

PYÖRÄMATKAILUTAPAHTUMIEN MERKITYS LAHDEN SEUDULLE

Pyörämatkailuwebinaari 31.8.2023

Visit Lahti, Soili Hirvonen



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SALPAUSSELKÄ

Sports destination created by water



Salpausselkä
Geopark
FINLAND



unesco
Global Geopark

-
- Jääkausi ja sen sulamisvesien muovaama luonto
 - Geologisesti uniikki ja monimuotoinen luonto
 - Sora, harjut, supat, mäet ja järvet
 - Täydellinen outdoor-urheilun ja -liikunnan alusta



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PYÖRÄILY

- Perinteet
- Seuratoiminta
- YHTEISÖ
- Tapahtumat

- Salpausselkä UNESCO Global Geopark
- Reittien monimuotoisuus
- Lakeland, maaseutu, kylät
- Ilmasto ja puhtaus
- Pulkkilanharju ja kuvauksellisimmat kohteet



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TAPAHTUMAT

- Olosuhteet
 - Palvelut
 - Intohimo
-

- Näyteikkuna,
"sisäänheittotuote"
- Monipuolinen kohderyhmä
- Markkinoinnin väline

-
- Tapahtumalupaus
 - Saavutettavuus
 - Tapahtumakokemus
 - Vaikuttavuus 365



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6000 pyörää



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FNLD GRVL



830

OSALLISTUJAA
27 ERI MAASTA

67%

KANSAINVÄLISIÄ
PYÖRÄILIJÖITÄ

380M

TAVOITETTUA
203 MEDIAOSUMALLA
(kesäkuu 2023)

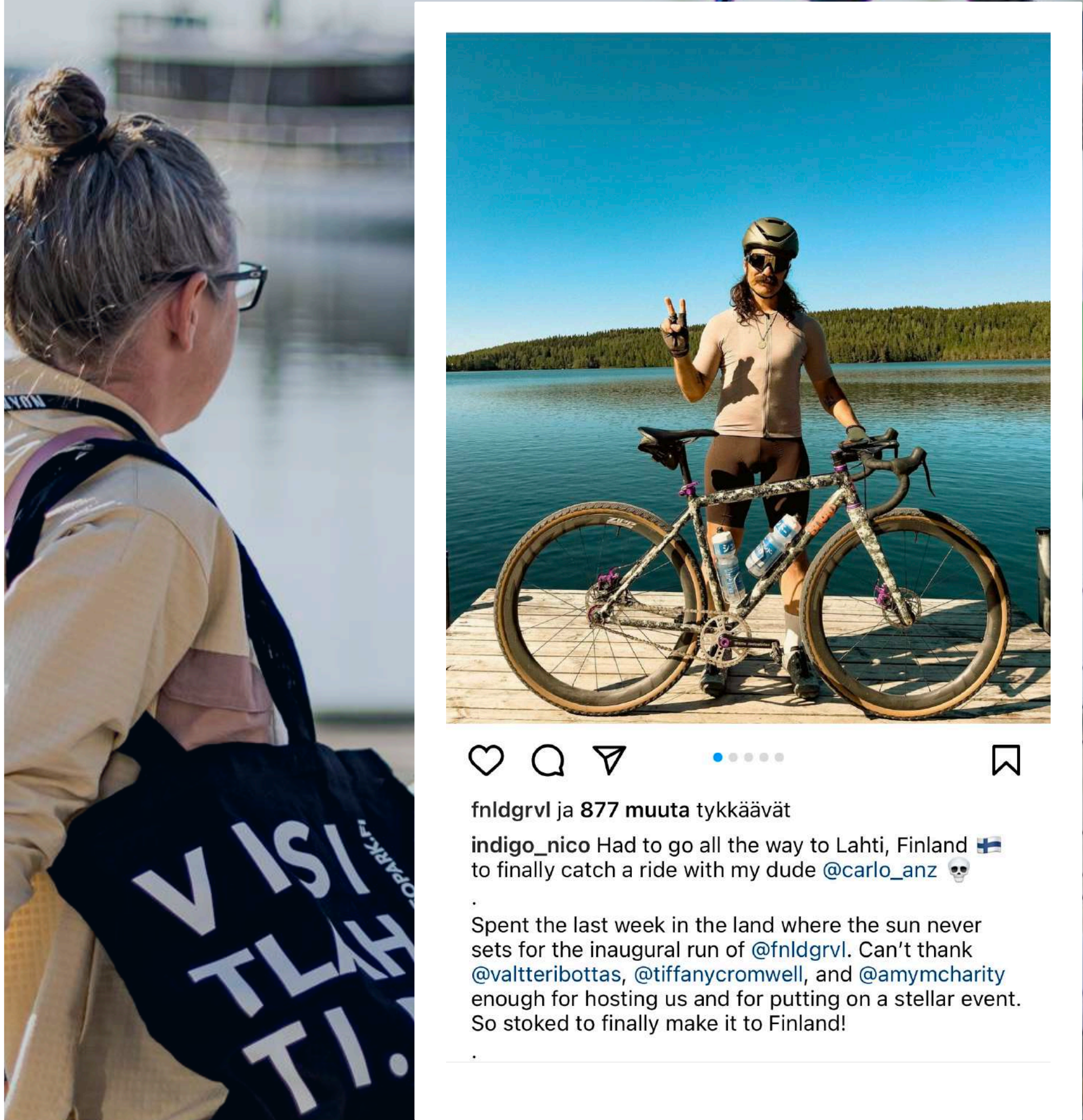
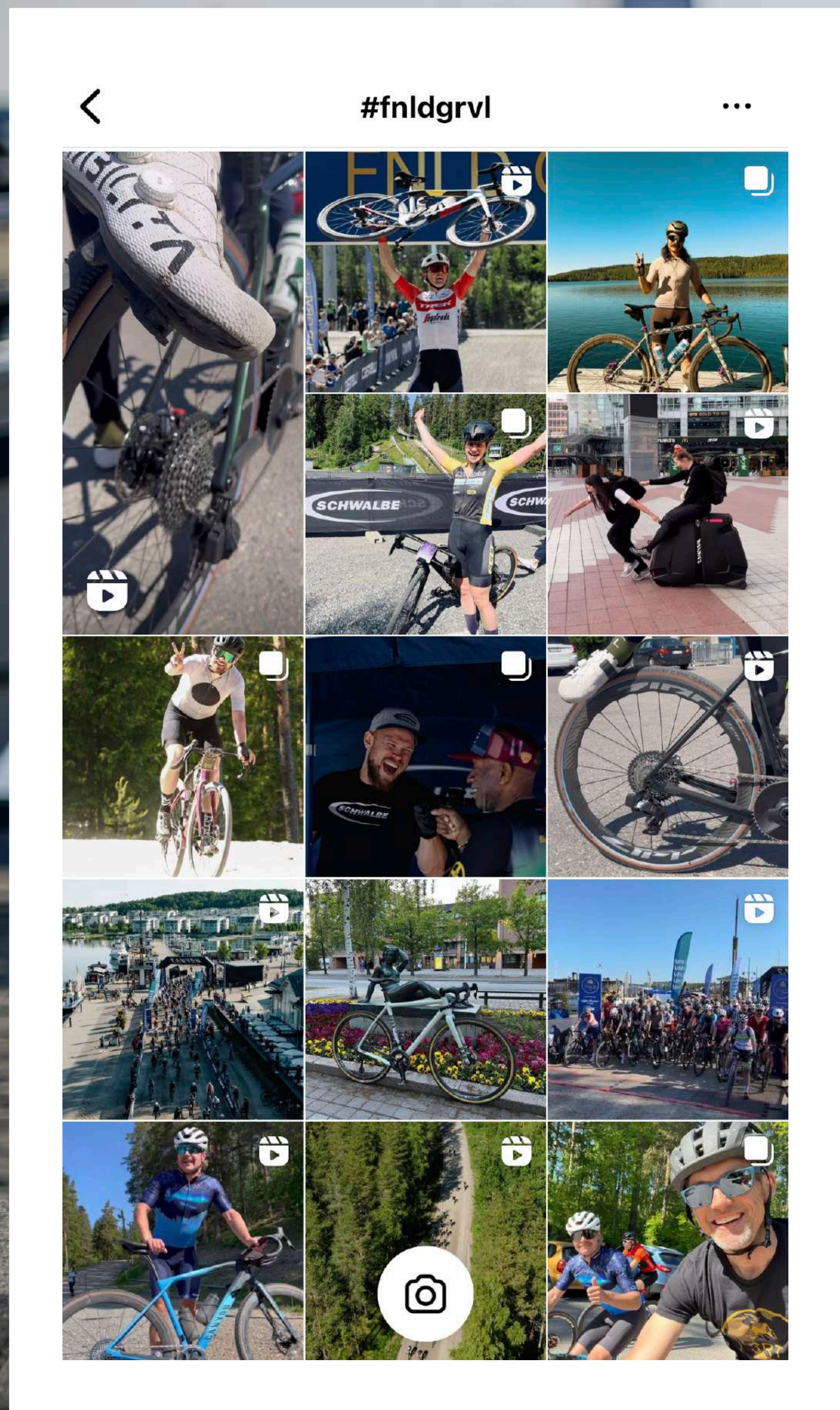
85%

OSALLISTUU MYÖS
VUONNA 2024



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♥ 💬 📍 🔗

fnldgrvl ja 877 muuta tykkäävät

indigo_nico Had to go all the way to Lahti, Finland 🇫🇮 to finally catch a ride with my dude @carlo_anz 🤯

Spent the last week in the land where the sun never sets for the inaugural run of @fnldgrvl. Can't thank @valtteribottas, @tiffanycromwell, and @amymcharity enough for hosting us and for putting on a stellar event. So stoked to finally make it to Finland!



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We went gravel biking with Formula 1 star Valtteri Bottas and fell in love with Finland's trails

F1 driver Valtteri Bottas shows off his slice of gravel heaven, and some seriously fun groads

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(Image credit: Thomas Maheux)


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Inspiring stories, news and events from the world of gravel

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BACK

Finland - Gravel by default

Gravel Inspiration > Travel Gravel




31 August 2022

"Finland is something of a hidden gem. If I'm honest I'm not sure how I'd feel if too many people knew how great it is!"



Photos courtesy of Albin Rumpf!

As we migrate northwards onto the day's only stretch of asphalt, Mikko apologises profusely – "These 8km of bridges are the only way to cross the lakes and reach the Pajanne National Park." He's forgiven. Not only is the scenery spectacular, he also directs us onto a stretch of singletrack that parallels the road, just metres from the water's edge. We stop for fresh strawberries from a local farm, discussing how unblighted everything feels. Part of the charm could be the tailwind that accompanies us for most of the ride, but there's a lot to say about the clean air, clear waters and the general tranquility that comes from such a low population density.



Photos courtesy of Albin Rumpf!

FNLD GRVL

A route for every rider and celebration of gravel in all its glory





offroad.cc
ONE CLICK ADVENTURES

Handing over the Argon 18 Dark Matter gravel bike that was to be my sister's ride, I was nervous that she would end up hating gravel cycling, and would never want to see another gravel bike in her life.



"I'm 60, done marathons and Ironmans. This was best event yet!"

"LOVED Finland (first time), loved the people, loved the hospitality, loved the adventure, THANK YOU!"

"Lahti was insane."
"Endless gravelroads."
"It was hard."



Canyon Grail CF SL VB77

Canyon - Gravel Bikes - Performance - Grail

GRAIL CF SL VB77

Accelerate into pole position with this Valtteri Bottas limited edition Grail CF SL.

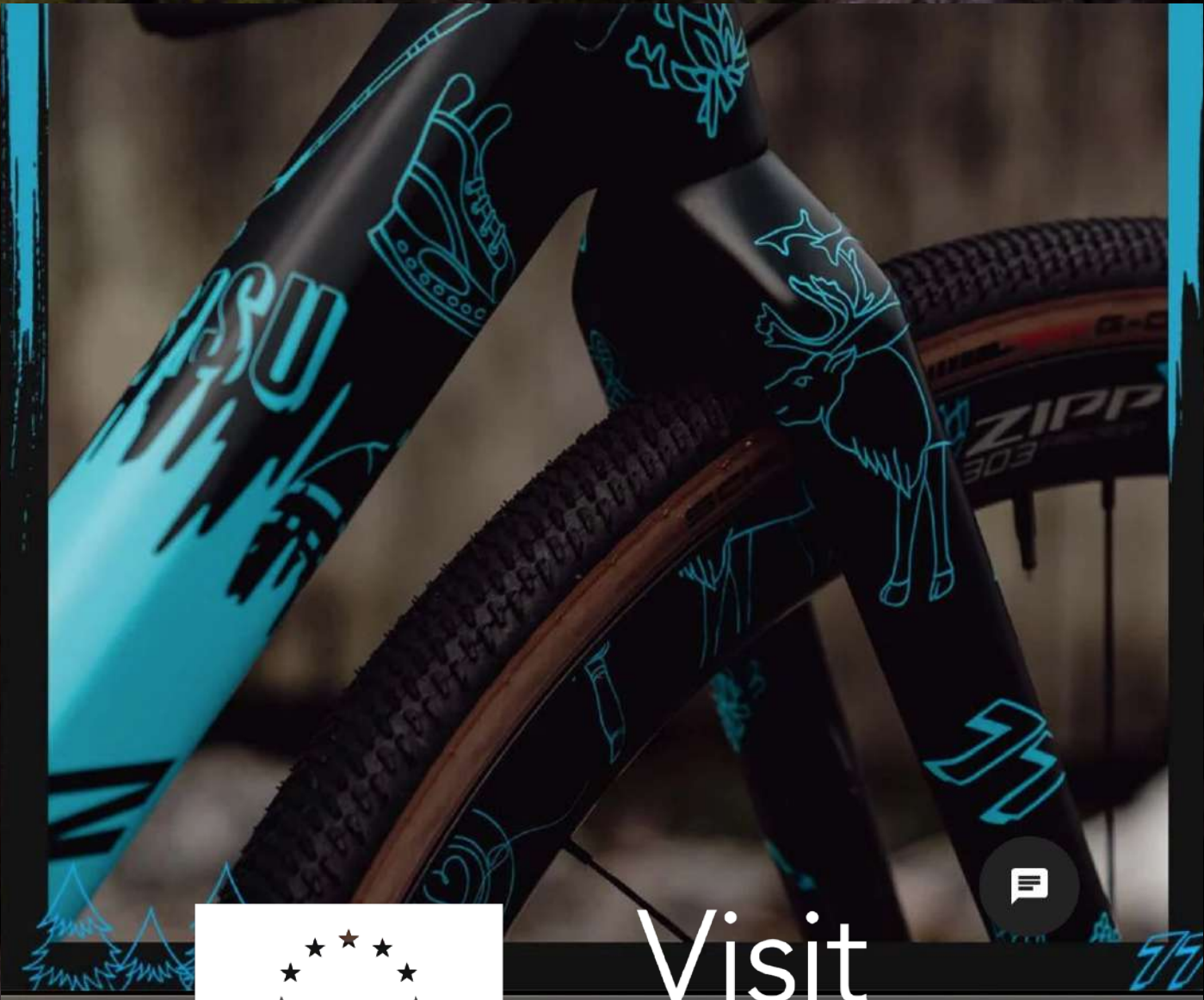
Shop the bike

A homage to his homeland

For years, Valtteri has been riding the endless gravel roads and dirt tracks around his hometown of Lahti. With more than 55,000 lakes scattered across forest-covered land, this limited edition Grail CF SL draws inspiration from Valtteri's home country.



Canyon Grail CF SL VB77



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PYÖRÄMATKAILUN POLKU



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TUOTTEISTUS



MARKKINOINTI



FEEDBACK



BISNESSCASE



KIITOS.
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