

Unique experiences along the Bothnian Coastal Route

Your next Nordic destination

30.09.2025

Hello ,

The [Bothnian Coastal Route](#) is a hidden gem of the North – a coastal journey where **authentic culture, breathtaking nature, and sustainable innovation** meet.

From historic wooden towns to UNESCO World Heritage Sites, from culinary highlights to unforgettable winter adventures: here your clients can experience the true Nordic feeling. This unique route connects two countries and four seasons, opening up endless opportunities for diverse and inspiring travel products.

👉 Networking opportunities this autumn:

- [ITG Rimini, Italy – October 8 to 10](#)
- [Swedish Workshop, UK, London – November 19](#)

We look forward to developing attractive packages together and bringing your guests to the Bothnian Coast.

[More about Bothnian Coastal Route](#)

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](#)

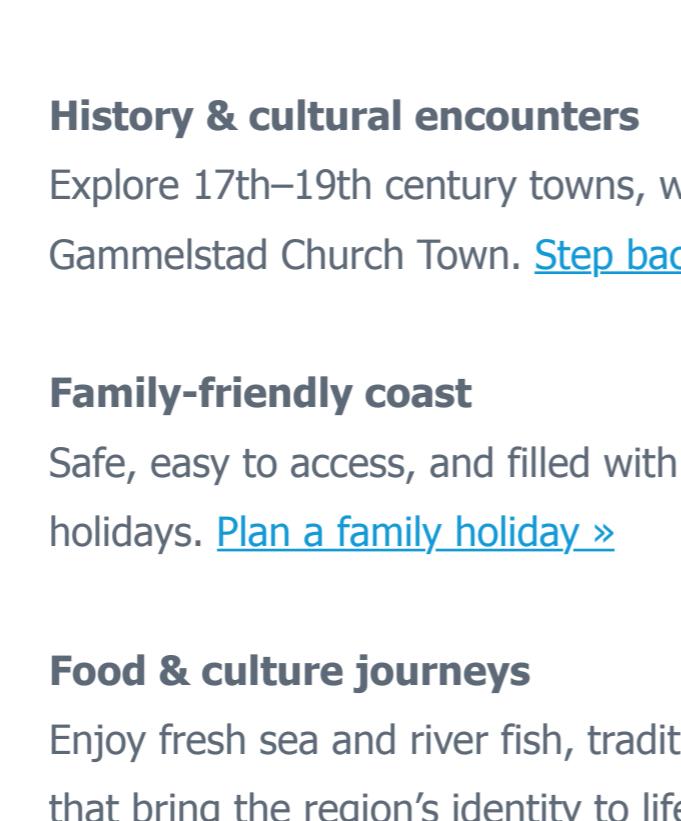
Best regards

Jan Badur & NordicMarketing team

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4 Reasons to choose the Bothnian Coastal Route

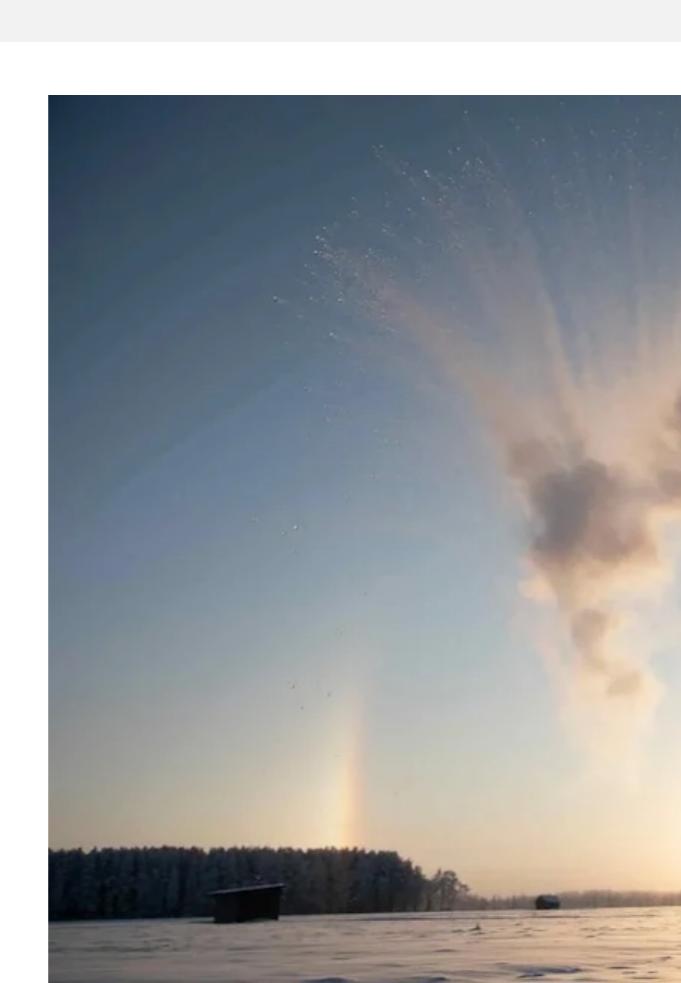
Nature, culture, and sustainability combined on one unique coastal route



At the beach of Kalajoki

Unspoiled nature & scenic landscapes

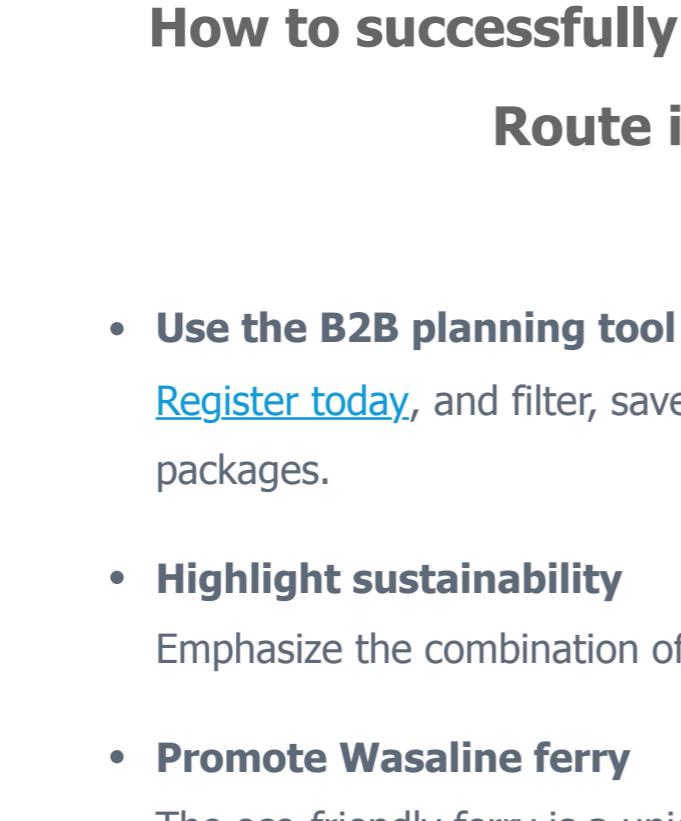
From the wide sandy dunes of [Kalajoki](#) to the dramatic cliffs of Bjuröklubb near [Skellefteå](#) – the route offers a wealth of natural experiences. Island hopping, tranquil forests, and the open sea provide that true Nordic sense of freedom.



Oulu

Rich culture & local flavors

Stroll through the alleys of the historic wooden town of Neristan in [Kokkola](#), experience [Oulu](#) as an up-and-coming cultural metropolis and European Capital of Culture 2026, and let yourself be seduced by the unique flavors of the region.



UNESCO World Heritage Gammelstad © Peter Rosén

Sustainable & cross border

Travel comfortably and eco-consciously with [Wasaline](#) between [Umeå \(SWE\)](#) and [Vaasa \(FIN\)](#). This ferry is the first CO₂-neutral passenger vessel in the Baltic Sea and has connected the two dynamic twin cities since the 1940s.

Unique experiences

Variety for every season

Island hopping in the archipelago

Hidden islands, UNESCO heritage, and the slow pace of Nordic island life.

[Explore the islands »](#)

Snow & ice – winter adventures

Snowshoeing, ice fishing, northern lights, and authentic winter culture across two countries. [Experience winter magic »](#)

History & cultural encounters

Explore 17th–19th century towns, wooden churches, and the UNESCO-listed

Gammelstad Church Town in [Umeå](#) – [Step back in time »](#)

Family-friendly coast

Safe, easy to access, and filled with outdoor adventures – ideal for relaxed summer holidays. [Plan a family holiday »](#)

Food & culture journeys

Enjoy fresh sea and river fish, traditional forest dishes, and storytelling experiences that bring the region's identity to life. [Taste the stories »](#)

Slow travel & bucket-list routes

Stretching over 800 km, the route is perfect for travelers seeking meaningful, slow-paced journeys through authentic Nordic landscapes. [Follow the route »](#)

[Unique experiences »](#)

© Visit-Kalajoki

Tips for tour operators

How to successfully include the Bothnian Coastal Route in your portfolio

- **Use the B2B planning tool**
[Register today](#), and filter, save, and create tailored itineraries and PDF packages.

Highlight sustainability

Emphasize the combination of culture & nature.

Promote Wasaline ferry

The eco-friendly ferry is a unique selling point and convenient gateway between Finland and Sweden.

Create clear themed packages

Position offers under summer concepts such as Islands & Culture, Family Self-Drive, or Winter & Food.

Leverage seasonal diversity

The route is a year-round destination. Build both summer and winter products to reach different target groups.

[Unique experiences »](#)

© Liminka Oulu region

Information on the project

Bothnian Coastal Route

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Bothnian Coastal Route

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