



# PEDALING PATH TO FUTURE

## 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, emphasising 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 centres 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.

# Building Blocks of Business Excellence

Creating and developing bicycle tourism requires innovative thinking, entrepreneurship and sustainable practices. This highlights the importance of a holistic approach that utilises creativity, business acumen and environmental responsibility, so that the bicycle tourism industry can become successful and sustainable.



## Market Research

Examine the market and trends in bicycle tourism. Who is your target group 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 potential partners, such as local tourism companies, cycling organisations 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.



## Sustainable practices

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



# Rust in Chains & Recommendations

## Description of the Challenge

## Recommendation

### Insufficiency

Cycling tourism services are insufficient, especially in rural areas. Cyclists' basic needs, such as bicycle repair services, washing and storage facilities, dining options and accommodation choices, are not met on a sufficient level.

#### Tourism developers and regional developers

- Analyse 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.

#### Tourism developers

- Encourage local businesses to provide specialised services for cyclists and to create partnership networks to attract tourists.

### 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.

#### Tourism developers and regional developers

- Collaborate with cycling tourism operators and public transport operators to provide joint services.
- Organise informational campaigns highlighting the benefits of integrating cycling and public transport.

#### Entrepreneurs

- Encourage cycling by offering discounts or other incentives to those who combine cycling with public 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.

#### Tourism developers and entrepreneurs

- 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.
- Organise events that attract visitors outside peak seasons.

### 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.

#### Tourism developers and entrepreneurs

- 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 recognisable and with which cycling tourists can identify.
- Strive to organise events regularly and establish traditions in your region.

## Description of the Challenge

## Recommendation

### 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.

#### Regional developers

- Organise regular discussions and negotiations with landowners, local authorities, tourism industry players, and other stakeholders.

#### Tourism and regional developers

- 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.

#### Tourism developers

- Arrange training sessions and informational campaigns to raise awareness about cycling etiquette and safety.

### Resources

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

#### Tourism developers and entrepreneurs

- Seek partnerships with local businesses, organisations, communities, and other stakeholders who can provide resources, expertise, and funding.

#### Tourism and regional developers

- Mobilise 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.

### 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.

#### Entrepreneurs

- Emphasise 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.
- Organise themed cycling trips and events.

# B(ik)est Practises

## Fjällpasset cykel

In Funäsfjällen, there is collaboration between the Visit organisation and local cycling entrepreneurs and businesses. One bike pass is available for purchase across five geographical areas, granting access to both mountain biking trails and downhill routes. The system has generated additional revenue for local businesses. It's run by the trail company with the support of the ski areas. Read more: <https://funasfjallen.se/vara-cykelpass/>



## Amethyst Mine Tour by Electric Fatbike

At Pyhätunturi, two entirely different areas of business have come up with an interesting guided tour. They offer an e-fatbike ride to the amethyst mine, where customers can dig for their own amethyst. Combining biking and amethyst digging, this is perhaps the only place in the world where you can do this. Read more: <https://blissadventure.fi/activity/amethyst-mine-tour-by-electric-fatbike/>

## Closing Remarks & the path forward

This fact sheet is based on the findings of the current state survey conducted within the Sustainable Arctic and Peripheral Biking Tourism (SUB) project. The regions involved are East Lapland - Finland, Region Jämtland Härjedalen - Sweden, Norðurlandi Vestra - Iceland, Donegal County Council - Ireland, and Torshavn, Faroe Islands. The regional data collection included interviews, workshops, and expert knowledge gathering.

The challenges and bottlenecks have been identified from the data that emerged from the current state survey. The purpose of the recommendations is to provide ideas that can be further developed for specific purposes. While the state of bicycle tourism varies slightly in each region, this document aims to compile common challenges for all. The recommendations have been compiled by the project's think tank team.

The role of entrepreneurs in the development of bicycle tourism cannot be overstated, as their expertise is vital for fostering growth and innovation in the sector. By investing in entrepreneurship related to bicycle tourism, we can promote economic growth and community development. This investment not only supports individual entrepreneurs but also contributes to the broader goal of sustainable tourism practices.

As we move forward, let us commit to fostering an environment that supports entrepreneurs in bicycle tourism, recognising their pivotal role. In doing so, we can create a vibrant, sustainable future that benefits both our local economies and the environment.

Photos and graphics: Lapland Material Bank & Carva

### More Information

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<https://www.interreg-npa.eu/projects/sub/home/>

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