

**EUSAIR TSG2 (TRANSPORT) AND TSG4 (TOURISM)**  
**BACK-TO-BACK WITH EUSDR PA3**

# **CYCLING TOURISM AND CULTURAL ROUTES**

## **WORKSHOP**

**EUROVELO10 - OPPORTUNITIES AND**  
**CHALLENGES IN CREATING A CROSS-**  
**BORDER TOURISM PRODUCT**

# EuroVelo 10 main facts

about 8000 km

9 countries, 50 cities with historical  
value

over 30 UNESCO sites, 40 national  
parks

different level of route development



# Biking South Baltic! Promotion and development of the Baltic Sea Cycle Route (Route No. 10) in Denmark, Germany, Lithuania, Poland and Sweden (2017-2019) Interreg South Baltic



**European  
Regional  
Development  
Fund**



# Main activities in the Project

- Survey and analysis
- Data base preparation
- Development and promotion strategy
- Cooperation with the tourism industry
- Marketing and promotion
- Pilot investments



**BOOKABLE OFFERS**

<p><b>Germany's Sunny Riviera – Luebeck to Stralsund</b></p> <p>FROM: 559€ 8 DAYS EASY</p> <p>Explore the coast all the way from Luebeck to Stralsund. Or one can say "from Marzipan to Bismarck Hering." Enjoy the Hanseatic architecture, lively sea side resorts, beaches, and the Baltic Sea Breeze.</p>	<p><b>3 sunny Islands: Ruegen, Hiddensee and Usedom</b></p> <p>FROM: 799€ 8 DAYS MEDIUM</p> <p>Three Islands in one sweep! This wonderful bicycle tour leads you along the Pomeranian coastline and through the islands of Ruegen, Hiddensee and Usedom. You have many chances to admire the points of interest and enjoy the magical landscape.</p>	<p><b>Rostock - Copenhagen</b></p> <p>FROM: 749€ 6 DAYS EASY</p> <p>This route follows the Baltic Sea Cycle Route from Rostock in Germany to Copenhagen in Denmark. This route takes you from Rostock to Nykøbing by ferry, from where you will continue your journey on bike to the island of Møn. The route then passes through farmlands and by beaches to finish at Copenhagen. Services include luggage transport and a hotline.</p>
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# Opportunities, threats, challenges

- Long term cooperation
- Different stages of route development
- Difficulty in creating cross-border products
- Cooperation with the tourism industry
- Unforeseen difficulties
- Competition between regions





Thank You!  
Lukasz Magrian  
Pomorskie Tourist Board  
[l.magrian@prot.gda.pl](mailto:l.magrian@prot.gda.pl)

