



Staatskanzlei



The contribution of tourism to economic development in the Baltic Sea Region under the Europe 2020 Strategy

Andrea Herrmannsen, State Chancellery Mecklenburg-Vorpommern European Tourism Forum, Vilnius, 18. October 2013





Staatskanzlei

Topics

- Tourism: An economic factor in the Baltic Sea Region
- Priority Area Tourism: Facilitate cooperation, exploiting tourism potential
- Contribution to Europe 2020 Strategy
- Policy objectives in tourism cooperation
- Selected activities in tourism cooperation
- Agenda for 2014







Tourism contributes significantly to the BSR economy.

- EU: Tourism ranks 3rd in terms of employment and turnover
 1.8 mio. enterprises / 9.7 mio. employed / > 10 % GDP incl. indirect effects
- BSR*: 100 mio. international arrivals in the region (2012, + 8.8 %),
 - \rightarrow 10 % share of the world market
 - → partly dynamic growth: RUS (+ 13.4 %), POL (+ 11.2 %), SWE (+ 9.6 %)
- Especially relevant for rural areas
- Triggers self-employment, entrepreneurship and growth, stimulates investment and the capitalisation of the nature and cultural heritage.

* UNWTO August 2013







Exploit the regional tourism potential through cooperation: Obstacles and Challenges

- Very competitive sector, within the BSR and at global scale
- High share of SME's
- Strong cross-sectoral character
- Tourism offer needs to adapt to societal, technological and global trends
- Need to develop and coordinate a multi-actor system including PPP







Priority Area Tourism – facilitate cooperation

- Framework: EU Strategy for the Baltic Sea Region
- Rationale:
 - → More efficient use of available resources in projects, networks and organisations
 - → The Baltic Sea Region as a common geographical reference, especially as to history, cultural and natural heritage
- Long term: Consensus-building on the BSR as a tourism destination
- Promotion of tourism policy vis-à-vis other sectoral policies
- \rightarrow Strengthening of tourism governance structure







Mecklenburg-Vorpommern – Coordinator of PA Tourism



- Population: 1.6 mio. (81 inh./km²)
- Well-established tourism destination in Germany
- Tourism Economy: 8.5 % GDP 130.000 Jobs
- 6.8 Mio. Guests (2012)27.9 Mio. Overnight-Stays
- Visitors from abroad: 335.000
 900.000 Overnight-Stays







PA Tourism is relevant for the Europe 2020 Strategy

- Contribution to Europe 2020
 - \rightarrow Exploitation of the growth potential
 - \rightarrow Creation of jobs, also in rural areas
 - \rightarrow Cohesiveness







Staatskanzlei

Policy objectives in Priority Area Tourism

Actions

Facilitate networking and clustering of tourism stakeholders Mobilise the full potential for sustainable tourism of the BSR

- Policy level: Steering Committee
- Operational level: Baltic Sea Tourism Forum
- Common strategies and approaches
- Involvement of Russia
- Joint projects, product development, regional marketing







Long term objective: Profile a Baltic Sea tourism destination

- <u>Basis</u>: National and regional tourism policies
 - \rightarrow strategy, creation of tourism infrastructure and offer
- Profile the BSR as a tourism destination
 - \rightarrow Similar themes across BSR Countries
 - $\rightarrow\,$ Cooperation not necessarily covering the whole region
 - \rightarrow Transnational products where they make sense
 - \rightarrow Joint communication strategy
 - \rightarrow Joint virtual entry gate

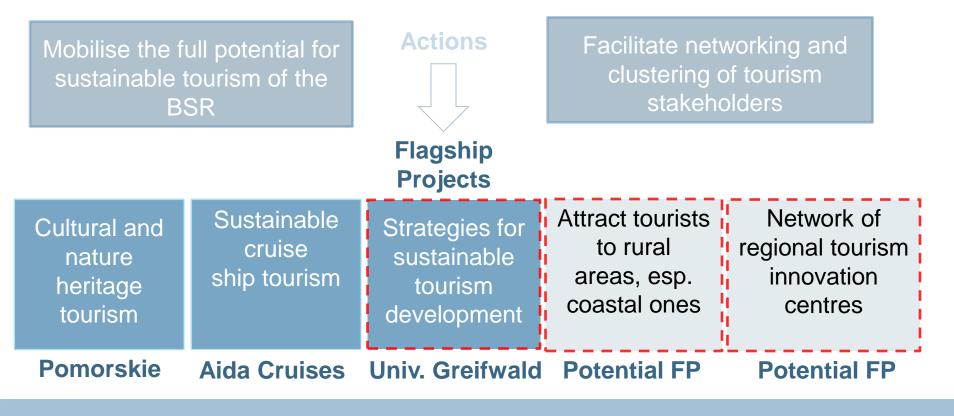






Staatskanzlei

PA Tourism – Reinforcing cohesiveness through tourism









Selected activities in tourism cooperation in the BSR

- Support for new Seed Money Projects
 - \rightarrow Potential new flagship projects in the pipeline
 - \rightarrow But: Limited funding
 - \rightarrow Essential to get follow up financing
- Follow up of 6th Baltic Sea Tourism Forum
 - \rightarrow promotion of tourism issues in the EU programmes 2014 2020
 - $\rightarrow\,$ develop the BSR into a model region for sustainable tourism development







Staatskanzlei

On the Agenda for 2014

- 1. Funding
 - \rightarrow Facilitate funding for new flagship projects
 - \rightarrow Access to other EU funding instruments, like the COSME programme
- 2. Promotion of governance structures
 - → Steering Committee: Definition of "common denominators" (policy level)
 - \rightarrow Approach for back-up structure for tourism cooperation
- 3. Promotion of tourism on macroregional level
 - \rightarrow Development of joint products and marketing
 - \rightarrow Tourism policy considered in the long-term objectives of CBSS
 - → Tourism as interface EUSBSR Russian NW Region Strategy 2020







Staatskanzlei

Andrea Herrmannsen State Chancellery Mecklenburg-Vorpommern

www.baltic-sea-strategy-tourism.eu





Priority Area Coordinator for Tourism