



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:

- [TTG 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.



Wasaline

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.



UNESCO World Heritage Gammelstad © Peter Rosén

UNESCO World Heritage & unique geology

The [Kvarken Archipelago](#), shaped by dramatic post-glacial land uplift, is a UNESCO World Heritage natural wonder. Also remarkable: [Gammelstad Church Town](#) in [Luleå](#) – a historical treasure full of stories.



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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. [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 »](#)



© Liminka Oulu region

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 strong 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.

Information on the project

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Bothnian Coastal Route


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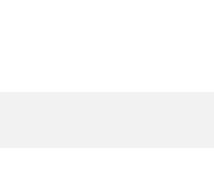
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Interreg



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