



HARSTAD BIKE PARK

PUBLICITY / COOPERATIONS



HARSTAD BIKE PARK

A MODERN BIKE PARK FOR THE NEXT GENERATION

Harstad Bike Park is developing into a world-class mountain bike destination - **the most modern / innovative bike park in Northern Europe.**

Harstad Bike Park is becoming an important recreational resource for the region, the local community and also for tourism.

The park has gained worldwide attention with its uniqueness and inspiring story. Publications have taken place in international industry-leading news media, newspapers, magazines, etc. Its popularity is growing rapidly, attracting not only new users, but also new potential partners and supporters.



Harstad
Bike Park



HARSTAD BIKE PARK EXISTING PUBLICITY



IMBIKEMAG.COM

THE WORLD'S NUMBER ONE ONLINE MTB MAGAZINES



Harstad Bike Park | the most innovative bike park in Norway

At Harstad Bike Park, where 'progressivity' is one of the keywords, you will have the opportunity to try it all – from exciting MTB trails to unique Freestyle and Skills Bike Parks. This year, in 2021, the second phase of the project was completed, where the team of Velosolutions Scandinavia carried out impressive construction work for more than 3 months in the new, modern active recreation area – Harstad Bike Park.

The idea of the Harstad Bike Park was created in 2015 by Harstad Cycling Club (HCK). The goal was to create a safe space for cycling enthusiasts that they can use for both organized and unorganized activities. HCK members worked closely with the local municipality and began more than a two-and-a-half-year process of regulating the area to create a modern bike park of 330,000 m2.

In 2019, HCK partnered with Velosolutions Scandinavia to build the first two asphalt pump tracks – so far the northernmost Velosolutions Pump Tracks in the world above the Arctic Circle. The project was funded by Sparebank 68°Nord, Gjensidigestiftelsen, and Nordenfjelske Bykredittforening together with the Norwegian Lottery system.

Official [imbikemag.com](https://www.imbikemag.com) website

See full article here:

<https://www.imbikemag.com/mountain-bike-news/2021/12/harstad-bike-park-the-most-innovative-bike-park-in-norway/>

IMB
@imbikemag · 5 (1 review) · Magazine

THE WORLD'S NUMBER ONE ONLINE MOUNTAIN BIKE MAGAZINE

Home Reviews Photos Shop More

Ask IMB

- "What are your payment options?" Ask
- "Can I give feedback?" Ask
- "Can I learn more about a product?" Ask
- "Can I make a purchase?" Ask

About

IMB is a free online mountain bike magazine that focuses on all aspects of mountain biking. It is published every 2 months and is completely free to r... See more

485,256 people like this, including 25 of your friends

478,546 people follow this

<http://www.imbikemag.com/>

Send message

info@imb.com

Magazine

Create Post

Photo/video Check In Tag friends

IMB 1h

Ludo May is one of the most creative riders out there. We had a chance to sit down with him and talk about life, riding and racing. Check out the full interview here!

THE ACROBAT FROM THE VALAIS - LUDO MAY

IMBIKEMAG.COM

Ludo May - The Acrobat from the Valais | Articles » Issue 65

2

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Write a comment...

Facebook page:

<https://www.facebook.com/imbikemag/>

IMB 9 December 2021 ·

At Harstad Bike Park, where 'progressivity' is one of the keywords, you will have the opportunity to try it all – from exciting MTB trails to unique Freestyle and Skills Bike Parks. This year, in 2021, the second phase of the project was completed, where the team of Velosolutions Scandinavia carried out impressive construction work for...

IMBIKEMAG.COM

Harstad Bike Park | the most innovative bike park in Norway

At Harstad Bike Park, where 'progressivity' is one of the keywords, you will have the opp...



PINKBIKE.COM

THE WORLD'S LARGEST MOUNTAIN BIKE COMMUNITY



Official [pinkbike.com](https://www.pinkbike.com) website

See full article here:

<https://www.pinkbike.com/news/a-look-at-velosolutions-innovative-new-bike-park-in-norway.html>

pb pinkbike

SHOP NOW

PARTY LAPS COLLECTION

SHOP NOW

Fantasy Home Travel Photo Video BuySell Product Forum Places PBShop

HEY GRAVITY

VLT

A Look at Velosolutions' Innovative New Bike Park in Norway

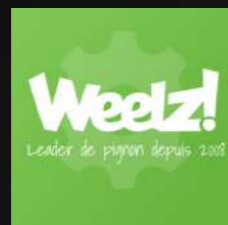
Dec 3, 2021
by Velosolutions Global [Follow](#)

[Tweet](#) [Add to Favorites](#)



WEELZ.FR

ONE OF THE LEADING FRENCH CYCLING ONLINE MAGAZINE



Official [wheelz.fr](http://www.wheelz.fr) website

See full article here:

<https://www.wheelz.fr/fr/harstad-un-bike-park-completement-fou-va-bientot-ouvrir-en-norvege/>

Le mag vélo leader de pionniers LA NEWSLETTER SOUTIENS

Harstad, un bike park complètement fou va bientôt ouvrir en Norvège

On partage

A Harstad, dans un coin perdu de Norvège, est en train de se construire un bike park aux dimensions titanesques. Au programme, une multitude de pistes VTT, des modules, du northshore, du pumptrack, un skatepark, un champ de bosses, des pistes d'apprentissage... Bref, de quoi passer une bonne journée, voire deux... ou même toute une vie. Vous allez vouloir déménager en Norvège après la lecture de ce billet.

Harstad, un bike park de 33 hectares

Sign Up Like Message

About

Weelz.fr, le web mag vélo leader de pionniers. Le vélo lifestyle : vélo urbain (velotaf), vélo tourisme, gravel, bikepacking...

Présent sur le sujet du vélo depuis 13 ans, Weelz! est devenu LA référence sur l'actualité vélo, avec près de 2000 articles déjà publiés. Weelz! trait...

7,083 people like this

7,850 people follow this

<https://www.wheelz.fr/>

Send message

contact@wheelz.fr

News & media website

<https://twitter.com/WeelzFr>

<https://www.instagram.com/wheelz.fr/>

<https://www.youtube.com/channel/UCJ6mNCdbDeCFmWP725mpwTQ>

Photos

Harstad Bike Park 🇳🇴
A multitude of bike tracks, modules, northshore, pumptrack, skatepark, bumpfield, learning tracks...
To discover in our article this week
<https://bit.ly/3sXYRhy>

Facebook page:
<https://www.facebook.com/imbikemag/>

Wheelz.fr

2,186 posts 3,448 followers 6,083 following

The french cycling web magazine - Le web magazine du vélo lifestyle #badopdesigner depuis 2008 ! #multimedial #velotaf #velotourisme #gravel #bikepacking

Multimedial Techs Cargo Like Gravel

POSTS REELS VIDEOS TAGGED



VISITNORWAY.COM

THE OFFICIAL TRAVEL GUIDE TO NORWAY



Official [visitnorway.com](https://www.visitnorway.com) website

See full article here:

<https://www.visitnorway.com/listings/harstad-bike-park/217565/>

Get the latest travel information

NORWAY OFFERS

NORTHERN NORWAY / TROMS OG FINNMARK / HARSTAD

HARSTAD BIKE PARK

Blokkebarveien 9, Harstad / +47 92840462

[post@harstad-cykleklubb.no](#) [Map](#) [Category: The Great Outdoors](#)

Add to Your Trip

Overview

On Blåbærhaugen, only 2 kilometers from Harstad, you will find the world's most

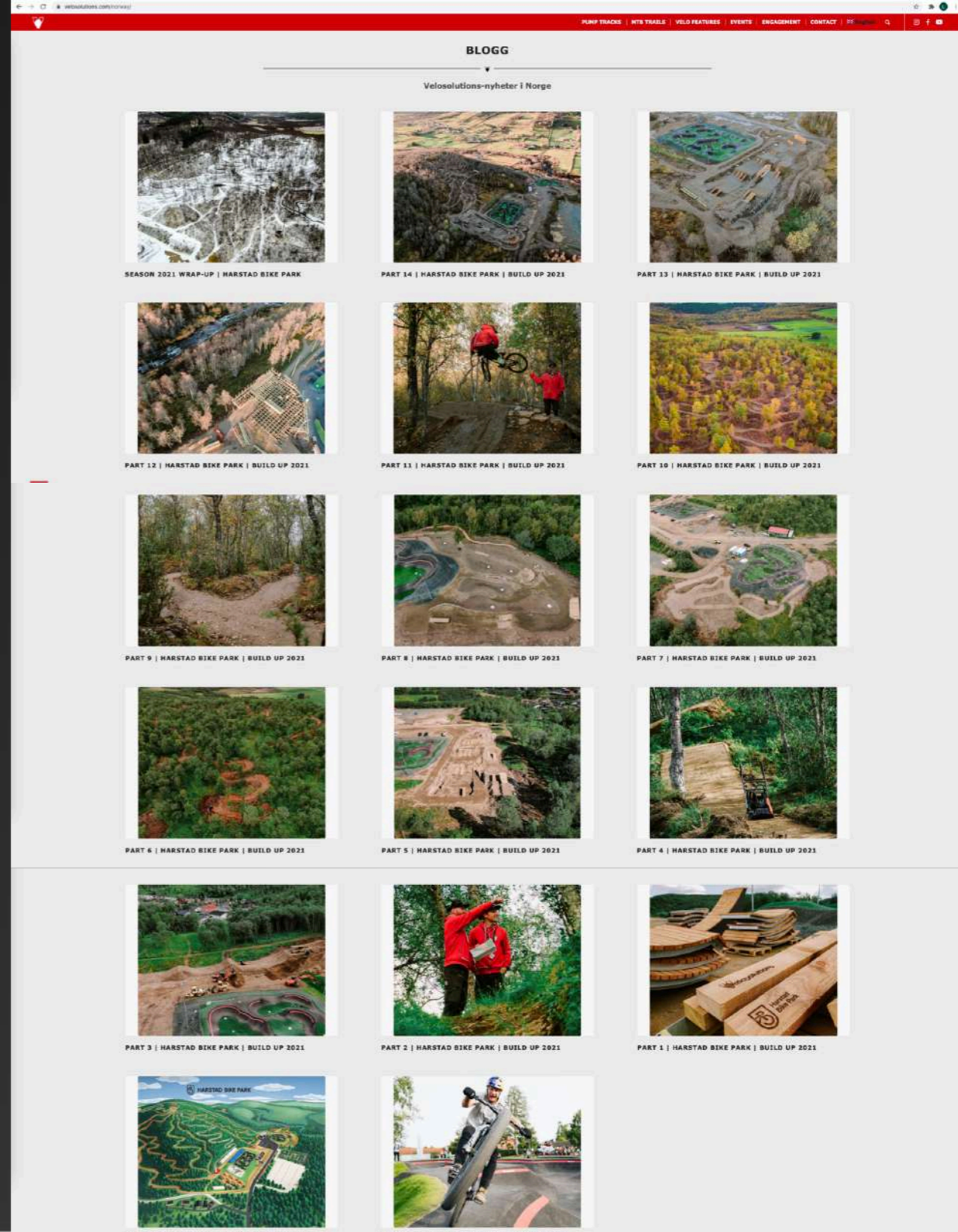


EXTRA PUBLICITY

VELOSOLUTIONS WEB PAGE

Velosolutions Scandinavia Web Page

See all blog posts here:
<https://velosolutions.com/norway/>






Velosolutions Scandinavia Instagram

https://www.instagram.com/velosolutions_scandinavia/

EXTRA PUBLICITY

SOCIAL MEDIA - VELOSOLUTIONS INSTAGRAM

(so far: 25 posts, 100+ stories)

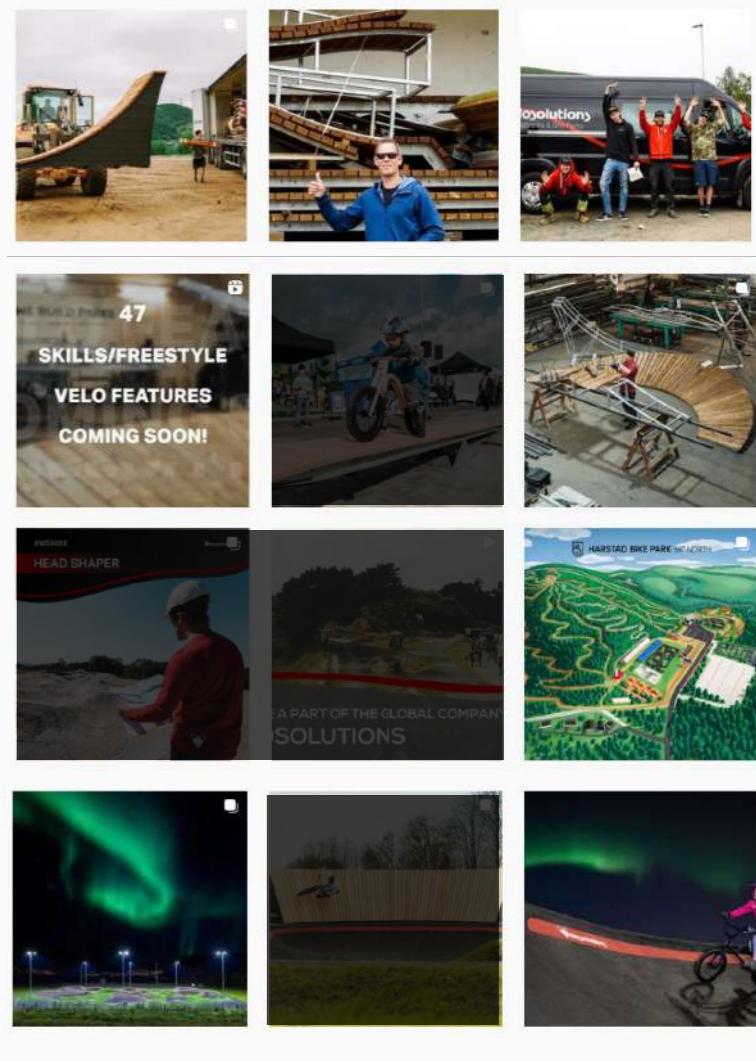
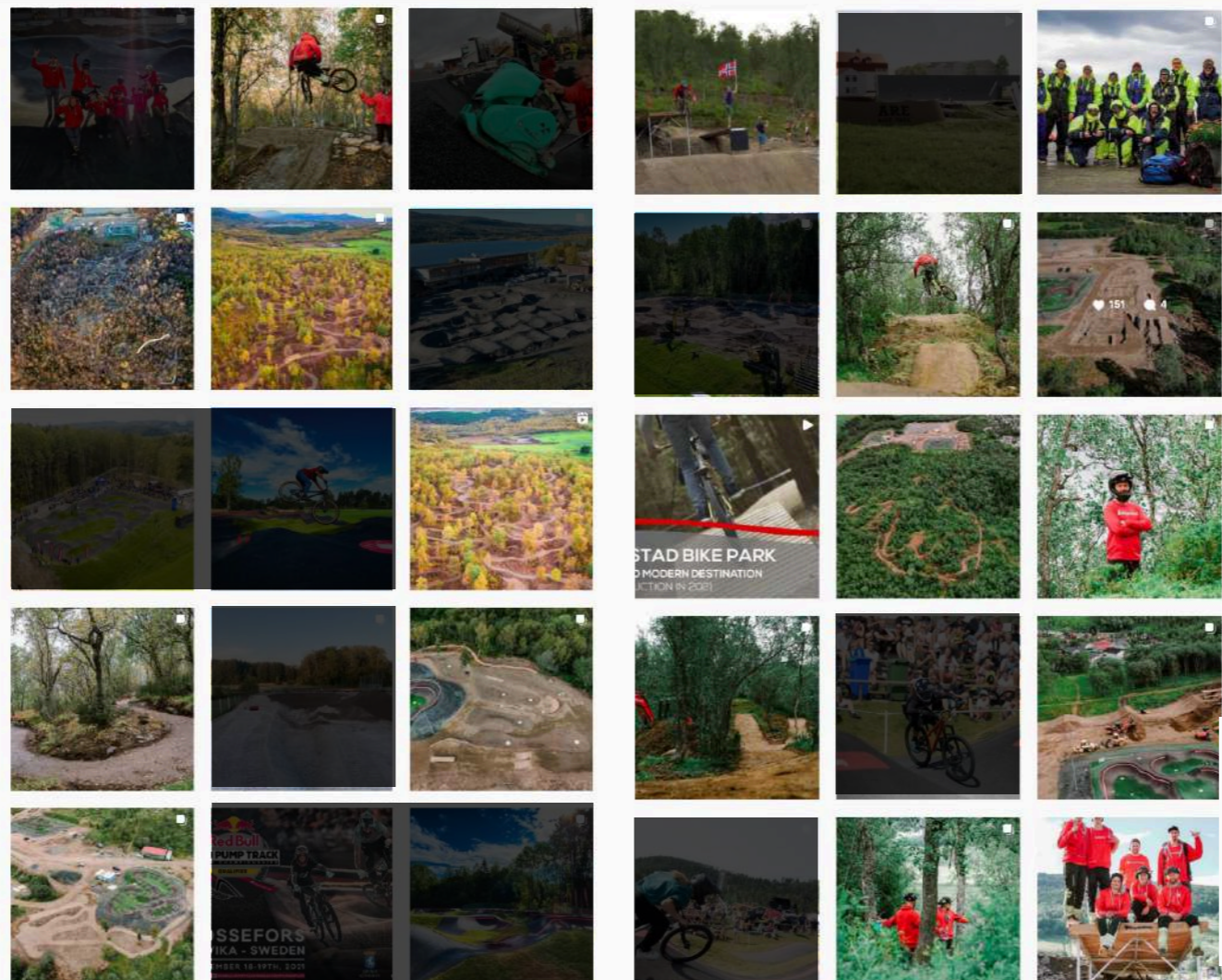
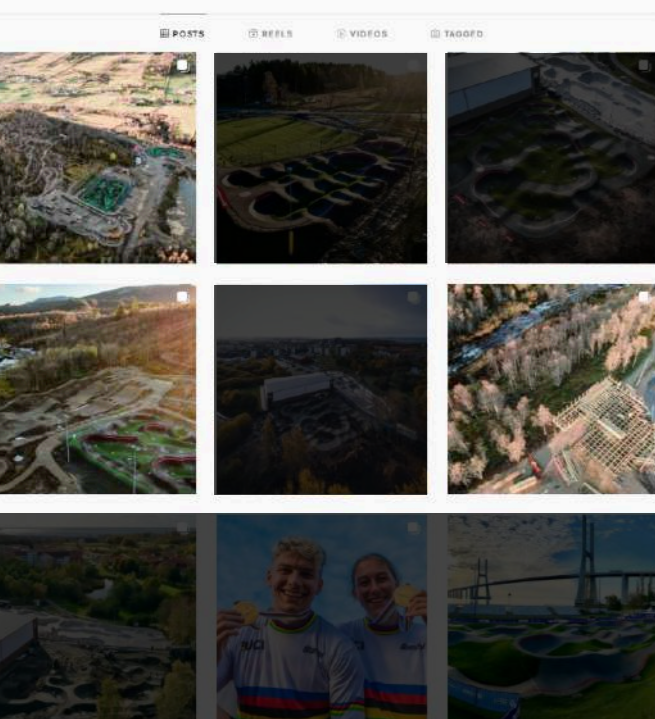

velosolutions_scandinavia Message

261 posts 1,355 followers 150 following

Velosolutions Scandinavia
 Hei! 🇸🇪 🇩🇰 🇳🇴 🇸🇫
 Velosolutions is a world leader in unique pump track & bike park constructions. You name it, we'll build it!
www.redbull.com/int-en/events/red-bull-uci-pump-track-world-champions...

Followed by janisjansons, pridilts, sunux_1fs + 65 others

Stallerhol...
 Varberg
 Åre
 Harstad 2.0
 Jusséfors
 Ramund...
 Harstad 1.0





EXTRA PUBLICITY

SOCIAL MEDIA - FACEBOOK

Velosolutions Scandinavia Facebook

[Click here to see full album](#)

(so far: 25 posts, 100+ stories)


Album Harstad Bike Park, 2021, Norway

Velosolutions Scandinavia added 36 new photos. Published by Linda Butkus · 16 November at 14:30

PART 14 (last in 2021)

The bike park is not a bike park without unique bike trails. Harstad Bike Park has all the trails you can imagine, from easy-green to high-level black tracks. This time - less words, more highlights - enjoy!

... See more



+33

3,941 People reached 1,190 Engagements

Boost post

33 18 shares

Album Harstad Bike Park, 2021, Norway

Velosolutions Scandinavia added 8 new photos. Published by Linda Butkus · 1 October

From nothing to an amazing cycling destination! The Harstad Sykkelpark journey began in 2019 with two massive asphalt pump tracks.

In 2021, we are taking the park to a whole new level! And it feels and looks amazing! See more



+5

2,612 People reached 536 Engagements

Boost post

72 12 comments 6 shares

Like Comment Share

Album Harstad Bike Park, 2021, Norway

Velosolutions Scandinavia added 25 new photos. Published by Linda Butkus · 25 August

PART 7

The progress of Harstad Bike Park is still moving at almost the speed of light! Construction is taking place in all areas of the park; various Downhill & Uphill Trails are being finished and shaped; the trail head and various rest zones are being built; the Freestyle Bike Park team has received the last delivery of wooden features and the final pieces will be put together soon.

! And this week, one of the main goals is to finish Skills Bike Park area, located rig... See more



+22

6,040 People reached 1,134 Engagements

Boost post

57 10 shares

Album Harstad Bike Park, 2021, Norway


Velosolutions Scandinavia added 40 new photos. Published by Linda Butkus · 21 September

PART 10

It's unbelievable, but this year's construction work in Harstad Bike Park will be completed very soon!

Huge changes have been made in all areas of the park. In particular, the mountain itself has changed its appearance, which is now decorated with many twists and turns of various bike trails.

T... See more



+37

2,288 People reached 477 Engagements

Boost post

66 9 shares

Album Harstad Bike Park, 2021, Norway


Velosolutions Scandinavia added 35 new photos. Published by Linda Butkus · 4 August

PART 6

It's been a month since construction began at Harstad Bike Park! So much has been done!

The longest build-up time is planned for various bike park trails. Mostly Velosolutions team is now focusing on that. Currently, digging and shaping are taking place on Green-Family and Flow-Blue trails. The first in-trail wooden constructions (eg bridges) are also being installed.

* And... See more



+32

2,199 People reached 548 Engagements

Boost post

37 5 shares

Album Harstad Bike Park, 2021, Norway

Velosolutions Scandinavia added 29 new photos. Published by Linda Butkus · 1 September

PART 8

Great news - 2 of the 3 Skills Bike Park zones are complete and open for test rides!

An ideal place for everyone! Skills Park is an environment for children, teens or adults who want to learn essential bicycle riding skills in safe and fun conditions. It's a purposely designed unique area with ~30 various technical and challenging wooden / metal and gravel elements. Drop, wallride, lips, berms, turns, swings, rollers, stones, logs - you name it, the Harstad Bike ... See more



+26

1,286 People reached 299 Engagements

Boost post

49 3 comments 3 shares

Album Harstad Bike Park, 2021, Norway


Velosolutions Scandinavia added 28 new photos. Published by Linda Butkus · 29 July

PART 5

The days are starting to move faster, as is the speed of work on the construction site at Harstad Bike Park.

Significant progress can be seen in the Freestyle Bike Park area, where most of the elements and platforms have already been built, lines have been shaped, and new #velofeatures elements have been installed.

We ... See more



+25

3,360 People reached 692 Engagements

Boost post

28 7 shares

Album Harstad Bike Park, 2021, Norway


Velosolutions Scandinavia added 33 new photos. Published by Linda Butkus · 3 November at 20:11

PART 13

Harstad Freestyle Bike Park - full of creative Velo Features!

Although the weather in the last weeks of construction wasn't the driest - Harstad Freestyle Park is done! Some final touches are left for 2022.

T... See more



+30

615 People reached 97 Engagements

Boost post

10 2 shares

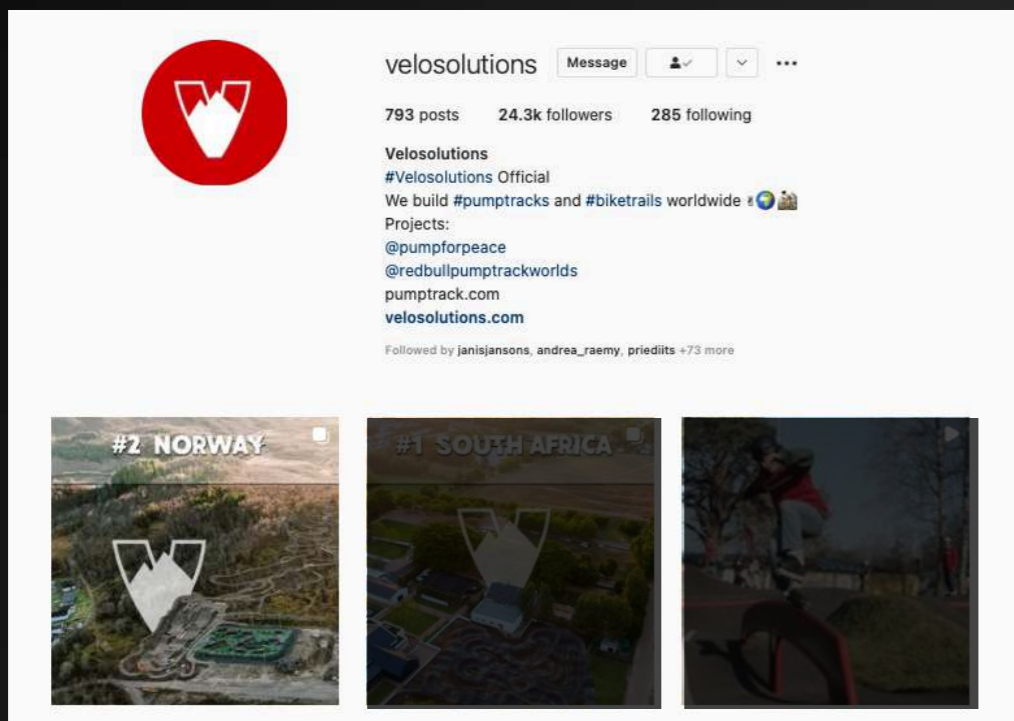


EXTRA PUBLICITY

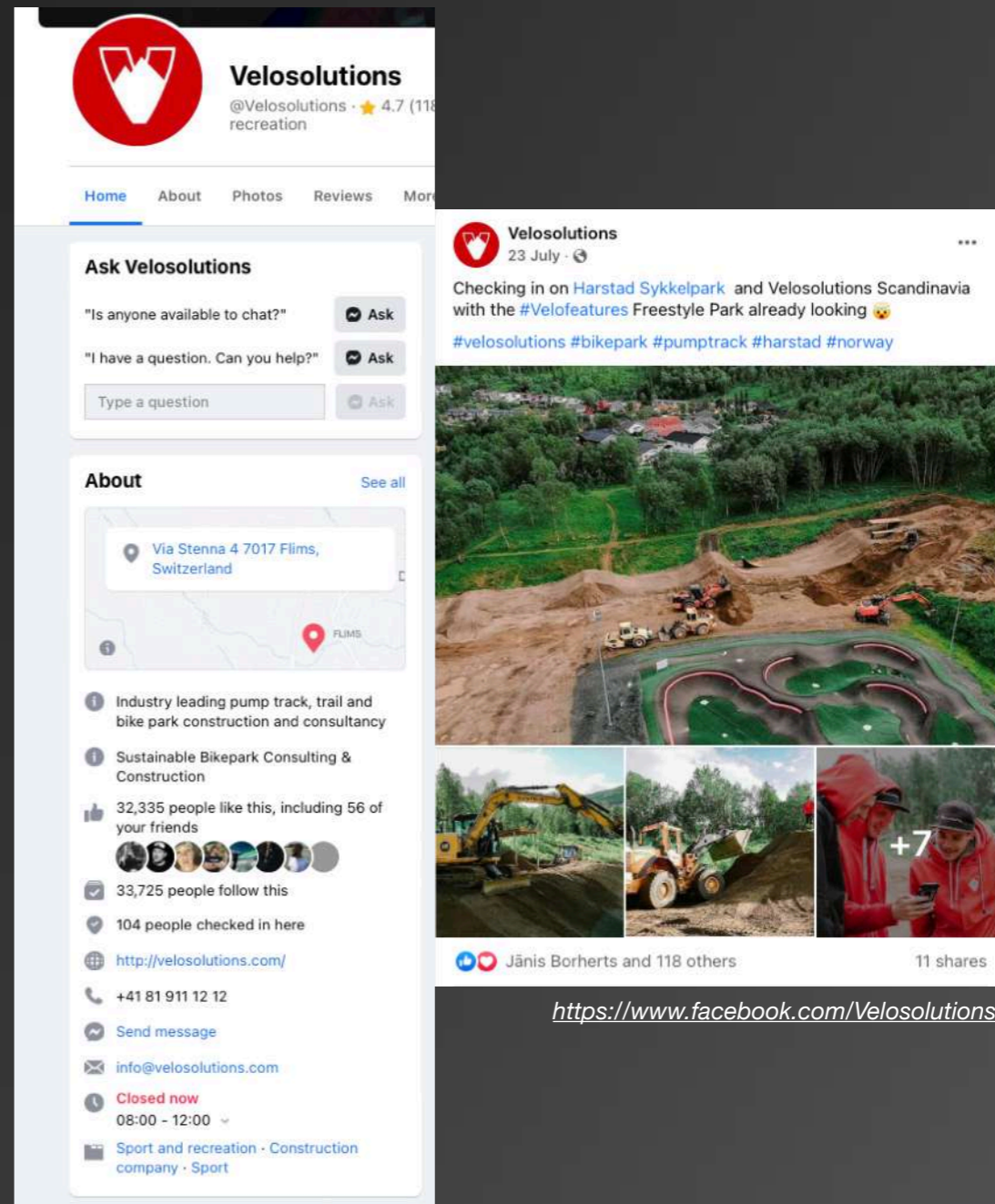
SOCIAL MEDIA - VELOSOLUTIONS GLOBAL CHANNELS

Shared by:

- Velosolutions Global
- (in total: 81 IG and FB content re-shares)



<https://www.instagram.com/velosolutions/>



<https://www.facebook.com/Velosolutions>



HARSTAD BIKE PARK COOPERATION OFFERS



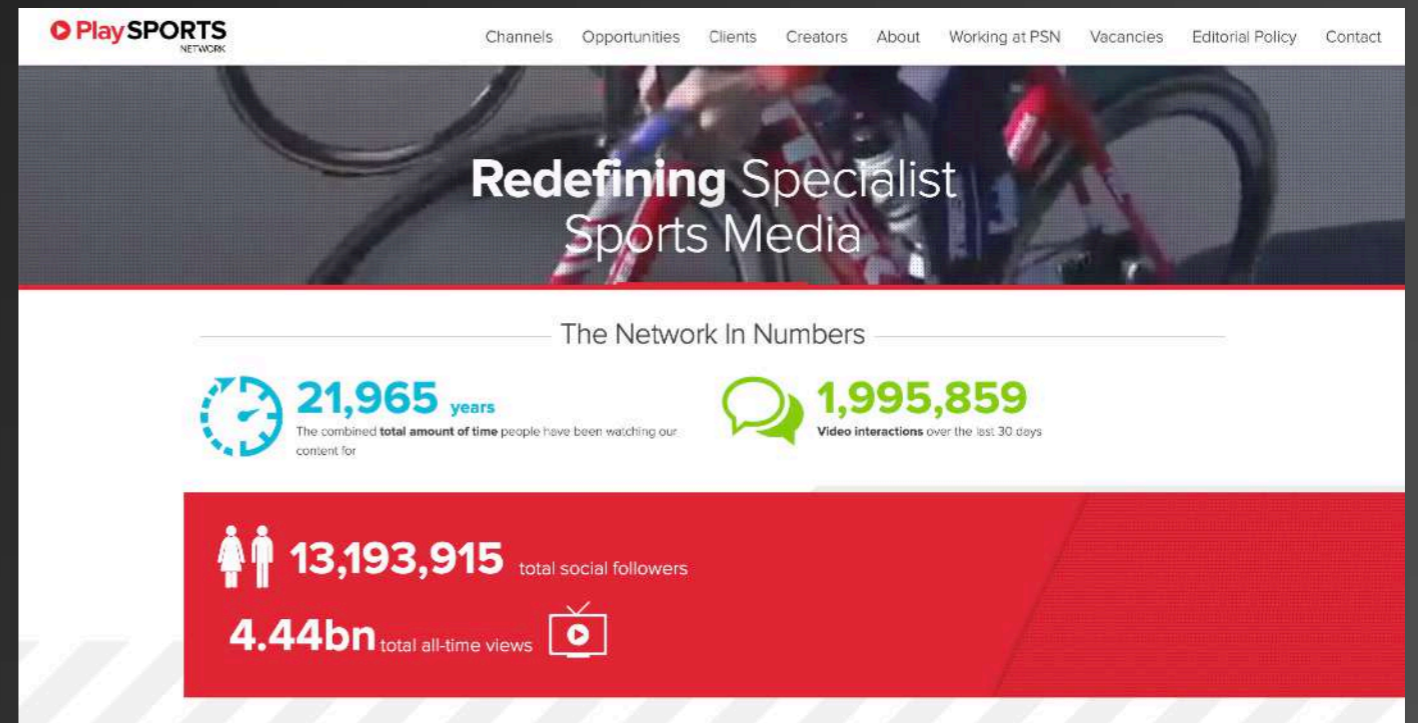
PLAYSPORTS NETWORK

THE WORLD'S LEADING COMMUNITY OF CYCLING FANS

The Play Sports Network is the world's largest cycling media company and community, reaching and engaging with more than 40.1 million hyper-engaged cycling fans and riders globally across their portfolio of road cycling, mountain biking, triathlon and e-mountain biking channels.

Every day of every week they deliver original content across multiple channels and languages, all presented by highly authentic and credible, accomplished former pros who have competed at the highest international levels, inspiring our audiences through their enthusiasm, humour and insight.

PlaySports Network is interested in a unique collaboration together with Harstad Bike Park and Velosolutions. They are ready to invite their strongest team members to go to Harstad and create an unforgettable world-class story. They are currently preparing a proposal based on their ability to support the project. There is also strong interest in long-term cooperation.



<https://playsportsnetwork.com>

PLAYSPORTS NETWORK

THE WORLD'S LEADING COMMUNITY OF CYCLING FANS

PlaySports Network channels include the Global Cycling Network (GCN), the Global Mountain Bike Network (GMBN), the Global Triathlon Network (GTN), and the Electric Mountain Bike Network (EMBN); their tech- and racing focussed sister channels, GCN Tech, GMBN Tech and GCN Racing; and language localised GCN en Español, GCN Italia, GCN Japan and GCN auf Deutsch channels.

They are part of the Play Sports Group. Play Sports Group is a subsidiary of Discovery Inc., the global leader in real world entertainment.



Matt Fenton
Partnerships Director

About Matt

Our contact person:

Matt Fenton, PlaySports Network Partnerships Director

Matt has over 20 years experience in publishing, digital media and key account management.



Channels

Explore our network of specialist enthusiast sport and lifestyle channels



TRUESTORY.NO/SE/DK

THE NORDIC REGION'S LARGEST EXPERIENCE PLATFORM

TrueStory is an experience universe in Norway, Sweden and Denmark, where you can buy the experiences on their platform as a gift, an experience or with instant booking, depending on the setup with the partner. In the case of Harstad Bike Park, this could be a great collaboration when the rental house opens, offering guided tours, individual or collective training for new riders, etc.

TrueStory focus a lot on telling the story of every partner, and have a lot of marketing included in their collaboration. And they are interested to help to reach more people. They see potential in promoting this experience not only on the Norwegian but also Danish and Swedish platforms. Everything is performance based at a very low cost.

The screenshot displays the TrueStory website interface. At the top, there's a navigation bar with the TrueStory logo and links for 'Opplevelser', 'TrueStory gavekort', 'Opplevelse som gave', and 'Hvå opplevelsesgave'. Below this is a search bar with filters for 'Hvå Norge', 'Pris', and 'Alle kategorier'. The main content area features a grid of experience cards, each with a photo and a title. Examples include 'EN DAGSTUR I KAJAKK PÅ VOSS', 'SOLNSETT OG DÅSE I ØSTFJORDEN MED BÅTSERVICE SIGHTSEEING', 'FANGENE PÅ FORTET BERGEN', 'PIZZA MED HOS PELOTON BAR', 'SLIP KLUBB I TRONDHEIM', 'KJØTT OG VINE I VINTER I VÅRTE', 'LUFTIG LUKSUSOPPHOLD HOS EAGLE NEST ECO LODGE', and 'ØST- OG VINSMAKING HOS WINTHER AKER BRUYGE'. A 'Specialpris' badge is visible on the 'Luftig luksusopphold' card. At the bottom, a white box contains the text 'The Nordic region's largest experience platform' and four statistics: '+600 hand-picked experiences Scandinavia', '+400,000 We have created experiences for customers across Scandinavia', '+35,000 followers of our experience universe in social media', and '+30 colleagues are ready to help our customers out on experiences.'

The Nordic region's largest experience platform

- +600** hand-picked experiences Scandinavia
- +400,000** We have created experiences for customers across Scandinavia
- +35,000** followers of our experience universe in social media
- +30** colleagues are ready to help our customers out on experiences.



TRUESTORY.NO/SE/DK

THE NORDIC REGION'S LARGEST EXPERIENCE PLATFORM

Our contact person:

Janne Iren Græsdal, Head of Partnerships Norway @Truестory

"Truестorys main target group today is currently focused in Oslo and other big cities like Bergen, Stavanger and Trondheim, but we are a national plattform that covers all of Norway, and will do so even more in the nearest future. We are also live in Sweden ([truestory.se](https://www.truestory.se/)) and we are market leading in Denmark for the last ten years ([truestory.dk](https://www.truestory.dk/)), meaning we would be able to promote relevant Norwegian experiences on the other Scandinavian plattforms. We focus on local and authentic experiences in your local market but also trip-worthy experiences. I believe Harstad Bike Bark is very interesting and would be a good addition to our plattform and we hope to be able to promote your experience and deliver happy customers your way. "

<https://truestory.no/>

<https://www.facebook.com/truestoryno> (6,8k)

<https://www.instagram.com/truestoryno/> (3.9k)

<https://www.youtube.com/channel/UCbvsoBb6Gi3FpyA4pnEKpg> (video views ~ 12k, 17k,24k)

<https://www.linkedin.com/company/truestory-dk-no-se/> (779 followers)

<https://truestory.dk/>

<https://www.facebook.com/truestorydenmark> (34k)

<https://www.instagram.com/truestory.dk/> (14.8k)

<https://www.youtube.com/user/duglemmerdetaldrig> (video views ~100k+)

<https://truestory.se/>

<https://www.facebook.com/truestoryse/> (1.3k)

<https://www.instagram.com/truestoryse/> (2.1k)



MOUNTAINBIKE UNITED

MOBILE APP - DIGITAL TRAIL GUIDE / COMMUNITY PLATFORM

Our contact person:

Morten Kamp Schubert, CEO

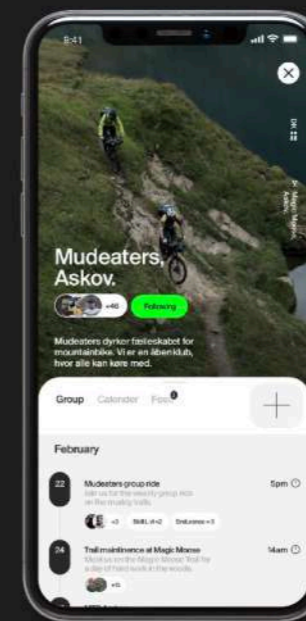
"We would love to have Harstad Bike park as a part of our app and we would love to help with promoting both Harstad bike park and other for your projects around the world.

Mountainbike United™ have 140.000 downloads primarily in Denmark but we are right now expanding into other european countries. Our platform promote official mountainbike trails and bikebarks and building a unique community around the trails and the sport.

We think a collaboration with Harstad Bike Park / Velosolutions could be to an absolute common advantage."

With MountainBike United, we'll start our cooperation by adding existing tracks to the app and test its various features.

Plan, meet, ride,
explore, share, evolve.
Repeat.



A digital experience-based community for mountain bikers, by mountain bikers.

- 01 **Community**
Find and join new communities. Create meetups and groups. Share your experiences and follow your friends.
- 02 **Trails and Adventures**
Find the perfect trails, attend events, explore the world and update your bucket list.
- 03 **Learn and Explore**
Become a better rider, sign up for technical courses, build trails or join group trips to great destinations.

<https://www.mtbutd.com/en/#about>



HAPPYRIDE.SE

THE LARGEST BIKE MEDIA IN SWEDEN SINCE 2013

With Happyride.se, we'll start our cooperation by adding Harstad Bike Park on their website map.

In the future, Harstad Bike Park may consider additional advertising opportunities.

"The cost of a banner campaign is depending on the budget and how many page news you have in the package. We recommend from 10 000 SEK and more," Maria, happyride.se Sales Manager

[happyride.se presentation: click here](#)

The screenshot shows the Happyride.se website layout. At the top is a navigation bar with the logo and links for FORUM, BUY SELL, REVIEWS, ARTICLES, VIDEO, CALENDAR, TURTIPS, SHOP, and a search icon. The main content area is divided into several sections:

- Forum:** A list of discussion topics such as "[OT] Renovate craft", "Show your loads...", "Clean rubber best...", "Are there tokens for Öhlins STX22?", and "Cycling Gran Canaria (Canary Islands)".
- Notices:** A section titled "Cannondale launches radar and automatic lighting called 'smartsense'" with a sub-headline "The latest generation of Cannondale's comfort racer Synapse is now launched..."
- Articles:** Two article teasers: "Wellness allowance and cycling: what applies?" and "Revel Rascal - Does the racker kid live up to his name?".
- Video:** A video section titled "6 easy steps: wash your bike" with a sub-headline "How to wash your bike in a reasonable way?".
- Communiting:** A section titled "COMMUTING" with a sub-headline "By: Tore Krok / Category:".
- Tips & Tricks:** A section titled "TIPS & TRICKS" with a sub-headline "TRANSPORT BIKE BY CAR: LOAD INSIDE THE CAR".
- Sponsored:** A sponsored section titled "Cykelsemester 2021" with a sub-headline "Everything you need to know to plan your cycling holiday this summer..."

At the bottom right of the page, there is a "BUY SELL" button with a gear icon.

<https://happyride.se>

VISITTROMSO.COM

OFFICIAL REGIONAL TOURIST INFORMATION SITE

The surrounding regions and cities in Norway are also inspired by the story of Harstad Bike Park and are keen to work together to spread the word to more and more people.

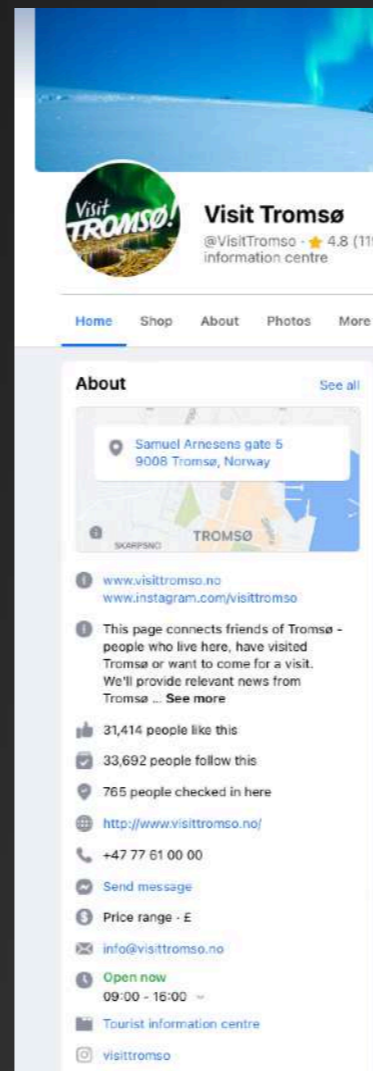
Our contact person:

Sylvi Bakkeby, Visit Tromsø Head of Development

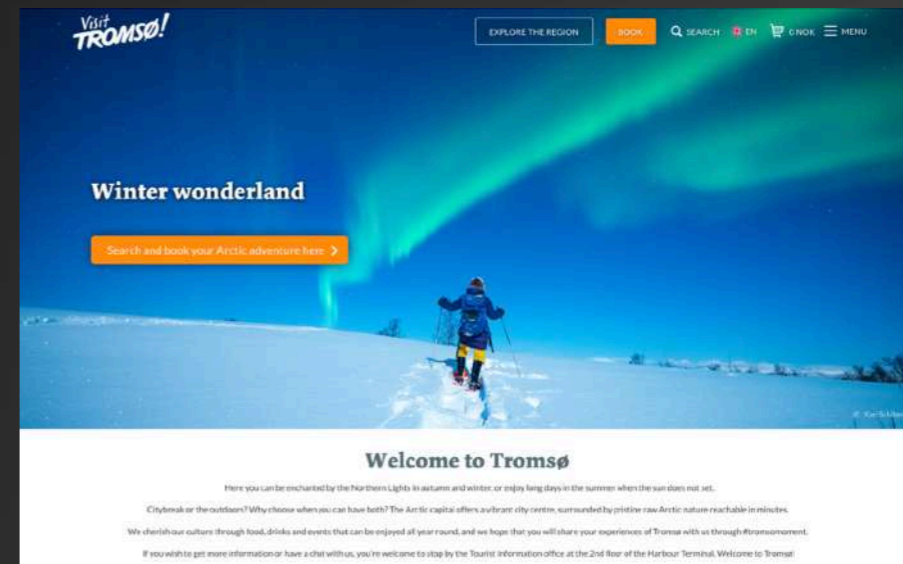
"We have members located all over the region (ex. in Lyngen, Senja, Bardufoss, etc.), so we do promote these places as well.

If Harstad Bike Park is interested in becoming a member in Visit Tromsø, contact our Head of development – Sylvi Bakkeby: sylvi@visittromso.no

We also have possibilities of advertisement in our Tourist Information office and other places. You can contact our head of marketing at rebecca@visittromso.no to hear more about your options."



<https://www.facebook.com/search/top?q=visit%20tromso>



<https://www.visittromso.no>



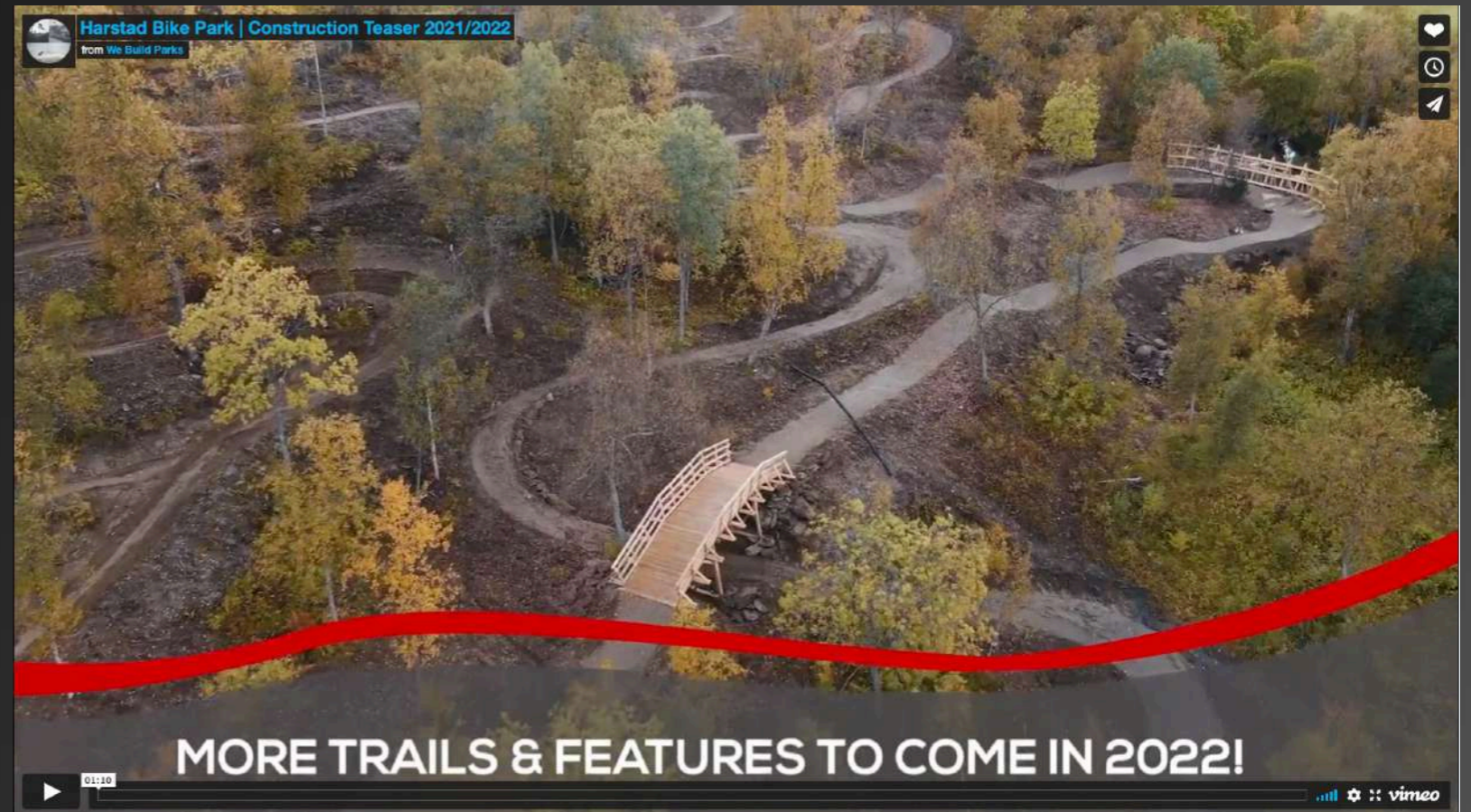
<https://www.instagram.com/visittromso/>



VIDEO TEASER

**Harstad Bike Park Build Up
Teaser 2021/2022**

[Click here to watch the video](#)











TO BE CONTINUED IN 2022