



Platforma
Praktyk



Pomorskie
Tourist Board

product vs. market how to strength inbound tourism

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POMOC TECHNICZNA
NARODOWA STRATEGIA SPÓJNOŚCI



Gdański Obszar
Metropolitalny



POLSKA
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EUROPEJSKI FUNDUSZ
ROZWOJU REGIONALNEGO



TOURISM



seeking emotions

dreaming

discovering

exploring

feeling

...



Baltic chemistry:



- Scandinavia – 50 %
- Ex USSR – 20 %
- New Europe – 20 %
- Hanza – 10 %

Baltic chemistry:



- historical cities: Copenhagen, Gdansk, St. Petersburg, Rostock
- cultural cities: Tallinn, Turku
- maritime and fishery climate, red gothic, amber, Vikings, etc.

is it enough ???



This is the potential but we need an offer !!!



Tourists are very aware type of
clients, having firmly defined
expectations about the destination
to which they travel

Why ??

because they making their
dreams come true ...

the Rule of 3

„New” rule in tourism:

Education – Entertainment – Emotion

where to go vs. WHAT FOR

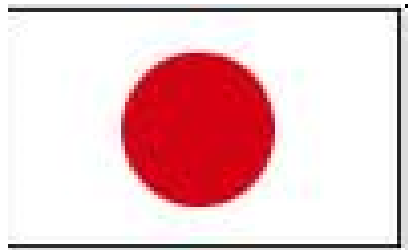
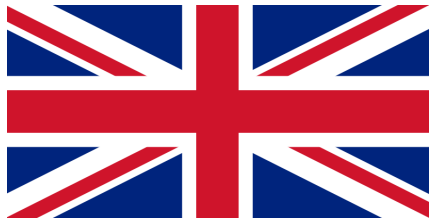
Education – Entertainment – Emotion

target groups



Education – Entertainment – Emotion

target markets



Offer on the market !!



Enjoy South Baltic!!

Why are we doing this ??



Part-financed by the European Union within European Regional Development Fund

ESB! idea

Within EUSBSR 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 very little cooperates directly to the **SME's that implement tourist products into the market and provide the incoming tourism service.**

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

Step by step...



Project Stages:

survey analysis/monitoring –

- product development –

- implementation and promotion

Offer without client does not exist !!!

Starting point for all planned within the project tasks is finalized in the beginning of 2012 **Market Research Study** conducted by DWIF institute. A comprehensive analysis gives an overview about the current situation and the perspectives for the Baltic Sea region

priority subjects



Most promising international source markets for Baltic Sea Destination

Market Set 1: dynamic and extraregional Switzerland, Netherlands, Russia or China

- Activities in Switzerland transferable to Austria
- Activities in the Netherlands transferable to Belgium
- With the four markets four top-ranked markets (quantitative and online survey) and two emerging markets (dynamic and overseas) are covered.
- Focus on extra-regional and dynamic markets for long-term success



Market Set 2: established United Kingdom, Norway, USA or Japan

- Activities in UK transferable to USA
- Synergies with Scandinavia through Norway-marketing
- With the three markets, three top-ranked markets (quantitative and online survey), one of them regional dynamic market, are covered.
- Focus on established markets with medium-term success



Baltic Sea Destination USP

- defined subject are developed by the project partners with the intention to create high quality, competitive and cross-border tourism products

Fig.38: Modular Thematic System for ESB! - regions (Suggestion)

Theme	Subthemes and Specification
Baltic SPAs and Resorts	From imperial SPA architecture and thermal spas to Beach life, Kite surfing and Aqua parks, Health, SPA, Recreation
Maritime Cities and Culture, Baltic way of Life	Lively Waterfronts and Harbours, Maritime Shopping, Brick Gothic Cathedrals and Fortresses at Sea, Design & Modern architectural sites, Maritime and cultural events, Maritime and cultural museums – Windjammer
Baltic Treasures and Natural Heritage	Amber, Seafood, Sands, Curonian Spit, natural beaches, dunes, White cliffs, national parks and nature reserves
Active Baltic	Biking, Sailing and Touring alongside the coast line and crossing the Baltic sea, themed routes
Baltic Spirit & History	Conquerors/Vikings, Hanseatic Merchants, Freedom Fighters (Solidarnosc, Störtebeker) and Philosophers (Kant), World War II, Soviet era (Post-Communism), Pilgrimage

Product development

Gdańsk – City of Amber & Solidarity



The package includes:

- 3 nights in Gdańsk
- Halfboard with 3 x buffet breakfast, 3 x 3-course dinner at the hotel
- A full-day city sightseeing tour of Gdańsk, Gdynia and Sopot; entrance fees to Sopot pier and Oliwa cathedral, including the organ concert
- 21st person free of charge in a single room

Travel Projekt

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tel.: +48 22 870 7600

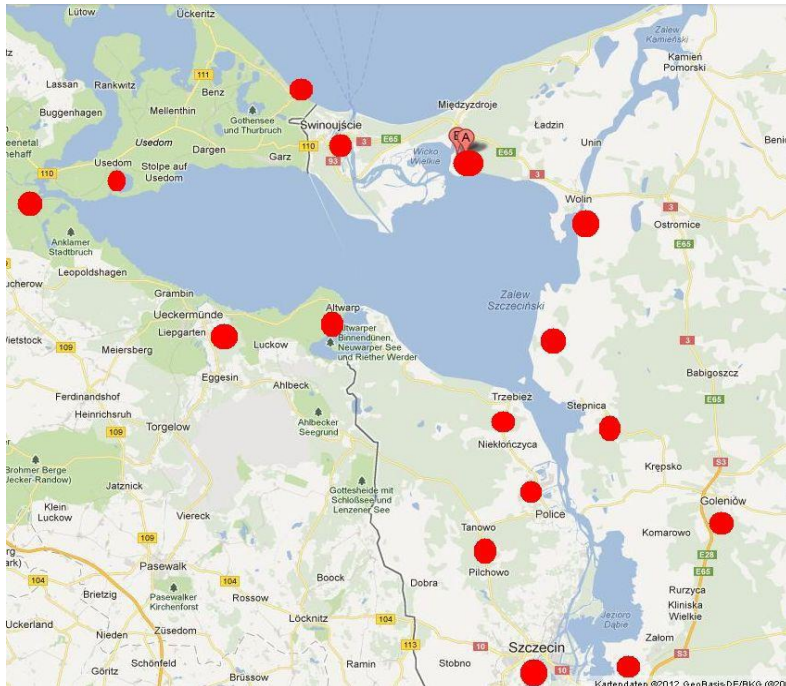
fax.: +48 22 870 7611

e-mail: info@travel-projekt.pl

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Product development

Cycle Route *Szczecin Lagoon*



International cycle route R-66:

Szczecin - Tanowo - Jasienica - Trzebież -
Nowe Warpno - Altwarp - Ueckermünde -
Anklam - Usedom – Ahlbeck/Świnoujście
- Wapnica - Wolin - Czarnocin - Stepnica -
Goleniów - Lubczyna - Szczecin-Dąbie –
Szczecin

Baltic Sea

inspi

CULTURE & HERITAGE MARITIME & ACTIVE HE



Teutonic Knights' castles route (3 days)



Route | Bytów – Malbork – Kwidzyn – Toruń – Olsztów

Programme

- arrival to Bytów – courtyard of the castle of the Teutonic Knights
- transfer to Malbork: guided tour around the Castle of the Teutonic Order
- transfer to Kwidzyn – guided tour around the castle of the Pomerania Province Chapter
- arrival to Toruń, visiting e.g. ruins of the castle of the Teutonic Knights, the Copernicus House, astronomy show in the planetarium
- transfer to Olsztów – participation in a history lesson at the castle of the Teutonic Knights. Departure.

We can modify the above program in any way, prepare cost calculations for departures from all towns and cities in Poland and for any size of the group within the specified time frames.

Package Includes

- transport by a LUX class coach
- catering: 2 breakfasts, 2 dinners
- tour guide service, museum guides are free of charge
- accident insurance
- entry tickets to facilities and required local tourist guides

Travel Agency Exodos Artur Kwiatkowski

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e-mail: exodos@exodos.pl
www.exodos.pl

Culture & Heritage

www.balticsea.travel

Towns & Cities



Stimulate your mind & senses

There are many cities at the Baltic Sea that you will find appealing. Choose between vibrant metropolises, romantic cities and intimate villages to spend your time in. Take a break on the beach of small cities, while watching the sunset, take a walk down the avenues, away from traffic – all that while enjoying the breeze.

In towns where arts has blossomed for centuries, handicraft and trade have their own way, architecture astonishes – discover the unique past.

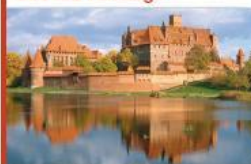
Every step you make will take you to ancient buildings, beautiful avenues, stylish interiors and works left by master artists long gone. It's really worth to know how much of Europe's treasure is within your reach.

Charming amber markets over the

fascinating traditional yet most of not inspiring



Unesco Heritage



Pearls of architecture and nature

The South Baltic region is rich in valuable historic monuments, rare buildings and unique architectural ensembles. These include the most splendid ones, listed on the UNESCO World Heritage List. The unquestionable masterpiece is the Castle of the Teutonic Order in Malbork – the largest brick building in Europe. This Gothic castle occupies the area of approx. 21 hectares. Visitors from all over the world come to see this stunning, marvelous stronghold.

Historic centres of Stralsund and Wismar are also a treasure. These fascinating cities located directly at seaside of North Germany hide many precious sites from the Hanseatic medieval times. You can see the past urban development, famous Hanseatic architecture, including both religious and secular ones.

Another peculiarity is the dune ridge of the Curonian Spit, a UNESCO World Heritage landscape. Outstanding cultural landscape assets are appreciated by painters, sculptors and filmmakers. Authentic, unique and diverse historic sites are a wonderful historical testimony for many generations.



Routes & Trails



Fascinating "journey"

Many hiking trails and tourist routes lead down the South Baltic coast. They can be covered by car, bicycle or simply on foot. Walking for day is not only a great adventure, but will allow you to encounter rich history and legendary hospitality. The most famous trade trail is the Amber Route. Genuine and stylish jewellery, manufactures, workshops, museums and exhibitions still remind of the splendor of the "gold of Baltic".

There is also the Route of Mecklenburg-Vorpommern Castles that consists of about 2000 castles, monasteries, palaces and courts. The European Brick Gothic Route is: fascinating churches, monasteries, fortresses, city gates, city halls, bastlements and castle walls. Take a bicycle trip down the Hanseatic Route around the Baltic Sea to be astonished by beautiful landscapes, from moderate hills to high picturesque cliffs. While travelling down the Slavs and Vikings trail you will find out how people used to live and work in the past. If you want to see the difference between the beds of Slavs and the Vikings stop by an outdoor museum and turn back time.



Culture & Heritage

Tradition & Folklore



Inspiring heritage

There is always something going on in the Baltic Sea Region. In the summertime there are numerous outdoor events, some of them take place in lovely neighborhood of the sea itself. Fests, folk festivals and shows provide an excellent opportunity for meeting regional cuisine, arts, handicraft and local produce.

Every tourist buys a unique, hand-made souvenir that is typical for any region. Some events present and portray tradition and ancient customs, passed from generation to generation. They are exceptionally popular because, somehow, in modern, busy and noisy society some people still find time and energy to carefully look for ancient cuisine, dance, arts, handicrafts, dialect or fading professions.

Many events take place yearly. German Christmas Fairs, Dominican Fair in Gdańsk, Malbork Castle Siege, International Folk Festival in Neringa, Jazz Festival in Kłajpeda, Festival of Slavs and Vikings in Wolin or Schwerin's Summer of Culture and Gardens.



- 3 languages
- 9 000 copies
- Distribution: TO (GB, RU, A&Swiss)
- B2B meetings
- www.balticsea.travel + FB

Final results ?
Depended on business involvement ...

