



Pomorskie region in Corona time

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Tourist Board

Initial response

It is crucial to stand together & to stand by the industry

Staging of actions

- creating information sources on financial & legal support
- research into the situation and expectations
- industry monitoring
- PR measures as the markets are slowly unlocked
 - from the major centre - towards the region
 - from the region to the cities of neighbouring voivodeships

***About security, about environmental assets,
about open space and green infrastructure***



New reality?



The pandemic

- has caused intensification of online activities
- has increased cycling mobility
- has shifted focus towards rural and natural leisure
- has caused a decrease in the number of visits to museums, attractions and closed spaces
- has increased the share in domestic tourism
- has shifted guest preferences when it comes to selecting a destination

Taking action vs waiting

On-line marketing

**Co-operation with
new partners**

**Promotional support
for members of the
association**

**Campaign for
promoting
lesser-known
destinations**

**Including trends:
Shorter stays
Shorter distances**

Taking action vs waiting

Challenges

**A new approach
towards urban
tourism**

**The importance
of overcoming
fear of large
groups of people**

Current effects of promotional measures

Presenting the region as a year-round offer

Different client needs & expectations

Consumers - increased demand for agritourism, nature & individual offers

Pomorskie.travel website traffic in 2020

Users

557,467

Pageviews

1,314,746



Kołem Się Toczy

14 czerwca

Pozdrower z KASZUB! 🍷🍷

Co warto tutaj zobaczyć, gdzie jechać? Dajcie znać proszę! Jutro z samego rana startuję z Chojnic po samiuški Gdańsk. Wszelkie rekomendacje chętnie przyjmę 😊 I polecam zerkać niedługo na fejsa. Będą takie oto czapki do zgarnięcia 😊



1,2 tys.

101 komentarzy 18 udostępnień

- nie spodziewałem się takiej pomocy i zaangażowania z Waszej strony 😊 Postaram się odwzajemnić na kanale.

#pomorskie #pomorze
#PomorskieAktywne
#PomorskieGotowe #pomorskietravel



Lubią to ekajaki i 2 041 innych użytkowników

21 CZERWCA



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Campaign for the Tri-City as an example of difference

**Different types of leisure, the need of promoting cities
that have never had tourism issues**

Catchphrase:

Security First. Leisure now! Time for Tri-City!

The message:

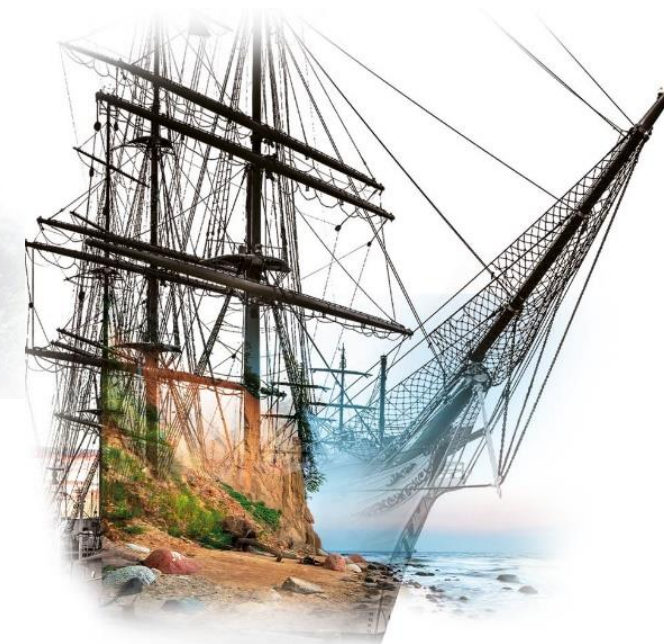
*Take care of yourself and your loved ones.
Spend holiday in the Tri- City*

Change in approach.

Increased need for city and regional tours, applications.

Tour guides? Shift in demand.

Foreign tourism - what about it now?



Baltic co-operation

Currently, we are focusing on domestic tourism. Despite that we are still active on neighboring markets. In summer, we were visited by guests from Germany and Lithuania, who travelled with their own means of transportation.

We are awaiting the opening of borders

- We are preparing study visits
- We are ensuring safety of stays
- We are encouraging the industry to be more flexible while handling guests
- We are waiting for international cooperation





Thank you for your attention

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www.pomorskie.travel

www.prot.gda.pl



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