, destinations can enhance the cycling experience, promote outdoor activities, and facilitate collaboration between tourists and local stakeholders. These solutions not only improve the cycling experience but also enhance the reputation of the country or region in global markets. Additionally, digital marketing in the tourism industry improves brand promotion and customer reach.

The adoption of digital solutions can encourage interaction, co-creation, and innovation between tourists and local stakeholders, ultimately leading to the success of tourism destinations. Overall, the effective integration of digital tools can significantly increase bicycle tourism and attract a wider audience through engaging and personalized experiences. When developing digital solutions, it is essential to consider the principles of sustainable development.

Utilizing technology and digital solutions to promote biking tourism

Mobile Applications

Develop and utilize existing mobile applications that provide travelers with information on such as routes, weather, attractions and provide navigation services. Provide customers with electronic maps and GPS tracking services to help them navigate routes easily.

Booking Systems

Utilize digital booking systems that enable bicycle tourists to easily book your services.

Online Marketing

Use digital marketing techniques such as search engine optimization (SEO) and social media advertising to attract customers and increase your visibility.

Training and Information

Use digital training materials and information channels about the service and routes offered to customers.

Sustainable Practices

Use digital solutions in an environmentally friendly way, for example by reducing the use of paper. Provide digital safety instructions and emergency services so that customers can feel safe on the routes. Design digital solutions to require minimal resources such as storage space and bandwidth.

Online Feedback & Reviews

Encourage customers to leave online feedback about your services so you can get valuable information for suggestions for improvement. Use digital analytics to track activity on your website and learn how to improve your services.

Social Media & Communities

Create an active presence in social media and online communities where travelers can share their experiences and recommendations.



Rust in Chains & Recommendations

Description of the Challenge

Fragmented information: Lack of centralized development on digital platforms complicates the experience of cycling tourists, such as route planning and finding travel destinations.

Limited reach: Digital marketing and booking systems do not provide sufficient support for cyclists.

Disjointed user journey: Many different platforms cause confusion for users when they try to find and compare different cycling routes, accommodation options and other services.

Digital marketing shortfall: Lack of digital marketing strategies.

Data insufficiency: Current practices are limited and do not provide sufficient information on cycling statistics and guest feedback.

Recommendation

- Create or select an existing digital platform or application that provides comprehensive information for cycling tourists.
- Develop and maintain a digital database containing information about the region's cycling routes, attractions, events, and services.
- Incorporate interactive feedback mechanisms into digital platforms.
- Invest in user-friendly and easy-to-use digital platforms.

- Develop or integrate functionalities into an existing booking system.
- Collaborate with technology developers (e.g., universities).
- Develop customized marketing messages directly targeting cycling tourists.
- Use search engine optimization.
- Create and maintain a social media community, collaborating with cycling organizations and influencers.

- Develop or select a centralized digital platform that provides a comprehensive database of cycling routes, accommodation options, and other services in your area.
- Collaborate with other stakeholders to integrate their provided information and services into the centralized platform.
- Ensure that digital platforms and comparison tools are user-friendly and easy to use.
- Keep the platform under continuous development and regularly gather feedback from users.

- Define your target audience for cycling tourism clearly.
- Identify marketing channels that reach your target audience.
- Establish a strong presence on social media platforms.
- Ensure that your cycling tourism destination's website is user-friendly, informative, and search engine-friendly.
- Create high-quality content such as blog posts, articles, and videos.
- Collaborate with other tourism stakeholders, local businesses, and cycling influencers.
- Use analytics and tracking tools to evaluate the effectiveness of marketing strategies.

- Establish a system for collecting feedback from cycling tourists, including surveys or reviews sent during or after the trip.
- Provide user-friendly tools and platforms to facilitate the collection and analysis of cycling statistics and customer feedback (e.g., QR codes).
- Develop a system for collecting and analyzing cycling statistics, such as the number of cyclists, popular routes, and trip lengths.
- Utilize data analytics to analyze feedback and identify trends.
- Share feedback information with tourism operators so they can improve their services.

Networks and Clusters



Networks enabling the clustering refers to networks or connections that facilitate the grouping or concentration of different tourism services, businesses, and stakeholders in specific areas or routes.

Cycling tourism networks utilize clustering to increase efficiency and connections. Information exchange within tourism clusters is crucial, as different channels facilitate the flow of information among cluster stakeholders. This can happen, for example, by various service providers such as bike rentals, accommodation services, restaurants, and attractions locating nearby or forming collaborative networks to offer comprehensive service packages to cyclists.

Promoting and building clusters and networks

Clusters & Collaborative Networks

Participate in tourism industry clusters and cooperation networks that bring together local companies, tourism operators and authorities. This can help create synergy and foster collaboration that benefits all parties involved.

Joint Marketing Campaigns

Clusters can implement joint marketing campaigns in which the attractiveness of the bicycle tourism area is emphasized. Together, marketing can reach a larger audience and improve visibility.

Route Networks

Develop bicycle tourism route networks that connect services and attractions offered by different regions and clusters. This can attract customers to a wider area.



Training & Knowledge Sharing

Clusters can organize training programs and workshops among their members to improve entrepreneurial skills and service quality.

Data Sharing

Create mechanisms for data sharing and collaboration between clusters and networks. This may include information on traveler flows, market trends and best practices.

Legislation & Support

Through clusters and networks, you can together influence legislation and get support from local authorities for the development of bicycle tourism.

Environmental Sustainability

Together, clusters can strive for sustainable practices and environmentally friendly solutions that are attractive to customers

Rust in Chains & Recommendations

Description of the Challenge

Transportation network: In remote areas, there are challenges in developing mobility networks, when both public transport and cycling infrastructure are fragmented and poorly integrated.

Seasonal mismatch: There is insufficient coordination between cycling tourism networks and clusters in managing seasonal supply and demand. This can lead to capacity constraints, infrastructure overload and instability in the cycling tourism business.

Management: The development of cycling tourism is centralized, which may result in rural areas being overlooked. the operations are fragmented with possible overlaps among different stakeholders.

Utilization of resources: Due to inefficient use of resources and difficulties in achieving common goals, regions may lose their opportunities in developing cycling tourism and improving their competitiveness.

Competition: The development of cycling tourism is hindered by the lack of cooperation and fragmented actions caused by competition, which slowing down the progress of the industry.

Recommendation

- Develop a comprehensive plan that seamlessly integrates public transport and cycling infrastructure.
- Collaborate with local authorities, public transport operators, and other stakeholders to develop cohesive and integrated mobility solutions.
- Create clear and consistent cycling routes that connect different modes of transportation and provide easily understandable information on route access and navigation.

- Develop a collaboration forum or network that brings together various cycling tourism networks and clusters.
- Develop a system that enables demand forecasting and management at cycling tourism destinations.
- Identify and manage capacity constraints and overloads at cycling tourism destinations.
- Share resources and enhance coordination among different stakeholders.

- Develop regional cycling tourism strategies and projects that focus specifically on the development of rural areas.
- Establish common strategies and objectives that take into account the needs and characteristics of different regions.
- Recognize and utilize local expertise and knowledge.
- Organize networking events where participants can exchange experiences and learn from each other's best practices.
- Due to inefficient resource utilization and difficulties in achieving common goals, regions may miss opportunities in developing cycling tourism and improving their competitiveness.

- Establish a common vision to guide resources and efforts towards shared goals.
- Define clear roles and responsibilities for different stakeholders.
- Create forums and events where representatives from different regions and stakeholders can exchange experiences.
- Enhance communication and interaction among different stakeholders.
- Collaborate across borders and with other regions.

- Develop common standards and guidelines for cycling tourism infrastructure, services, and marketing.
- Promote open and transparent communication among different stakeholders to build trust and partnerships.
- Develop cooperation-based competition models that encourage innovation and collaboration instead of competition.
- Create joint marketing campaigns.

Rust in Chains & Recommendations

Description of the Challenge

Social acceptance: The resistance of local residents and conflicts with landowners, which can make it difficult to develop and expand official cycling routes. Lobbying against cycling and regulations also pose obstacles.

Financial restriction: Budget cuts and financial challenges may restrict investments in cycling infrastructure and promote cycling tourism, weaken competitiveness, reduce demand and slow down innovation.

Recommendation

- Engage in open discussions with local residents and landowners regarding the planning and development of cycling routes.
- Involve local residents and communities in the planning and development of cycling routes.
- Provide transparent and fact-based information about the benefits of cycling and cycling tourism, such as economic revitalization, increased recreational opportunities, and improved attractiveness of the area.
- Develop contractual solutions with landowners, such as lease agreements or land use agreements, to secure access rights to cycling routes and compensate for potential drawbacks.
- Explore ways to share the benefits of cycling tourism with landowners.

- Evaluate carefully the economic benefits and health advantages brought by cycling tourism in relation to the costs of investment.
- Explore opportunities for partnerships and collaboration with other organizations, such as private sector companies. Collaboration can help in sharing costs and resources.
- Develop creative financing models, such as crowdfunding, sponsorship, and advertising revenue.
- Seek local support and mobilize local resources and efforts for the development of cycling tourism.f

Sustainability Factors

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Meaning of Sustainability in Biking Tourism



Sustainability covers different aspects such as environmental sustainability, social justice and economic sustainability. In cycling tourism, sustainable development means the promotion of environmentally friendly movement and the integration of green practices into the tourism industry.

It can also mean, for example, following ecologically sustainable practices, such as sparing use of natural resources and reducing carbon dioxide emissions, as well as respecting local culture and communities. Additionally, it may involve efforts to promote the local economy and ensure that the benefits and opportunities of cycling tourism are fairly distributed among different communities and demographic groups.

Sustainability factors for sustainable implementation of cycle tourism

Ensure that cycling routes and related infrastructure are designed and built according to the principles of sustainable development. Use environmentally friendly building materials and energy-efficient premises. Implement efficient waste management practices along the routes and encourage recycling. Promote sustainable transport options to reach cycling destinations, such as public transport or bike-friendly transport services.

Educate and encourage cyclists to follow sustainable and responsible tourism practices, such as respecting local nature and conserving resources. Sustainability also requires ensuring safety. This may include maintaining cycling routes and informing about potential risks and safety practices. Continuously monitor the environmental impact of cycle tourism activities and report on progress towards sustainability goals to stakeholders and the public.

Bicycle tourism must respect the local communities and cultures. It can support local communities, for example by providing employment opportunities, promoting cultural exchange and respecting local traditions and values. Encourage tourists to interact with local communities in a way that supports the preservation of cultural heritage.

Environmentally
Friendly Infrastructure

Economic
Sustainability

The development of bicycle tourism can bring economic benefits to regions, but it must be done in a sustainable manner. This may include investing in cycling infrastructure, developing marketing and supporting local businesses

Responsible
Promotion

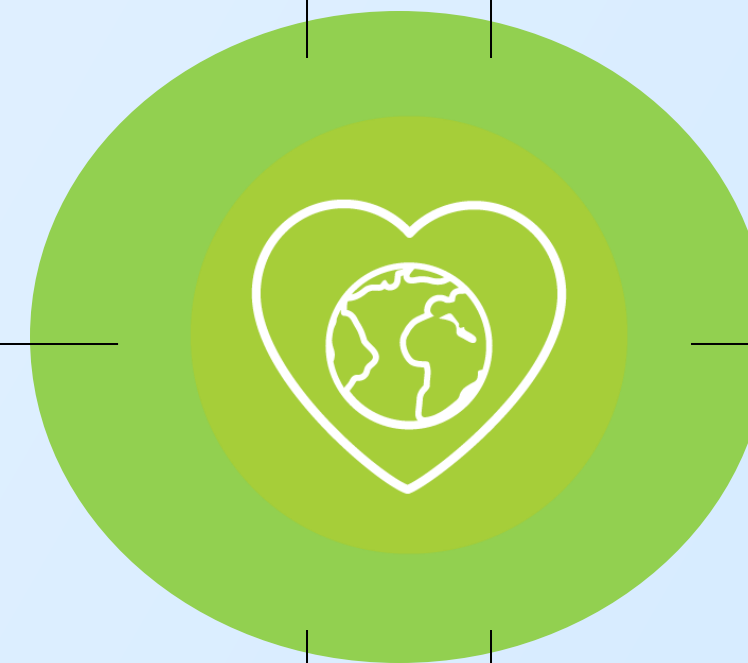
Environmental
Awareness

Provide information and educational material to cyclists about the natural environment, local conservation efforts and sustainable practices. Seek and promote related sustainability labels and certifications that demonstrate your commitment to environmentally friendly practices. Implement measures to protect and preserve the natural environment, including wildlife habitats and sensitive ecosystems along cycling routes.

Social Responsibility

Community
Engagement

Get involved in local communities, partner with local businesses and support community initiatives that promote sustainability. In promoting sustainable cycling tourism, it is important to involve different stakeholders, such as local authorities, companies, organizations and tourists themselves. Collaboration ensures that the development of cycling tourism is comprehensive and takes into account various perspectives.



Rust in Chains & Recommendations

Description of the Challenge

Environmental impact: Wear and tear on nature due to badly planned cycling routes can limit the environmental sustainability of cycling tourism, especially in sensitive nature areas.

Seasonality and weather: The challenges include the short cycling season and unpredictable weather conditions such as rain, wind and snow, which affect the cycling experience and require careful planning

Sharing the roads with motorised vehicles: Challenges in sustainable cycle tourism include a lack of cycle lanes and outside urban areas, forcing cyclists to share the road with motor vehicles, increasing safety risks.

Lack of cycling infrastructure: Cyclists do not have enough safe and user-friendly routes, which limits their mobility and increases the risk of accidents. This challenge hinders the utilization of cycling as a form of transport and as a recreational activity.

Recommendation

- Conduct a thorough ecological assessment before planning and constructing new cycling routes in sensitive natural areas.
- Collaborate closely with local research institutions and experts.
- Route cycling paths to bypass sensitive natural areas and protected habitats.
- Organize training sessions and information campaigns for cyclists on environmentally friendly cycling behavior and its impact on nature as widely as possible.
- Ensure regular maintenance and monitoring of cycling routes to keep them sustainable and environmentally friendly.

- Develop tourism services that attract cyclists even outside of the peak season.
- Offer flexible cancellation policies for cycling tourists, allowing them to change plans in case of sudden weather changes.
- Develop illuminated cycling routes that enable safe cycling even during nighttime.

- Improve cycling safety by implementing traffic arrangements such as speed limits and cyclist warning signs to alert other road users of cyclists.
- Provide education on safe cycling and share information about traffic rules and regulations.
- Participate in traffic planning and cycling infrastructure design to ensure that the needs of cyclists are properly addressed.
- Utilize technological solutions.
- Promote a shift in traffic culture.
- Explore international best practices for enhancing cycling safety and apply them in your own operations.
- Organize safety campaigns and provide cycling education for both cyclists and motorists.

- Establish a network of safe and easily navigable bike paths connecting key tourist destinations, residential areas, and public transport hubs.
- Invest in the renovation and maintenance of existing cycling infrastructures.
- Create and distribute cycling maps indicating safe routes and biking opportunities in your area.
- Listen to and consider cyclists' opinions and needs in the planning and development of infrastructure.

Rust in Chains & Recommendations

Description of the Challenge

Public transportation: The limitation of public transport and its lack of availability, especially in remote areas, which complicates transport logistics.

Other industries: Other industries in the area might have mismatching interests in the area development. There are traditional industries in the area that also have cultural values that need to be considered.

Unique cultures: There are unique and indigeneous cultures in the area, that need to be considered when planning any tourism activities.

Social acceptance and regulations: Conflicts between local residents and landowners, as well as regulatory challenges such as restrictions on land use can prevent the expansion of cycling tourism and hinder the visitor experience in the area.

Recommendation

- Explore opportunities to provide flexible transportation services for cycling tourists, such as on-demand taxi services or carpooling.
- Collaborate with local authorities to improve transportation connections to remote areas.
- Actively gather user feedback from cycling tourists on the availability and quality of public transportation.
- Encourage the use of sustainable modes of transportation at the local level through informational campaigns and events.
- Allow the transport of bicycles on trains, buses, and ferries to facilitate cycling tourism.

- Collaborate with all other major industries in the area.
- Ensure all interests are considered and taken into consideration in a transparent manner.
- Innovate and create new products and services together with other industries.

- Collaborate with cultural tourism actors and seek for opportunities that are beneficial and sustainable for both.
- Integrate educational content about the local culture to biking related guides and signage.
- Involve representatives of indigenous cultures to planning and decision making.

- Organize open discussions and consultation sessions among local residents, landowners, authorities, and tourism operators.
- Integrate principles of sustainable design into all aspects of cycling tourism development.
- Provide forums and tools for conflict resolution.
- Explore ways to share the benefits brought by cycling tourism.
- Collaborate with local authorities to review and, if necessary, update land-use regulations and rules.
- Encourage tourists to respect local traditions and culture, as well as to adhere to local rules and regulations.

SUB Think Tank

Regional Analysis



Regional Conclusion and Recommendations



Eastern Lapland - Conclusion

Strong Natural and Recreational Attractions

❖ Eastern Lapland, comprising Pelkosenniemi, Posio, Salla, Savukoski, and Kemijärvi, offers stunning natural landscapes with four national parks, three ski resorts, and numerous lakes and rivers. The serene environment without large crowds makes this area an excellent location for developing bicycle tourism..

Potential for Bicycle Tourism Development

❖ Bicycle tourism is in a developmental stage, with varying levels of maturity across different areas. The main forms of cycling include mountain biking (MTB), bikepacking, and gravel biking, with the peak season from July to October. Positive attitudes and collaboration among stakeholders are strengths that support development. Winter cycling offers unique opportunities for tourists.

Accessibility and Infrastructure Challenges

❖ While external accessibility to the region is good, with daily train connections to Kemijärvi and nearby airports in Kuusamo and Rovaniemi, internal accessibility by public transport is weak. Long distances pose additional challenges. There is a lack of services along routes, marked trails, and centralized digital platforms.

Growth Opportunities

❖ The region's landscapes, extensive forest roads, and growing interest in bikepacking and gravel biking offer significant opportunities for developing bicycle tourism. There is potential to create routes between villages, enhance marketing, and increase collaboration between municipalities, businesses, and organizations.

Development Threats

❖ The main threats include potential landowner conflicts, safety issues on multi-use trails, budget cuts, traffic risks on main roads, and competition with other cycling destinations. The geopolitical location may also pose challenges.

Eastern Lapland - Recommendations



Improve Cycling Infrastructure	Enhance Services for Cyclists	Improve Accessibility and Transportation	Promote and Market Bicycle Tourism	Foster Collaboration and Stakeholder Participation	Focus on Safety and Environmental Issues	Ensure Funding and Investment
<p>Develop Marked Routes</p> <p>➤ Establish and mark dedicated cycling routes, especially for MTB, gravel biking, and bikepacking, to improve navigation and safety. Focus on connecting villages and key attractions.</p> <p>Enhance Digital Platforms</p> <p>➤ Create centralized digital platforms that provide route information, maps, and services for cyclists.</p>	<p>Expand Support Services</p> <p>➤ Increase bike rental options, bike repair stations, washing facilities, and secure storage areas.</p> <p>Certify More Accommodations</p> <p>➤ Encourage more accommodation providers to become cyclist-friendly and offer necessary amenities.</p>	<p>Integrate Public Transport</p> <p>➤ Improve the integration of public transport with cycling routes, including the possibility of transporting bikes on buses and trains.</p> <p>Develop Routes Between Villages</p> <p>➤ Create well-marked and serviced cycling routes between villages and key attractions.</p> <p>Cyclist-Oriented Transportation Services</p> <p>➤ Include bike transport options.</p>	<p>Targeted Marketing Campaigns</p> <p>➤ Launch domestic and international marketing campaigns showcasing the unique cycling experiences in Eastern Lapland.</p> <p>Utilize Cultural Strengths</p> <p>➤ Incorporate the region's cultural heritage and local traditions into marketing materials and cycling events</p>	<p>Public-Private Partnerships</p> <p>➤ Promote partnerships between municipalities, tourism boards, and private companies to develop and promote bicycle tourism.</p> <p>Community Involvement</p> <p>➤ Engage local communities in planning and developing cycling infrastructure to meet the needs of both locals and tourists</p> <p>Establish a Regional Working Group</p> <p>➤ Dedicated to the strategic planning and promotion of bicycle tourism.</p>	<p>Safety Campaigns</p> <p>➤ Organize safety awareness campaigns for both cyclists and motorists to reduce friction and improve safety on shared roads.</p> <p>Sustainable Practices</p> <p>➤ Promote environmentally friendly and sustainable tourism practices to minimize environmental impacts.</p> <p>Develop Strategies to Extend the Cycling Season</p> <p>➤ For example, promoting winter cycling where feasible.</p>	<p>Advocate for Funding</p> <p>➤ Establish mechanisms to gather feedback from cyclists to continually improve the infrastructure and services.</p> <p>Explore Alternative Funding Sources:</p> <p>➤ Conduct regular assessments of the cycling routes, infrastructure, and services to ensure they meet safety and quality standards.</p> <p>Encourage Private Investments in Cycling-Related Services and Amenities.</p>

Regional Conclusion and Recommendations



Region Jämtland Härjedalen - Conclusion

Established Yet Uneven Development

❖ The region has a long history of tourism with well-developed biking tourism in some areas, particularly for mountain biking (cross-country and downhill). However, there are significant disparities, with other parts lacking biking tourism infrastructure and services.

Seasonality and Employment Stability

❖ The biking season runs from mid-June to the end of September. Biking tourism helps maintain employment year-round in winter destinations, which is crucial for economic stability.

Infrastructure and Accessibility Challenges

❖ Limited public transportation, particularly for bikes, and daily flights and trains only to certain locations, restrict accessibility within the region. This hinders the seamless movement of tourists and limits potential growth..

Landowner Conflicts and Limited Collaboration

❖ In areas where biking tourism is well-developed, there are brewing conflicts between landowners and tourism operators. Additionally, there is a lack of collaboration between biking entrepreneurs, which could further impede cohesive development.

Strong Tourism Commitment and Services

❖ The region's tourism sector is committed to promoting biking tourism and invests in infrastructure. Established biking services, diverse terrain, and numerous tourist services (e.g., accommodation, restaurants) are significant strengths.



Region Jämtland Härjedalen - Recommendations

Enhance Collaboration and Stakeholder Engagement	Expand and Diversify Biking Routes	Improve Accessibility and Transportation	Promote Year-Round Tourism	Leverage National and International Trends	Address Landowner and Regulatory Issues	Enhance Marketing and Digital Presence	Secure Funding and Investment
<ul style="list-style-type: none">➤ Foster cooperation among biking entrepreneurs, municipalities, and tourism centers to create a unified strategy for biking tourism development.➤ Establish forums or working groups to facilitate dialogue and collaboration, addressing issues such as landowner conflicts and regulatory challenges.	<ul style="list-style-type: none">➤ Develop and maintain new biking trails, especially in areas currently lacking infrastructure. Focus on a mix of trail types, including mountain biking, gravel biking, and routes between villages➤ Ensure trails are well-marked and provide necessary amenities, such as rest stops and scenic viewpoints.	<ul style="list-style-type: none">➤ Advocate for better public transportation options that accommodate bicycles, including more frequent trains and buses with bike transport facilities.➤ Consider implementing shuttle services specifically designed for cyclists to connect key areas within the region.	<ul style="list-style-type: none">➤ Develop and market winter biking opportunities to extend the tourism season and provide year-round employment for staff.➤ Leverage the region's diverse terrain to promote four-season cycling, attracting tourists throughout the year.	<ul style="list-style-type: none">➤ Align regional biking tourism strategies with the national goal of growing biking tourism by 50% by 2035.➤ Capitalize on Sweden's favorable economic conditions (e.g., low currency value) to attract more international tourists.	<ul style="list-style-type: none">➤ Work closely with landowners to develop mutually beneficial agreements for the use of trails and land.➤ Navigate regulatory challenges by engaging with local and national authorities to find solutions that support both biking tourism and the protection of natural and cultural sites.	<ul style="list-style-type: none">➤ Develop comprehensive marketing campaigns to promote Jämtland Härjedalen as a premier biking destination both domestically and internationally.➤ Create centralized digital platforms that provide detailed information on biking routes, services, accommodations, and other tourist information.	<ul style="list-style-type: none">➤ Seek additional funding from regional, national, and EU sources to support infrastructure development and promotional activities.➤ Encourage private investment in biking-related services and infrastructure to enhance the overall tourist experience.

Regional Conclusion and Recommendations



Norðurland Vestra - Conclusion

Exceptional Natural Scenery

❖ Iceland, particularly Norðurland Vestra, offers stunning landscapes with fjords, mountains, and unique geological formations, making it an ideal destination for cycling enthusiasts. The varied scenery, from peaceful valleys to magnificent coastal areas, provides cyclists with diverse routes.

Early Stage of Development

❖ Biking tourism in Iceland is still in its early stages but is rapidly growing. The sector attracts adventurous travelers who want to explore the country's natural beauty and challenging terrains by bicycle.

Limited Infrastructure and Accessibility

❖ The region has limited public transportation options for cyclists, especially in remote areas. Current biking routes often share paths with motor vehicles, and there are few dedicated bike paths. These factors can compromise the safety and convenience of cyclists.

Seasonal and Weather Challenges

❖ The cycling season runs from May to September, during which cyclists must be prepared for unpredictable weather conditions such as rain, wind, and even snow, particularly in Northern Iceland. These weather conditions can significantly impact the cycling experience.

Growing Services and Potential

❖ Despite being in the development stage, services such as bicycle rentals, guided tours, and accommodation options along popular cycling routes are increasing. There is also potential for further development of biking infrastructure and services to enhance the overall cycling experience.



Norðurland Vestra - Recommendations

Enhance Biking Infrastructure	Improve Accessibility and Transportation	Expand and Tailor Services for Cyclists	Leverage Technology for Safety and Navigation	Promote Sustainable and Responsible Tourism:	Marketing and Events	Mitigate Threats and Challenges
<p>➤ Develop Dedicated Bike Paths: Establish dedicated bike paths, especially in popular and high-traffic areas, to improve safety and attract more cyclists. Prioritize the development of routes that separate cyclists from motor vehicles.</p> <p>➤ Create Bike Parks: Expedite the development of bike parks, which can serve as safe and attractive destinations for both mountain biking and recreational cycling.</p>	<p>➤ Expand Public Transport Options: Advocate for improved public transport options that can accommodate bicycles, making it easier for cyclists to access remote areas.</p> <p>➤ Cyclist-friendly Services: Develop services such as shuttle buses or vans equipped to transport bikes, catering specifically to cyclists traveling within the region.</p>	<p>➤ Increase Accommodation and Services: Expand accommodation options and other services tailored specifically for cyclists, such as secure bike storage, repair stations, and cyclist-friendly dining options.</p> <p>➤ Offer More Guided Tours: Increase the availability and variety of guided tours to cater to different skill levels and interests, enhancing the overall experience for tourists.</p>	<p>➤ GPS and Navigation Tools: Promote the use of GPS navigation tools and apps that provide real-time information on routes, weather conditions, and points of interest.</p> <p>➤ Emergency Communication Equipment: Encourage cyclists to use communication devices that can assist in emergencies, particularly in remote or challenging terrains.</p>	<p>➤ Environmental Conservation: Implement and promote responsible cycling practices to minimize the environmental impact on delicate natural habitats. This includes creating awareness campaigns and providing guidelines for cyclists.</p> <p>➤ Collaborate with Local Communities: Work closely with local communities and stakeholders to ensure sustainable tourism practices that benefit both the environment and the local economy.</p>	<p>➤ Promote Unique Experiences: Market the unique cycling experiences available in Iceland, highlighting the stunning landscapes, cultural attractions, and adventurous routes.</p> <p>➤ Organize Biking Events: Host biking events and competitions to attract international attention and boost economic benefits. Highlight the region's commitment to promoting biking tourism through these events.</p>	<p>➤ Address Safety Hazards: Identify and mitigate potential safety hazards on biking routes, such as unbridged rivers and hilly terrains. Provide clear information and guidance to cyclists about these challenges.</p> <p>➤ Weather Preparedness: Develop resources and support systems to help cyclists prepare for and cope with Iceland's unpredictable weather, ensuring they have the necessary gear and information to stay safe.</p>

Regional Conclusion and Recommendations



County Donegal- Conclusion

Stunning Natural Beauty

❖ County Donegal offers an outstanding natural environment with diverse landscapes, including coastal cliffs, mountain vistas, and tranquil villages. These features, combined with attractions like ancient castles and monastic sites, make Donegal a highly appealing destination for cycling enthusiasts.

Early Development Stage

❖ Biking tourism in Donegal is in its early stages but growing. Current offerings include bike rentals, e-biking, and guided tours. However, the region faces challenges such as limited infrastructure, accommodation options, and facilities, particularly in rural areas.

Seasonal and Weather Constraints

❖ The primary cycling season runs from May to October, with shoulder seasons offering additional opportunities. However, Ireland's unpredictable weather, including rain and wind, particularly during winter months, limits year-round appeal.

Limited Infrastructure and Accessibility

❖ Donegal lacks dedicated cycle paths and off-road trails, with most cycling routes shared with motor vehicles, posing safety concerns. Public transport options for cyclists are limited, impacting accessibility and convenience.

Growth Potential

❖ There is significant potential for developing greenways and cycleways, leveraging disused railway lines and integrating cycling routes with road development projects. Enhancing services and facilities for cyclists can improve the overall experience and attract more visitors.



County Donegal - Recommendations

Develop Cycling Infrastructure	Improve Public Transport Integration	Expand and Enhance Services	Promote Sustainable and Responsible Tourism	Leverage Technology and Marketing	Organize Cycling Events and Competitions	Address Safety and Weather Concerns:
<ul style="list-style-type: none">➤ Greenways and Cycleways: Prioritize the development of greenways using disused railway lines and new cycleways as part of road development projects. These paths should be well-maintained and signposted to ensure safety and usability.➤ Dedicated Cycle Paths: Invest in creating dedicated cycle paths, particularly in high-traffic areas, to separate cyclists from motor vehicles and enhance safety.	<ul style="list-style-type: none">➤ Cyclist-Friendly Transport: Enhance public transport services to accommodate bicycles, including bike racks on buses and trains. Develop seamless connections between cycling routes and public transportation to improve accessibility.➤ Shuttle Services: Consider implementing shuttle services that cater specifically to cyclists, helping them access remote areas and key starting points for cycling routes.	<ul style="list-style-type: none">➤ Accommodation and Facilities: Increase the availability of cyclist-friendly accommodations, such as B&Bs and campsites, and develop amenities like bike repair stations, secure storage, and restaurants catering to cyclists.➤ Guided Tours and Rentals: Expand the range of guided tours and rental services, including options for e-bikes and specialized cycling equipment, to cater to a broader range of tourists.	<ul style="list-style-type: none">➤ Green Travel Initiatives: Emphasize sustainable and slow tourism, promoting Donegal's natural beauty and cultural heritage as part of a green travel experience.➤ Community Collaboration: Work with local communities and stakeholders to promote responsible cycling practices and develop tourism initiatives that benefit both the environment and the local economy.	<ul style="list-style-type: none">➤ Digital Tools: Utilize GPS navigation tools and mobile apps to provide cyclists with real-time information on routes, weather conditions, and points of interest.➤ Marketing Campaigns: Launch targeted marketing campaigns highlighting Donegal's unique attractions and cycling routes, leveraging accolades from National Geographic and Lonely Planet to attract international visitors.	<ul style="list-style-type: none">➤ Biking Events: Host cycling events and competitions to draw attention to Donegal's biking opportunities. These events can help build a community of cycling enthusiasts and boost local tourism.➤ Seasonal Promotions: Develop promotional campaigns for shoulder seasons, offering incentives and highlighting the benefits of visiting Donegal during these times, such as fewer crowds and more availability of accommodations.	<ul style="list-style-type: none">➤ Weather Preparedness: Provide resources and information to help cyclists prepare for Donegal's unpredictable weather, including recommendations for appropriate gear and emergency contacts.➤ Road Maintenance and Safety: Ensure regular maintenance of cycling routes and roads, addressing potholes and other hazards. Implement safety measures such as signage, lighting, and road markings to protect cyclists.

Regional Conclusion and Recommendations



Faroe Island - Conclusion

Spectacular Natural Beauty and Cultural Heritage

❖ The Faroe Islands offer stunning landscapes, including steep mountain peaks, cascading waterfalls, and lush green valleys, making it a visually appealing destination for cycling enthusiasts. The rich cultural heritage, with attractions like Saint Magnus Cathedral and Skansin fortress, adds significant value to the cycling experience.

Early Development Stage with Growth Potential

❖ Bicycle tourism in the Faroe Islands is in its nascent stage but shows considerable potential for growth. While roads are generally suitable for cycling, there is a significant lack of dedicated bike lanes and marked routes. The primary form of cycling is road biking due to the lack of off-road trails.

Accessibility and Infrastructure

❖ The islands are well-connected by sub-sea tunnels, bridges, and ferries, providing excellent infrastructure. However, public transportation options for cyclists are limited, and transporting bikes on buses is challenging. Larger hotels offer bike parking, but there is a general lack of cyclist-friendly services.

Seasonal and Weather Constraints

❖ The main tourism season runs from April to September, but the weather is highly unpredictable, with rapid changes that can affect the cycling experience. This unpredictability, combined with safety concerns related to sharing roads with motor vehicles, poses challenges for the growth of bicycle tourism.

Opportunities for Improvement

❖ There are opportunities to improve signage, online maps, and promotional materials to enhance the cycling experience. Collaboration among local, public, and private stakeholders can help improve biking infrastructure, signage, and services, making the Faroe Islands a more attractive destination for cyclists.



Faroe Island - Recommendations

Develop Cycling Infrastructure	Enhance Services for Cyclists	Improve Public Transportation Integration	Promote and Market Bicycle Tourism	Foster Collaboration and Stakeholder Engagement	Address Safety and Weather Concerns	Monitor and Evaluate
Dedicated Bike Lanes <ul style="list-style-type: none">➤ Invest in the creation of dedicated bike lanes, particularly on popular routes, to enhance safety and appeal for cyclists. Marked Routes and Signage <ul style="list-style-type: none">➤ Develop and mark specific cycling routes with clear signage. Provide detailed route maps and information both online and offline to help cyclists navigate the islands safely and efficiently.	Bicycle-Friendly Accommodations <ul style="list-style-type: none">➤ Encourage more hotels and accommodations to become bicycle-friendly, offering secure bike storage, repair kits, and other cyclist amenities. Rental and Repair Services <ul style="list-style-type: none">➤ Expand the availability of bike rental and repair services across different islands to cater to the needs of tourists.	Bike-Friendly Public Transport <ul style="list-style-type: none">➤ Work with public transportation providers to make it easier for cyclists to transport their bikes on buses and ferries. This can include adding bike racks or designated bike spaces	Promotional Campaigns <ul style="list-style-type: none">➤ Launch marketing campaigns highlighting the unique cycling opportunities in the Faroe Islands, focusing on the natural beauty and cultural heritage. Eco-Friendly Tourism <ul style="list-style-type: none">➤ Promote cycling as an eco-friendly way to explore the islands, appealing to environmentally conscious travelers.	Public-Private Partnerships <ul style="list-style-type: none">➤ Encourage collaboration between local government, tourism boards, and private businesses to develop and promote bicycle tourism. Community Involvement <ul style="list-style-type: none">➤ Involve local communities in planning and developing cycling infrastructure to ensure that it meets the needs of both residents and tourists.	Weather Preparedness <ul style="list-style-type: none">➤ Provide information and resources to help cyclists prepare for the unpredictable weather, including recommended gear and emergency contacts. Safety Campaigns <ul style="list-style-type: none">➤ Conduct awareness campaigns to educate both cyclists and drivers on sharing the road safely. This can help reduce friction and improve the overall experience for all road users.	Feedback Mechanisms <ul style="list-style-type: none">➤ Establish mechanisms to gather feedback from cyclists to continually improve the infrastructure and services. Regular Assessments <ul style="list-style-type: none">➤ Conduct regular assessments of the cycling routes, infrastructure, and services to ensure they meet safety and quality standards.

Fact Sheets

Entrepreneurial Skills
Digital Solutions
Clusters and Networks
Sustainability Factors

