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D E C E M B E R 2 0 2 5

Greetings from the Bothnian Coastal Route Team

As the year draws to a close, the Bothnian Coastal Route project is coming to an end after three years of cross-border cooperation.

In this newsletter, we look back at the final seminar in Oulu, highlight key results from the project and reflect on how the work carried out provides a basis for continued cooperation and future opportunities within the region.

We would like to thank all those who have contributed to the project and taken part in the final seminar – partners, companies, financiers and other stakeholders – for your engagement and cooperation throughout the project period.

The BCR Project Team

From Idea to Itinerary – Bothnian Coastal Route becomes a Nordic cross-border destination



The Bothnian Coastal Route project reached its finale in Oulu on 26 November, where partners, companies and international travel trade representatives gathered to review three years of cross-border collaboration between Finland and Sweden. The day highlighted both the achievements and the growing potential of the region as a joint Nordic destination.

When Project Manager **Marianne Sjöström** looked back at the Bothnian Coastal Route journey in Oulu, she described standing there with “mixed feelings” – proud of what had been built, but also a little melancholic that the project period is now coming to an end. Four and a half years earlier, partners around the Bothnian Bay coast in Finland and Sweden started drafting a bold application to the new Interreg Aurora programme. The goal was ambitious: to create awareness of the Bothnian Coastal Route as an attractive travel route for visitors and locals and provide a sound basis for growth and sustainable tourism.

[Read more](#)

“Out of the mainstream, rich in authenticity” – tour operators on the potential of the Bothnian Coastal Route



At the final seminar in Oulu, international tour operators were very clear: the

Bothnian Coastal Route is no longer just an idea on paper. It is a real alternative to mainstream Nordic destinations – especially for travellers who look for authenticity, value for money and cross-border experiences in both Finland and Sweden.

[Read more](#)

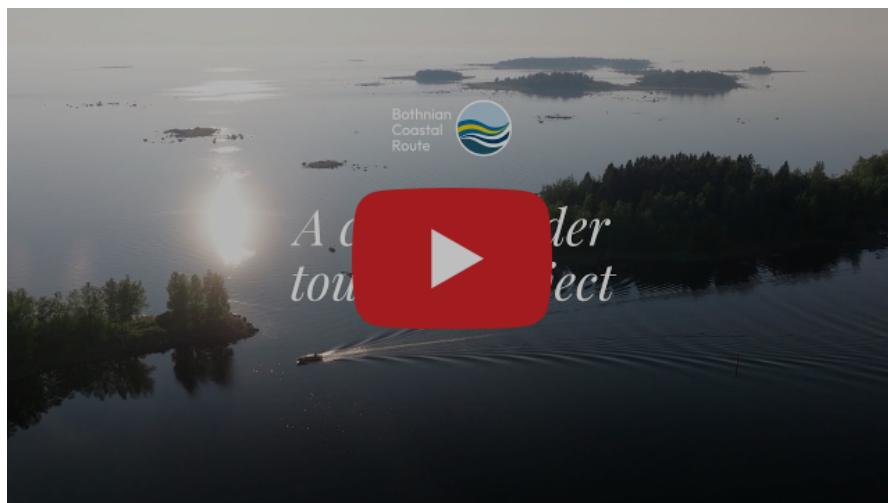


“More than roofs and walls” – companies on what the Bothnian Coastal Route has changed

A panel discussion in Oulu brought together companies from both Finland and Sweden to discuss what the Bothnian Coastal Route project has meant in practice – and what still needs to happen now that the project comes to an end.

From hotels and restaurants to Sámi experiences, unique local accommodations and the Wasaline ferry, one message kept coming back: the project has generated real business, new markets and stronger cross-border networks.

[Read more](#)

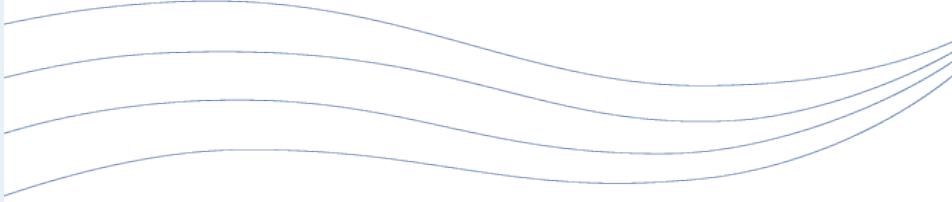


[Documentary film from idea to itineraari](#)

RESULTS SUM — FROM IDEA TO ITINERARY

Our results film captures how the Bothnian Coastal Route has, over three years, evolved from an idea into a shared Nordic coastal itinerary. Thirteen destinations around the Bothnian Bay, together with more than 310 companies, have created a new cross-border round trip, a practical B2B travel trade toolbox and a platform for continued development and marketing of the region.

Explore the route, tools, and travel ideas at bothniancoastalroute.com.



We would like to thank you once again for your engagement and cooperation throughout the project period, and wish you a restful holiday season and a happy New Year.

Best regards,
The Bothnian Coastal Route team

Contact us

If you have any questions or feedback, please don't hesitate to ask!

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Bothnian Coastal Route

Project duration: 1.1.2023-31.12.2025

Budget: 2 712 677 euros

The total budget of this project is 2 712 677,00 EUR, whereof 1 763 241,00 EUR EU-funding via the Interreg Aurora programme. The rest of the funding comes from Finnish national and Swedish regional co-funding, from the Nordic Council of Ministers, and from municipal and private co-funding.

Project partners

Kvarken Council EGTC (lead part and coordinating beneficiary),
City of Kalajoki, Luleå Business Region AB and Luleå Municipality,
City of Oulu/ Business Oulu, Vaasa Region Development Company
VASEK, Visit Skellefteå AB and Visit Umeå AB

Financiers

Interreg Aurora, Regional Council of Lapland, Region
Västerbotten, Kvarken Council EGTC, Umeå Municipality, Vaasa
Region Development Company VASEK, City of Kalajoki, Luleå
Business Region AB and Luleå Municipality, City of Oulu/
BusinessOulu, Visit Skellefteå AB, City of Vaasa, Kokkola Tourism
Ltd, Haparanda Municipality for Haparanda/Tornio, Bothnian Arc-
ry, City of Pietarsaari, Piteå Municipality, Kemi Tourism Ltd, NLC
Ferry Ab Oy



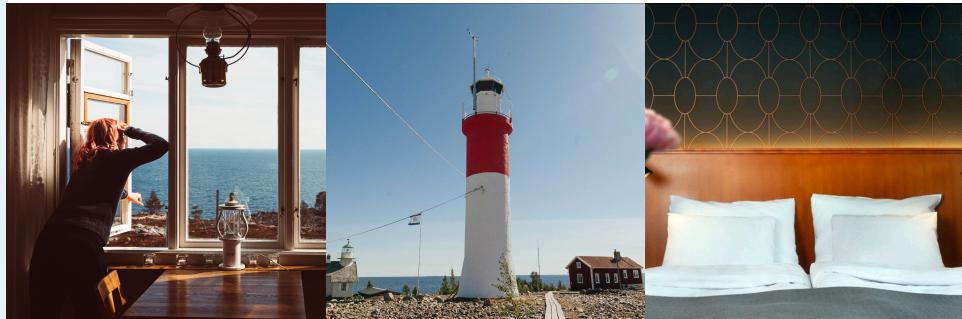
Co-funded by
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Aurora



SKELLEFTEÅ . VISIT SKELLEFTEÅ





Sustainable & memorable tourism destinations in Finland and Sweden



The Kvarken Council EGTC is the lead part and coordinating beneficiary for this Bothnian Coastal Route project.

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