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# A marketing guidelines for EuroVelo 10 in the South Baltic area – tailored for SMEs offering cyclist-friendly services and local tourism organisations

#EuroVelo10 #BalticSeaCycleRoute

November 2024



**Interreg**  
South Baltic



Co-funded by  
the European Union



**BALTIC  
BIKING**  
UPGRADE



Pomorskie  
Tourist Board

This guidelines may be used by SMEs who want to benefit from being part of the EuroVelo 10 community



## EuroVelo 10 Brand Reminder

Why is it important to use the EuroVelo Brand in a uniform and coordinated manner?

- It is essential to strengthen the visibility and brand recognition of EuroVelo 10 – Baltic Sea Cycle Route across all media and on the ground.
- Using the **EuroVelo Brand Guide and Kit** allows partners to enjoy the benefits of the growing awareness of EuroVelo across the continent, which in turn helps to increase it further.

Please ensure all marketing materials feature the official **EuroVelo 10** branding. Use the EuroVelo 10 logo (a blue circle with a yellow star and the number "10" in the middle). To build **trust and recognition**, highlight its connection to **EuroVelo**, coordinated at the transnational level by the European Cyclists' Federation (ECF).

To maintain a **consistent visual identity**, stick to the official colours (blue and yellowish tones) across **all platforms** (websites, social media, brochures). The detailed EuroVelo Brand Guide can be found [here](#).

### DO'S and DON'T'S:

- First, mention the full name of the route: "EuroVelo 10 – Baltic Sea Cycle Route" then, you can refer only to "EuroVelo 10" or "the Baltic Sea Cycle Route";
- Do not forget the capital letters "E" and "V";
- The word "EuroVelo" should not be altered;
- Logo and composition cannot be altered;
- EuroVelo® is a registered trademark of the European Cyclists' Federation;
- Avoid the use of „the“ EuroVelo 10;



- It is highly recommended to use the route logo when communicating about EuroVelo10;
- Two versions of the logo (RGB and CMYK formats) are available in the [EuroVelo Brand Kit](#).



## Ready-to-use Descriptions of EuroVelo 10 Route

Feel free to use the following descriptions in your promotional materials, websites and social media.

### Short Description (3 sentences)

EuroVelo 10, also known as the Baltic Sea Cycle Route, is over 9000-kilometer long cycling adventure connecting nine countries around the Baltic Sea. This diverse route offers cyclists stunning coastal landscapes, rich cultural heritage, and warm hospitality across Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, and Sweden. From sandy beaches and historic Hanseatic cities to picturesque rural areas, EuroVelo 10 provides an unparalleled cycling experience for both long-distance enthusiasts and day-trippers.

### Medium-length Description (7 sentences)

EuroVelo 10, the Baltic Sea Cycle Route, is an exciting, over 9000-kilometer long cycling journey encompassing nine countries around the Baltic Sea. The southern Baltic section, featuring parts of Poland, Germany, Denmark, Sweden, and Lithuania, offers cyclists a diverse range of experiences, from sandy beaches and rugged coastlines to historic Hanseatic cities and picturesque rural areas.

This route connects major cities like Copenhagen, Stockholm, and Gdańsk with less-visited areas, providing a perfect blend of urban experiences and natural beauty. Cyclists can explore UNESCO World Heritage sites, national parks, and vibrant coastal communities while enjoying the region's rich cultural heritage and warm hospitality. EuroVelo 10 caters to both long-distance cyclists and day-trippers, allowing travellers to tailor their journey to their preferences.

The route promotes sustainable tourism, fosters cross-border cooperation, and supports local economies along its path. With ongoing improvements in cycling-friendly services and infrastructure, EuroVelo 10 is positioning itself as Europe's premier coastal cycling destination.

## Long Description (12 sentences)

EuroVelo 10, known as the Baltic Sea Cycle Route, is an exciting, over 9000-kilometer long cycling adventure connecting nine countries around the Baltic Sea. The southern Baltic section, encompassing parts of Poland, Germany, Denmark, Sweden, and Lithuania, offers cyclists an unparalleled blend of diverse landscapes, rich cultural heritage, and warm hospitality. This extensive network provides a unique opportunity to experience the best of the Baltic region, from sandy beaches and rugged coastlines to historic Hanseatic cities and picturesque rural areas.

The route connects major cities like Copenhagen, Stockholm, and Gdańsk with less-visited areas, offering a perfect balance of urban experiences and natural beauty. Cyclists can explore UNESCO World Heritage sites, national parks, and vibrant coastal communities while immersing themselves in the region's fascinating history and culture. EuroVelo 10 caters to both long-distance cycling enthusiasts and day-trippers, allowing travellers to customize their journey based on their interests and abilities.

Highlights along the southern Baltic section include the Tricity area in Poland, the charming seaside resorts of Mecklenburg-Vorpommern in Germany, Copenhagen - the cycling capital of Europe, the Stockholm Archipelago, and the historic town of Visby on Sweden's Gotland island. The route also incorporates Lithuania's Seaside Cycle Route, offering magnificent coastal views and access to historic towns such as Klaipeda and Palanga.

As part of the broader EuroVelo network, this route aims to promote sustainable tourism, foster cross-border cooperation, and provide high-quality cycling experiences. With ongoing improvements in cycling-friendly services, infrastructure, and digital tools, EuroVelo 10 is positioning itself as Europe's premier coastal cycling destination, offering unforgettable experiences while supporting local economies and promoting eco-friendly travel practices.

## List of Useful National and Regional Websites

The following websites provide plenty of information about the route itself, the partners and regions involved.

Country	Region	Website	Description
	Europe	<a href="https://en.eurovelo.com/">https://en.eurovelo.com/</a> <a href="https://en.eurovelo.com/ev10">https://en.eurovelo.com/ev10</a>	Official EuroVelo website – European Cyclists' Federation  Official EuroVelo 10 website – official GPX tracks source – European Cyclists' Federation
Lithuania	Klaipeda Region	<a href="http://Keliauk.Lietuvoje">Keliauk Lietuvoje</a>	Lithuanian Tourism Promotion Agency
Sweden	Region Blekinge	<a href="https://www.visitblekinge.se/">https://www.visitblekinge.se/</a>	Regional tourism organisation
Sweden	Region Blekinge	<a href="http://Cykelsemester i Sverige - Sweden by Bike">Cykelsemester i Sverige - Sweden by Bike</a>	Cycling tour operator - search for 'Blekinge' to find the regional offers
Sweden	Region Blekinge	<a href="https://www.3trappsteg.se/">https://www.3trappsteg.se/</a>	Cycling tour operator in Blekinge
Denmark	Danish Cycling Tourism	<a href="https://ruter.dk/">https://ruter.dk/</a>	The official national website on the National and EuroVelo routes in Denmark
Denmark	VisitDenmark	<a href="https://www.visitdenmark.com/denmark/things-to-do/cycling">https://www.visitdenmark.com/denmark/things-to-do/cycling</a>	The cycling site of the National Tourism Marketing organisation VisitDenmark
Denmark	Lolland-Falster	<a href="https://www.visitlolland-falster.com/tourist/bike-friendly-lolland-falster">https://www.visitlolland-falster.com/tourist/bike-friendly-lolland-falster</a>	Regional DMO
Sweden	Cykelfrämjandet	<a href="https://eurovelo.se/">https://eurovelo.se/</a>	National/swedish EuroVelo website
Poland	Zachodniopomorskie	<a href="https://pomorzezachodnie.travel/">https://pomorzezachodnie.travel/</a>	regional website with cycling info
Poland	Pomorskie	<a href="https://pomorskie.travel/eurovelo/">https://pomorskie.travel/eurovelo/</a>	regional website with cycling info
Poland		<a href="https://velomapa.pl/">https://velomapa.pl/</a>	unofficial website on cycling tourism along EuroVelo routes in Poland

## What to do to be Cycling-friendly?

- Use **tone and style** to deliver eco-friendly and sustainable tourism messages. Promote the route as a cycling-friendly, environmentally conscious experience. Encourage slow tourism and the value of local culture and landscapes.
- To benefit from broader visibility, align with official **EuroVelo hashtags** in **social media** (#EuroVelo10, #BalticSeaCycleRoute).
- Promote **cooperation and partnerships** with local tourist offices, eco-tourism initiatives, and other SMEs along the route for collective marketing.
- Have a **cycling-friendly** approach (behaviour) towards all kind of cyclists – **inclusivity and diversity**.
- Join a **cycling friendly service scheme/label** – if any exist in your country/region.
- Add information about your **cycling-friendly services and proximity with EuroVelo 10** in your comms (website and social media), using the EuroVelo 10 logo.
- **Connect** with other stakeholders and exchange knowledge (info about the upcoming EuroVelo 10 stakeholder platform will be shared on the [BBU project page](#)).
- **Develop specific cycling friendly services** as:
  - a safe place to store the bike
  - free access to drinking water to refill water bottles
  - free information about regional and local cycling routes and offers (bike rental, bike repair shops, etc) - ideally in English and local language
  - simple tools and a bike repair kit (incl. manual) and/or cooperation with professional repair service provider
  - possibility to recharge e-bike batteries (access to electricity)
  - for accommodation: offering one-night booking, the possibility to dry clothes and equipment (making available the machines for a small fee), providing nutritious breakfast - breakfast to take away if not possible early in the morning)
- Partner with local governments or organisations to create or sponsor cycling-related events (e.g., **cycling marathons, guided tours, or bike festivals**) in critical areas along the route to attract cyclists
- Work with tourism boards and neighbouring SMEs in other countries along EuroVelo 10 to offer **cross-border cycling itineraries** or **joint marketing campaigns**.
- Apply for **EU-funded cross-border initiatives**, such as Interreg, which often support regional collaborations and sustainable tourism.

## Strengths and Opportunities

Become a part of EuroVelo 10 community and use the opportunities at hand:

1. Increasing demand for sustainable and active tourism options, particularly in the post-pandemic travel landscape
2. Potential for cross-border cooperation and joint marketing initiatives
3. Integration of digital technologies to enhance the cycling experience and streamline service provision
4. Development of themed routes or experiences to cater to specific interests (e.g., culinary tours, historical routes)
5. Leveraging the growing popularity of e-bikes to attract a wider range of cyclists

Leverage the **strengths** of EuroVelo 10:

1. Diverse and attractive coastal landscapes offering varied cycling experiences
2. Rich cultural and historical heritage along the route, including UNESCO World Heritage sites
3. Growing awareness of cycling tourism benefits among local authorities and businesses
4. Presence of some established cycling-friendly services and accommodations
5. EuroVelo as a strong cycling brand with international recognition

These strengths and opportunities highlight the potential for SMEs to tap into a growing market, diversify their offerings, and benefit from the increasing popularity of sustainable tourism along the EuroVelo 10 route.

## Cycle-Friendly Schemes

Embrace the Cycling Tourism Revolution with EuroVelo 10!

As Europe continues to dominate the global tourism landscape, cycling tourism has emerged as a powerful driver of this success. The EuroVelo network, the world's largest cycle route network, provides an unparalleled foundation for the growth of cycling tourism across the continent. By joining the EuroVelo 10 initiative, your business can tap into this thriving market and reap significant benefits.

Cyclists along EuroVelo 10 are constantly seeking high-quality, tailored services to enhance their journey. This is where your business comes in. Whether you're a restaurant, café, accommodation provider, shop, campsite, or tourist attraction, you have the opportunity to become an essential part of the cycling tourism ecosystem.

By offering 'cycling friendly services', you're not just catering to a growing market – you're contributing to sustainable tourism and boosting your own economic growth. Joining a cycling friendly certification scheme can set your business apart and attract more cycling tourists. These schemes, already embraced by thousands of businesses across 17 European countries, provide a seal of quality that cyclists trust. By meeting the following criteria you're not just adapting your business – you're positioning it at the forefront of a booming industry:


- location near cycle routes
- bicycle parking facilities
- repair tools (pumps, screwdrivers, etc.), information on local repair shops and a first aid kit
- charging of electric bicycles for free
- allowing guests to fill up their water bottles
- information on cycling networks and cycling maps
- facilities for drying wet clothing
- hearty breakfasts and packed lunch service
- single-night accommodation
- luggage transfer

Don't miss out on this opportunity to expand your customer base, increase your revenue, and play a vital role in the success of EuroVelo 10. Join the cycling tourism revolution today and pedal your way to business growth!



The list of cycling-friendly schemes in the countries along the EuroVelo 10 route include:

Denmark		<p><b>Bed and Bike Denmark</b></p> <p>Certified with the label "bed + bike" by ADFC cycling friendly accommodations can be explored on the interactive map of Aktiv Danmark.</p> <p><a href="http://aktivdanmark.dk">aktivdanmark.dk</a></p>
Estonia		<p>The official tourist information website '<a href="http://visitestonia.com">visit estonia</a>' provides an interactive map showing both bicycle routes and accommodation, natural parks, tourist attractions and much more.</p> <p><a href="http://visitestonia.com">visitestonia.com</a></p>
Germany		<p><b>bett+bike</b></p> <p>The bett+bike logo by <a href="http://adfc.de">ADFC</a> can be found not only in Germany but in many other countries such as Switzerland, Belgium or Croatia. On the website certified accommodations are divided in four categories: bett+bike hosts, sports, camping and holiday homes. In addition, the results can be subdivided into regions and cycle routes. For an easier use while cycling, the bett+bike services can also be viewed with an app.</p> <p><a href="http://bettundbike.de">bettundbike.de</a></p>
Germany		<p><b>Bike-friendly accommodation + pubs along the Elberadweg</b></p> <p>Along the 'Elberadweg' in Germany cycling friendly pubs and accommodations welcome cyclists with the label "radfreundlich" using the requirements issued by the ADFC as a guide. (EuroVelo 4, 7 and 13)</p> <p><a href="http://elbe-cycle-route.com">elbe-cycle-route.com</a></p>

<p><b>Poland</b></p>		<p><b>Cyclist-Friendly Place (Miejsce Przyjazne Rowerzystom)</b></p> <p>"Miejsce Przyjazne Rowerzystom" is the recently created (2022) bicycle-friendly system of the <b>Westpomerania Region</b>, Poland, providing services to cyclists, divided into the following categories: accommodation facilities, catering facilities, tourist attractions, tourist information points and other commercial and service facilities.</p> <p><a href="http://rowery.wzp.pl/en">rowery.wzp.pl/en</a></p>
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Baltic Biking UPGRADE (BBU) is a co-funded project by the Interreg South Baltic Programme aimed at supporting small and medium-sized enterprises (SMEs) along the southern part of the EuroVelo 10 – Baltic Sea Cycle Route. The nine partners, covering six countries, will seek to assist the SMEs in developing bicycle-friendly services as well as in creating cycling tourism products and offers.

The Baltic Biking UPGRADE project budget is €1,936,077.90, of which €1,548,862.32 is co-financed by the European Regional Development Fund.

Baltic Biking UPGRADE project is led by:

### **Pomorskie Tourist Board / Pomorska Regionalna Organizacja Turystyczna**

Wały Jagiellońskie 2a  
80-887 Gdańsk, Polska  
[www.prot.gda.pl](http://www.prot.gda.pl)

### **Baltic Biking UPGRADE project partners:**

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

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