



Criteria for bicycle ferries and ships

The popularity of bicycle touring is growing. Many tourists cycle day trips, explore cities by bike to find local gems, speed along on mountain bikes in the forest hideaways or on the fells, or cycle around Finland, enjoying the feeling of freedom, new destinations and stunning scenery. An essential part of a cyclist's travel experience are the services that operate with the Welcome Cyclist attitude.

The Welcome Cyclist logo helps the cyclists find the services meant for them. You can use the Welcome Cyclist logo if you fulfill the criteria on the next page. You also benefit from the joint marketing and communication of cycling tourism, which is implemented by the Cycling Tourism Centre Finland, Visit Finland and other tourism actors.

Welcome Cyclist attitude. You make it easy and safe for the cyclist to transport the bike and the necessary equipment.

Bicycle transport

- » The ferry has a bike carrier or other safe and customer-friendly way to transport the bike
- » The ferry has a good wheel pump with a nozzle that fits all the most common valves

A tip: You can install a self-service bicycle service point at the harbour, which will provide the most common bicycle repair equipment.

Communication

- » You clearly communicate the number of bike places available on your website. If the number of bike places is limited, or the places must be reserved well in advance, you state this information clearly.
- » Bicycle places can be booked, for example, on your website or on Matkahuolto's website
- » You keep the Welcome Cyclist logo visible on both ferries / ships and on your website
- » You can provide people with information about local cycling routes and cycling-friendly services

A tip

- » Provide instructions for the cyclist on how to attach the bike to the bike carrier, e.g. with written and pictorial instructions.
- » A cyclist will also appreciate it if your website also provides information on the possibilities for filling a water bottle and the location of the nearest toilet.



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