



**Common Future for Baltic Tourism
Seminar II**

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Promote the cultural heritage and the natural landscapes

Realization

- **Marshal Office of Pomorskie Region**
- **Pomorskie Tourist Board**

**Co-ordinator of the Flagship Project 12.9
Action Plan of the Baltic Sea Strategy**

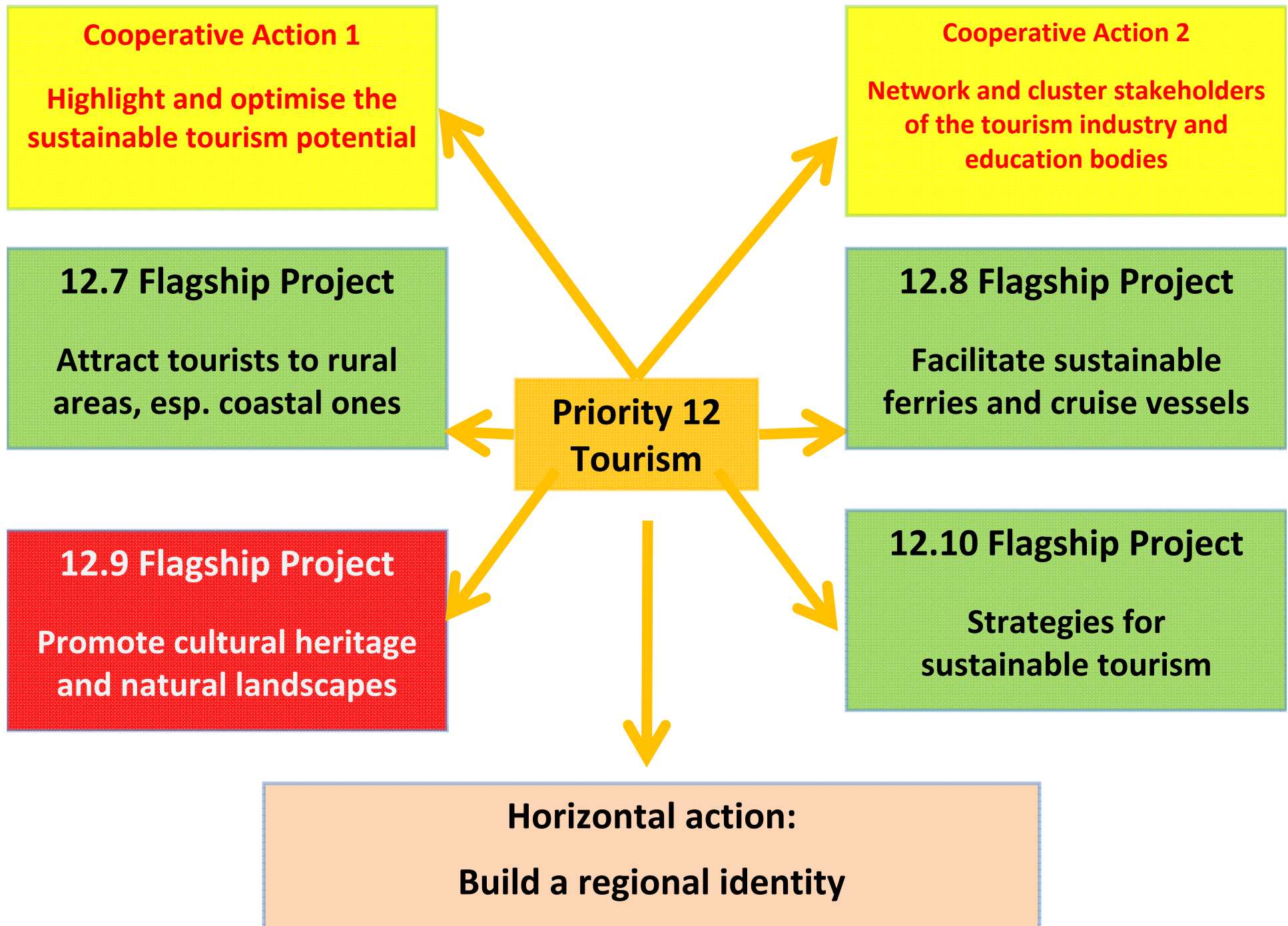


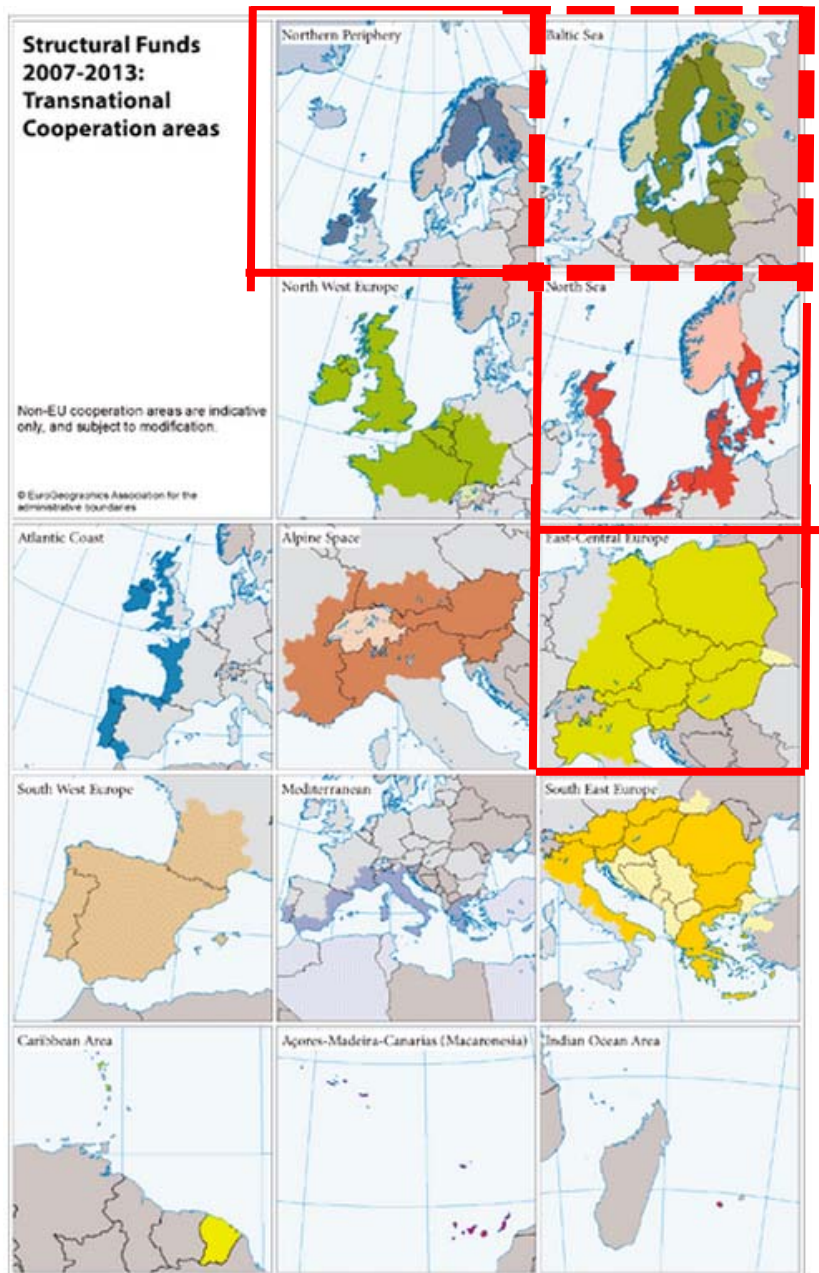
Common future for Baltic Tourism



Flagship Project 12.9







Area of research:

10 Programs of the European Territorial Co-operation

Co-frontier work

- Interreg IV A
Trans-national Co-operation
- Interreg IV B
Trans-regional Co-operation
- Interreg IV C

20 Euro- regions regional network co-operation

7 types of partnerships and networks of co-operation in the Baltic Sea Region

EU financial contribution to the projects related to the priority 12 of the Strategy

- **ERDF co-financing for projects
59 740 185 EUR**
- **7% of total ERDF co-financing
10 programmes**

Accordance to the „flagship projects”

**FP12.7 Attract tourists to rural areas especially the coastal ones
(48%)**

FP12.8 Facilitate environmentally sustainable ferries and cruise vessels in the Baltic Sea” (2%)

FP12.9 Promotion the cultural heritage and the unique landscapes” (56%)
(Promotion of cultural and natural heritage)

FP12.10 Develop strategies for sustainable tourism” (28%)

Recommendations for tourist development

Main goal:

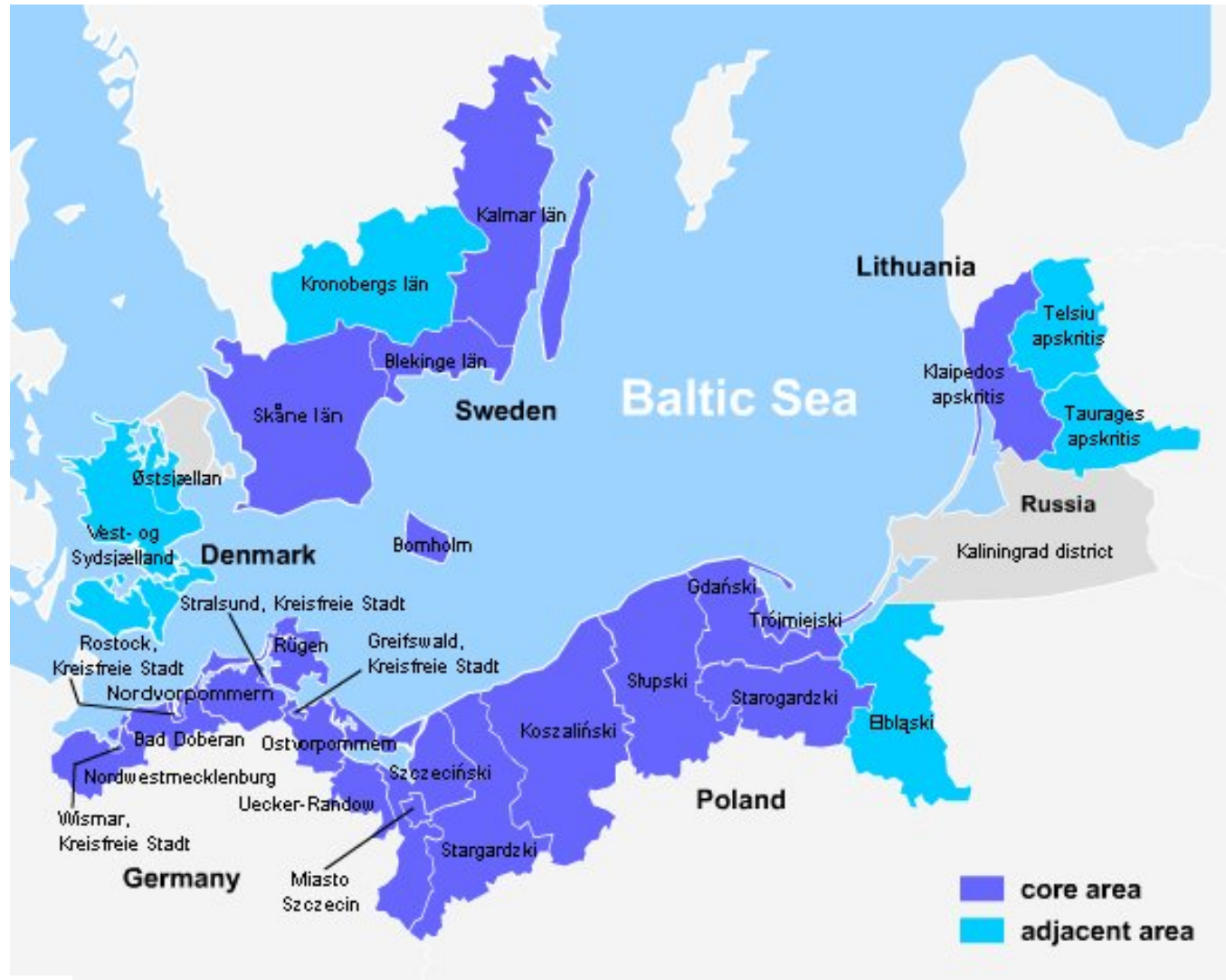
Building a coherent image and identity of the Baltic Sea Region, to get common and unique brand based on the key competitive differentiators

What's important?

- Strengthening of networks for marine and land transport to discover attractive places!
- Increasing financial resources for investments in tourism
- Increasing revenues from tourism by:
 - MICE sector support and development
 - efficient use of natural and cultural resources within cross-border products development



Baltic Sea Region our identity



Enjoy South Baltic !

ESB! Project

- 01 August 2011 – 31 July 2014
- Total eligible budget: 1 180 540 Euro
- ERDF: 1 003 459,00 Euro

Project Partners:

1. Pomorskie Tourist Board (Lead Beneficiary)
2. Regional Self-Government of Pomorskie Voivodship
3. Regional Development Agency of Koszalin
4. Mecklenburg-Vorpommern Tourist Board – organizer V BT Forum 2012
5. EUCC Baltic Office
6. Administration of Neringa Municipality



Common future for Baltic Tourism



ESB !

Objectives:

- increasing the competitiveness of the Baltic Sea region by developing and improving the quality of tourist offer and services based on cultural and natural environment qualities, which are well-adjusted to the trends observed in the tourism industry and which satisfy customers' needs and preferences.
- improving and enhancing the image of the region, considered to be a rising star among other international tourist destinations.

Expected results defined as immediate effects of the project implementation:

- creating and launching a new cross-border tourist offer based on natural and cultural heritage distinct features;
- increasing awareness of tourist attractiveness of the South Baltic region among tour operators doing their business on the developing trade markets defined in the project;
- establishing long-term cross-border inter-institutional relations;
- developing a cross-border tourist offer sales system.

ESB !

Enjoy South Baltic! has 2 main target groups:

- 1) Domestic (southbaltic) tour operators, tourist agencies and other tourist branch representatives who organise incoming tourist services and are key to the launch of tourist product packages.**

The direct advantages of having this group in the project will be an extended range of services with new products and markets, free promotion of tourist offers addressed to individual customers and groups of customers and a developed sales network for their offers and services.

- 2) Foreign tour operators, tourist agencies and other tourist branch representatives from countries identified as having the potential to be the perspective markets for South Baltic tourist offers and services. This group is key to how the offer will be communicated to potential foreign customers.** They are also important sales intermediaries (spreading the ESB! offer to the clients). The advantage of having the group in the project is an extended range of their offers and higher company turnover.

Enjoy South Baltic!

Why are we doing this ??



ESB! idea

Within FP 12.9 we provided a monitoring analysis of the ongoing projects in the whole Baltic Region focused on tourism.

What we found out ???

The projects are mostly related to infrastructure, analysis and research, new product creation, etc but noone cooperates directly to the SME's that implement tourist products into the market and provide the incoming tourism service.

Offer without client does not exist !!!

ESB ! will be a second step of FP 12.9 implementation strongly related to BSR offer promotion on the commercial market



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ESB !

ESB! is a new and innovatory cross-border project focused on strengthening the image and competitiveness of the South Baltic region as an attractive tourist destination.

Baltic chemistry:

- Scandinavia, Finland – 50 %
- Ex USSR – 20 %
- New Europe – 20 %
- Hanza – 20 %



Step by step...

- **To break the stereotypes we need to create high quality offer and service based on our unique Baltic recourses and implement it into the market throughout direct cooperation to private sector**
- **Tourist branch SME's (tour operators, tour agencies, etc.) are key partners in this process. They provide tourist products selling system and also the promotion.**
- **The first stage of the project implementation will be focused on creation new tourist product and packages on the base of available resources and observed trends in tourism in cooperation to our domestic (lithuanian, polish, german) branch.**
- **The second will be dedicated to launch the new products on the market in perspective target countries. To that end it will be vital to connect south baltic tour operators and tourist agencies with the tourist industry in the perspective destination countries which communicate with the final customer, i.e. the tourist for whom the offer has been developed.**

Step by step...

Project Stages:

Analysis/ Monitoring –

- Creation –

- Implementation and Promotion



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Analysis/ Monitoring

- **Survey/image analysis – the purpose of this task is to check the project area for its attractiveness as a tourist destination and to define which thematic areas have the chance to be noticed on the global tourist market.**
- **The results of the analysis will be the basis for selecting 3 thematic areas for further development with the intention to create high quality, competitive and cross-border tourism products that has direct impact on strengthening the image of South Baltic area.**
- **Monitoring activities provided by Regional Self-Government of Pomorskie Voivodeship will bring added value and will play important role in the whole process of tourism product implementation to the target markets. They will allow to create a knowledge base of the initiatives and actions undertaken in the South Baltic region and neighborhood regions that determinate tourism development.**

Monitoring

Monitoring objectives:

- synergic to other undertaken actions and ongoing projects addition to the survey analysis
- knowledge base for sustainable tourist development base for product creation and implementation source of information for SME's
- use and popularization of ongoing project results source of information for the European Commission

Creation

- Founded in the project tourism management model allows to achieve synergies between the regionally implemented tourism policies that allows to build a strong, recognizable brand of the whole Baltic Sea area as one tourist destination.
- Moreover monitoring activities will strengthen cross-border cooperation and provide effective use of the results of other ongoing projects.
- Identified directions of development will help to create the most suitable and proper tourism offers that will be created and implemented jointly to the SME's.



Promotion

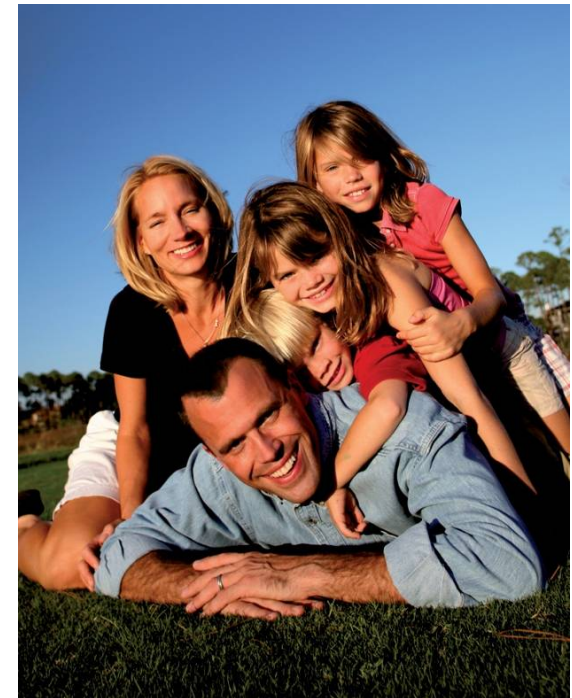
- **The website will be one of the most important tool in achieving expected project results.** It will be an innovative tool of support in the process of selling network system creation and preservation.
- **It will be a platform of communication for the project target groups defined within ESB! project and what is the most important it will enable to establish new business contacts.** To fulfill this role it must be prepared with using high level technological systems providing international linkages. Moreover translation of the content into other languages rises the preparation costs.
- **Apart from the basic promotional and informational function (promotion of the project and South Baltic Program) the website will be a tool for supporting the main project target group – small and media enterprises,** what will allow for business contacts and trade establishment (selling network system creation).

ESB! Website as a tool

- **Within the website the marketplace of the offers and packages that are available in the region South Baltic Region will be launched.** This tool will help foreign operators to choose the most suitable partners for further cooperation (the most proper offers that refer to the profile of the customers from target markets)
- **As part of the portal the newsletter for registered users will be launched** - information about the attractiveness of the region and available offers, organized within the framework of the project meetings, etc.. will be distributed. Registration will allow to possess contact details of foreign tour operators organizing inbound tourism.
- **All registered participants will be drawn to the electronic database of tour operators and travel agencies** that organize inbound tourism. Each partner will have the opportunity to present a short profile of its activity and the private channel of communication will be prepared to use by the potential business partners
- **Public forum will be available for the webpage users** (exchange of information, know-how, experience)
- **Integration to other social media, eg. Facebook will be provided**

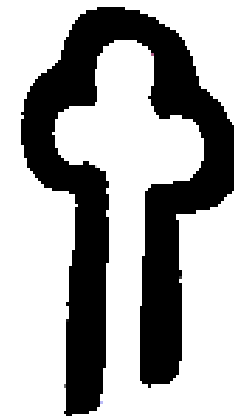
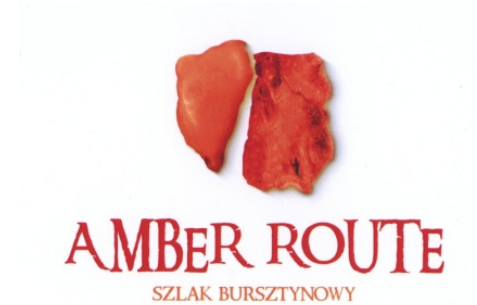
Final

- **The final phase of the project will be focused on launching the developed products on the market.**
- **To do it, domestic tour operators and tourist agencies will have to establish cooperation with the tourist industry from the target countries, which will form a communication platform with the target recipient – the customer, the tourist, who the entire offer was prepared for .**



Common Value

- Amber Route
- Lighthouses Route
- Gothic Castles Route
- Hydraulic Engineering Route
- Cistercian Route
- Iron Curtain Route



Water tourism...



Nordic walking ...



Golf ...



extreme ...

- Private airport or ferry terminal transfers with our English speaking tour guide
- 2 nights in a hotel/hostel, including breakfast
- The Adrenaline Rush package with guide



Innovation: MIX packages

example: SPA & Wellness + city sightseeing

- accommodation (2 nights, HB) – **individual consultations with nutritionist**
- transfers (airport – hotel – airport)
- beauty treatments (face and body)
- **3-hour city sightseeing with a guide**



Good practice

ESB!

- It is a chance to find good solutions for the SME
- To develop new contacts
- To research new tourist markets
- Good idea to check the functioning of the solutions on the example of cooperation of 3 countries.
- Experience gained will be used for the entire Baltic Sea region

Thank you for your attention!

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