



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

- 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

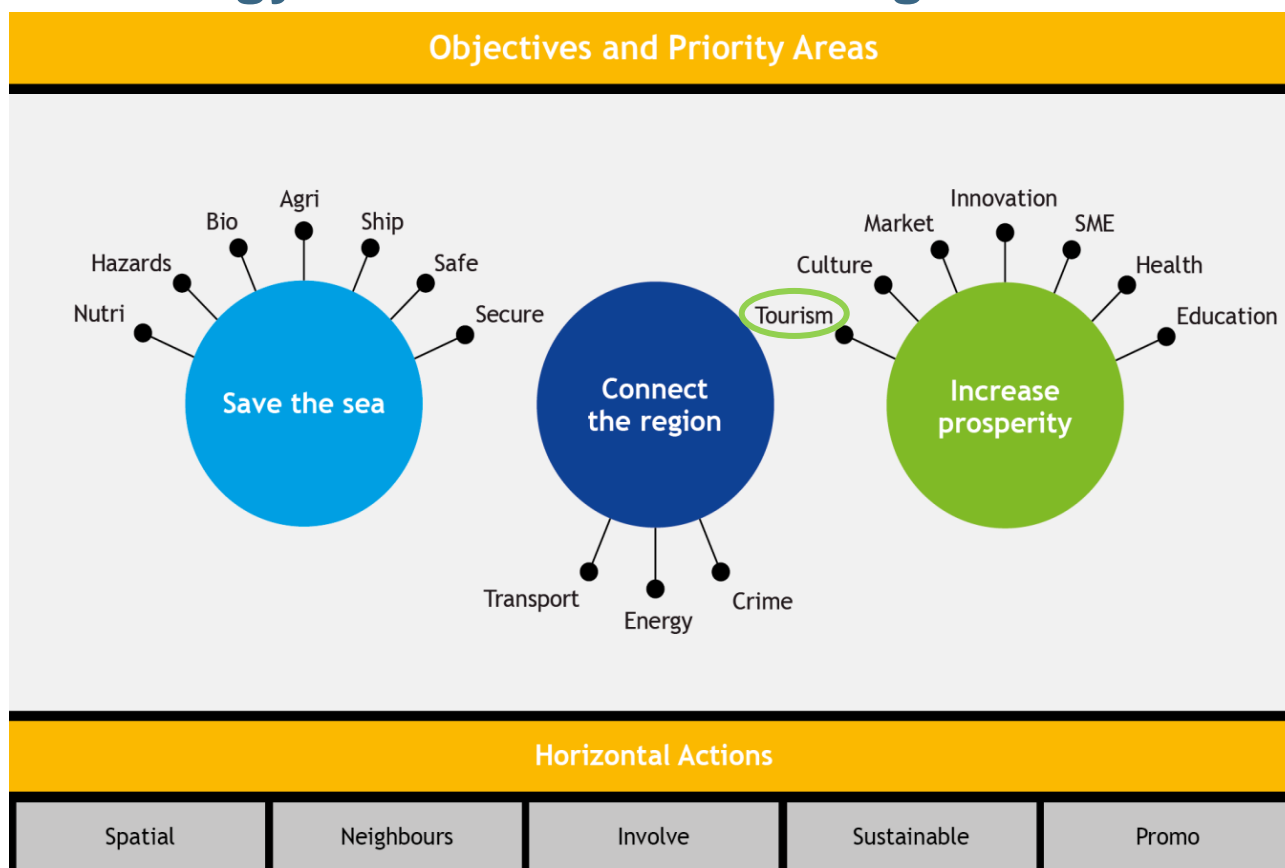


EU Strategy for the Baltic Sea Region – State of play

- 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



EU Strategy for the Baltic Sea Region – Overview





Mecklenburg-Vorpommern – Coordinator of Priority Area 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



Priority Area Tourism – to facilitate cooperation

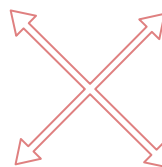
www.baltic-sea-strategy-tourism.eu

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
- 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:

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

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Cofinanced by the
European Union

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