



Tourism and the Baltic Sea Strategy



European Tourism Day – Brussels 8 October 2009

Reinhard Boest, Mecklenburg-Vorpommern Information Office to the EU



Tourism and the Baltic Sea Strategy

a big choice of different destinations – from beaches to metropolises

unique cultural sites

untouched nature



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Why tourism as a topic for the Baltic Sea Strategy?

- Baltic Sea Region is more than the sum of its destinations
- As a whole, the region is characterized by:
 - Moderate climate (even in the perspective of climate change)
 - Developed tourist infrastructure
 - Good transport links to and within the region
 - Security
 - Long tradition of cooperation
 - Numerous existing institutions and networks

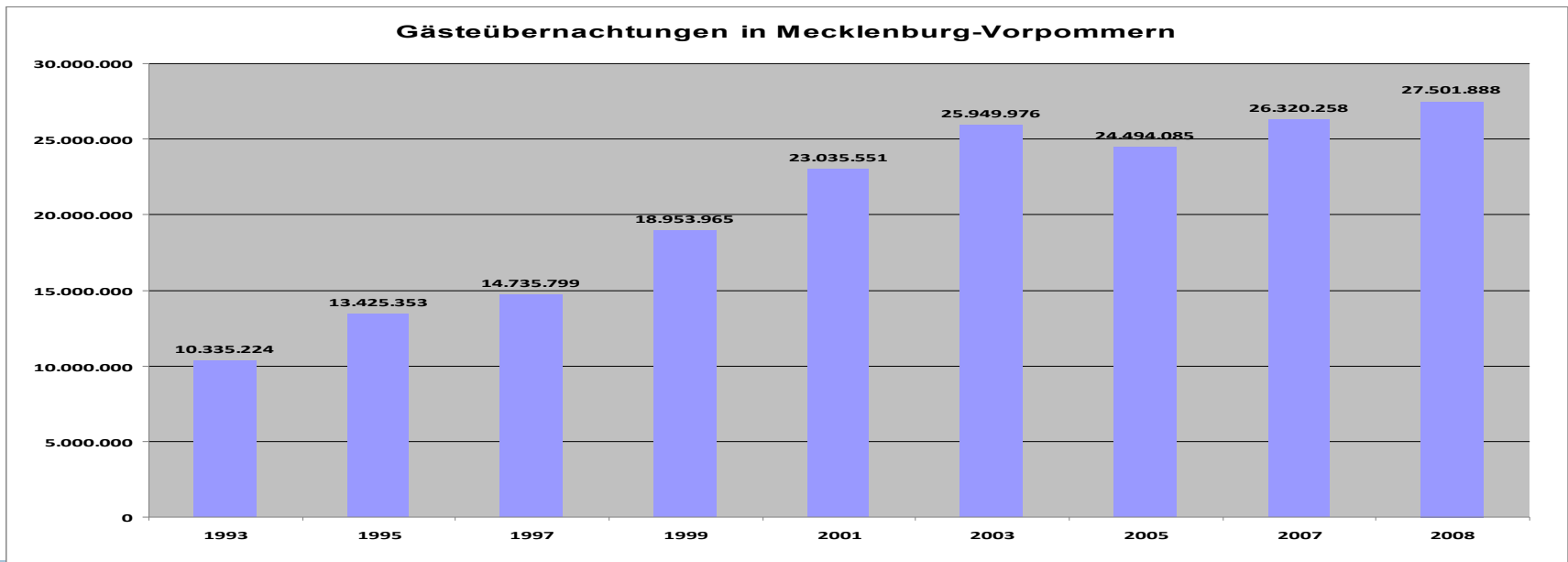
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High potential for tourism in the Baltic Sea Region



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Weight of and potential for tourism in the BSR

- A key economic factor (about 11% BIP and 15% of all employed in MV)
- Good perspectives in „mainstream sectors“: health, culture, sport...
- Common ground for cooperation: cultural heritage, sailing, cruises...
- Some examples of existing cooperation and networks:

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Joint marketing - European Route of Brick Gothic



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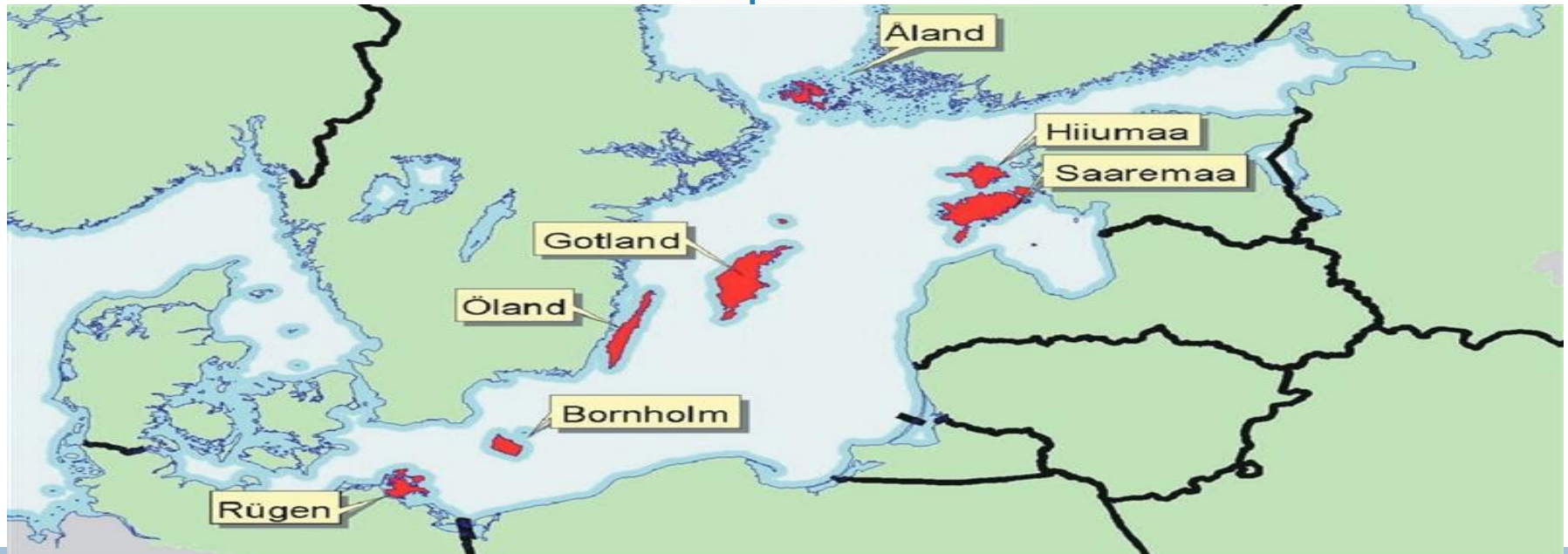
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Transnational cooperation – B7 islands



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Natural tourism– the Four Corners cooperation



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Baltic Sea Strategy as political framework

- Stocktaking of existing potential
- Identifying of common ground for cooperation
- Use experience from other regions (Visegrad)
- Include all actors around the Baltic sea: international organisations, countries (including Russia), regions: multilevel governance
- 15 priorities, 80 actions and flagship projects
- Coordinators for each sector to bring the strategy forward
- Mecklenburg-Vorpommern as coordinator for tourism

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Our role as coordinator for tourism

- Task force “Baltic Sea Region Tourism Strategy”
- Identify lead partners for the flagship projects
- Kick-off workshops for the three flagship projects
- Conference on involvement of Russia
- Web-based focal information point: www.baltic-sea-strategy-tourism.eu
- Regular progress reports to the Commission

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