

# How to get involved

## Baltic Sea Tourism Forum (BSTF)

The BSTF is the communication basis and exchange platform for sustainable tourism co-operation in the Baltic Sea region. It aims at promoting dialogue, consensus building and a shared vision on the key challenges of tourism development around the Baltic Sea.

The annual forum is closely linked to the implementation process of Policy Area Tourism in the EU Strategy for the Baltic Sea Region.

### SUSTAINABLE TOURISM

The work area tracks down the status quo of sustainable tourism in the BSR, identifies best practices, trigger processes, gaps and differences in order to develop, provide and communicate solutions.

### MARKET RESEARCH

The Tourism Market Monitor® provides BSR tourism stakeholders with current transregional industry data for strategic decisions to predict the future demand on BSR tourism developments, and benchmarks the current supply of BSR tourism infrastructure.

### TRAINING OFFERING

Developed by tourism experts, the BSTC offers a series of four consecutive product development workshops that equip members with the necessary knowledge on how to develop and launch new offers by means of targeted innovation management, efficient methods, and creativity.

[www.bstc.eu](http://www.bstc.eu)



## Contact the BSTC team for more information:

Main contact point of the BSTC is the Mecklenburg-Vorpommern Tourist Board

**Mecklenburg-Vorpommern Tourist Board**  
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Further information about the BSTC:

[www.bstc.eu](http://www.bstc.eu)

Travelling the Baltic Sea region  
[www.balticsea.travel](http://www.balticsea.travel)

# Baltic Sea Tourism Center

Jointly improve competitiveness for sustainable tourism

[www.bstc.eu](http://www.bstc.eu)

## The Baltic Sea

The countries around the Baltic Sea share a common natural and cultural heritage. But the region also faces challenges for a joint future.

A sustainable development requires a comprehensive management of the Baltic Sea as a destination. Cohesion and competitiveness are needed for better connections and increased prosperity in tourism.

International partnerships, generating insights and improving skills are the core competences of the Baltic Sea Tourism Center - to deliver a more sustainable, competitive, international, macro-regional performance for the future of the Baltic Sea region.

## Baltic Sea Tourism Center

The aim is to establish the leading center of expertise for improved communication and cooperation in tourism at macro-regional level by:

- associating the key tourism stakeholders,
- voicing jointly the interests of the tourism sector and
- promoting sustainable and competitive tourism in the Baltic Sea region.

As a flagship project it contributes strongly to the aims of the EU Strategy for the Baltic Sea Region.

### Priority areas

Strong **PARTNERSHIPS** form the basis for cross-border cooperation by bundling resources and competences. The BSTC provides and facilitates connections to BSR-tourism stakeholders. It enables the sector to talk with one voice and represents the interests of the sector more effectively.

Offering **INSIGHTS** aims at researching, unlocking and providing knowledge to BSR-tourism stakeholders. The BSTC coordinates and facilitates better use of existing data - thus providing knowledge, inspiration and benchmarking possibilities, and preparing the ground for strategic decisions.

Improving **SKILLS** of BSR stakeholders and the dissemination of up-to-date knowledge with relevance for BSR tourism and its future development is one main focus of the BSTC.

Specific topics include product development, sustainability, internationalisation, digitalisation and seasonality.

## The Baltic Sea Tourism Center jointly improves competitiveness for a sustainable tourism in the Baltic Sea region.

It strives to be the leading center of the leading center of expertise speaking for tourism development in the Baltic Sea region - providing partnerships, insights and skills.

The Baltic Sea Tourism Center offers a variety of benefits to its members, including the following:

- Joint lobbying for the region(s) on EU-level;
- Taking advantage of international development trends with relevance for BSR tourism;
- Access to data, knowledge and best practices;
- Training and building capacity in the fields of product development, internationalisation and sustainability;
- Enhanced visibility of institutions, regions, countries and the entire Baltic Sea region on the global market.

Contact the BSTC team and learn how to join the BSR tourism community!

