

Tourism Information Network in the South Eastern Baltic Area

Rostock-Warnemünde

3 May 2012



TourInfoNet

Lithuania-Poland-Russia CBC Programme 2007-2013

22 months (Nov 2012 – Sept 2014), Total budget 410.000 EUR

Overall objective

- To extend tourism attractiveness of the Programme Area

Specific objective

- To establish an effective cross-border system for dissemination of tourism information and promotion of joint tourist products within and outside the Programme Area

Target groups

- Staff of the Tourism Information Centers
- Representatives of tourism industry
- Inbound tourists and local inhabitants



TourInfoNet

Lithuania-Poland-Russia CBC Programme 2007-2013

- **Applicant:** Tourism Information Center of the Kaliningrad region , Russia
- Partner 1: Agency for tourism of the Kaliningrad region, Russia
- Partner 2: Svetlogorsk Tourism Information Center, Russia
- Partner 3: Palanga Tourism Information Center, Lithuania
- Partner 4: Klaipeda Tourism and Culture Information Center, Lithuania
- Partner 5: Gargždai Tourism Information Center, Lithuania
- Partner 6: Pomorskie Regional Tourism Organization, Poland
- Partner 7: Varmian-Masurian Regional Tourist Organization, Poland



TourInfoNet

Lithuania-Poland-Russia CBC Programme 2007-2013

Main activities:

Section 1: Develop a joint IT system

- 1.1. Establish a system of Newsletters exchange
- 1.2. Create and launch an interactive Regional map
- 1.3. Link partners' web-sites to the Regional map (mobile version)

Section 2: Facilitate a better dissemination of tourism information within the Region

- 2.1. Launch Flying TICs
- 2.2. Install public Informative terminals (linked to the Regional map)
- 2.3. Install Informative panels (linked to the mobile web-site with QR-codes)

Section 3: Promote joint tourism products within and outside the Region.

- 3.1. Conduct a Sample survey
- 3.2. Organize informational tours for SMEs and media
- 3.3. Produce joint promotional materials
- 3.4. Produce a joint exhibition stand



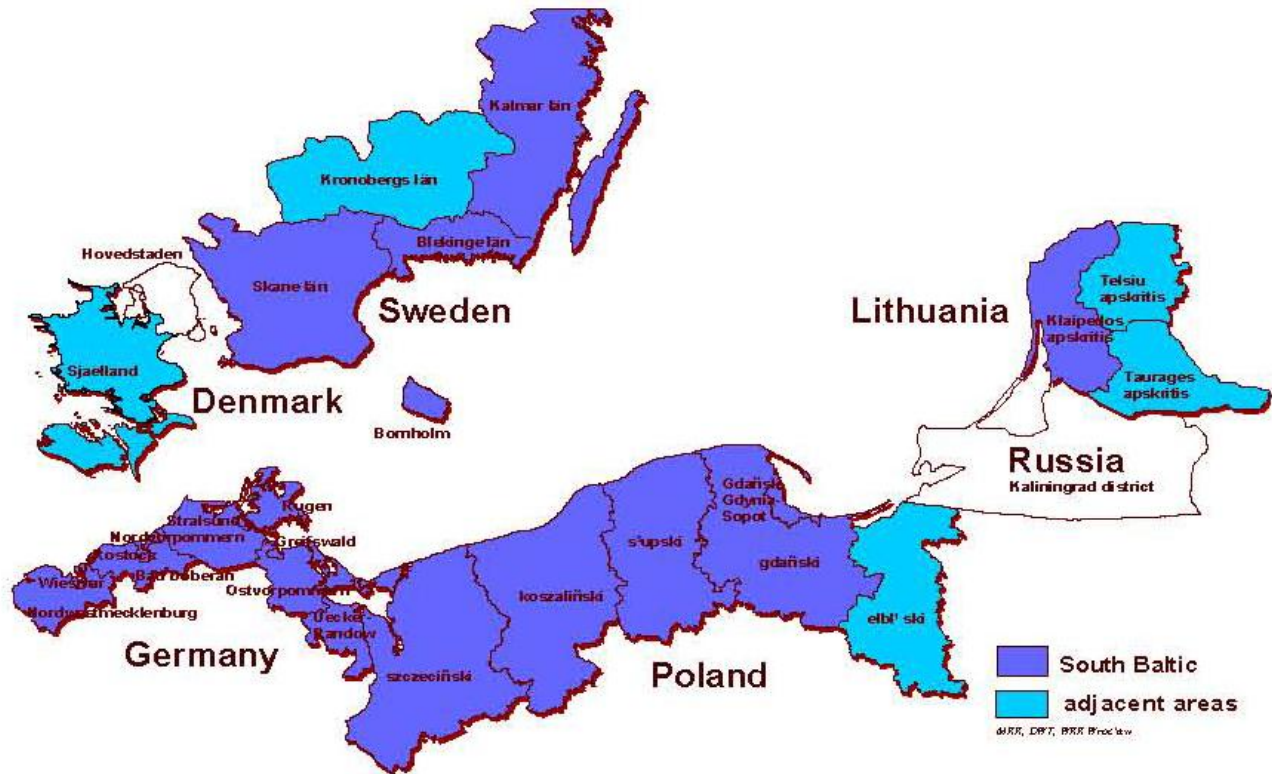
TourInfoNet

Lithuania-Poland-Russia CBC Programme 2007-2013



Joint promotion on the global tourism market

Enjoy South Baltic!



Joint promotion on the global tourism market

Enjoy South Baltic!

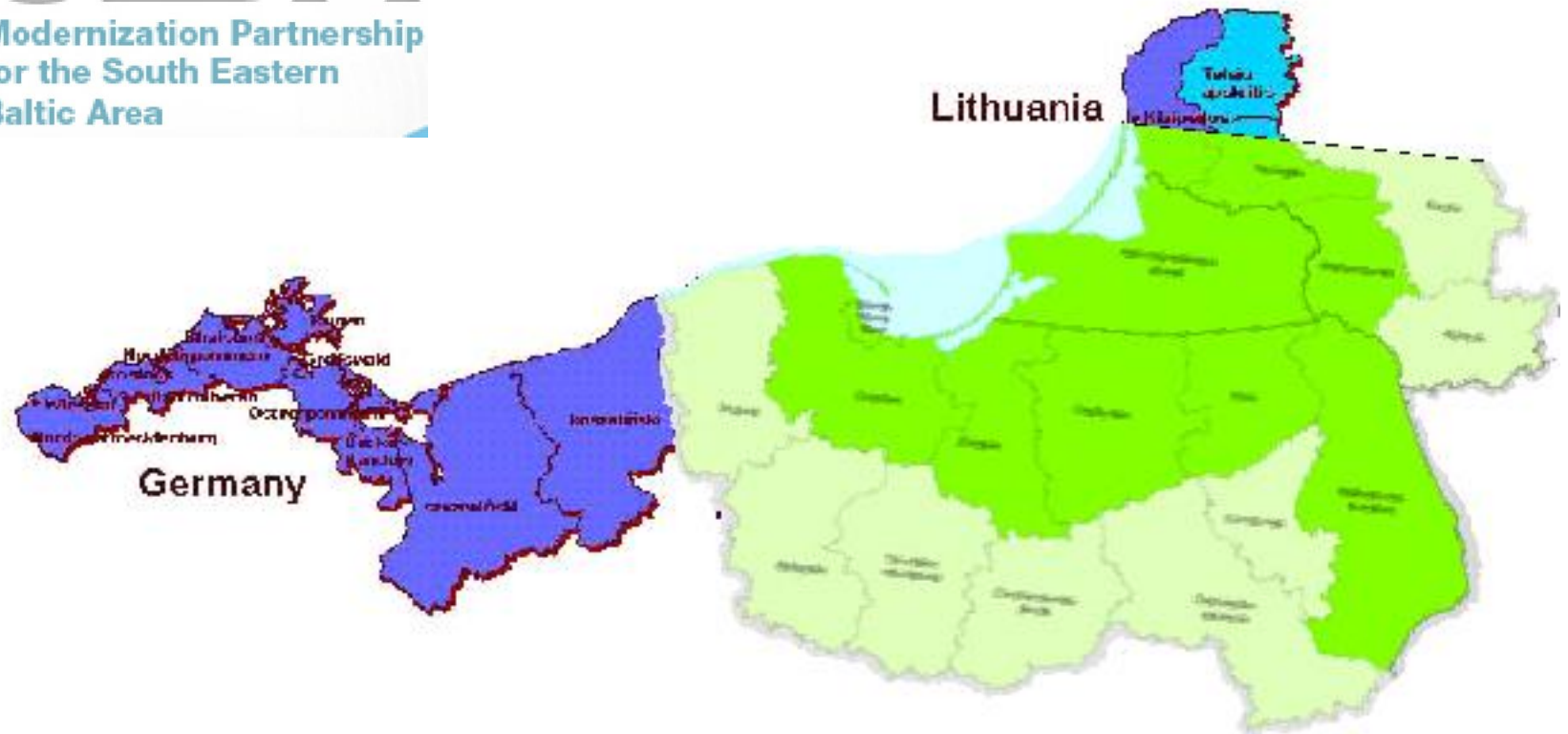
Lead partner - Pomorskie Tourist Board

- Framework analysis
- Creation/gathering of cross-border tourism products
- Promotion activities
 - webpage,
 - meetings with tour operators in target countries,
 - study visits for tourist industry representatives,
 - internet and ambient campaigns,
 - catalogue of inbound cross-border tourist offers



SEBA

Modernization Partnership
for the South Eastern
Baltic Area





Strengths:

- SEBA is attractive both for EU and Russian citizens because of mutual cultural and business interest
- Strong cultural and natural preconditions for cross-border tourist products (Maritime tourism, Amber route, Gothic castles route, Fortification rings, Rominten Heide, regularly sold group tours, etc.)
- Local Border Traffic regime between Kaliningrad and border territories of Poland will start functioning in June 2012



Weaknesses:

- EU-Russia border
 - No regular comprehensive dialogue within the region (Poland > Germany; Kaliningrad > Poland; Lithuania?)
- ⇒ no common image of the region => no unique tourist destination
- ⇒ overlapping of activities within two CBC programmes

SEBA as a unique tourist destination

Promote SEBA concept **inside the area**

(TourInfoNet project)

- media, facebook
- common tourist web-site (incl. for mobiles)
- Newsletters!
- public infoterminals
- advertisement in public space

Promote SEBA on the **global tourism market**

(Enjoy South Baltic)

- meetings with tour operators in target countries
- study visits for tourist industry representatives
- internet and ambient campaigns



SEBA as a unique tourist destination

Tune a **regular dialogue** between regional tourism authorities, SMEs and educational institutions
(SEBA modernisation programme)

- Regular platform for project development
- Four-sided workshops
- Webpage for professionals, forum, facebook
- Study / informational tours
- etc.



Thank you!

Tourism Information Centre of the Kaliningrad region

www.visit-kaliningrad.ru

Maria Erashova

info@visit-kaliningrad.ru

