



EU STRATEGY FOR THE BALTIC SEA REGION  
**TOURISM**

**Mecklenburg  
Vorpommern**

Staatskanzlei



## **Tourism in the EU Strategy for the Baltic Sea Region – State of play and outlook**

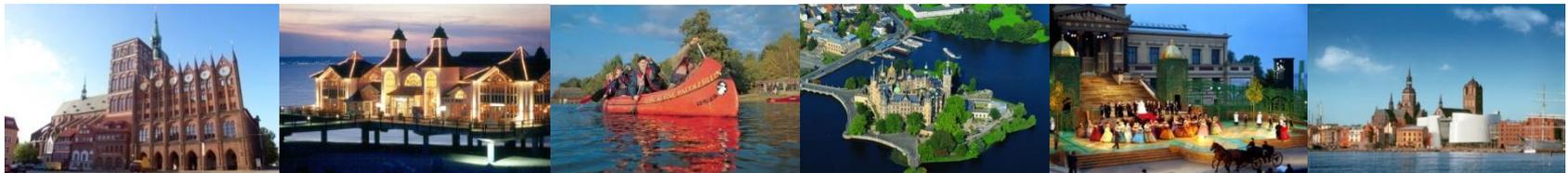
**Wolf Born, State Chancellery Mecklenburg-Vorpommern**

**SEBA Conference, Kaliningrad, 08. June 2013**



## Overview

- EU Strategy for the Baltic Sea Region (EUSBSR)
- Priority Area Tourism
- Long term objective: To shape the Baltic Sea tourism destination





## EU Strategy for the Baltic Sea Region – Essentials

[www.balticsea-region-strategy.eu](http://www.balticsea-region-strategy.eu)

- Adopted by the European Council in Oct. 2009
- First macro-regional strategy of the EU
- Cross-sectoral approach
- Objective: More efficient use of available resources in projects, networks and organisations
- Framework and reference for cooperation, political momentum
- No systematic involvement of non-EU countries
- 3 No's: Institutions, Funding, Legislation

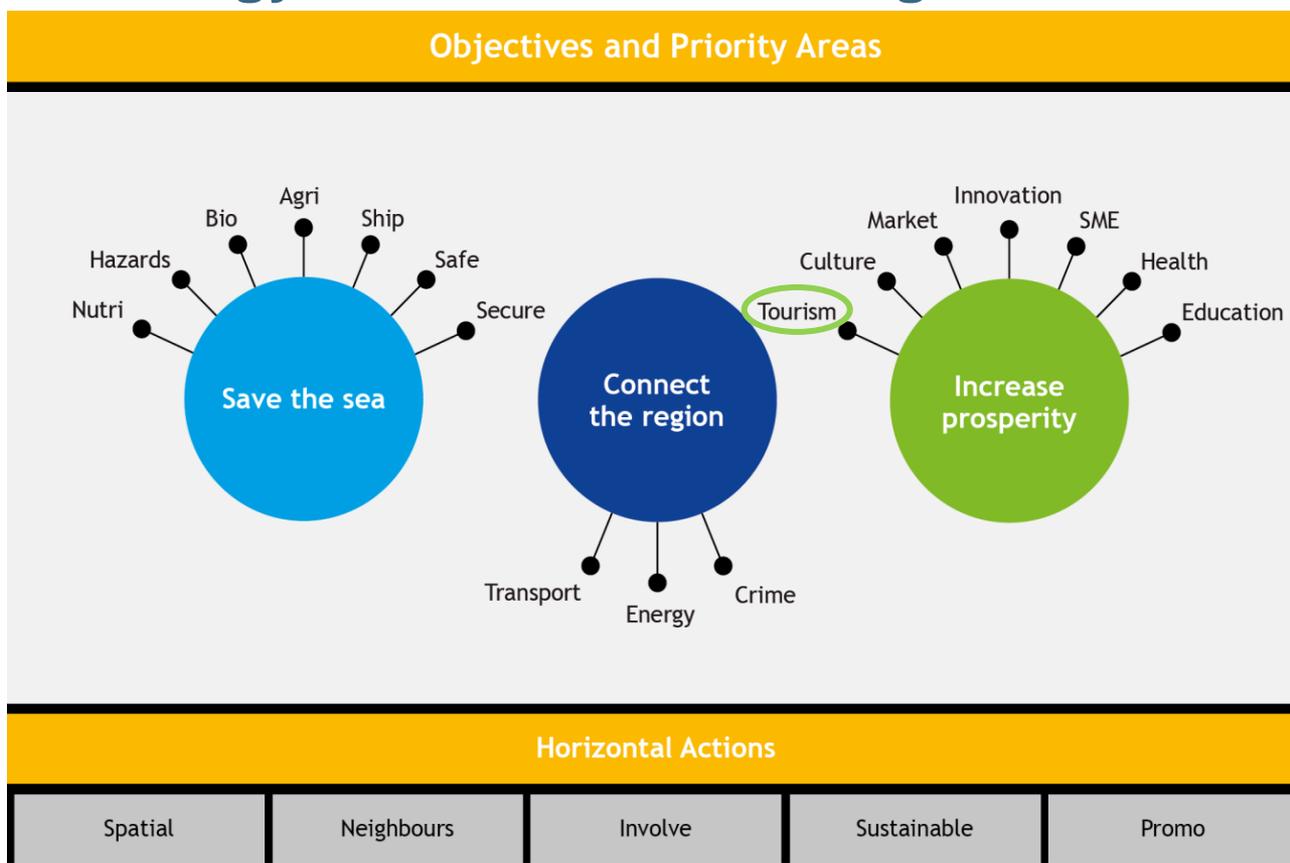


## EU Strategy for the Baltic Sea Region – State of play

- Revision of the strategy (March 2012)
  - 3 objectives, each with 4 sub-objectives
  - Save the Sea – Connect the Region – Increase Prosperity
- Revision of the action plan (February 2013)
  - 17 priority areas and 5 horizontal actions
  - Clarification of roles and responsibilities,
  - Definition of targets and indicators (ongoing)
- Seed money funding for new flag ship projects initiatives
  - [www.seed.eusbsr.eu](http://www.seed.eusbsr.eu)



## EU Strategy for the Baltic Sea Region – Overview





## Mecklenburg-Vorpommern – Coordinator of Priority Area Tourism



- Population: 1.6 mio. (81 inh./km<sup>2</sup>)
- 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



## Priority Area Tourism – to facilitate cooperation

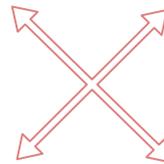
[www.baltic-sea-strategy-tourism.eu](http://www.baltic-sea-strategy-tourism.eu)

Highlight and optimise  
the tourism potential,  
incl. Russia

Attract tourists to rural  
areas, esp. coastal ones

Promote cultural and  
nature heritage tourism

**Actions**



**Flagship  
Projects**

Network and cluster  
tourism stakeholders

Sustainable cruise  
ship tourism

Strategies for  
sustainable tourism

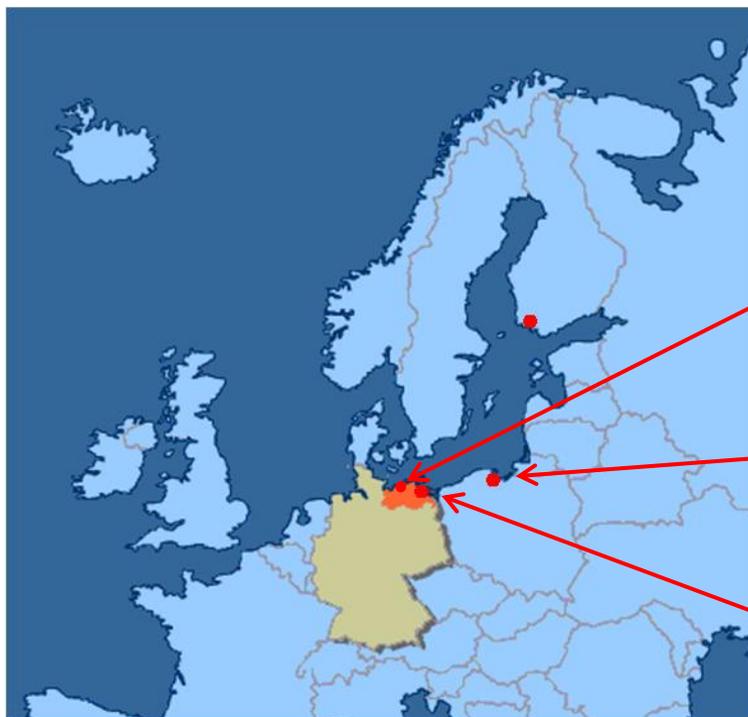


## Multilevel involvement of Russian partners

- Council of the Baltic Sea States as important partner
  - Common objective: Cooperation with all partners in the BSR
  - Mutual involvement in activities: SEBA-Workshop in PA Tourism conference in May 2012
  - CBSS Project Support Facility
- Baltic Sea Tourism Forum process: Partner Kaliningrad region  
[www.balticseatourism.net](http://www.balticseatourism.net)
- Project level, e.g. AGORA 2.0: Associated partners from Kaliningrad region  
<http://agora2-tourism.net>
- Southern Baltic Sea Parliamentary Forum: Duma of Kaliningrad Oblast



## The Lead Partners of the Flagship Projects play a vital role



Rural tourism

Maritime and coastal tourism

Sustainable cruise ship tourism  
LP: AIDA CRUISES

Cultural and natural heritage  
LP: Marshal Office Pomorskie

Strategies for sustainable tourism  
LP: University of Greifswald



## Priority Area Tourism – Tasks ahead (1/2)

- Further develop a governance for tourism cooperation
    - Steering group of representatives of national tourism ministries
    - Annual Baltic Sea Tourism Fora
  - Challenge: Funding of activities in 2014-2020
  - Potential new flagship projects in the pipeline
    - active tourism (sport and outdoor events)
    - support for tourism SME
    - cluster development and cooperation
    - rural / maritime and coastal tourism
- ...



## Priority Area Tourism – Tasks ahead (2/2)

- Cooperation in cultural heritage and Baltic Sea identity
  - Seed Money project funded by the Swedish Institute
  - Lead Partner: Gotland Museum
  - Partners: Norden Association, Russia: Novgorod State Museum, State Hermitage Museum
  - Long term objective: Umbrella organisation based on museums, cultural heritage networks and tourism sector
  - Cooperation: Seed Money project on World heritage sites in the BSR



## Long term objective: To shape a Baltic Sea tourism destination

- Basis: National and regional tourism policies
  - strategy, creation of tourism infrastructure and offer
- Profile the BSR as a tourism destination
  - Similarities: Countries are basically active in similar themes, which are more or less linked to the common history and nature of the BSR
  - Themes for BSR marketing not necessarily covering the whole region
  - Develop transnational products where they make sense in terms of visibility and key sales arguments
  - Develop a joint communication strategy
  - Create a common virtual entry gate



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## SAVE THE DATE:

**6<sup>th</sup> Baltic Sea Tourism Forum:  
25-26. September 2013 (DK)**

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[www.baltic-sea-strategy-tourism.eu](http://www.baltic-sea-strategy-tourism.eu)**



Cofinanced by the  
European Union

Priority Area Coordinator for Tourism