South Baltic Programme

- South Baltic 2016-2020

2.1 Specific Objective

Facts:

- Aim: - sustainable tourist destinations
  - growing tourist industry

- Basis: - natural and cultural heritage assets
  - common heritage

- Approach: - increased development
  - of thesouthbaltic area`s
    - attention involved nations
    - european- and world-wide
South Baltic heritage and USP

- Tourism strategy Mecklenburg - region rostock
- USP unique selling products
- natural and cultural heritage
- historic heritage
- historic wedding policy

EVENTS as reminder / strategy
- more than 1000 events a year at the sea MV
  - Event – networks
  - more than 100 partners hotels/tourist org/cities
- result: B.A. eventmanagement & entertainment
South Baltic events and partners

- main subjects details partners

- natural tourist org / cities
  - event locations
- cultural faculty of arts
  - dramaturgie, effects
- historic culinaris experts
  - culinaris tourism
- trends europ.integration
  - festivals, music, rock,
- tourism industry faculties of tourism
- marketing, adverts school ob business
South Baltic partners

- Partners
  - GE MV FHM Rostock - head office Event
  - FHM Schwerin - tourism, culinaris
  - PL Szczecin FHM for European Integration

- Latvia Univ Klaipėda, faculty of arts
  - „exhibition and show design“

- South Sweden Univ. Linnè
  - „school of business and economics“

- South Danmark Univ. of southern Danmark
  - Slagelse; tourism branch
Tourism organizations in the south baltic area

MV: org of the german baltic see bath locations
PL: ZROT Pomorze Zachodnie plus Gdansk region
Lat: Kursio Nerijos Neringa
Sw: tourist org samland / sölvesborg
Dan: Nykobing/Falster/ Sjialleland/ Moen

Cities and event locations / tourism dept.

MV Kühlungsborn / Warnemünde
PL Szczecin / Gdansk
Lat Klaipèda, Palanga
Swe Karlskrona / Sölvesborg
Dan Guldborgsund Kommune Nykobing
South Baltic Events 2017 - 2019

- Grand Opening 2017 may
  „classic goes rock“ MV-Festspiele concert
  on the ferry and at bornholm

- 2017 „South Baltic rock festivals“
  - June  bigg. swedish rock at sölvesborg
  - Jul  Zappanale Bad Doberan
  - Aug - Oct  Lat / PL / Dan

- 2018 „South Baltic HANSE – Events“
  - locations to be choosen

- 2019 „South Baltic Horse – Events“