



Bothnian Coastal Route

Two countries joined by the sea 

21. May 2024

Hi ,

Here are exclusive news from **Bothnian Coastal Route**. 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](#)

Welcome to Sweden and Finland

The Bothnian Coastal Route is an **innovative travel route** that offers a wide range of nature experiences, exciting activities, rich cultural experiences, culinary delights, historical insights and vibrant cities. In the region, travellers will discover **a natural and a cultural UNESCO World Heritage Site**, as well as **two European Capitals of Culture**.

From the **Kvarken**, “throat of the sea” in the southmost point all the way up to the **Finnish-Swedish border in southern Lapland**, the coast along the Bothnian Bay offers experiences in all seasons – **in two distinct, yet similar countries**.

Interested in a FAM trip?

Would you like to see for yourself what the destinations on the Bothnian Coastal Route have to offer? Sign up here to receive information as soon as an info trip is planned:

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

Kind regards

Jan Badur & NordicMarketing team

Picture: © Visit Kokkola



Destinations in Sweden & Finland

Sustainable & memorable tourism destinations

The Bothnian Coastal Route project, including northern Finnish and Swedish destinations, aims to increase awareness of the coastal area around the Bothnian Bay and over the Kvarken strait, as an attractive travel route for both international tourists and locals.

On the Swedish and Finnish side, the project includes the following destinations:

-  [Umeå](#), [Skellefteå](#), [Piteå](#), [Luleå](#), [Kalix](#)
-  Twin city [HaparandaTornio](#)
-  [Kemi](#), [Oulu](#) and [Oulu Region](#), [Kalajoki](#), [Kokkola](#), [Pietarsaari](#), [Vaasa](#)

[More on the Bothnian Coastal Route destinations](#)



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B2B Tour Planning Tool

Service for tour operators

Bothnian Coastal Route launches a completely **new web based "B2B tour planning tool"**. This tool is designed to assist European tour operators in discovering and customising carefully curated tours in the region.

- Detailed information about local tourism offers and service providers
- Inspiration through ready-made tours
- Tours can be customised to meet customer needs
- Tours are shown via Google Maps
- Filter products and services and save them as favourites

[Plan your own tour!](#)

Information on the project

Bothnian Coastal Route

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Interreg



Co-funded by
the European Union

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