



Mecklenburg-Vorpommern

Baltic Sea Tourism Forum

Best practise examples

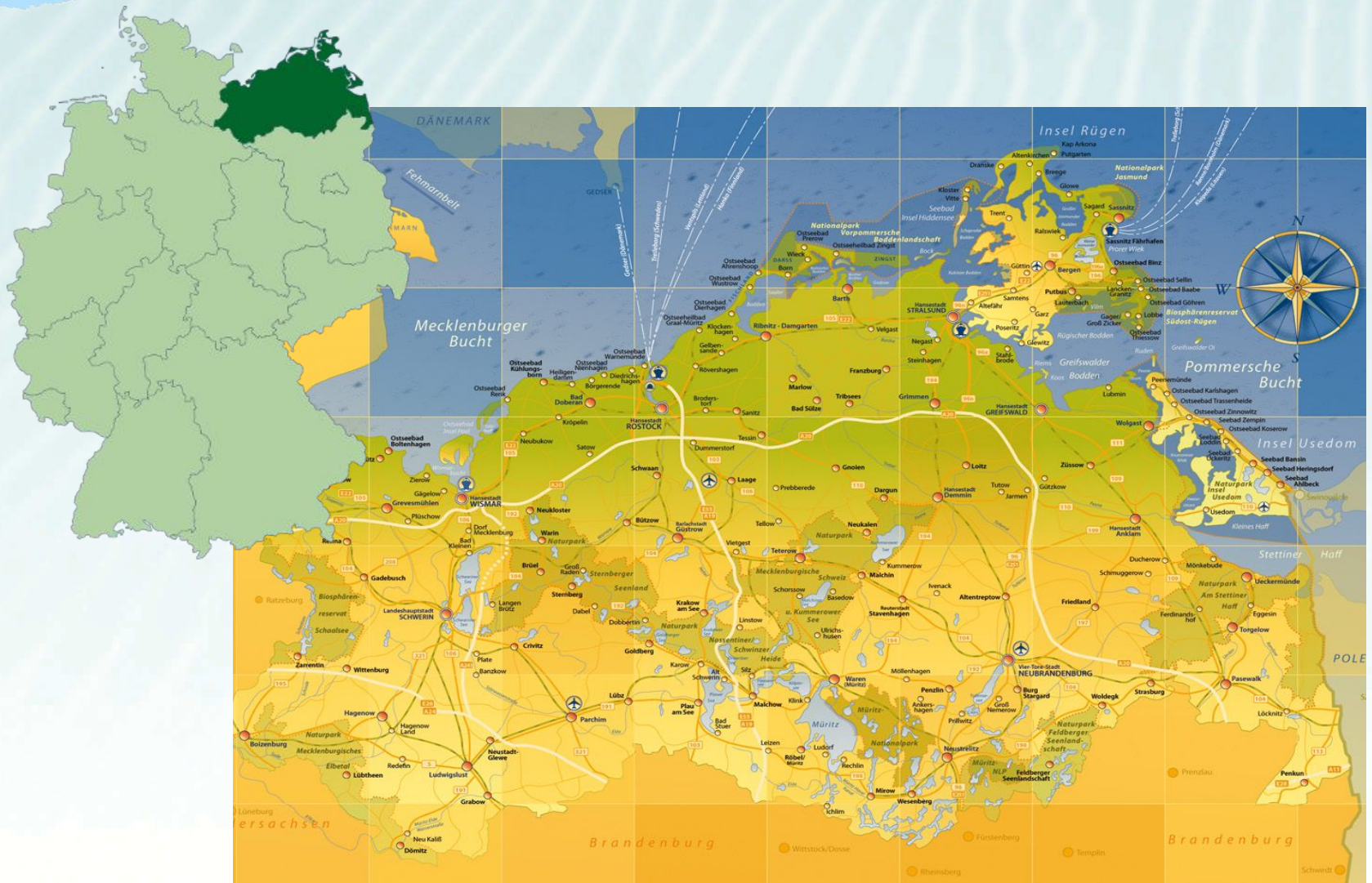
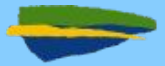


Johannes Volkmar
Mecklenburg-Vorpommern Tourist Board

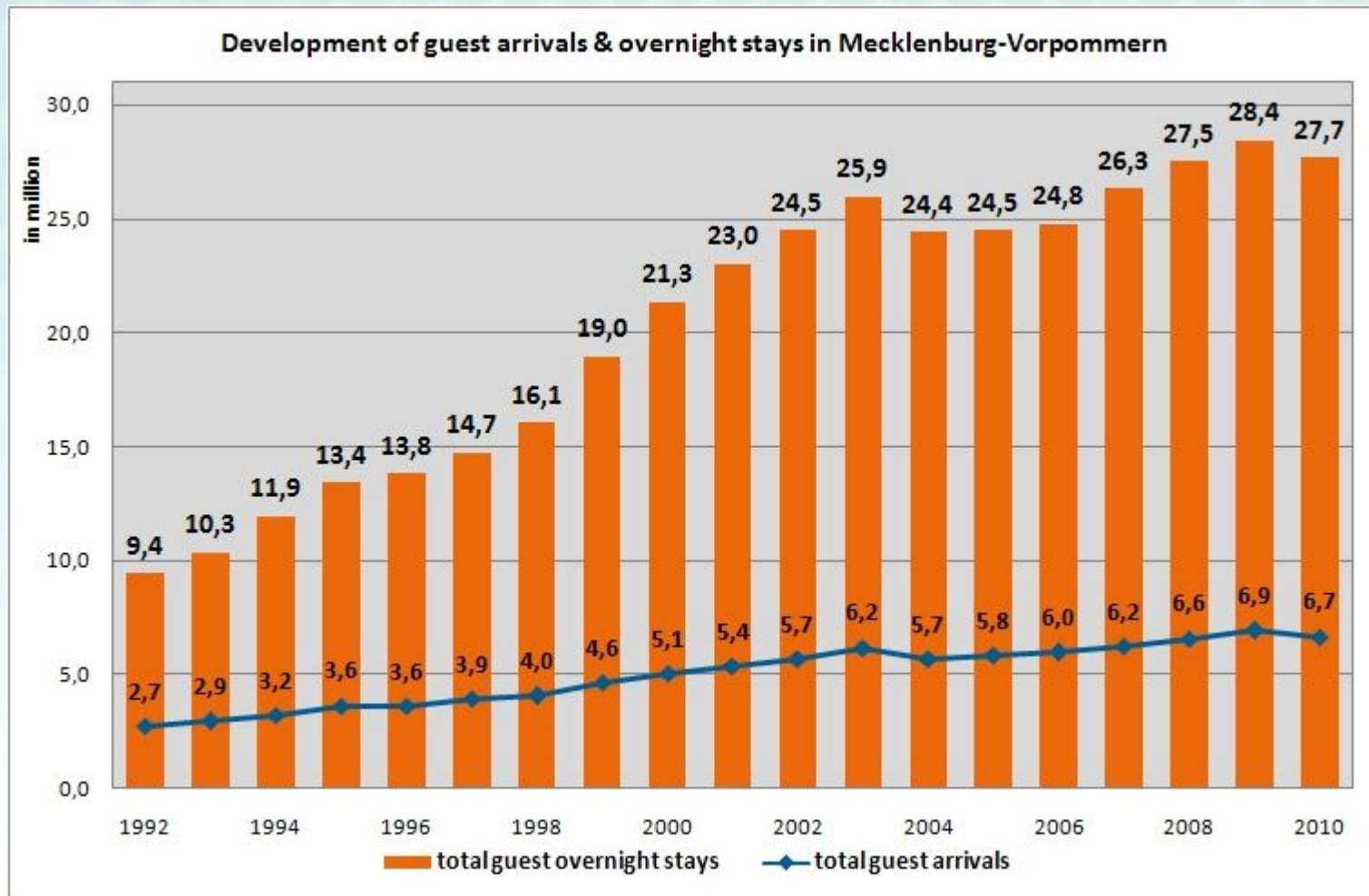
Mecklenburg
Vorpommern 

MV tut gut.

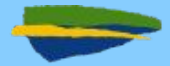
Mecklenburg-Vorpommern



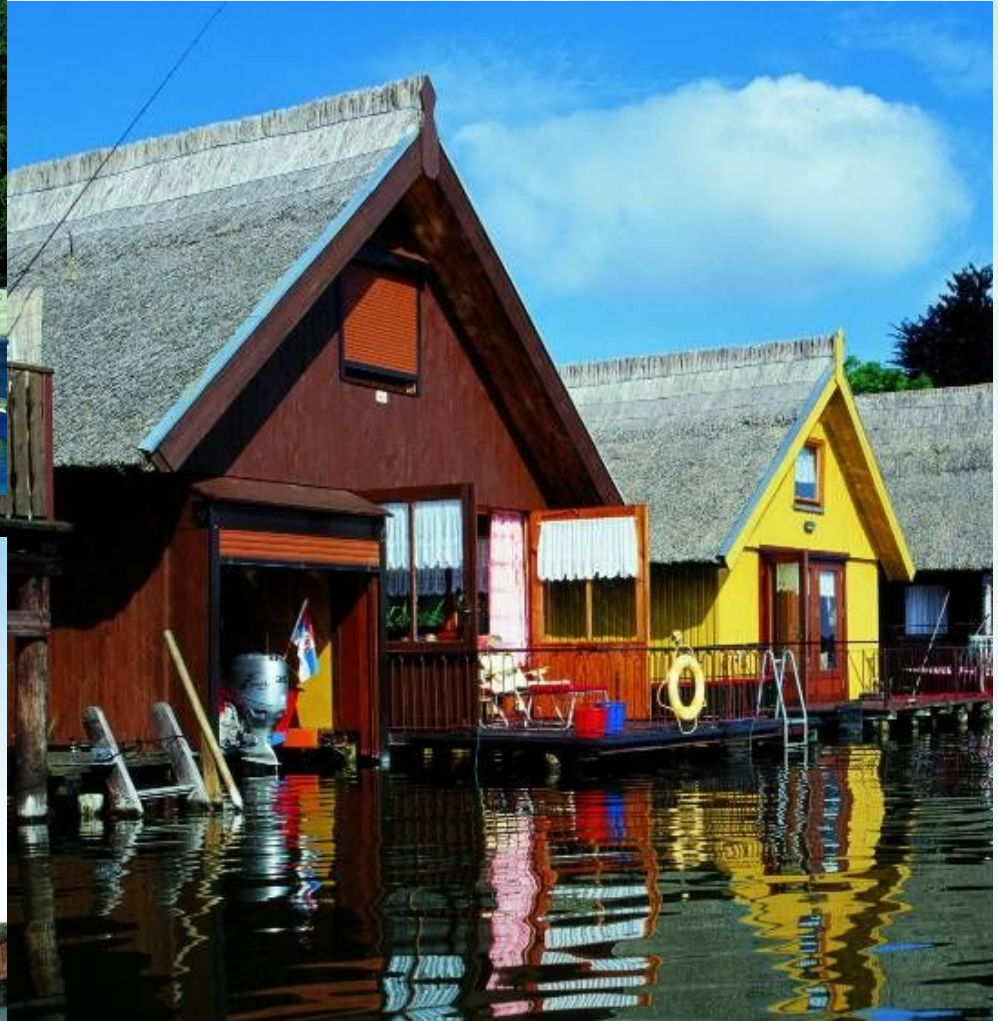
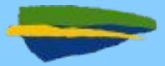
Touristic development



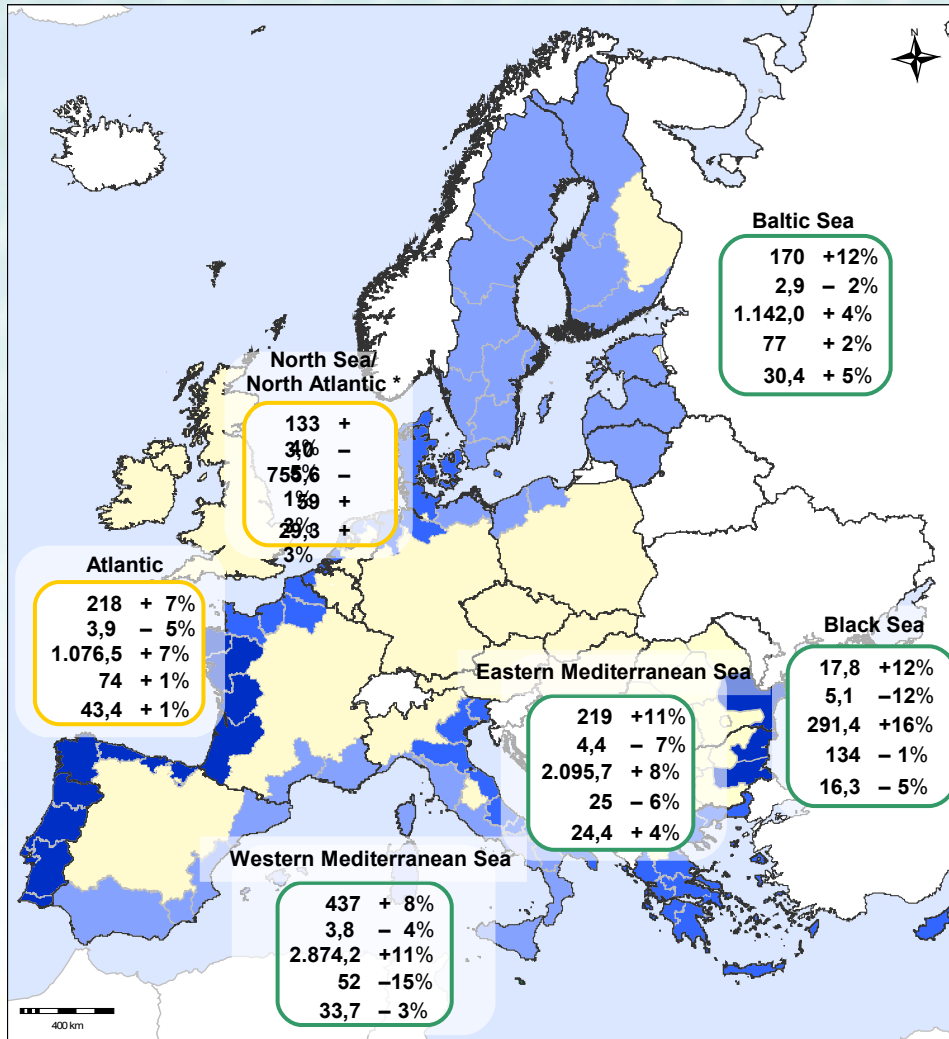
Gentle, beautiful and exciting



Gentle, beautiful and exciting



Development in the Baltic Sea region



European coastal regions – touristic key performance indicators 2008 compared to 2004

data	change	
2008	2008 compared to 2004	
17,8	+12%	overnight stays (in millions)
5,1	-12%	duration of stay (in days)
291,4	+16%	bed places (in thousands)
134	- 1%	size of enterprise (beds per enterprise)
16,3	- 5%	occupancy (in %)

frame color
 green = growing region
 yellow = stabilizer
 red = shrinking region

Baltic Sea Tourism Forum

Main objectives:

- to establish a long term communication basis
- to strengthen the cooperation of all Baltic Sea neighbouring countries
- to ensure the concerns of tourism in the Baltic Sea region
- to exploit the existing international development potentials more efficiently



1st Baltic Sea Tourism Forum in Rostock; Initialised by the Ministry of Economics, Labour and Tourism and the Mecklenburg-Vorpommern Tourist Board in 2008

More information: www.balticseatourism.eu

Baltic Sea Tourism Forum

Ongoing process:

- Rostock/Germany 2008
 - Vilnius/Lithuania 2009
 - Kaliningrad/Russia 2010
 - Sopot Poland 2011
-
- Germany and Denmark 14 to 16 Nov 2012
 - ...



Vilnius

Kaliningrad



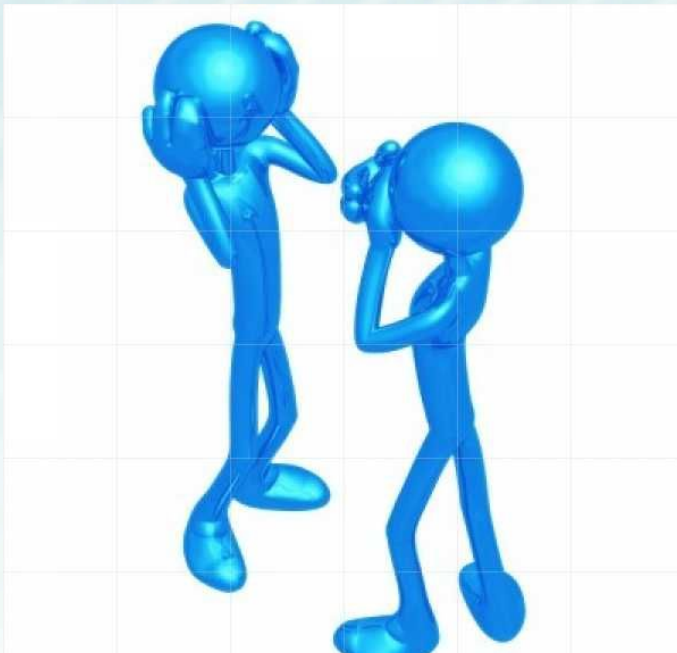
Sopot

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Baltic Sea Tourism Forum



Best practise examples



Best practise examples

Cycle route Berlin - Copenhagen

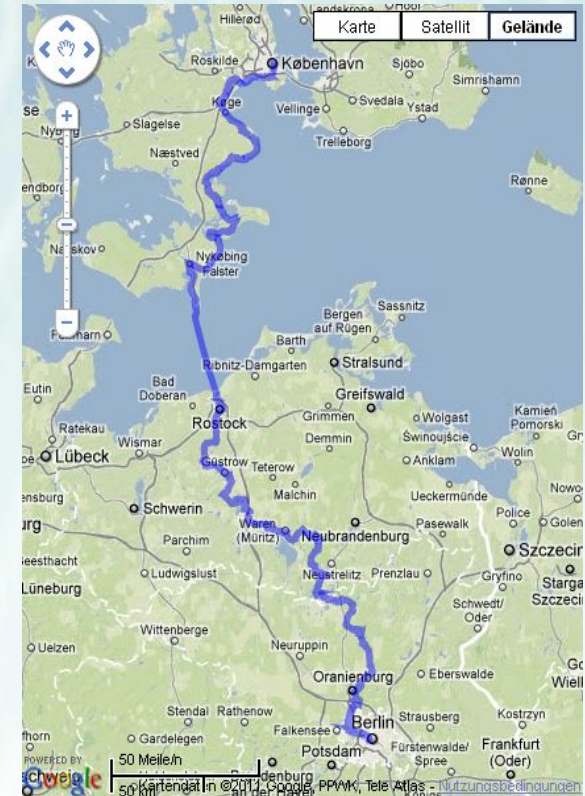
- established in 2001
- links the German with the Danish capital and three regions
- 630 km by bike and a short sea voyage across the Baltic Sea
- approximately 12,000 cyclists per year
- Globetrotters can look forward to a dozen days (or more) of adventures and discoveries in Copenhagen, East Denmark, Mecklenburg-Vorpommern, Brandenburg and Berlin.



Best practise examples

Cycle route Berlin – Copenhagen – new developments and promotion

- Pedelec - following new trends
establishing charging stations along the route,
promoting the new offer
- Berlin-Copenhagen within one day
planned media event in cooperation with regions
and cities along the route and Scandlines
(introducing the new ferries between Gedser and
Rostock) – initialised by Scandlines

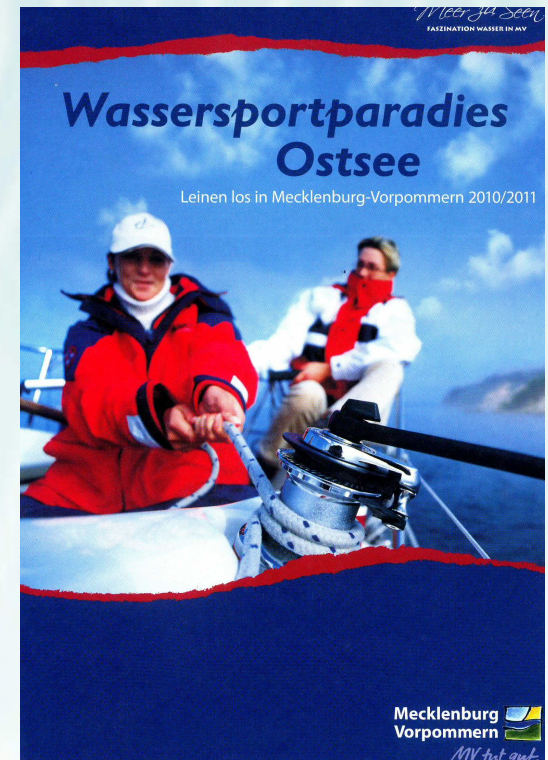


Best practise examples

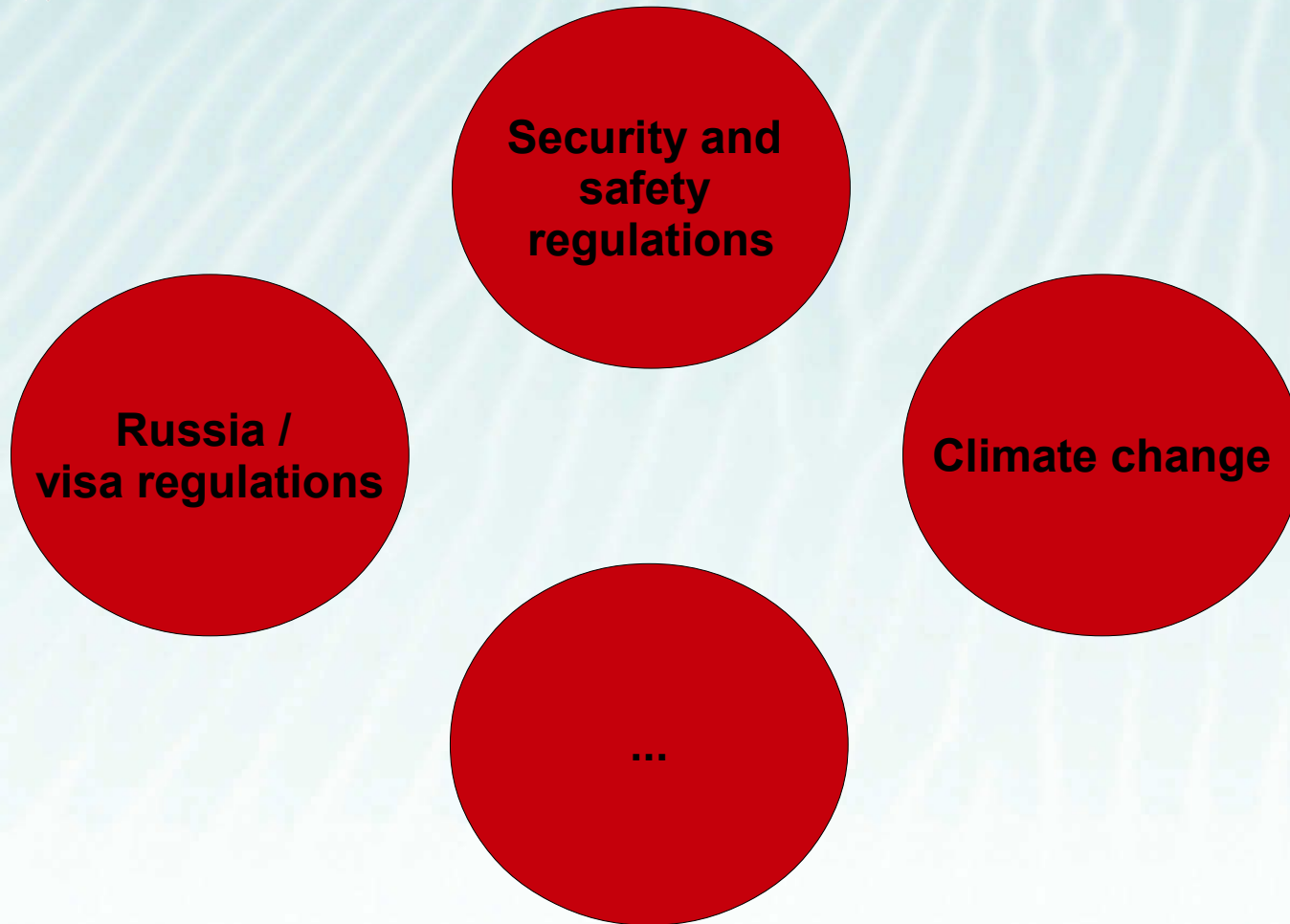
Using the name 'Baltic Sea' to promote and market local regions

- e.g. Mecklenburg-Vorpommern - Promotion of the region as 'Baltic Sea' in selected foreign markets like Austria and Switzerland
- Promoting the neighbouring countries regions within local brochures - focussing more on the needs of travellers than on national borders

e.g. 'Our neighbours in the Baltic Sea region' (page 20 - 21)



Challenges



Thank you for your attention.

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