



LAPIN LIITTO

Vipuvoimaa
EU:lta
2014–2020



Euroopan unioni
Euroopan aluekehitysrahasto



THE FINNISH CENTER FOR CYCLING TOURISM

Our goal is to increase the popularity of bike travel both among Finns and international cyclist, to make Finland a well-known bike travel destination and strengthen the know-how in Finland in the field of cycling tourism





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PYÖRÄILYKUNTIEN VERKOSTO



Bike
land.fi

TANELI ROININEN



WWW.GONEBIKEFISHING.COM



● **bikepacking**
Hakutermi

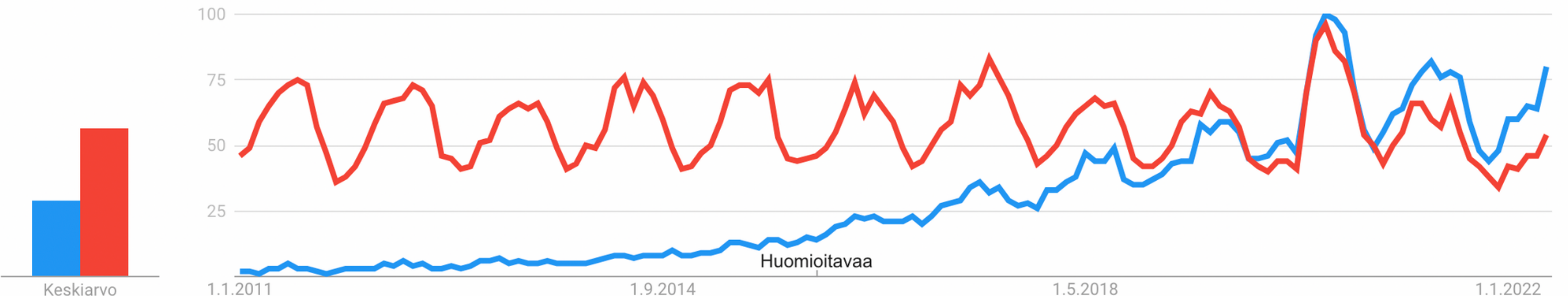
● **bike touring**
Hakutermi

+ Lisää vertailu

Koko maailma ▼ 4.12.2010–12.5.2022 ▼ Kaikki luokat ▼ Verkkohaku ▼

Hakumäärät ajan mittaan ?

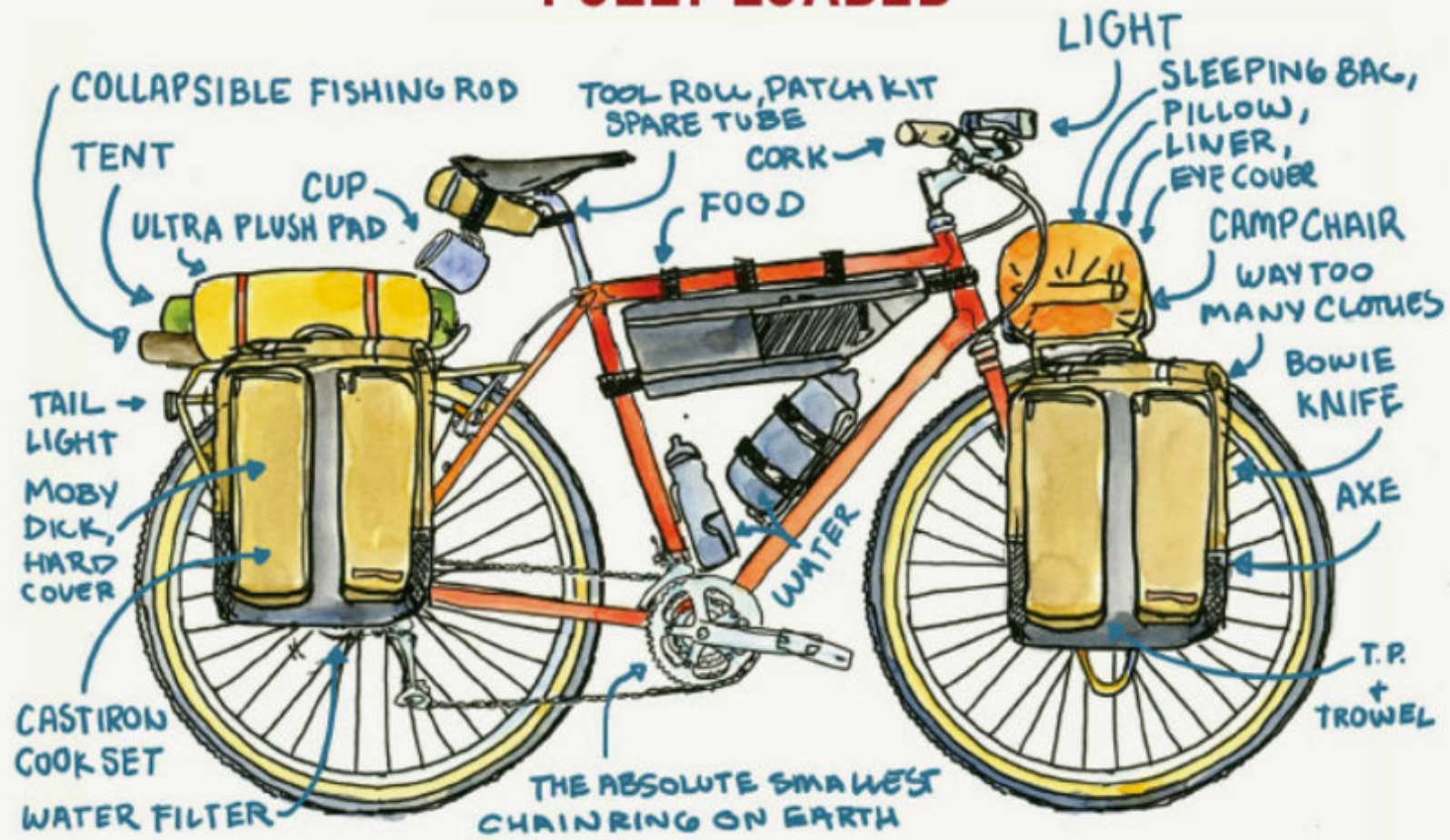
Download, Compare, and Share icons



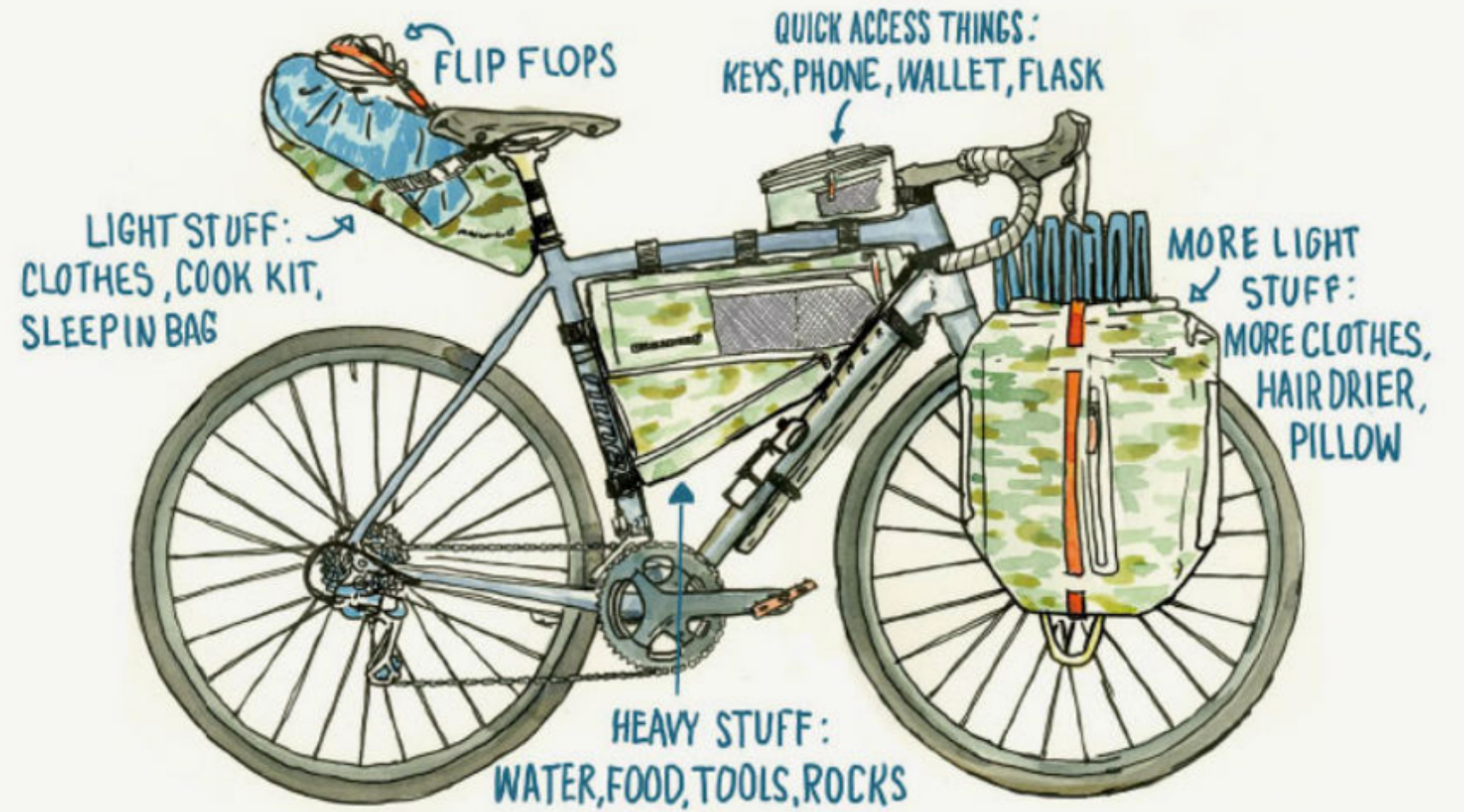
Vertailuerittely alueen mukaan

Alue ▼ Download, Compare, and Share icons

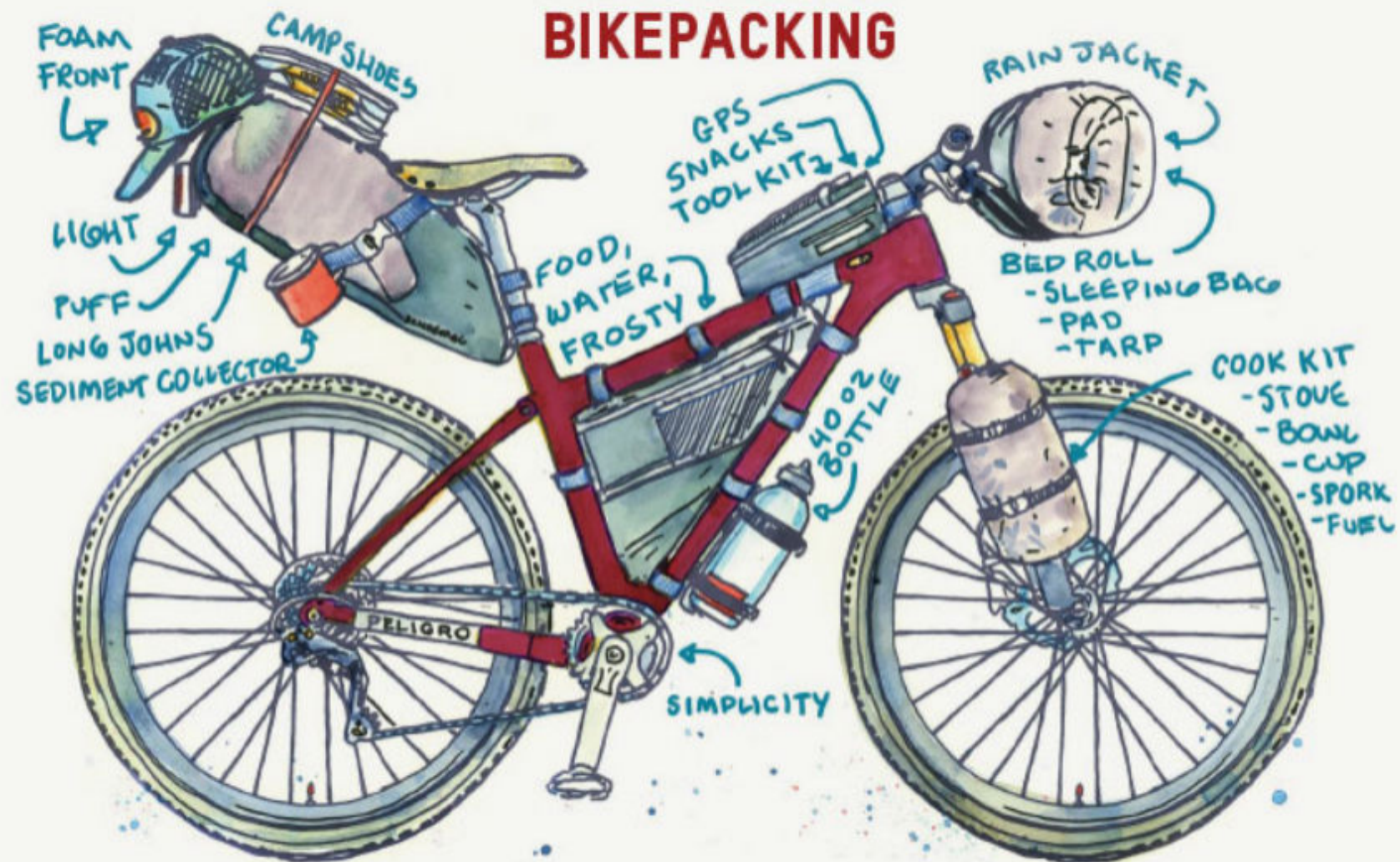
FULLY LOADED



MIX & MATCH

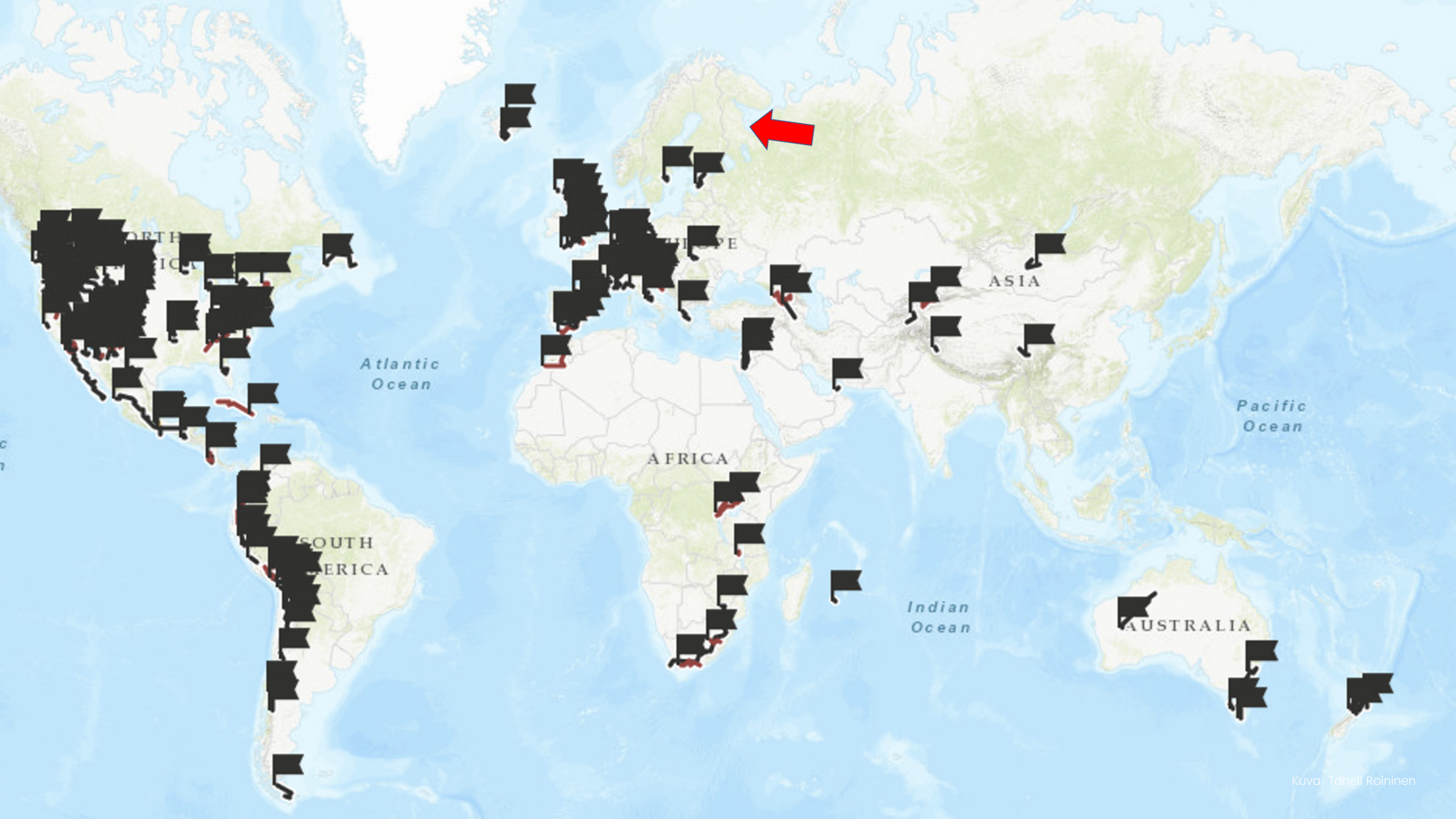


BIKEPACKING



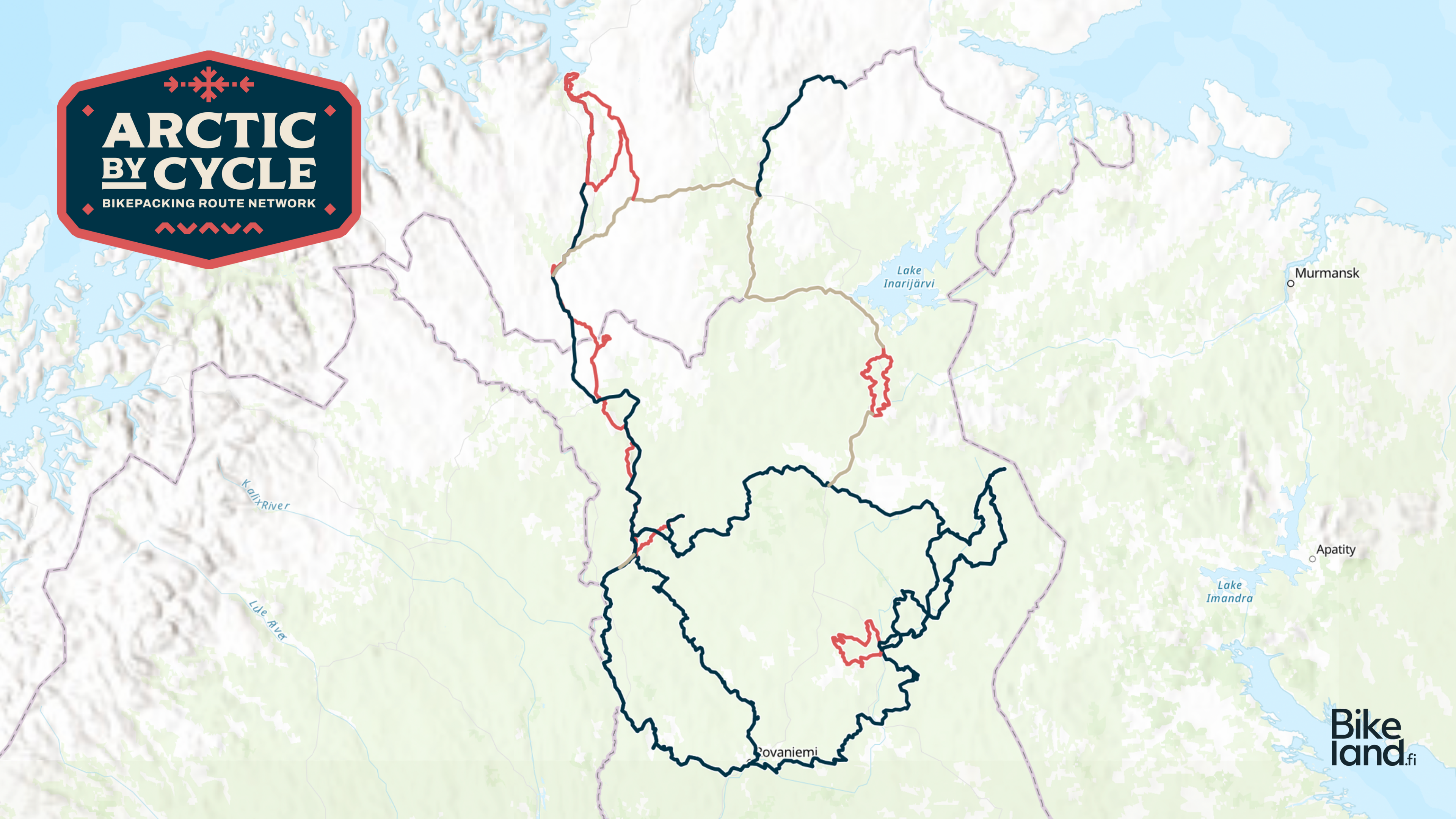
CREDIT CARD







**SOUTH
BY CYCLE**





ARCTIC BY CYCLE

JOTKA

MTB ROUTE

ARCTIC BY CYCLE

ARCTIC POST ROAD

GRAVEL ROUTE

ARCTIC BY CYCLE

ARCTIC POST ROAD

MTB ROUTE

ARCTIC BY CYCLE

CENTRAL LAPLAND

GRAVEL LOOP

ARCTIC BY CYCLE

YLLÄS-LEVI

GRAVEL ROUTE

ARCTIC BY CYCLE

SANTA'S WESTERN

GRAVEL LOOP

ARCTIC BY CYCLE

TENO RIVER VALLEY

HIGHWAY

ARCTIC BY CYCLE

URHO KEKKONEN NATIONAL PARK

MTB LOOP

ARCTIC BY CYCLE

KORVATUNTURI

GRAVEL LOOP

ARCTIC BY CYCLE

PYHÄ-LUOSTO NATIONAL PARK

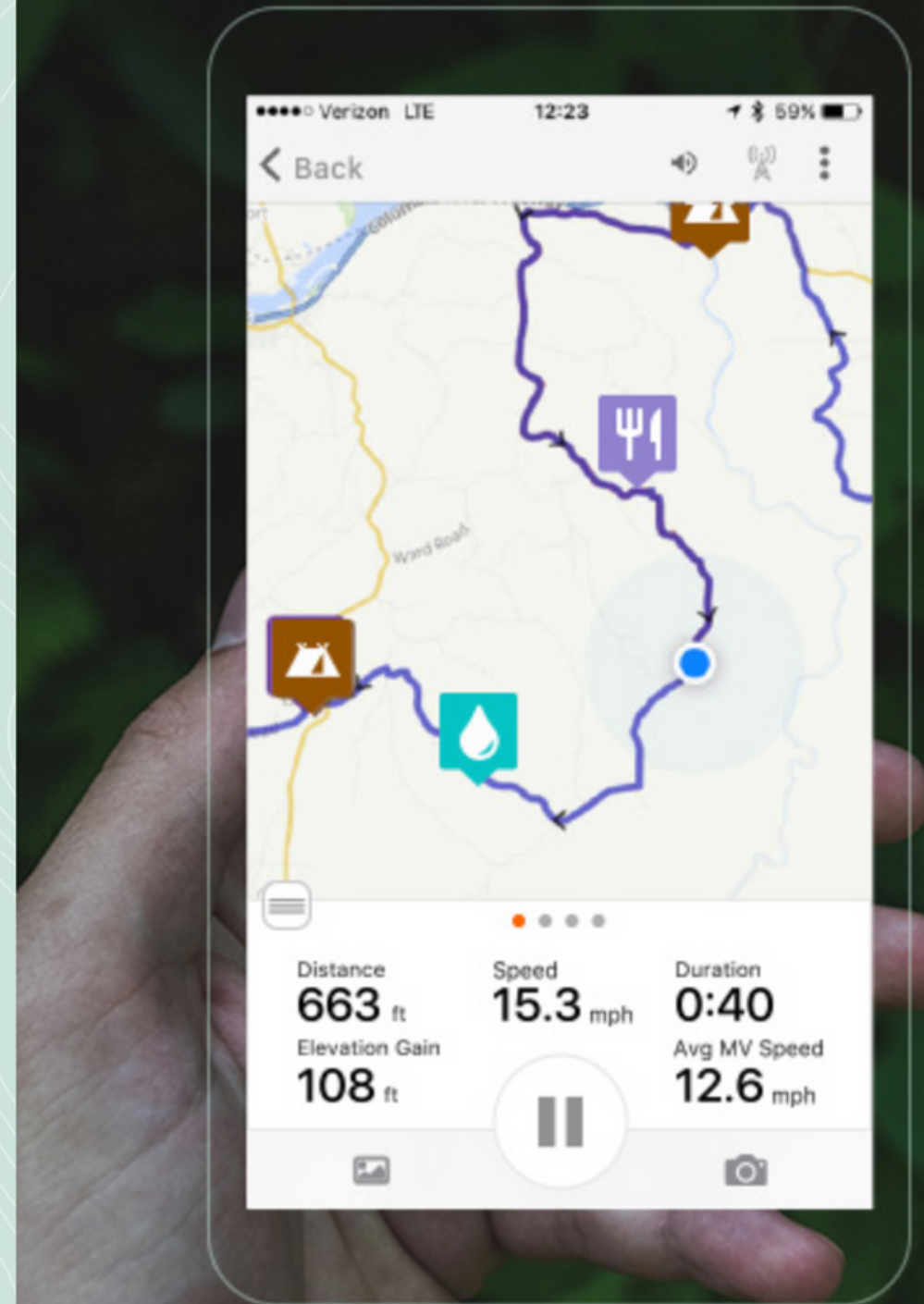
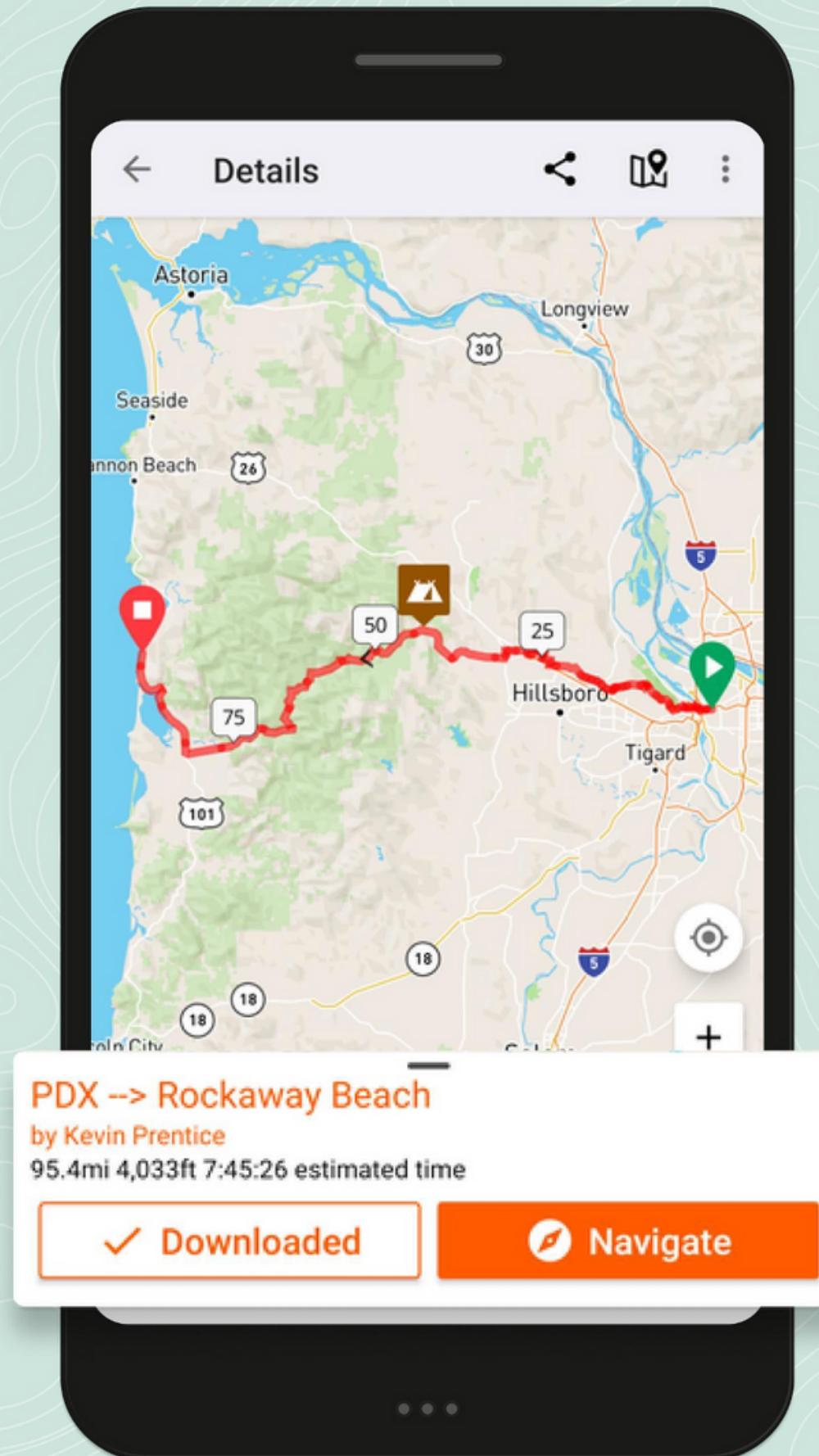
MTB LOOP

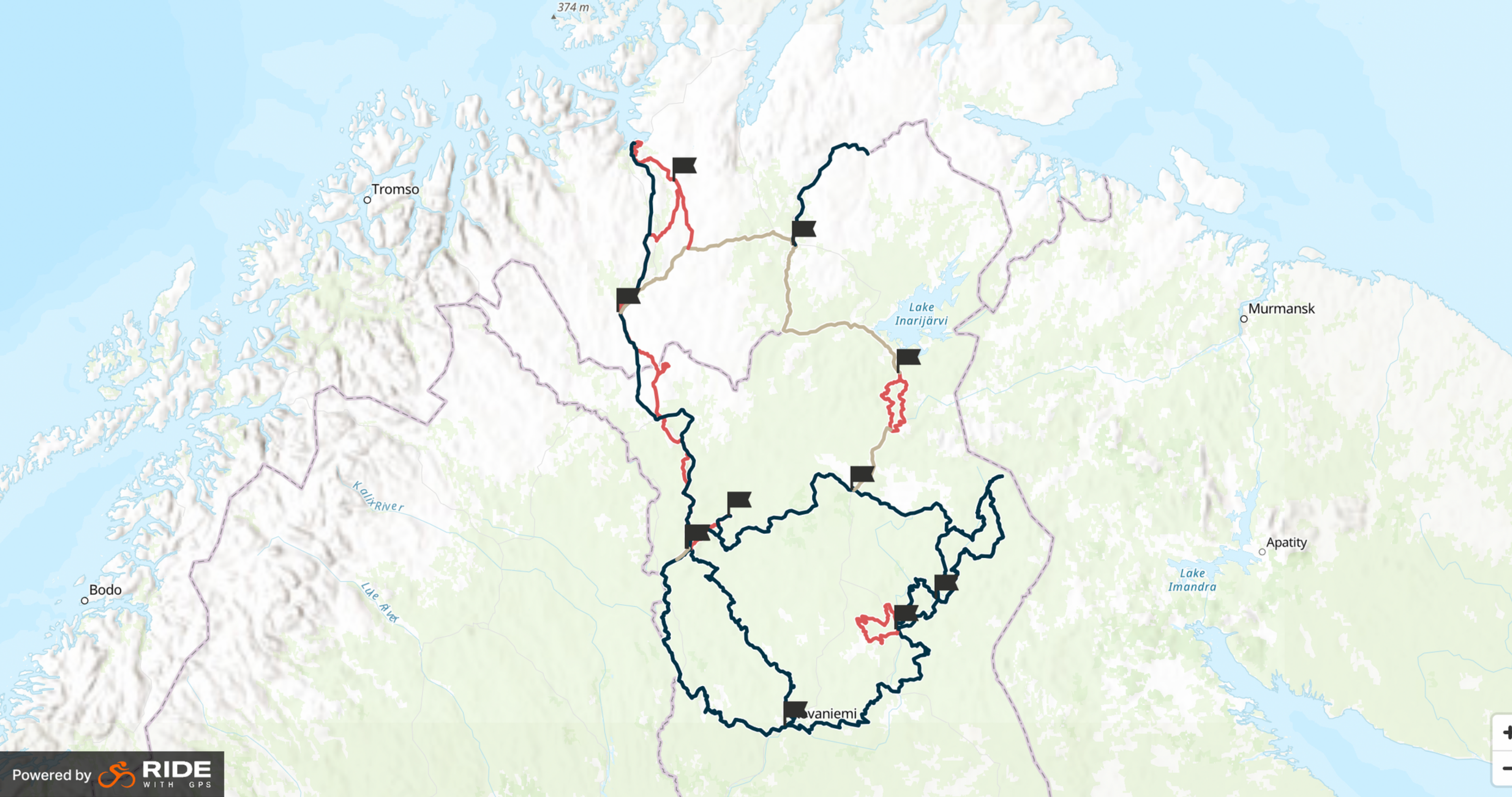
ARCTIC BY CYCLE

SAVUKOSKI-PELKOSENNIEMI

GRAVEL LOOP

Access maps & navigation in airplane mode or without cell service





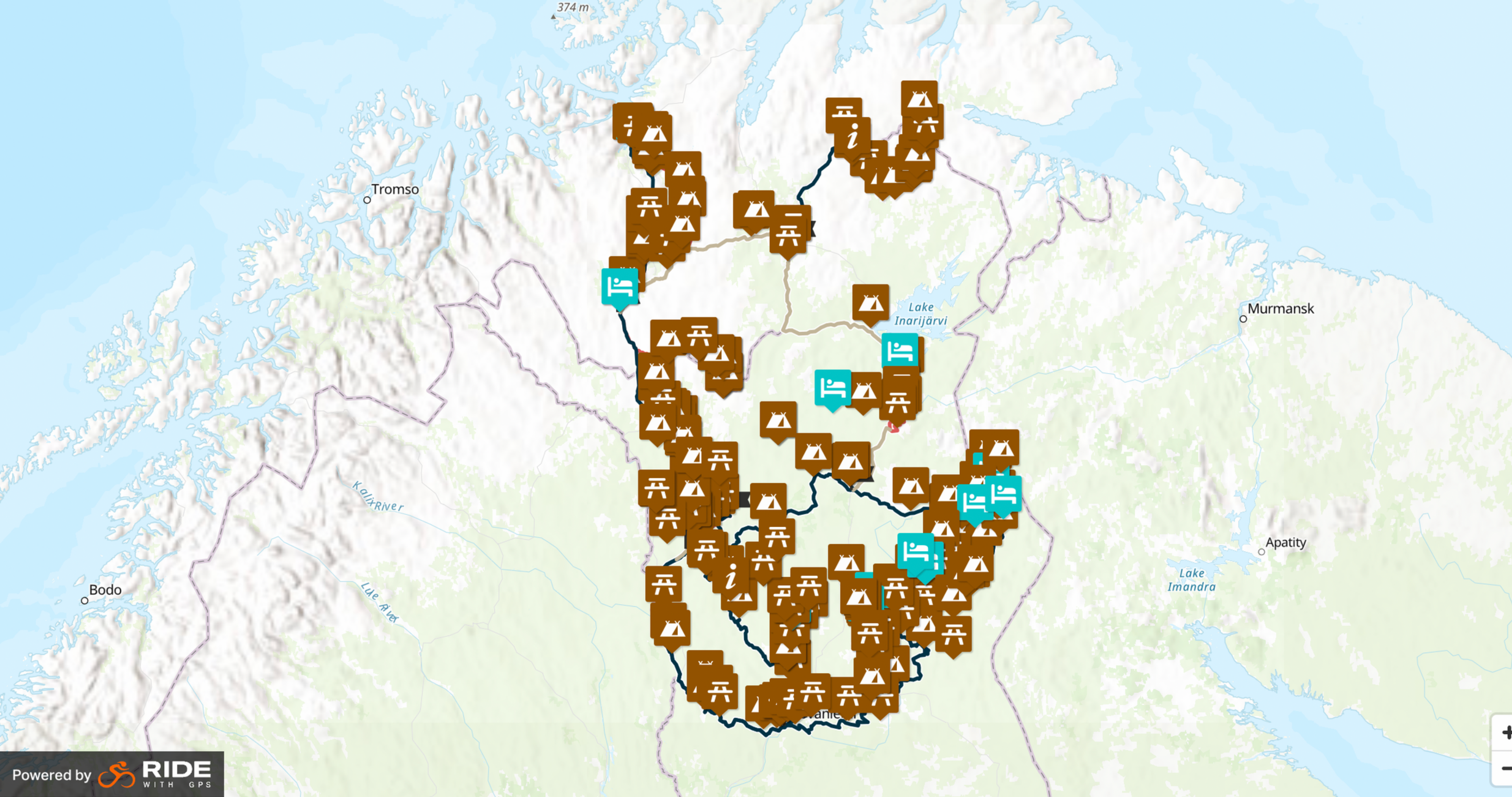
Camping & Wilderness shelters

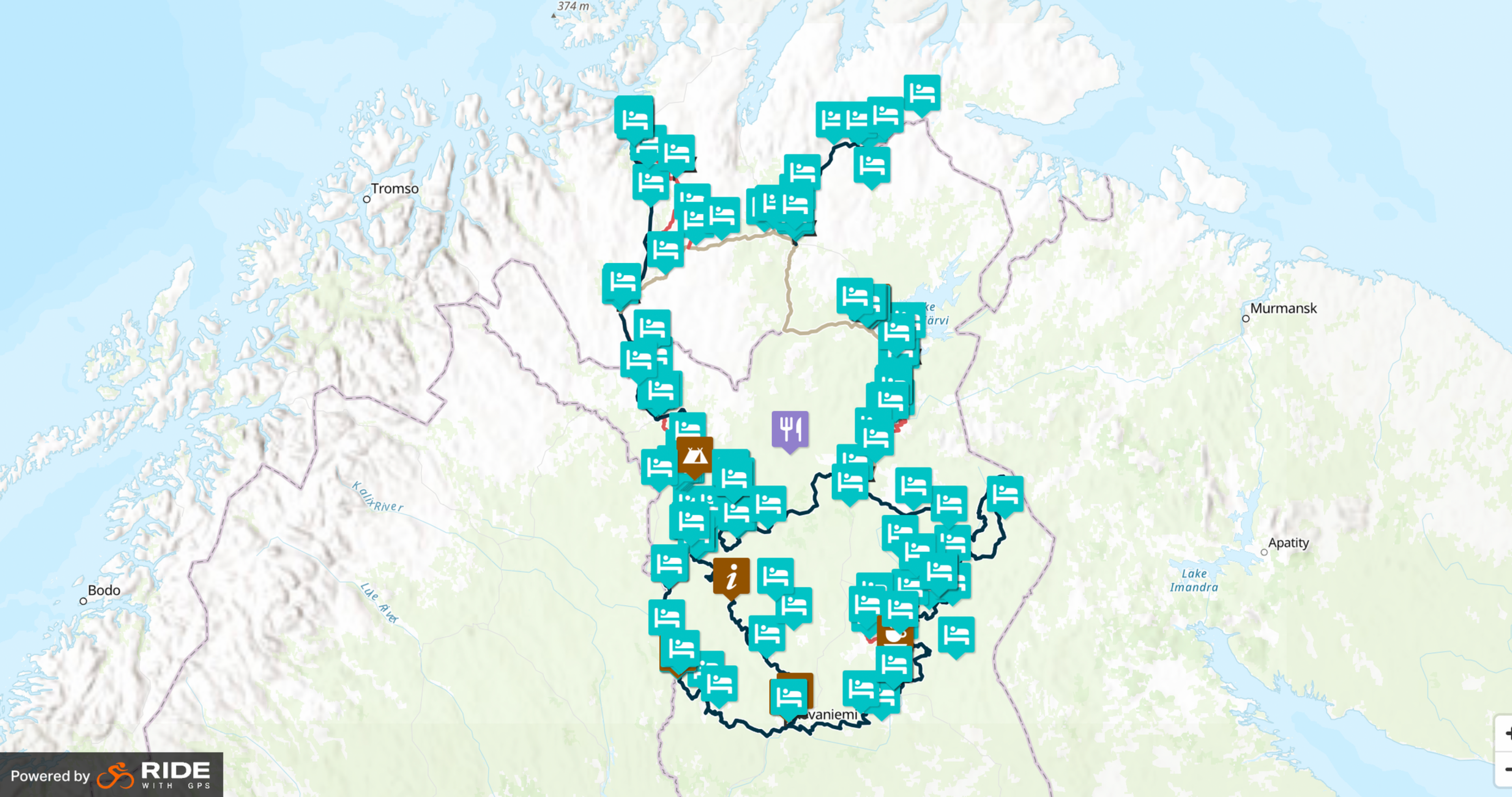
Lodging

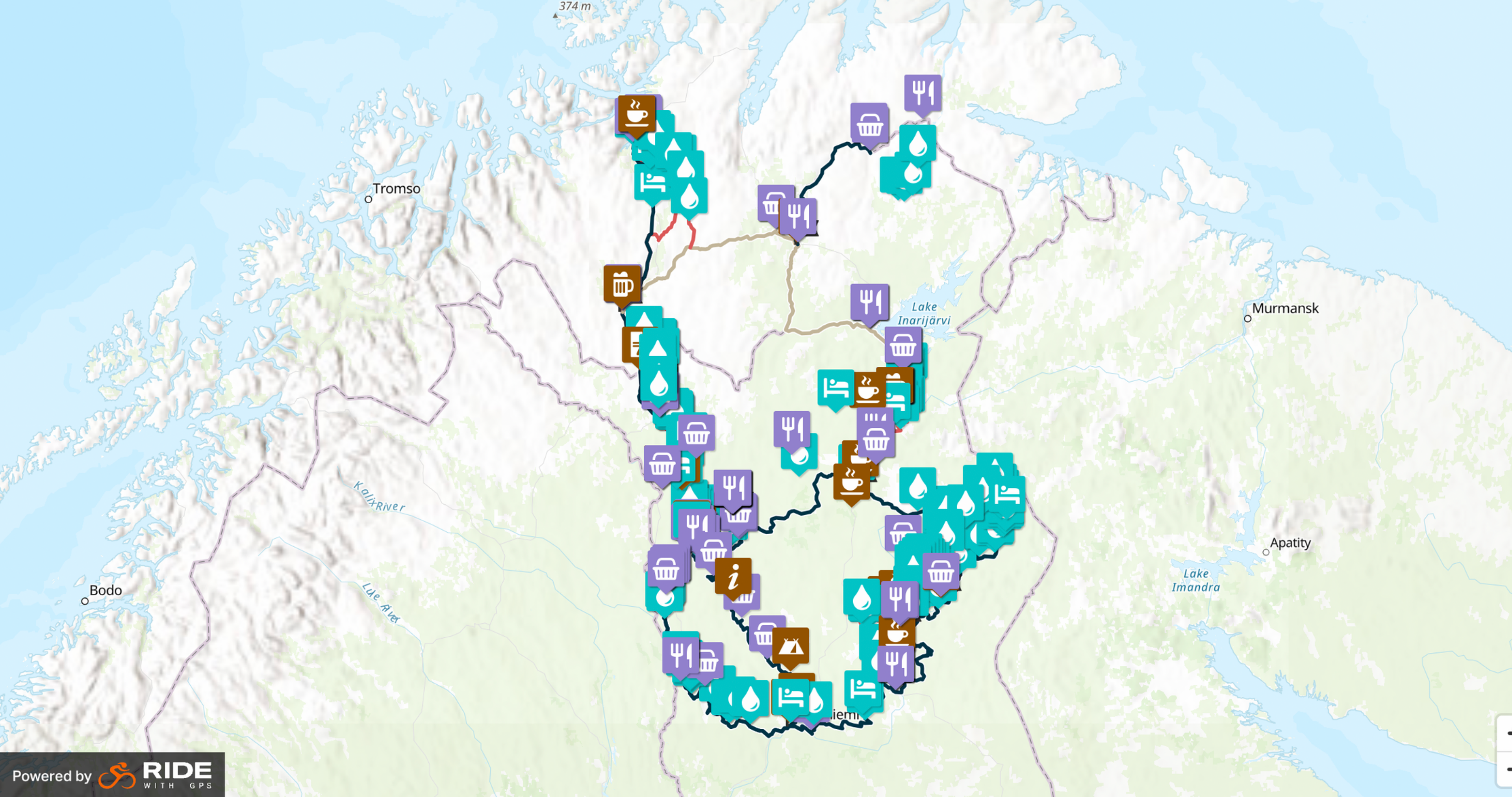
Food & H2O

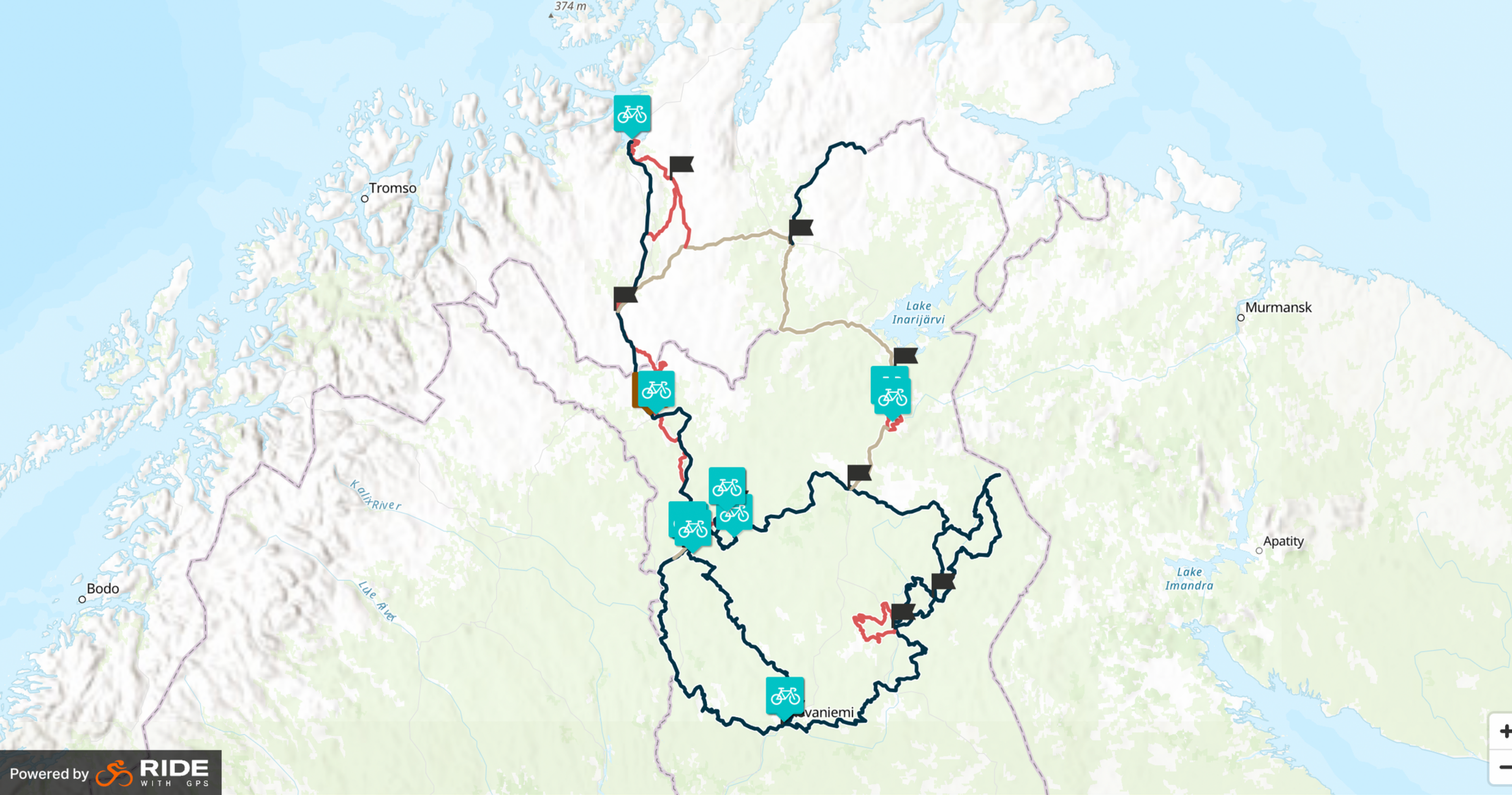
Bike Services

Other









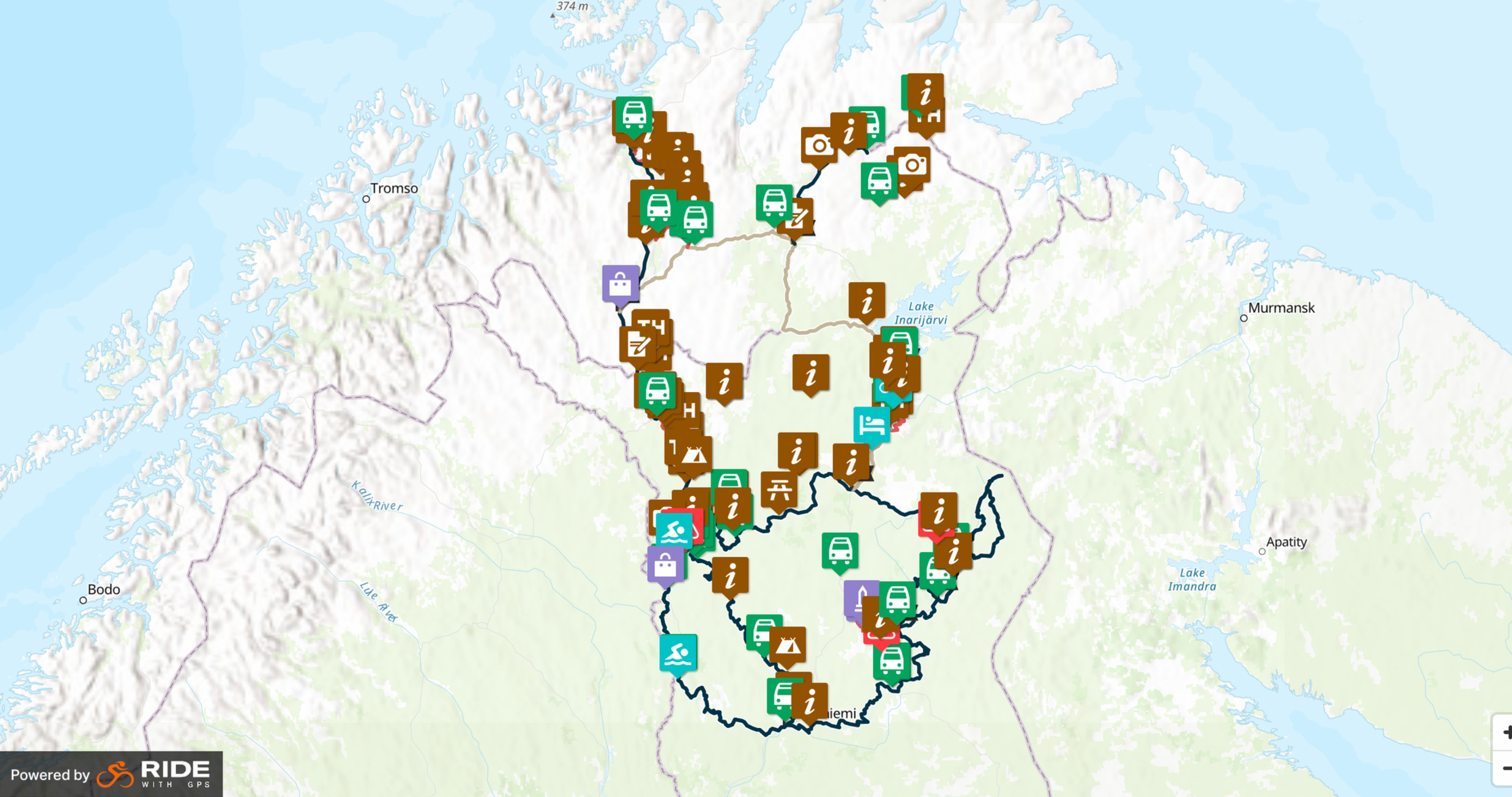
Camping & Wilderness shelters

Lodging

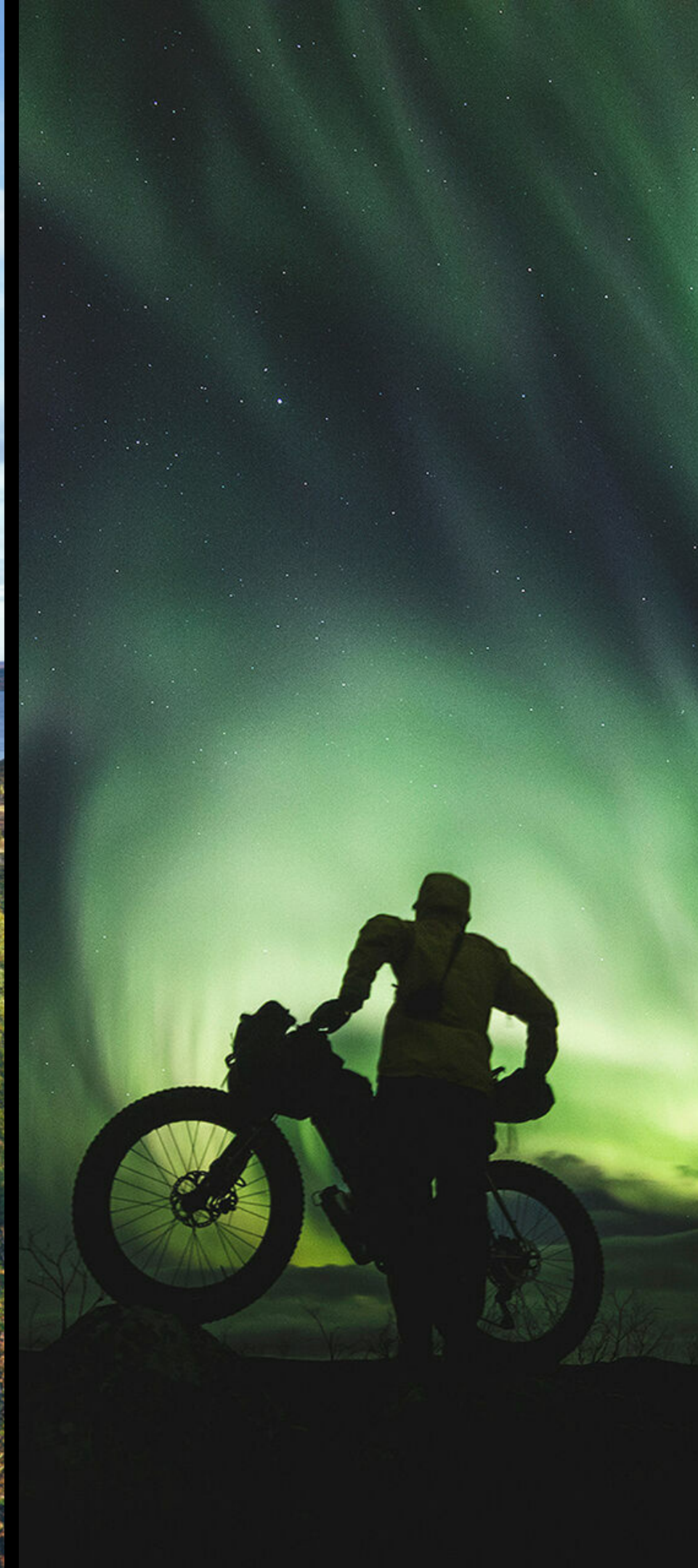
Food & H2O

Bike Services

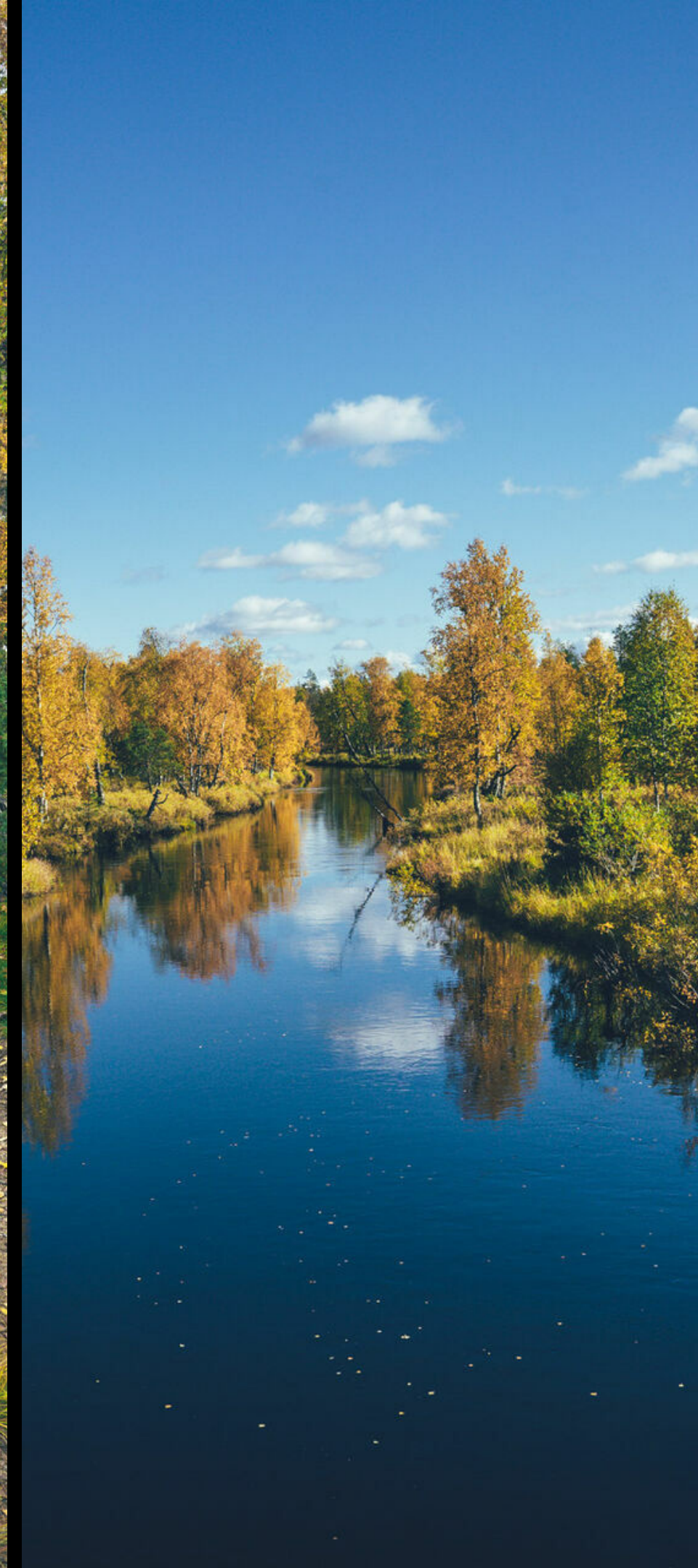
Other

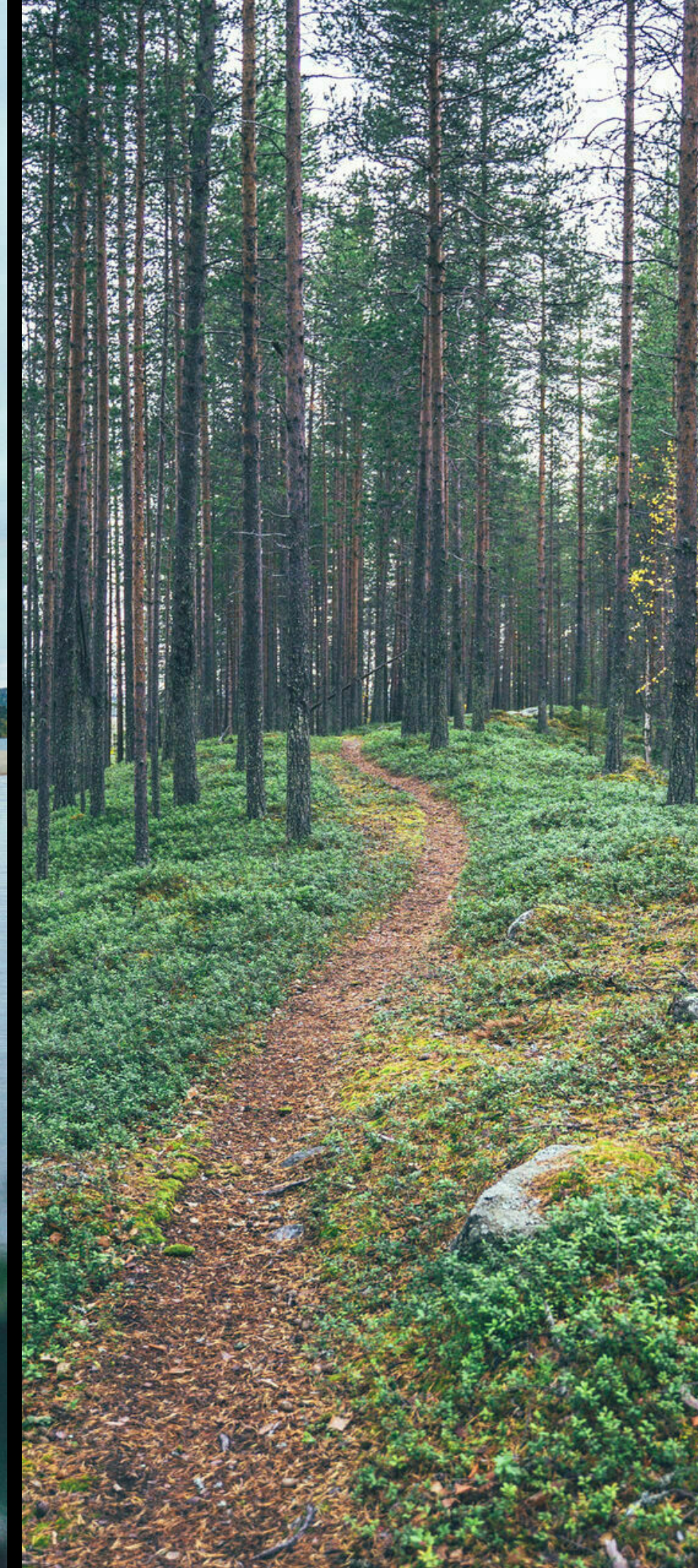












Case Aakenuspirtti

Micro business service model for remote lodging services



Case Aakenuspirtti

Micro business service model for remote lodging services

PROBLEM

One man (woman) show

"Worth it" only during traditional season peaks

SOLUTION

Self-service stays

'Let's trust the customer'



SELF-SERVICE PRICING

20€pp; camping & shared kitchen

40€pp; shared room

80€pp; private room for 2, 120€pp for 3

HIGH SEASON EXTRAS

Coffee & restaurant

15€ Breakfast

25€ Dinner

20€ Sauna

More beds

Door always open, compulsory to book in advance, self-cleaning, sheets +10€, not pre-heated



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