



Project title

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

Project description

The overall idea of the project is the improvement, promotion, connection and coordination of the natural and cultural tourist resources of South Baltic areas' coastal regions as a cross-border, sustainable, well-recognized cycle tourism product: Baltic Sea Cycle Route Copenhagen-Gdańsk. Building cross-border cooperation in the field of cycling tourism between South Baltic countries will increase the sustainability of tourism in the whole region.

The projects activities will increase the cycle tourists safety and satisfaction from the regional tourism offer together with protecting the nature from the devastation by the increasing number of tourists.

The main target groups involved in the project activities are:

- visitors and cycle tourists;
- businesses operating in the close vicinity of the route;
- tour operators;
- existing and planned bicyclist-friendly accommodation, other - bike rentals, ferry companies etc.;
- public administration;
- other public institutions and administrators of natural/cultural tourist attractions,
- NGO responsible for cycle/tourism promotion on local/regional level
- decision makers.

Project total eligible budget

988 036,69 EUR

ERDF

807 982,52 EUR

Project start date : 01 Jan 2017 Project end date: 31 Dec 2019

Lead partner : Pomorskie Tourist Board – Pomorska Regionalna Organizacja Turystyczna, Poland
www.prot.gda.pl/biking-south-baltic

Project partners:

- Pomorskie Voivodeship, Poland pomorskie.eu
- Zachodniopomorskie Voivodeship, Poland wzp.pl
- European Cyclists' Federation, Belgium ecf.com
- Mecklenburg-Vorpommern Tourism Board, Germany <https://www.off-to-mv.com/en>
- Centre for Regional and Tourism Research, Denmark <https://crt.dk/homepage.aspx>
- Danish Cycling Tourism, Denmark <http://cykelturisme.dk/english/>

