



Bothnian Coastal Route

The New Bucketlist Nordic Route

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Hello Erja,

For travelers looking for a truly authentic, off-the-beaten-track break, the **Bothnian Coastal Route** offers an iconic and unforgettable slow travel experience along the Arctic coasts of Sweden and Finland.

This thrilling new route stretches along more than 800 km of serene coastal roads, through an area of preserved nature, charming Nordic villages, and stunning seascapes.

With the growing demand for sustainable and nature-conscious travel, the Bothnian Coastal Route is fast becoming a bucket-list destination. All destinations on the route work together to offer visitors the opportunity to experience the region in the most environmentally friendly and low-impact way possible.

You will find more information about the project, the destinations, experiences in the region, information for tour operators and much more here:

[More about Bothnian Coastal Route](#)

Across Borders and Bays

At the Finnish end, visitors explore coastal towns via Vaasa, Kalajoki and Oulu, passing into Sweden at Haparanda/Tornio and continuing south to Luleå, Skellefteå and Umeå.

Operating all year round, the Wasaline ecological ferry is the northernmost daily passenger ferry. A highlight of the trip, offering a comfortable and scenic sea connection across the Bay of Bothnia between Umeå and Vaasa. Make sure your clients have a reservation for the car if they want to use the ferry in July or the other summer months.

Along the coast, this region is also home to some of Europe's lesser-known archipelagos, made up of thousands of islands with fascinating nature, such as the Kvarken archipelago, a UNESCO World Natural Heritage Site, and two national parks of the Archipelago south of Haparanda/Tornio. The islands are perfect places to unwind and indulge in the laid-back Nordic lifestyle.

Interested in a fam trip?

Would you like to see first-hand what the destinations of the Bothnian Coastal Route have to offer? Sign up here to receive information as soon as a fam trip is planned:

[Register for FAM Trips with Bothnian Coastal Route](#)

Best regards

Jan Badur & NordicMarketing team

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Exploring wooden towns and historic church villages

A historical journey through the Nordic past

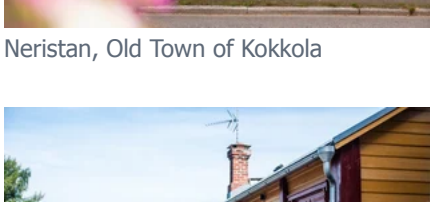
A trip along the Bothnian Coastal Route is a historical journey through the Nordic past, to some of Scandinavia's best preserved wooden towns and church villages.



Neristan, Old Town of Kokkola

Neristan (Kokkola, Finland)

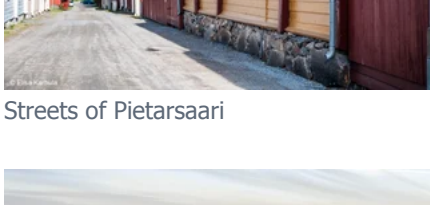
A [17th century wooden village](#) with colorful timber houses and cobblestone paths. A guided tour offers an interesting history about life in the past.



Streets of Pietarsaari

Pietarsaari Skata (Finland)

One of the largest unspoilt areas in Scandinavia with [historic wooden cottages](#), exquisitely preserved 19th century architecture.



UNESCO World Heritage Gammelstad

Gammelstad (outside of Luleå, Sweden)

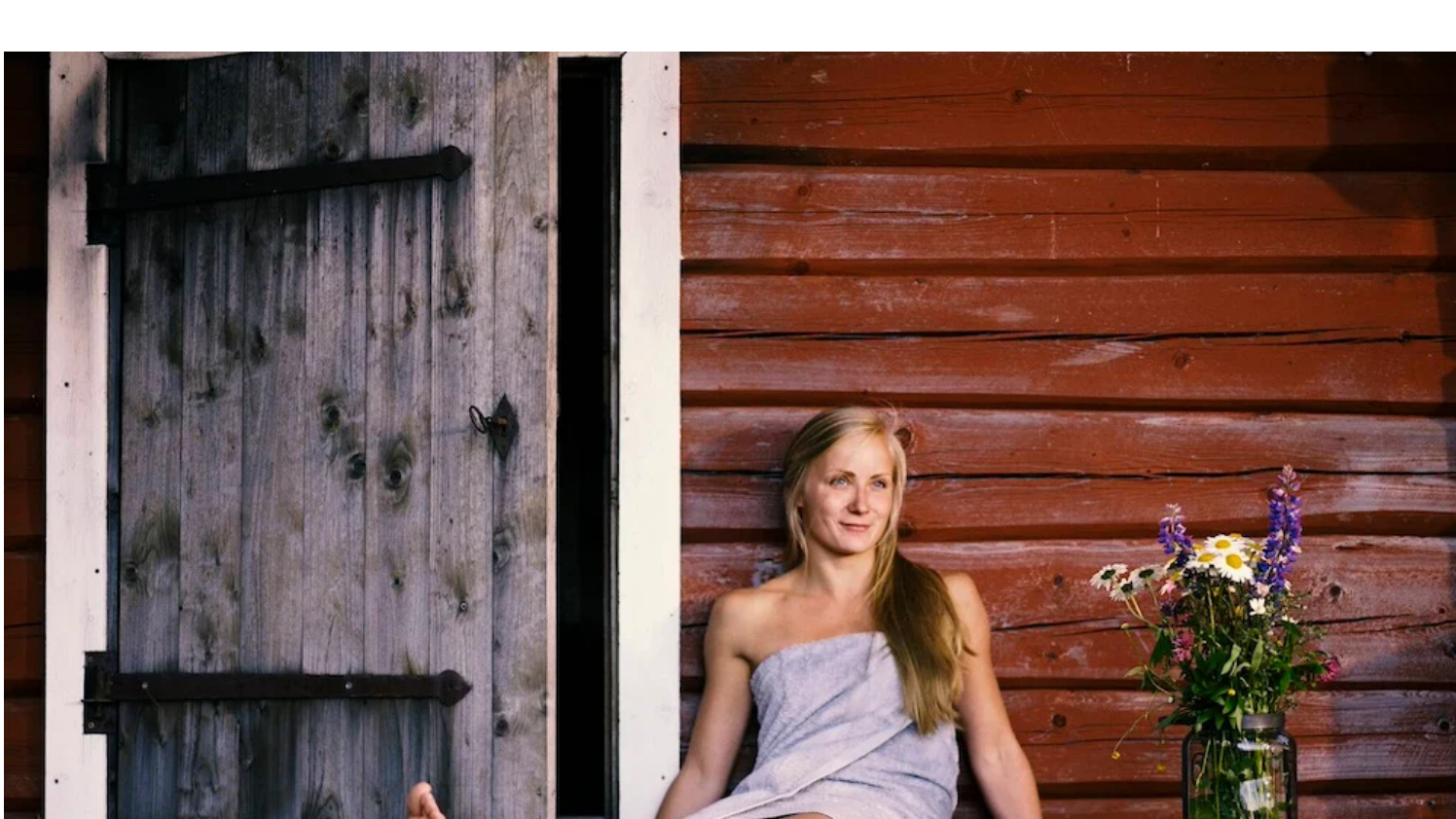
An [UNESCO World Heritage Site](#), a medieval church town with 405 red cottages originally built as temporary accommodation for church visitors from far.



Church village Bonnstán

Bonnstán (Skellefteå, Sweden)

A [17th century church village](#) where visitors can see the old cottages during the summer, usually hosted by the local owners.



© Kari Ylitalo/ Visit Finland

From Midnight Sun to Sauna: Discover the North

Four highlights along the Bothnian Coastal Route

Culture in Focus: Oulu and Umeå – European Capitals of Culture

The largest cities along the Bothnian Coastal Route are vibrant cultural hubs. On the Finnish side, [Oulu](#) is preparing to take the stage as European Capital of Culture in 2026. [Umeå](#), in northern Sweden, held the title of European Capital of Culture in 2014. These cities are strongholds of creativity, innovation, and cultural experiences.

Many ways to experience the midnight light

The Bothnian Coastal Route offers almost never-ending daylight and long, golden summer nights, where the sun barely dips below the horizon. A perfect place to experience the nightly sun is on [Kalajoki's Sand Dunes](#) (Finland), [Sunset Cruises in Luleå](#) (Sweden) [sailing in the Luleå archipelago](#), enjoying a seafood buffet on board the historic [m/s Laponia](#) is a memorable experience.

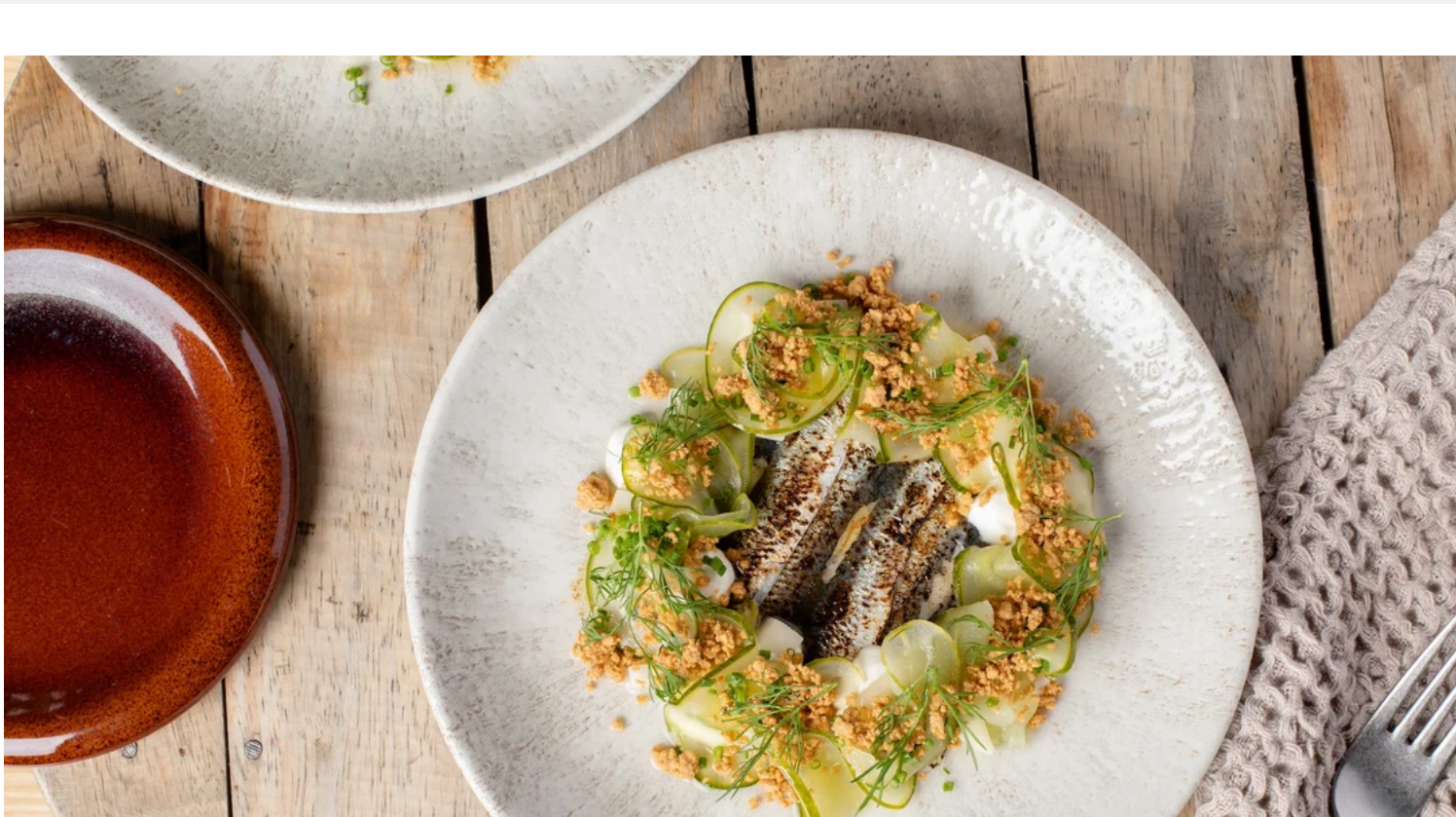
Adventures in Nature – enjoy endless daylight

Up until August, daylight never ends in the Bay of Bothnia, so you have plenty of time to experience new things. Explore the stunning landscape of [Kalajoki](#) by fatbiking or hiking, or maybe by [horseback riding](#). Alternatively, follow the trails at [Bjuröklubb Nature Reserve](#), south of [Skellefteå](#), and enjoy sweeping sea views from the heights. Another way is to paddle the vast delta of the Oulu River, around the islands of its estuary, or explore the pristine waters of the Kalix River, one of Europe's few remaining great wild rivers.

Experience the ultimate sauna

In Finland, saunas are more than just a relaxation space, they are a cultural institution. Declared by UNESCO as an intangible cultural heritage site in 2020, the Finnish sauna is where people go to meditate, relieve stress, get down to business and enjoy a gathering with friends and family. Along the Bothnian Bay there are numerous saunas to visit, from traditional wood and smoke saunas to the electric ones. For a relaxing sauna tour, see our suggested tour.

[Sauna, the Essence of Nordic Wellbeing »](#)



© Restaurant Hejm

A Summer for Food Lovers on the Bothnian Route

Gastronomic highlights

An absolute must is to eat at one of Finland's coolest summer yacht club restaurants. [Mustakari](#) in Kokkola, which focuses on natural and local food, is worth a visit. In Vaasa, the beachside restaurant [Hejm](#) serves local ingredients with a modern twist in a relaxed atmosphere. In Oulu's old town, Pikisaari, the [Sokeri-Jussi](#) tavern occupies an old wooden warehouse. As part of the Arctic Food Lab project, it highlights Arctic ingredients and the region's gastronomic heritage.

Sweden has no shortage of charming summer cafés. Most notably [Svedjan Cheese & Bakery](#) in the Skellefteå countryside, where the owners make award-winning cheeses. Umeå has been ranked as Sweden's fourth-best "restaurant city" and stands out as a dynamic food destination, blending its heritage with modern innovation. This recognition is backed by a vibrant restaurant scene.

You can find the perfect route to discover the Bothnian Bay from a culinary perspective here:

[Food and Culture of Bothnian Coastal Route »](#)

Information on the project

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