PEDALING PATH TO FUTURE

Digital Solutions

Digital solutions play a central role in expanding and developing bicycle tourism markets. By leveraging technologies such as mobile applications, LED displays, and digital platforms, destinations can enhance the cycling experience, promote outdoor activities, and facilitate collaboration between tourists and local stakeholders. These solutions can enhance the reputation of the country or region in global markets as well as improve the cycling experience. Additionally, digital marketing in the tourism industry improves brand promotion and customer reach.

The adoption of digital solutions can encourage interaction, co-creation, and innovation between tourists and local stakeholders, ultimately leading to the success of tourism destinations. Overall, the effective integration of digital tools can significantly increase bicycle tourism and attract a wider audience through engaging and personalised experiences. When developing digital solutions, it is essential to consider the principles of sustainable development.

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Utilising Technology & Digital Solutions

Embracing technology and digital innovation offers a promising path to promote cycling tourism. By utilising various tools, accessibility, comfort, and recognition can be improved, ultimately contributing to the enhancement and sustainability of cycling tourism experiences.

Mobile Applications
Develop and utilise existing mobile applications that provide travelers with information such as routes, weather, attractions and provide navigation services. Provide customers with electronic maps and GPS tracking services to help them navigate routes easily.

Booking Systems
Utilise digital booking systems that enable bicycle tourists to easily book your services.

Online Marketing
Use digital marketing techniques such as search engine optimisation (SEO) and social media advertising to attract customers and increase your visibility.

Training & Information
Use digital training materials and information channels about the service and routes offered to customers.

Sustainable Practices
Use digital solutions in an environmentally friendly way, for example by reducing the use of paper. Provide digital safety instructions and emergency services so that customers can feel safe on the routes. Design digital solutions to require minimal resources such as storage space and bandwidth.

Online Feedback & Reviews
Encourage customers to leave online feedback about your services so you can get valuable information for suggestions for improvement. Use digital analytics to track activity on your website and learn how to improve your services.

Social media & communities
Create an active presence in social media and online communities where travelers can share their experiences and recommendations.

Rust in Chains & Recommendations

Fragmented information

Lack of centralised development on digital platforms complicates the experience for cycling tourists, such as route planning and finding travel destinations.

Entrepreneurs and tourism developers
- Create or select an existing digital platform or application that provides comprehensive information for cycling tourists
- Incorporate interactive feedback mechanisms into digital platforms.
- Invest in user-friendly and easy-to-use digital platforms.

Tourism developers
- Develop and maintain a digital database containing information about the region's cycling routes, attractions, events, and services.

Limited reach

Digital marketing and booking systems do not provide sufficient support for cyclists.

Entrepreneurs and tourism developers
- Develop or integrate functionalities into an existing booking system.
- Develop customised marketing messages directly targeting cycling tourists.
- Use search engine optimization

Tourism developers
- Collaborate with technology developers (e.g., universities).
- Create and maintain a social media community, collaborating with cycling organisations and influencers.

Disjointed user journey

Many different platforms cause confusion for users when they try to find and compare different cycling routes, accommodation options and other services.

Tourism developers
- Develop or select a centralised digital platform that provides a comprehensive database of cycling routes, accommodation options, and other services in your area.
- Collaborate with other stakeholders to integrate their provided information and services into the centralised platform.
- Ensure that digital platforms and comparison tools are user-friendly and easy to use.
- Keep the platform under continuous development and regularly gather feedback from users.

Description of the Challenge	Recommendation

Digital marketing shortfall

Lack of digital marketing strategies.

Tourism developers and entrepreneurs
- Define your target audience for cycling tourism clearly.
- Identify marketing channels that reach your target audience.
- Establish a strong presence on social media platforms.
- Create high-quality content such as blog posts, articles, and videos.
- Collaborate with other tourism stakeholders, local businesses, and cycling influencers.

Tourism developers
- Ensure that your cycling tourism destination's website is user-friendly, informative, and search engine-friendly.
- Use analytics and tracking tools to evaluate the effectiveness of marketing strategies.

Data insufficiency

Current practices are limited and do not provide sufficient information on cycling statistics and guest feedback.

Tourism developers and entrepreneurs
- Establish a system for collecting feedback from cycling tourists, including surveys or reviews sent during or after the trip.

Tourism developers and regional developers
- Provide user-friendly tools and platforms to facilitate the collection and analysis of cycling statistics such as the number of cyclists, popular routes, and trip lengths. (e.g., QR codes).
- Utilise data analytics to analyse feedback and identify trends.
- Share feedback information with tourism operators so they can improve their services.

B(ik)est Practises

Applications and Digi Platforms

There are countless apps available today for navigation and route planning. Some excel at specific tasks better than others. Utilising existing platforms is recommended. Below is a list of a few of the most common platforms.

- Strava
- Komoot
- Outdooractive
- Ride with GPS
- Bikemap
- AllTrails
- Gaia GPS
- Google Maps/Earth
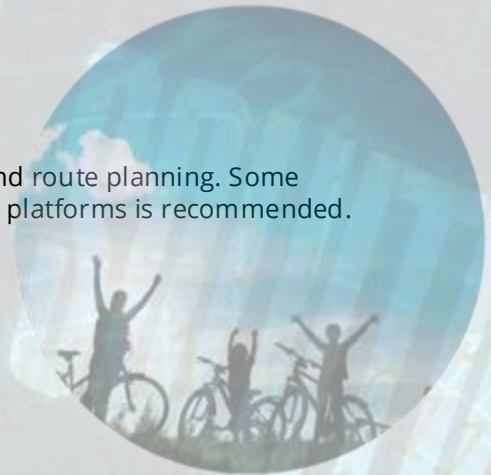
Spår och leder Funäsfjällen – App

This app shows which trails are open and available. It also displays information about the difficulty, length, etc., of cycling routes. With this company hopes to channel cyclists onto routes suitable for the season and weather. You can also purchase a bike pass from the app, which grants access to the area's trails. Learn more: https://funasfjallen.se/upplevelser/stigcykla-i-fjallen/

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.

Challenges 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.

One thing becomes completely clear in the development of bicycle tourism: digital solutions are key to unlocking the full potential of the sector. Utilising the power of mobile applications, interactive displays, and digital platforms, can not only enhance the cycling experience for tourists but also elevate destinations to a new level in the global market. Digital platforms connect tourists with local businesses, fostering collaboration and enriching interaction. By embracing digital marketing and promoting interaction between tourists and local stakeholders, we can serve a broader audience.

Digital solutions must be designed with environmental responsibility in mind to ensure a future where growth and prosperity coexist with nature. Let us strive to embrace digital innovations that support sustainable practices, enrich the cycling experience, and benefit the community.

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