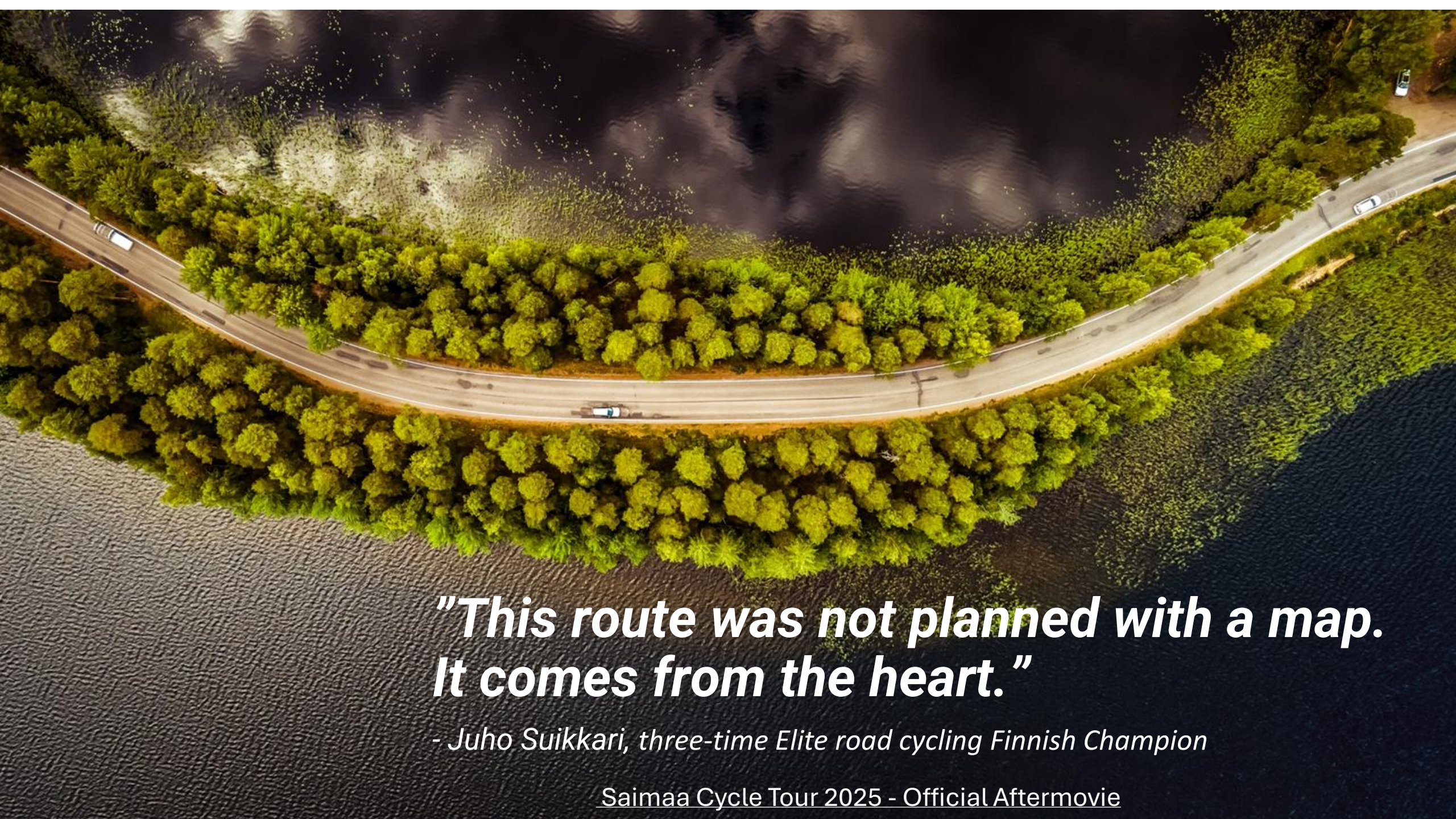


Welcome to the Saimaa Cycle Tour

10.-12.7.2026



An aerial photograph showing a winding asphalt road that curves through a dense, vibrant green forest. The road is flanked by dark, calm water, likely a lake or a wide river. Several cars are visible on the road, including a white car in the foreground and a few others further along. The perspective is from directly above, looking down at the road and the surrounding landscape.

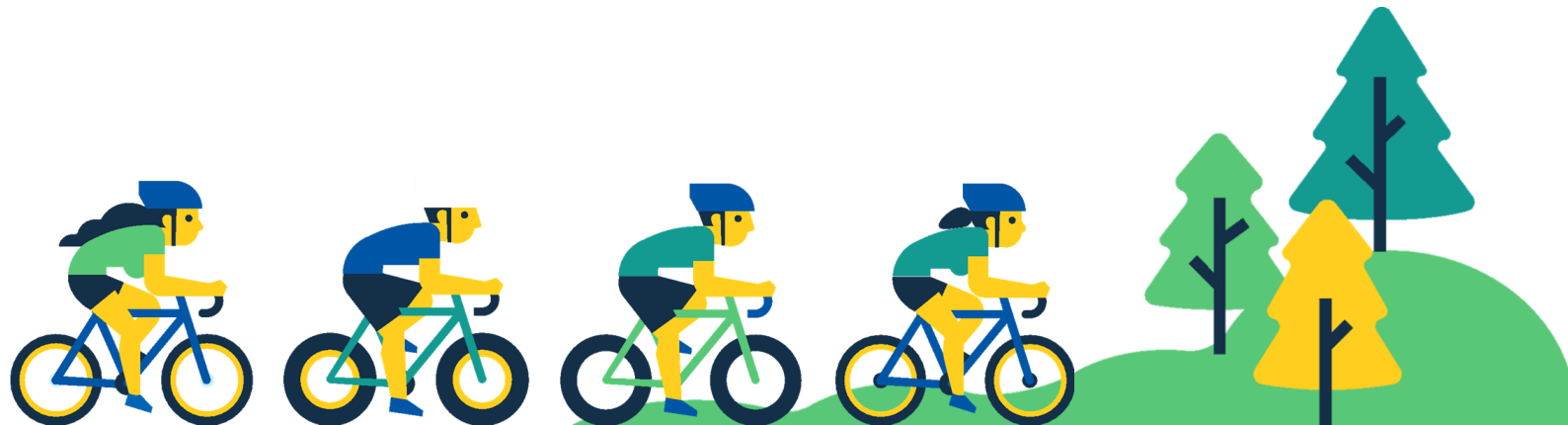
***"This route was not planned with a map.
It comes from the heart."***

- Juho Suikkari, three-time Elite road cycling Finnish Champion

Saimaa Cycle Tour 2025 - Official Aftermovie

Saimaa Cycle Tour facts

- 2025 4 400 registered cyclists from 47 countries: India, Brasil, Haiti, Philippines
- The Saimaa Cycle Tour – Saimaa Gravel Tour is held in the middle of some of world's most beautiful lake scenery on a nightless night in 10.-12.7.2026.
- Saimaa Cycle Tour 300km, 110km, 65km
- Saimaa Gravel Tour Long (140-170km), Medium (90-110km), Short (40-60km)
- Skoda Childrens cycling 1,4km and 7,5km (Free participation)
- **The Saimaa Cycle Tour is not a competition, and it's aimed at cycling enthusiasts of all levels**



Our goals

- Saimaa Cycle Tour was the biggest Finnish cycling event in 2025 with 4 400 cyclists
 - In 2021, 1 200 cyclists
 - In 2022, 2 000 cyclists
 - In 2023, 2 600 cyclists
 - In 2024, 3 200 cyclists
- **By the 22th of August, about 2 000 cyclists have already registered for the 2026 event. Expecting 6000 cyclists**
 - **25 % of registrations are from abroad**
- By 2028, we aim is to increase the number of participants to over 10. 000 cyclists

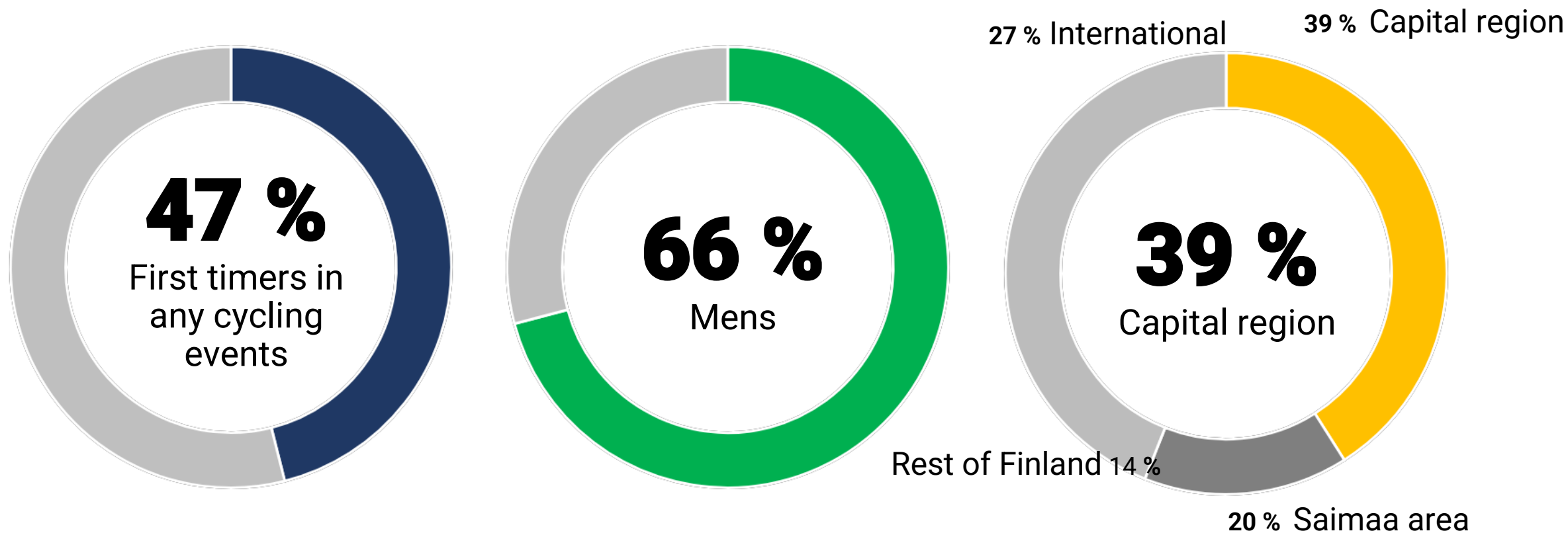


Facts from 2025 event

- **2025: The biggest cycling event in Finland**
 - 4 400 cyclist over all
 - 316 childrens
 - 900 cyclist in gravel
- **Saimaa Cycle Tour EXPO Imatra**
 - 40 000 visits in four days.
- **Saimaa Cycle Tour Event Guide (finnish - englanti)**
 - + 20 000 readers
 - over 450 000 side clicks
- **@saimaacycletour Facebook - Instagram**
 - Facebook: n. 6 000 followers, about 300 000 coverage in 4.7 - 2.8.2025
 - Instagram: n. 9 600 followers, about 2,3 milj. Coverage in 4.7 - 2.8.2025
- **Saimaa Cycle Tour:**
17 Best cycling challenges in Europe 2025
<https://epicroadrides.com/cycling-blog/best-cycling-challenge-europe/>
- **Global Cycling Network, + 325 000 views**
https://youtu.be/cK2YLJHg7uY?si=gAUF63x_bdgQzbVx
- **German influencer Max Bube, + 58 000 views**
https://youtu.be/_lspqf4ExM?si=yzWKZOGkkDQxcFj6



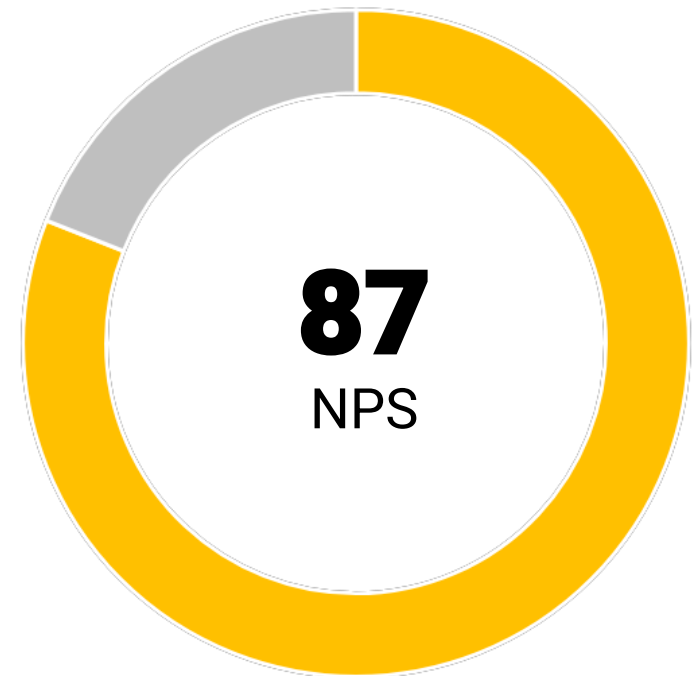
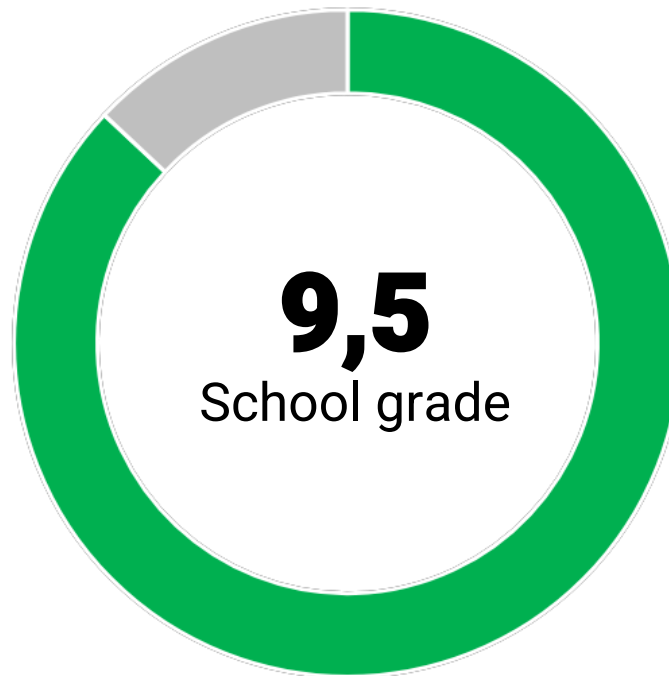
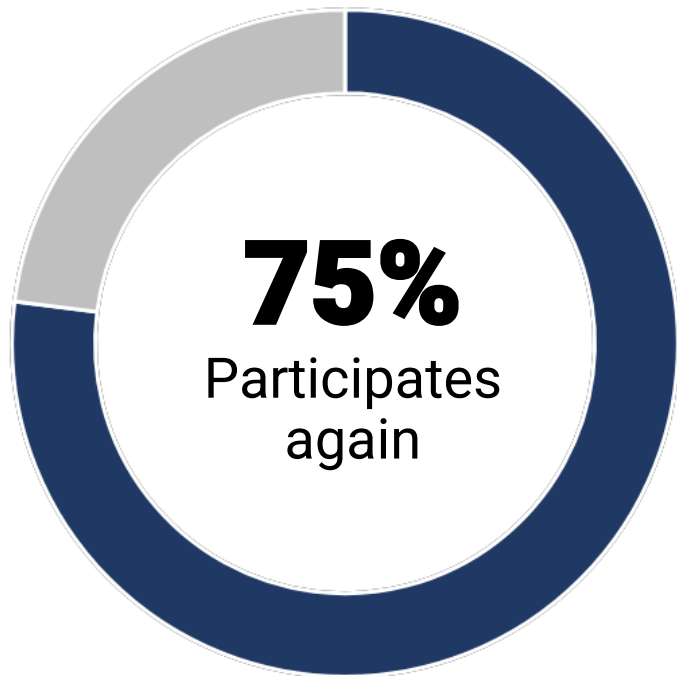
Facts from 2025 participants



Age structure



Feedback on the 2025 event



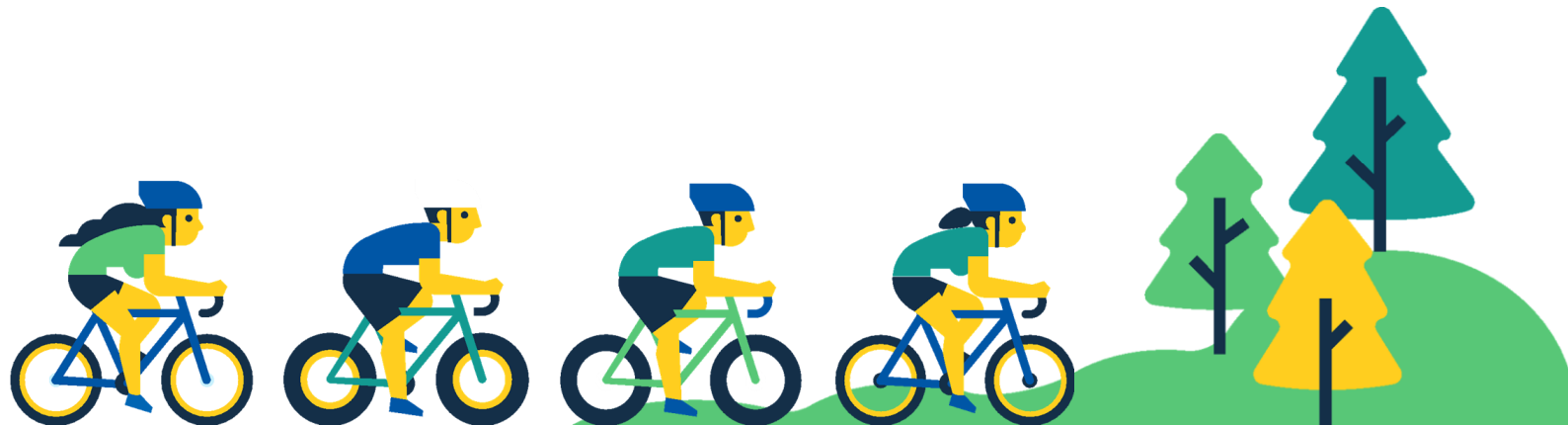
Approximately 37% of 2025 participants responded to the customer satisfaction survey.



Saimaa Cycle Tour – the event creates needs

- How to get to the event?
- Accommodation - where will I / we stay?
- Where do I / we eat?
- Is it possible to rent a bicycle in the area?
- I'm having problems with my bike. Where can I get it serviced?
- What to see in the area?
- What else can we do in the area?

Etc.



VÄLKOMMEN TILL FREDAGENS
CYKELFEST PÅ HARRYS

**Stans bästa
pastabuffé**
11.00-23.00

Harrys

VÄLKOMMEN TILL FREDAGENS
CYKELFEST PÅ HARRYS

**Stans bästa
pastabuffé**
11.00-23.00

Harrys

40CM

VÄLKOMMEN TILL FREDAGENS
CYKELFEST PÅ HARRYS

**Stans bästa
pastabuffé**
11.00-23.00

Det finns både kaffe och vatten med förbrukning och kostnadsfritt.

VÄLKOMMEN TILL FREDAGENS
CYKELFEST PÅ HARRYS

**Stans bästa
pastabuffé**
11.00-23.00

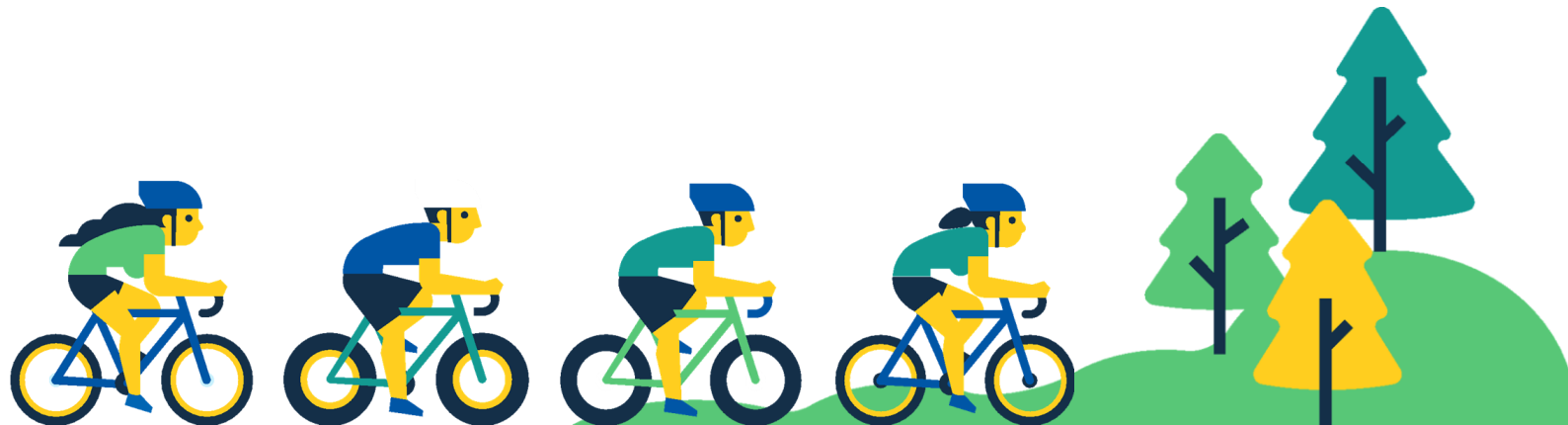
Det finns både kaffe och vatten med förbrukning och kostnadsfritt.

Harrys

How can **we** meet the needs of event participants?

- What could **we** offer the participants of the event?
- Are there any opportunities **for us** to consider the needs of event participants in our services or offerings?
- How event participants can **find us**?

Etc.







**Saimaa Cycle Tour
maisemat**



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