

Bothnian
Coastal
Route



Bothnian Coastal Route

WHERE THE SEA UNITES

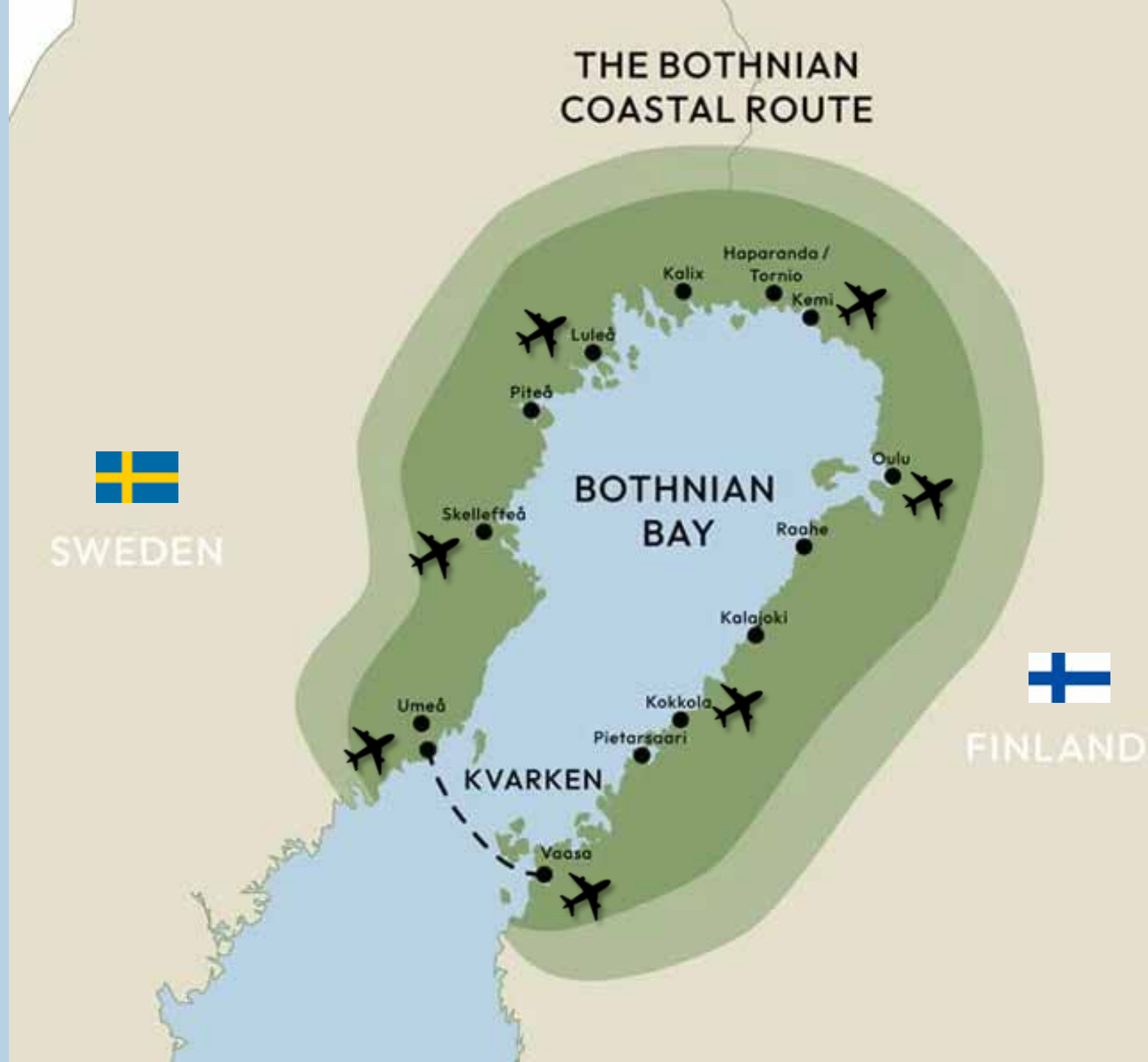
Bothnian Coastal Route

- The new Nordic bucket list route.
- Bothnian Coastal Route gathers export ready tourism partners around and along the coast of Bothnian Bay and Kvarken strait.
- Cross border circular route via HaparandaTornio twincity in the north (coastal Lapland area) or via ferry between Umeå – Vaasa in the south.
- Connecting flights to several regional airports Stockholm Arlanda and Helsinki Vantaa airports.
- Year-round direct flights between Oulu and Munich.



What's our geography?

- Connecting 13 destinations to an attractive coastal travel route.
- The environmentally friendly ferry Aurora Botnia across the Kvarken strait connects it to a circle route.
- 835 km of coastal attractiveness.
- Good infrastructure with public transportation along coastal highway E4 and E8 with e-car charging stations.





Two Nordic countries together

- Rich in nature and culture with a common history.
- Two countries, two languages, two time zones, two currencies, two cultures.
- Sweden **sunrise** side and Finland **sunset** side.
- Nordic Kingdom vs Nordic Republic.
- HaparandaTornio twincity cross border culture.

Ferry to Holmön island, UMEÅ





Destinations: Towns & Cities



Umeå

Umeå is young, creative, progressive and with 132,000 inhabitants, it is northern Sweden's largest city. More than 37,000 students give the university city a youthful and international feel. Umeå's cultural...

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Skellefteå

Skellefteå is situated in the northern part of the Baltic Sea and is considered the epicentre of Europe's green transition, being at the forefront of a green tech boom. It...

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Piteå

This lovely small town attracts visitors from all over the world. Piteå is a bustling tourist city, brimming with hospitality and charm. Along the 300 kilometre coast, be enticed by...

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Luleå

The city of Luleå with 80,000 inhabitants with the city center located on a peninsula where the wide Luleriver meets the Bothnian bay the coast and sea is always present....

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Destinations: Towns & Cities



Kalix

Where nature's beauty meets thrilling adventures. With pristine beaches, a captivating archipelago and a mysterious underground fortress, it's a northern paradise. Savour the exquisite Kalix Ljörom caviar, a delicacy with...

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Haparanda/Tornio

The Swedish city of Haparanda and the Finnish city of Tornio form a twin city on top of the Bothnian bay where the mighty Torne River meets the sea. The...

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Kemi

Kemi has a unique location both by the sea and in Finnish Lapland. The sea freezes in winter, creating a unique playground of activities for visitors and locals. Kemi is...

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Oulu

On the edge of creativity and nature. Meet Oulu, that quirky northern city by the sea. This is a home of people who like to choose their own path and...

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Oulu Region

The Oulu Region includes Raahе, Liminka, Kempele, Hailuoto and Ii. The region has about 250,000 inhabitants and it is the fastest growing region in Finland. The region has a lively...

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Destinations: Towns & Cities



Kalajoki

Kalajoki is a unique marine resort on the arctic coast of Bothnian Bay. Kalajoki is best known for its sand dunes, long sandy beaches and unforgettable sunsets, but has a...

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Kokkola

Nestled along Finland's picturesque western coast, Kokkola greets travellers with its enchanting blend of history, culture, and nature. Experience the charm of well-preserved wooden houses in Neristan, the Old Town,...

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Pietarsaari

Pietarsaari (Jakobstad in Swedish) has charm and a friendly atmosphere. Pietarsaari is an idyllic town, where culture and history are always present, and the genuine bilingualism makes the town more...

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Vaasa

The Vaasa Region has risen gradually from the sea over a period of millennia. Today, the region offers visitors fresh winds, spellbinding scenery, modern technology and international trends mixed with...

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Sustainable tourism development

- We aim to inspire companies to initiate and continue their sustainability initiatives.
- Västerbotten Experience – Visit Umeå and Visit Skellefteå members of GSTC and works with their own developed process. Suppliers that have gone through the process gets the Västerbotten Experience label.
- Sustainable Travel Finland programme – developed by Visit Finland. Helps travel professionals to make more sustainable choices and to systematically adapt sustainable practices.



**SUSTAINABLE
TRAVEL
FINLAND™**



*Bothnian Coastal Routes
USPs & Travel Reasons*



Kukkolaforsen

*Seamless cross
border culture*



Kukkolankoski



*The Aurora Botnia ferry makes
it a circular travel route*





Unesco world natural heritage Kvarken archipelago



*Unesco world heritage site
Gammelstad Churchtown*





Charming old wooden towns

- UMEÅ: Norrbyskär island
- LULEÅ: Gammelstad Churchtown (UNESCO)
- PITEÅ: Öjebyn Churchtown
- SKELLEFTEÅ: Lövånger Churchtown & Bonnstan
- KALAJOKI: Old Plassi fisherman and tradesmen town
- KOKKOLA: Neristan old town
- PIETARSAARI: Skata old quarters
- OULU REGION: Old Town Raahe
- Several fishing villages on the islands.

Bonnstan, SKELLEFTEÅ.



*Old town Raahe,
OULU REGION.*



Enchanting islands

- UMEÅ: Holmön, Norrbyskär
- SKELLEFTEÅ: Pite Rönnskär
- LULEÅ: Brändöskär, Sandön
- KALIX: Malören
- HAPARANDA: Seskarö
- OULU REGION: Hailuoto
- KALAJOKI: Maakalla
- KOKKOLA: Tankar
- PIETARSAARI: Mässkär
- VAASA: Replot, Björkö



Björkö, VAASA.



Malören, KALIX.





Coastal landmarks in Finland



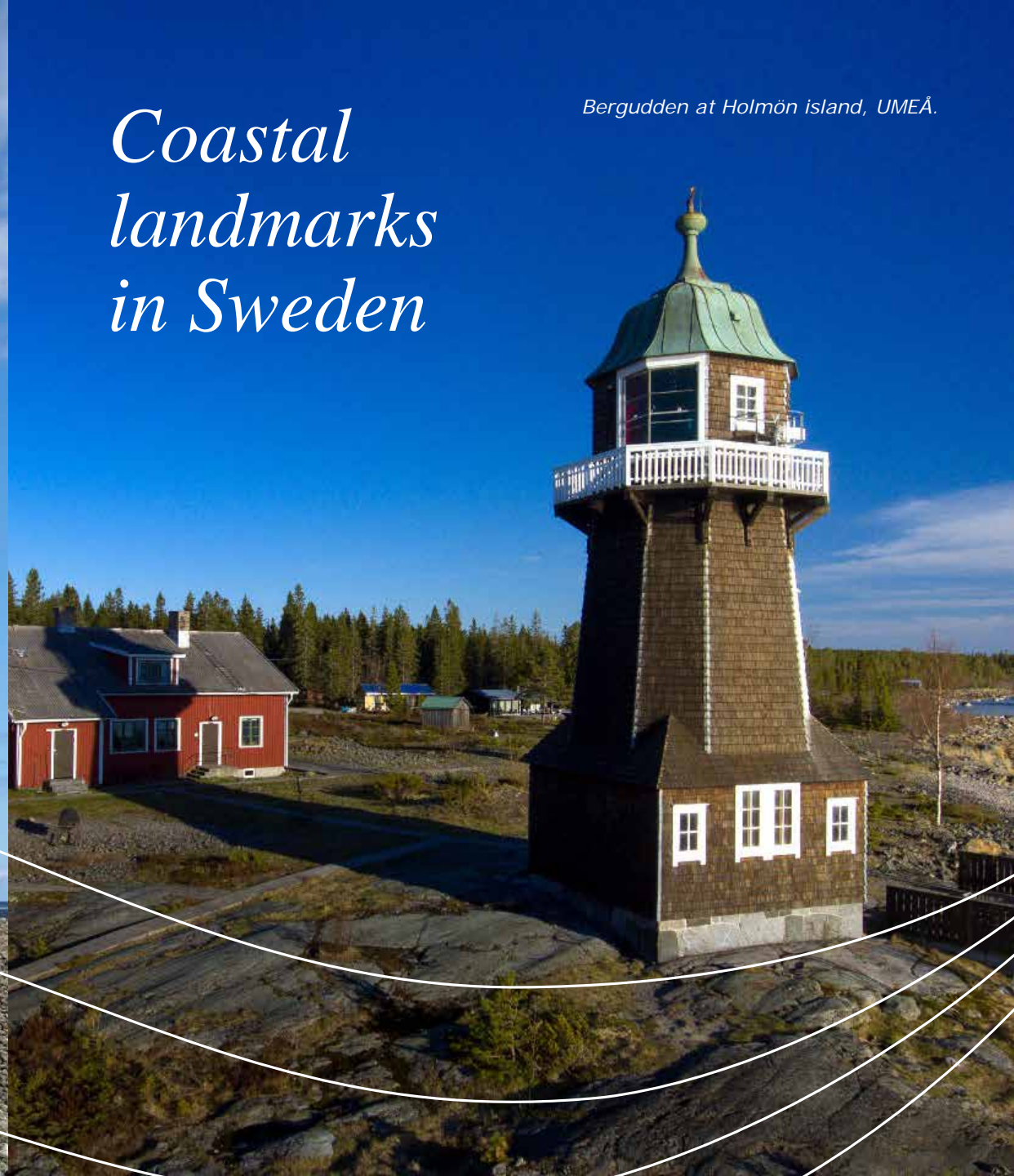


Malören island, KALIX.



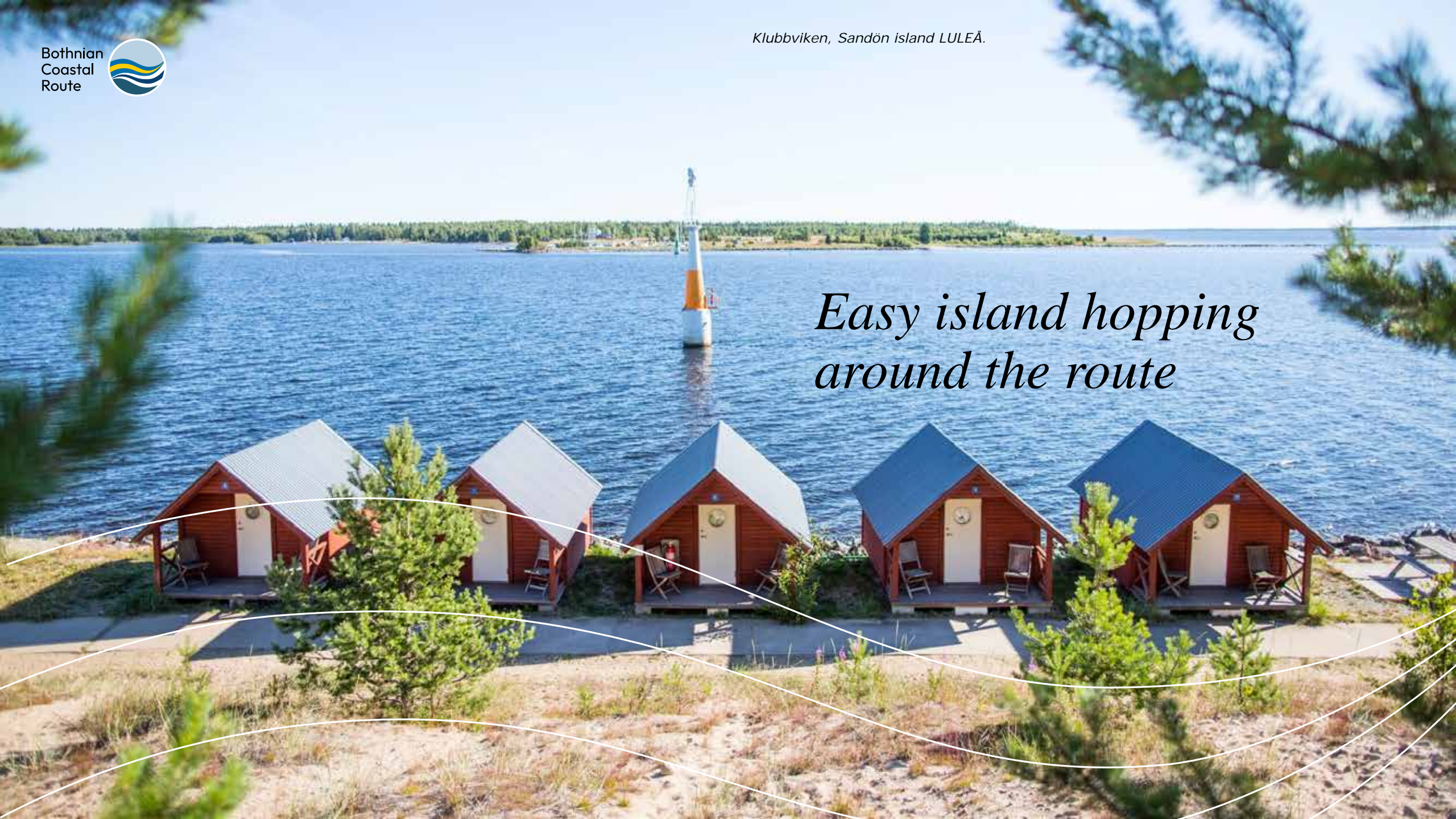
Coastal landmarks in Sweden

Bergudden at Holmön island, UMEÅ.





*Easy island hopping
around the route*



*Frozen sea is one of
the USPs for this area*



*Break the ice in
three of our destinations*



Ice breaker tours are possible in KEMI, KALIX and PITEÅ.





Popular four-legged fun winter activities



Coastal area great for Northern lights



*Bright summer nights
great for active holidays*





Beach destinations for active outdoors



Attractive destinations all year round





Design hotels

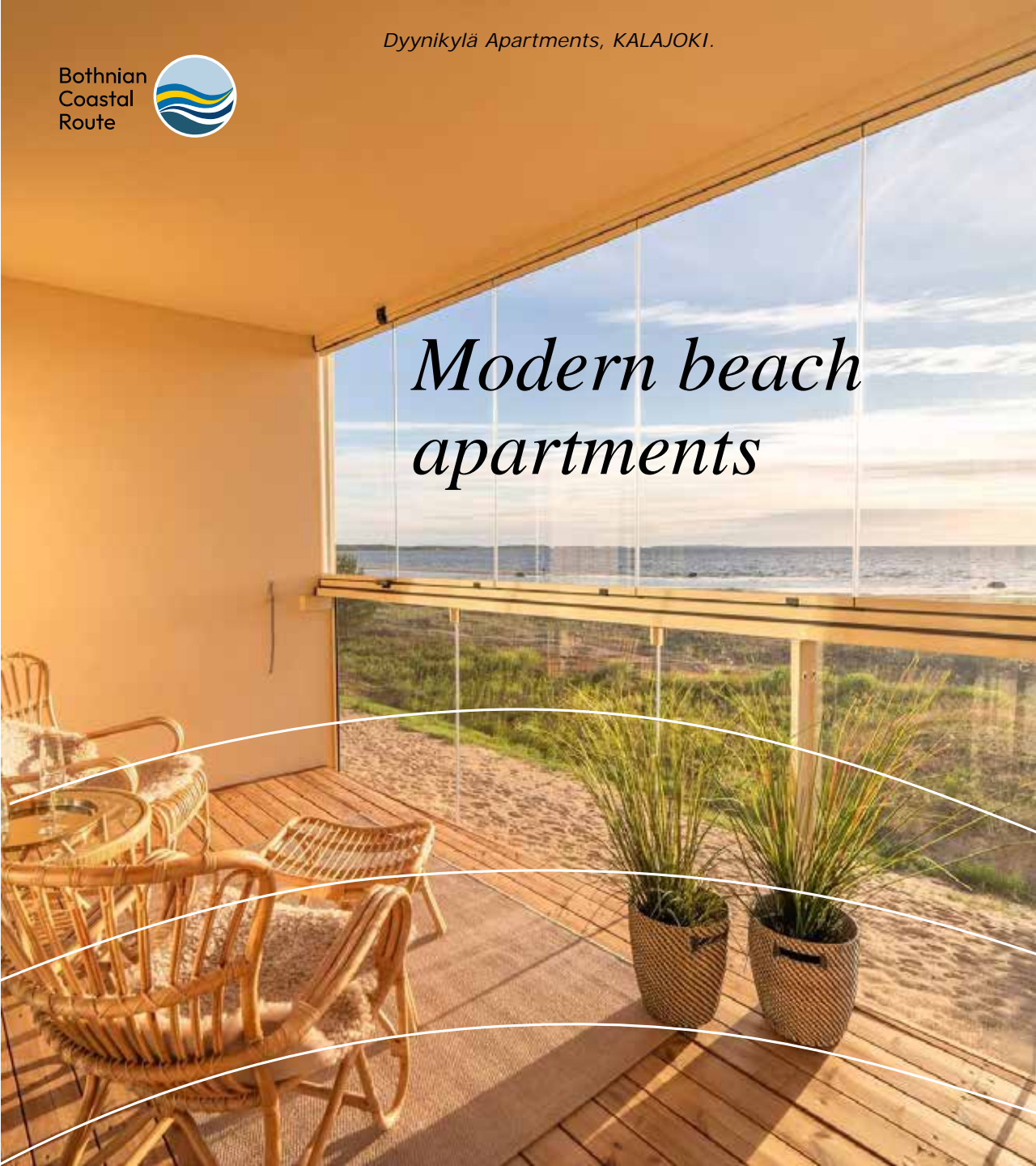


Wooden cabins





*Modern beach
apartments*



*Historical
hotels*





Special accommodation



*Coastal food culture
local produces & breweries*



European Culture Capital Umeå 2014



European Culture Capital Oulu 2026





Real guitars...

...and air guitars



Plan for a tour of the Bothnian Coastal Route





NEED SOME INSPIRATION?

Tour suggestions

- Curated ready made suggested tours with different themes.
- Tours can be customized.
- Sample itineraries day by day programs.
- Product cards with contacts.

Fatbiking on the frozen sea, KALAJOKI.



Our Tour Suggestions



*Best of
Bothnian
Coastal Route –
Snow and Ice*



*Best of
Bothnian
Coastal Route –
Nordic summer*



*Island hopping
the Bothnian
Coastal Route*



*Food and
Culture of
Bothnian
Coastal Route*

Our Tour Suggestions



*Wooden old towns,
churchtowns and
lighthouses –
coastal history tour*



*Active outdoors
along Bothnian
Coastal Route*



*The southern
road trip for
groups*



*The northern
road trip for
groups*



*Golf around the
Gulf of Bothnian
Coastal Route*

Tour Suggestions

- Mapped service providers.
- Route plan.
- Product cards on each day.
- Save as pdf.

Bothnian Coastal Route

Active outdoors along Bothnian Coastal Route

Do you long for an active holiday in an exciting coastal environment? The perfect time for outdoor activities around Bothnian Bay is June-September. At this time you find a lot of things to do and can do your favorite activity in several destination, guided or with rental equipment.

Map | Satellite

Itinerary

- ARRIVAL IN OULU
- DAY 2: OULU
- DAY 3: HAPARANDA
- DAY 4: HAPARANDA / LULEÅ
- LULEÅ / SKELLEFTEÅ
- DAY 6: SKELLEFTEÅ
- DAY 7: UMEÅ
- DAY 8: UMEÅ / VAASA
- DAY 9: VAASA
- DAY 10: VAASA
- DAY 11: KALAJOKI
- DAY 12: KALAJOKI / RAAHE
- DAY 13: DEPARTURE FROM OULU



Active outdoors along Bothnian Coastal Route

ACCOMMODATION | SEE & DO | FOOD & DRINK

Content bank | Destinations | Tour suggestions | Get here

FAVOURITES | LOG IN | REGISTER

Day 1: Arrival in Oulu

Arrival at Oulu airport (OUL)

Several flight connections via Helsinki are available from Europe.

It is possible to rent an electric or hybrid car in Oulu airport.

You reach Oulu city centre by buses 8, 9 and 9K from the airport. The connection is about 30 min and runs twice per hour on weekdays.

Accommodation at GreenStar Hotel in the centre of Oulu.

The closest restaurant to the hotel is Rosso, but in case you do not arrive too late, we recommend Restaurant Mallassauna.

GreenStar Hotel Oulu

Oulu

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Rosso Restaurant Valkea

Oulu

READ MORE

Restaurant Mallassauna

Oulu

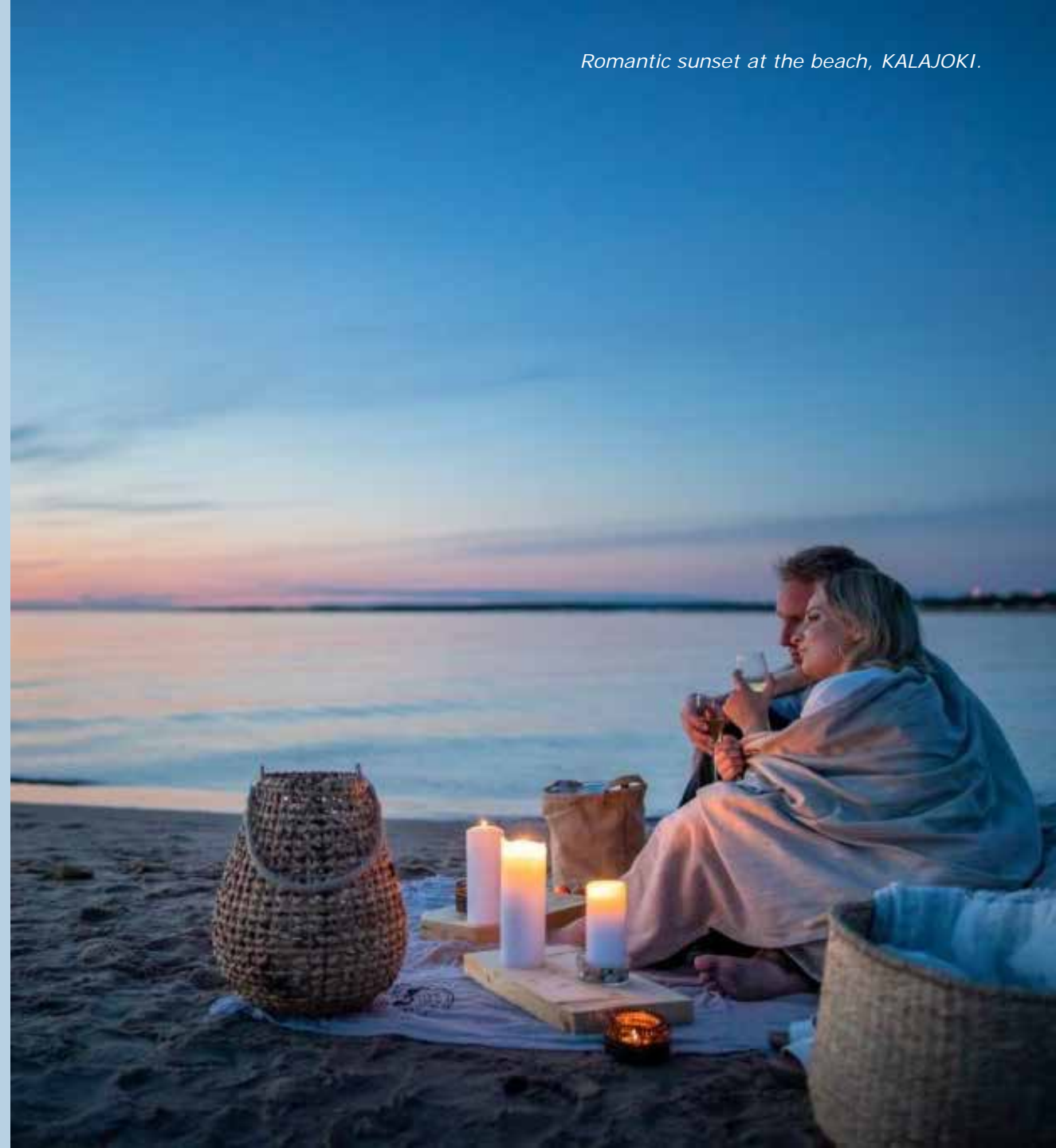
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My Tour – exactly as you wish

- Save your Favorite product cards.
- Register to be able to make and save your customized tour itinerary programs.
- Make a copy of any of our Tour Suggestions...
- ...or create your own tour itinerary from start.
- Save as pdf with contact info.

Romantic sunset at the beach, KALAJOKI.

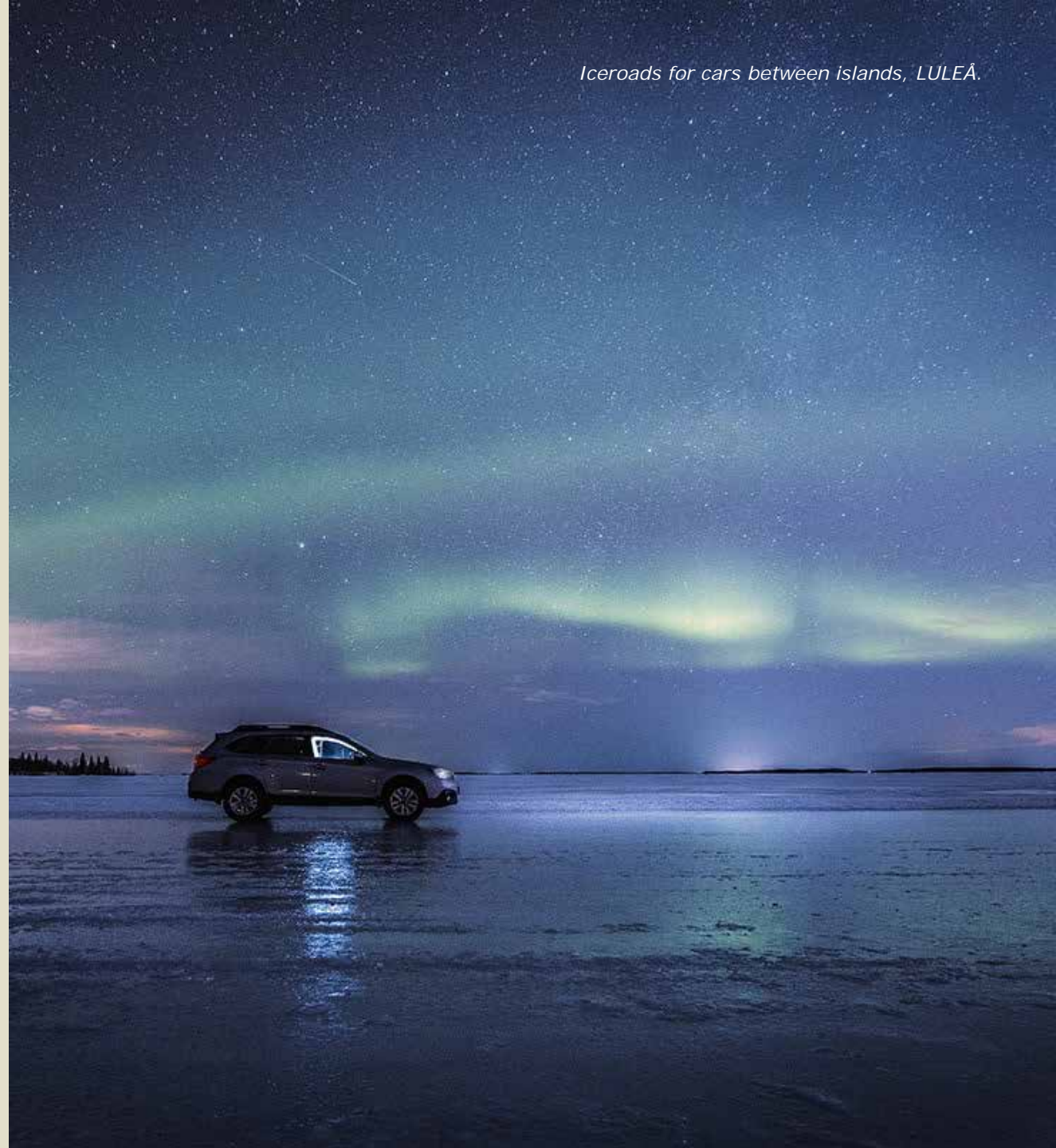




All the practical things

- Get here and Get around information.
- Distance table, coastal highway E4 and E8.
- Public transportation, buss, train and ferry.
- Rental cars and infrastructure for electrical car chargers Fly & Drive.
- Airports:
SWEDEN Umeå, Skellefteå, Luleå,
FINLAND Kemi, Oulu, Kokkola/Pietarsaari and Vaasa.

Iceroads for cars between islands, LULEÅ.





Get jump started for planning your first tour

Contact us through the contact form on our website and we will get you started.

Sea kayak paddling in the archipelago, LULEÅ.



OUR MARKETING WEB SITE & TOUR PLANNING TOOL:

www.bothniancoastalroute.com



Interreg



Co-funded by
the European Union



Aurora

Bothnian Coastal Route

WHERE THE SEA UNITES

PROJECT WEB SITE:



Financiers: Interreg Aurora, Regional Council of Lapland, Region Västerbotten, the Kvarken Council EGTC, Umeå Municipality, Vaasa Region Development Company VASEK, City of Kalajoki, Luleå Business Region 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