



Program Services Criteria

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 by fulfilling 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 offer the cycle traveler a professional program service and serve them holistically.

Tools and equipment

- » Tools and equipment are serviced regularly and their condition is always checked before renting to a new customer
- » You will instruct the customer in advance on the tools and equipment needed for the trip
- » You can adjust the tools and equipment to suit the customer

A tip: Before embarking on an excursion, at least the brakes and gears of the customers' rental bikes or their own bikes should be checked and it should be ensured that the tire pressure is suitable for the terrain.



Safety

- » You have sufficient skills and experience to plan activities safely, anticipate risks and prepare for them
- » The guide has training and/or experience suitable for leading bicycle tours, e.g. [Finnish Cycling Instructors training](#).
- » You are following the instructions of [TUKES program and experience service provider](#)
- » The tools and equipment comply with applicable laws and regulations
- » You will prepare written route and excursion safety documents and safety plans

A tip: At mountain bike destinations, keep the mountain bike rider's etiquette on display and instruct the customer to follow it.

Communication

- » You give the client in advance the information to evaluate the suitable activity for him (see tips below)
- » You find out about the customer's skill level and cycling experience before the trip
- » You inform people about local cycling routes and cycling-friendly services
- » You advise the customer on where to wash the bike and where to have the bike serviced
- » If necessary, you can tell us about regional transport connections and transport services
- » Keep the Welcome Cyclist logo visible in your store and on your website

A tip: The management of the technical skills and equipment required by the sport ensures that the activity is safe and can be carried out as planned. The trip can be classified on different scales, describing the place of performance, the conditions, the route profile and the stages of the trip.

Collaboration

- » You will network with other Welcome Cyclist service providers in the area

Tips for collaboration

- » Cyclists will appreciate the product packages, which include accommodation, catering and transport services, including luggage transport.
- » Get to know the Metsähallitus principles of sustainable tourism and join the Metsähallitus co-entrepreneurs.
- » If your service is not on well-functioning transport connections, you can arrange a transfer for the customer from the nearest bus or train station / airport.

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PYÖRÄILYKUNTIEN VERKOSTO



Työ- ja elinkeinoministeriö
Arbets- och näringsministeriet