

7th Baltic Sea Tourism Forum 2014

Business, Innovation &
Partnership

Programme

1 – 2 October 2014
Karlskrona / Sweden

Baltic Sea Tourism Forum

Initial situation and major aims of the Forum

According to the World Tourism Organization (UNWTO) numbers of international tourist arrivals around the Baltic Sea region have increased by almost 50 % since the millennium to currently more than 106 million (2013). Scientists say that in the long term tourism in the Baltic Sea region will only be able to continue growing if an orientation to international markets takes place and the marketing is coordinated accordingly.

Thus to use this potential, in 2008 the Ministry for Economy, Employment and Tourism at that time and the Tourist Board of the German state of Mecklenburg-Vorpommern initiated the first Baltic Sea Tourism Summit which took place in Rostock. Core aims of this touristic rapprochement process were to develop forms of collaboration which complement the countries' and regions' own marketing strategies in a meaningful way and give the Baltic Sea as a tourism brand a better place on the market.

Since then, these aims have been pursued in annual Baltic Sea Tourism Forums which provide a cooperation and exchange platform. The following forums took place in Vilnius/Lithuania, Kaliningrad/Russia, Sopot/Poland, Rostock/Germany and Ringsted/Denmark. Since 2012, the annual forums are closely linked to the implementation process of the priority area tourism in the EU strategy for the Baltic Sea region.

Objectives of the 7th Baltic Sea Tourism Forum

In 2014, the 7th Baltic Sea Tourism Forum in Karlskrona is hosted by the Region Blekinge in cooperation with the Tourist Board and the State Chancellery Mecklenburg-Vorpommern. It brings together tourism professionals from economics, politics and academics to elaborate more effectiveness through trans-national cooperation in the fields of business, innovation and partnership.

Important components are key-notes and a business talk with forward-looking aspects from the private sector perspective as well as workshops with innovative approaches and best practices to better link and market tourism offers between countries. A concentration on topics like rural and active tourism, cruise and yachting tourism and cultural tourism is planned.

Furthermore, emphasis will be put on how tourism cooperation in the BSR can be better aligned, encouraged and funded. Experts will be invited to indicate opportunities for future tourism cooperation, new and existing project initiatives will be presented in a Tourism Networking Village and ideas for new governance structures will be discussed.

Participants

The Baltic Sea Tourism Forum addresses all tourism stakeholders that show a common interest in transnational cooperation and that are convinced of the added value of international cooperation in the Baltic Sea macro-region - in particular:

- representatives of Baltic Sea tourism institutions,
- lead- and project partners of tourism related EU projects in the Baltic Sea region,
- countries' officials of national and regional administrations,
- private tourism operators and experts of the sector.

Organizers

The preparation and organization of this year's forum comprises a steering group that consists of the **Region Blekinge**, the **Mecklenburg-Vorpommern Tourist Board**, the **State Chancellery Mecklenburg-Vorpommern** in its role as the coordinator of Priority Area Tourism, accompanied by an international group of like-minded partners.

Date & Location

October 1-2, 2014 | Karlskrona

BSTF – Contact point

Mecklenburg-Vorpommern Tourist Board

Mr Johannes Volkmar

International Marketing

Platz der Freundschaft 1

18059 Rostock

Germany

phone +49 381 40 30 663

fax +49 381 40 30 555

mail j.volkmar@auf-nach-mv.de

Region Blekinge

Ms Johanna Rönn

International Department

Valhallavägen 1

SE- 371 38 Karlskrona

Sweden

phone +46 455 30 50 21

fax +46 455 30 50 10

mail johanna.ronn@regionblekinge.se

Programme - 01 October 2014

09.00 Pre-convention tour, sightseeing Karlskrona
(pick-up by bus at Scandic Hotel Karlskrona)

11.00 Lunch & registration (Scandic Hotel Karlskrona)

12.30 Transfer/walk to Karlskrona Konsthall / Registration
Tourism Networking Village

Opening session

13.00 **Ms Christina Mattisson**, Chair of regional Board, Regional Council of Blekinge

Ms Sylvia Bretschneider, President of the Landtag Mecklenburg-Vorpommern and President of the Baltic Sea Parliamentary Conference (BSPC)

Ms Gunilla Nordlöf, Director General, Swedish Agency for Economic and Regional Growth

Mr Jan Lundin, Director General, Permanent International Secretariat, Council of the Baltic Sea States

Key notes

13.40 Outside perspective on establishing the destination Baltic Sea
Mr Christopher Imbsen, Deputy Director for Europe, UNWTO

Creating ONE Baltic Story & bringing it to live – Ideas from a tour operator's perspective

Mr Gerald Schmidt, Head of Product Management Germany, The Netherlands, Belgium, France, Switzerland, TUI Germany GmbH

Global tourism - the competition is heating up!

Mr Björn Arvidsson, Senior Partner, Razormind Visit Solutions

Global Tourism - How to capitalize on the global potential?

Ms Pia Jönsson Rajgård, CEO, Tourism in Skåne AB

15.15 Coffee break and networking

Business talk

15.45 Innovative use of modern technology, creating new business concepts and successful partnerships

The Business Talk will discuss how to develop partnerships and collaboration between relevant local businesses and tourism organisations. Focus will be put on how to create win-win concepts and increased market shares using Digital Innovation, Product Packaging and joint collaboration. The main outcome will be the development of attractive destinations by rich, inspiring and accessible information.

Mr Magnus Aideborn, CEO and Founder of ArrivalGuides

Mr James Dixon, COO, Visit Technology Group

Programme - 01 October 2014***Funding pitch session***

16.15 Statements by EU programmes & funding institutions
Ms Laura Supjeva, Project Officer, Interreg Baltic Sea Region

Mr Thorsten Kohlisch, Thorsten Kohlisch, Head of the Joint Technical Secretariat, South Baltic Programme | Building partnerships for sustainable tourism – future funding opportunities in the South and Central Baltic areas

Ms Kairi Pääsuke, Programme Secretariat, North Programme

Ms Cecilia Andrae, Programme Manager, Swedish Institute

Open space | Prospects for projects and future cooperation

16.30 Open space for presentations of funding instruments, thematic ideas and project initiatives -
Discussing ideas, finding partners and elaborate ideas for future cooperation

17:30 Closing of the first conference day

18:30 Pick up from the hotel and walk to the dinner venue (Marinmuseum)

19:15 Karlskrona Naval City; World Heritage with real Submarine feeling
Dinner

Programme - 02 October 2014***Parallel workshop session***

(A + B Scandic Hotel Karlskrona, C Konsthallen)

Trends, innovations and best-practices for improved cooperation

09.00 **A. Cruise and yachting tourism**

Cruise and yachting tourism are characteristic for maritime and coastal tourism – an area to which the European Commission attributes a great potential for growth and jobs. The objective of this workshop session is to take a closer look in approaches to promote customer orientation with regard to common standards and quality, sustainable solutions and joint marketing, also with a view to related land-based offers.

Yachting and cruising tourism from the European perspective

Mr Mathieu Hoeberigs, Principal Administrator, Tourism Policy Unit, DG ENTR, European Commission

Cruising at the interface of sea-land based tourism – challenges for a joint marketing approach

Mr Claus Bødker, Director, Cruise Baltic

Common quality standards as the base for cooperation and marketing – the case of the Marina Network Association

Mr Falk Morgenstern, Chairman Marina Network Association, CEO Baltic Sea Resort GmbH

„Common standards, creativity and corporation – challenges and opportunities for smaller destinations“

Ms Monica Frisk, Destination Development Officer, Executive Management Office, Helsingborg City Council

Moderator: **Ms Kristina Gontier**, Head of Marketing Department, Port of Klaipeda

Programme - 02 October 2014**B. Rural and active tourism**

Rural tourism poses a particular challenge for a sustainable and balanced development of tourism in the BSR. Innovative and thematic approaches are required to develop competitive products and offers. The workshop considers the necessity of rural tourism cooperation in the BSR, highlights a best-practice approach by the Alpe-Adria-Trail and outlines new co-operative initiatives. A subsequent discussion with experts of the sector should reveal strategic fields of action for improved transnational cooperation.

Alpe-Adria-Trail – Best-practice for successful cross-national product development and international marketing cooperation

Mag. Roland Oberdorfer, Head of product development, Carinthian Tourism Board (Kärnten Werbung)

Improved cooperation of tourism SMEs and institutions as a key to success in Swedish Lapland

Ms Kairi Pääsuke, County Administrative Board of Norrbotten

Baltic Sea Country Style - Attract tourists to rural areas – Aims and status quo of the Seed Money project under the EU Strategy for the Baltic Sea region

Mr Johannes Volkmar, Head of International Projects, Mecklenburg-Vorpommern Tourist Board

Moderator: **Ms Betina Meliss**, University of Greifswald, Institute of Geography

C. Cultural heritage tourism

Cultural Heritage Tourism, including the World Heritage sites is one of the most important segments when developing attractive tourism destinations in the Baltic Sea Region. This creates opportunities for economic growth as well as financial contribution to the management and maintenance of this heritage. It also creates challenges in terms of sustainable management of the tourism flows and industry to maximise the positive impact on the local community.

A second aspect to be covered in the workshop shall be the challenge to develop an effective coordination of the diverse cultural heritage offers and a targeted communication to tour operators and travellers in the field. In 2015, seed money projects and new initiatives will most likely turn into fully fledged projects which constitute an important opportunity to shape the Baltic Sea region as a destination for cultural heritage tourism.

Case 1: Art Line and the Grand Tour concept. Introduced by **Torun Ekstrand** and **Lena Johansson**

Case 2: Common Map for Culture Tourism in BSR. Introduced by **Daria Akhutina**, General Director, Norden Association, St. Petersburg.

Case 3: Flagship Project Promotion of tourist and culture heritage. Introduced by **Marta Chelkowska**, Director, Tourist and Promotion Department Marshal Office Pomorskie Voivodeship

Concluding comments by **Thorsten Kohlisch**, Communication and Information Manager, Joint Technical Secretariat of the South Baltic Cross-border Co-operation Programme 2007 – 2013

Workshop facilitators: **Lena Johansson**, **Sofia Kristensen** and **Anders Söderberg**

10.30

Transfer to Karlskrona Konsthall and coffee break

Programme - 02 October 2014**Panel discussion***(Karlskrona Konsthall)*

- 11.15 Future governance structures for improved tourism cooperation in the Baltic Sea region
To develop a strong governance structure is generally seen as a condition to fully exploit the potential of tourism cooperation in the Baltic Sea region. Accordingly, the 5th Baltic Sea Tourism Forum in November 2012 in Rostock made a call to develop “a permanent tourism co-operation platform at transnational level with the Baltic Sea Tourism Forum at its core for continuous collaboration on the basis of a multilevel process”. This issue shall be discussed in this panel against the background of the approach to develop a “Baltic Sea Tourism Center”. Reference shall be made to already existing cooperation platforms like Cruise Baltic or the Danube Competence Center (DCC). In addition, a private sector view on a potential cooperation platform at transnational level will complete the discussion.
- Mr Claus Bødker**, Director, Cruise Baltic
- Mr Tobias Weitendorf**, Deputy Managing Director, Mecklenburg-Vorpommern Tourist Board
- Mr Gerald Schmidt**, Head of Product Management (DE, CH, B, NL, Engl.), TUI Deutschland GmbH
- Mr Boris Čamernik**, General Secretary, Danube Competence Center
- Comment:
- Mr Mathieu Hoeberigs**, Principal Administrator, Tourism Policy Unit, DG ENTR, European Commission
- 12.00 Discussion and adoption of the Forum’s declaration
Mr Wolf Born, Coordinator for Priority Area Tourism in the EU Strategy for the Baltic Sea Region, State Chancellery, Land Mecklenburg-Vorpommern
- 12.15 Invitation to the 8th Baltic Sea Tourism Forum 2015
Ms Katarzyna Sobierajska, Undersecretary of State, Ministry of Sport and Tourism of the Republic of Poland
Ms Christina Mattisson, Chair of regional Board, Regional Council of Blekinge
- 12.30 Questions and answers followed by lunch buffet (Scandic)
End of conference
- Moderator: **Mr Pontus Herin**