

IntelMedia Ltd.

Affirmed by  
CEO  
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September 27, 2019

**EXECUTIVE SUMMARY**  
on the services aimed at the creation of the most effective model of  
the cross-border cycling tourism on the territory of the Leningrad region  
under the contract № 1263 dated August 12, 2019

**PART 3. Executive summary on the survey of representatives of travel  
companies developing and promoting cycle tourism products  
in the Vyborgsky and Priozersky districts of the Leningrad region**

St. Petersburg  
2019



ППС 2014-2020

Россия - Юго-Восточная Финляндия

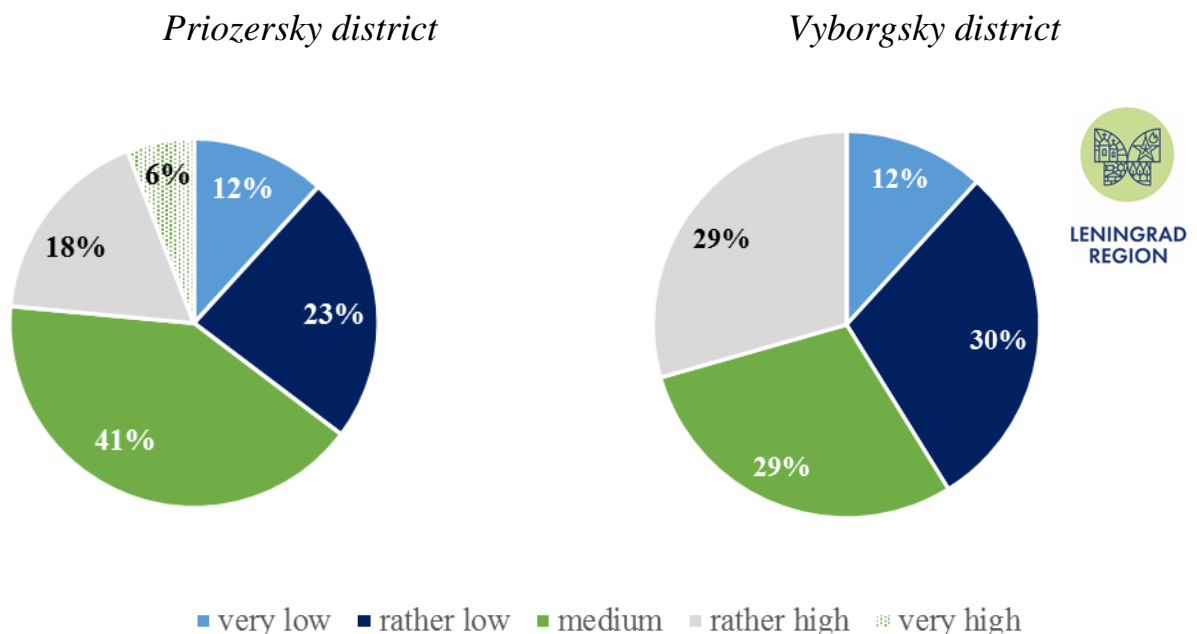
*Финансируется Европейским союзом, Российской Федерацией  
и Финляндской Республикой*

Within the project a survey of representatives of travel companies (experts) developing and promoting cycle tourist products in the Vyborgsky and Priozersky districts of the Leningrad region was conducted.

IntelMedia company interviewed experts representing travel companies which develop and promote cycle tourist products in the Vyborgsky and Priozersky districts of the Leningrad region.

In general, the following conclusions were made basing on the results of the survey of representatives of travel companies (experts):

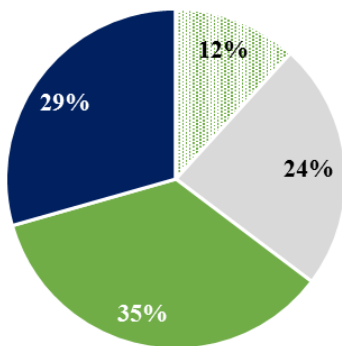
- ✓ Currently, representatives of travel companies developing and promoting cycle tourist products in the Vyborgsky and Priozersky districts of the Leningrad region consider that the demand for tourism products in the field of cycling in the border areas of the Leningrad region is not high. The demand for cycle tourism products is estimated to be higher in the Vyborgsky district than in the Priozersky district.



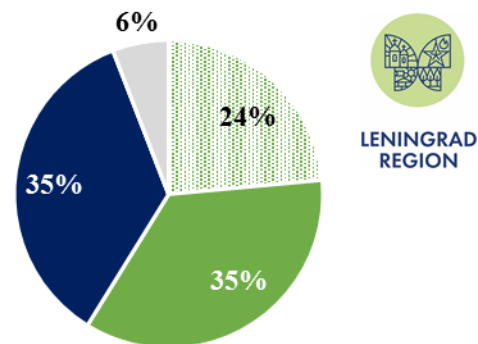
✓ Representatives of travel companies developing and promoting cycle tourist products in the Vyborgsky and Priozersky districts of the Leningrad region positively assess the dynamics of the demand for tourism products in the field of cycling.

✓ In the Vyborgsky district, the demand is growing but at a slow pace. In Priozersky district, the demand dynamics is estimated by industry experts to be slightly higher than in the Vyborgsky district.

*Priozersky district*



*Vyborgsky district*



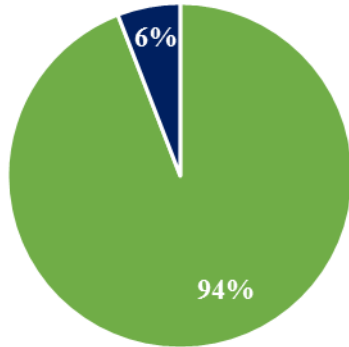
- demand is growing at a high pace
- demand is growing but at a low pace
- demand is rather decreasing
- demand is growing at a medium pace
- demand is unchanged
- demand is definitely decreasing

✓ Currently, according to representatives of travel companies (experts), the following tourist products in the field of cycling are most in demand in the border regions of the Leningrad region:

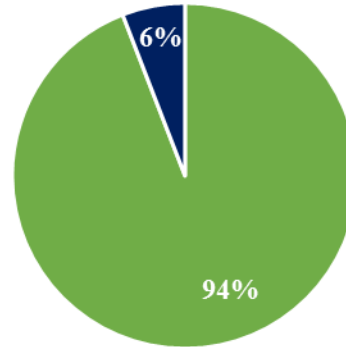
- one-day and two-day programs (weekend tours; Russia-Finland tours);
- bike trips,
- sightseeing bike tours, etc.

- ✓ According to the survey participants, there is a need to create new tourist products in the field of cycling in the Vyborgsky and Priozersky districts.

*Priozersky district*



*Vyborgsky district*



- there is a need to create new tourist products
- there is no need to create new tourist products

- ✓ It is expedient to develop:
  - tourist products related to local history, the history of relations between Russia and Finland (in particular, the period of the winter war), the history of the ethnic groups that inhabited these territories earlier (Korela fortress, etc.);
  - easy one-day cycle routes with an opportunity for rental and a picnic on the road;
  - two-day programs with an emphasis on the history of the region, the study of inaccessible natural objects; weekend bike trips,
  - multi-tours;
  - theme trips;
  - tourist products in conjunction with a visit to Valaam and the northern shore of Ladoga Lake;
  - bike trips with an escort car; etc.

✓ The key factors negatively affecting the promotion of cycle tours in the border areas of the Leningrad region include:

- lack of infrastructure (including roads, cycle paths);
- lack of cycling routes,
- weakening of the ruble;
- a wide offer of non-commercial tours;
- seasonality;
- lack of information;
- lack of concept and state support for the cycle tourism development.

✓ Key factors hindering the development of new tourist products in the field of cycling in the border areas of the Leningrad region include as follows:

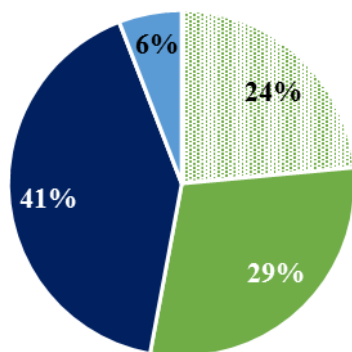
- lack of infrastructure for cyclists;
- weak demand for commercial bike tours in the Leningrad region;
- absence of marked cycling routes;
- poor information about existing products offered by legal tour operators, lack of marketing;
- low quality roads;
- disinterest of state bodies in the development of cycling;
- lack of funding.

✓ Key measures necessary to increase the flow of cycle tourists, according to the representatives of travel companies, include:

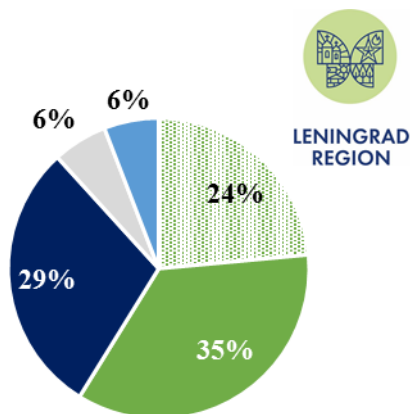
- the development of a network of cycle paths;
- the development of approved cycle routes;
- the creation of equipped bicycle parking lots.

✓ Representatives of travel companies (experts) developing and promoting cycle tourist products in the Vyborgsky and Priozersky districts of the Leningrad region are optimistic in their estimates of the prospects for the development of cycle tourism in the border areas of the Leningrad region.

*Priozersky district*



*Vyborgsky district*



very favourable   
  rather favourable   
  medium  
 rather unfavourable   
  very unfavourable

- ✓ The most significant directions of the cycle tourism development include:
- the improvement of infrastructure and the development of tourist facilities;
  - provision of security in the industry;
  - the promotion in the domestic and foreign markets;
  - the application of information technologies and platforms.

№	Directions of the cycle tourism development	Share of respondents, %
1	improving the infrastructure and developing tourist facilities	88
2	providing industry security	71
3	applying information technologies and platforms	53
4	promoting in domestic and foreign markets	53
5	motivating market players and improving service quality	41
6	training the qualified personnel in the field of cycle tourism	29
7	improving the efficiency of the industry management system, updating the regulatory framework and the statistical data collection system	12

