



SOUTH COAST BALTIC

Project goals & activities

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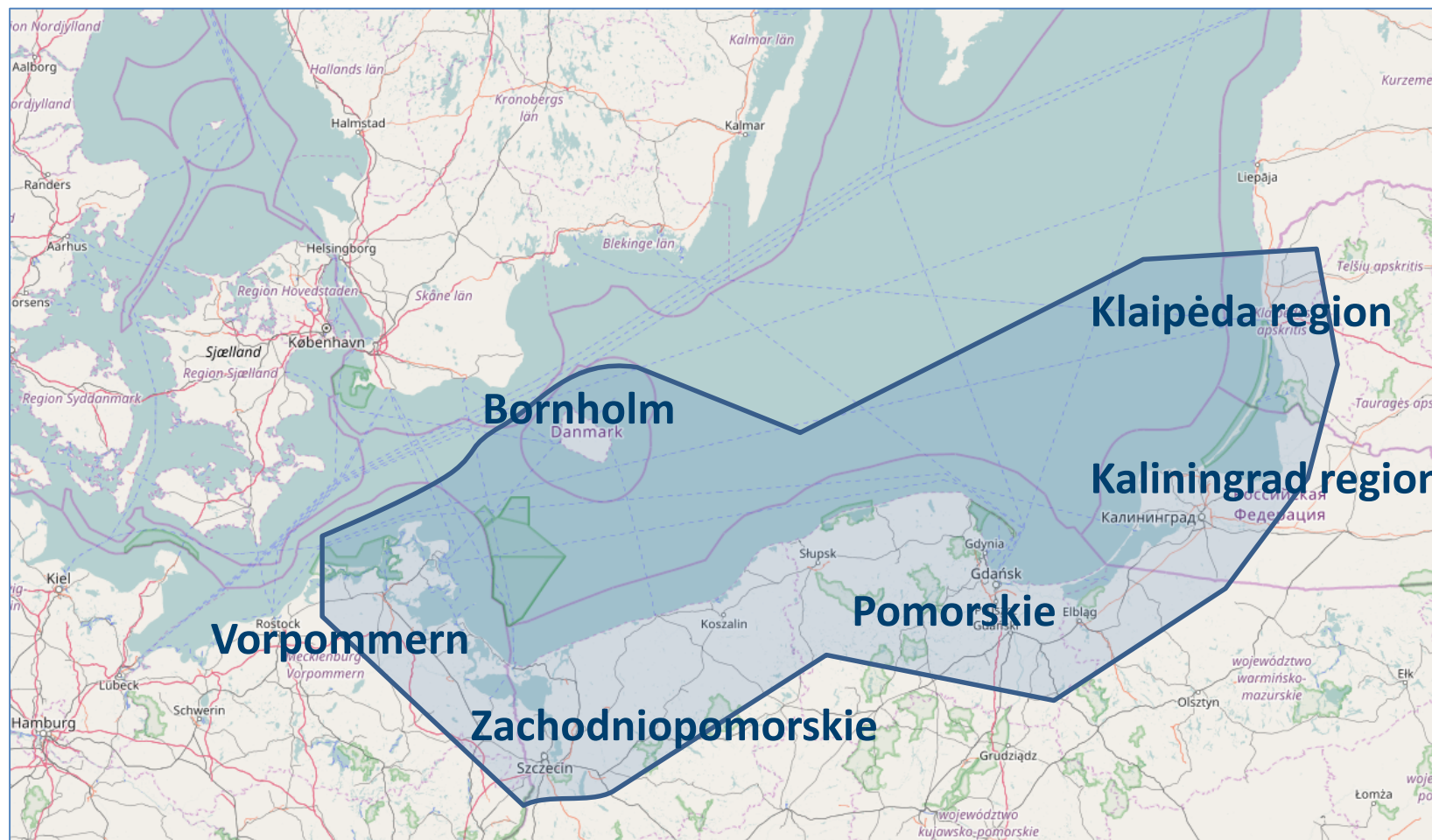
1. **What** is the SOUTH COAST BALTIC boating region?
2. What was the **starting point** back in 2010?
3. Promoting & developing the SOUTH COAST BALTIC:
Fields of action & their evolution
4. Building & refining the **partnership**
5. **Achievements** of MARRIAGE – **planned activities** of SCB
6. Final **goals & ambitions**

What is the SOUTH COAST BALTIC?

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Where boating adventure begins



What is the SOUTH COAST BALTIC?

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The starting point at the beginning of the MARRIAGE project in 2010



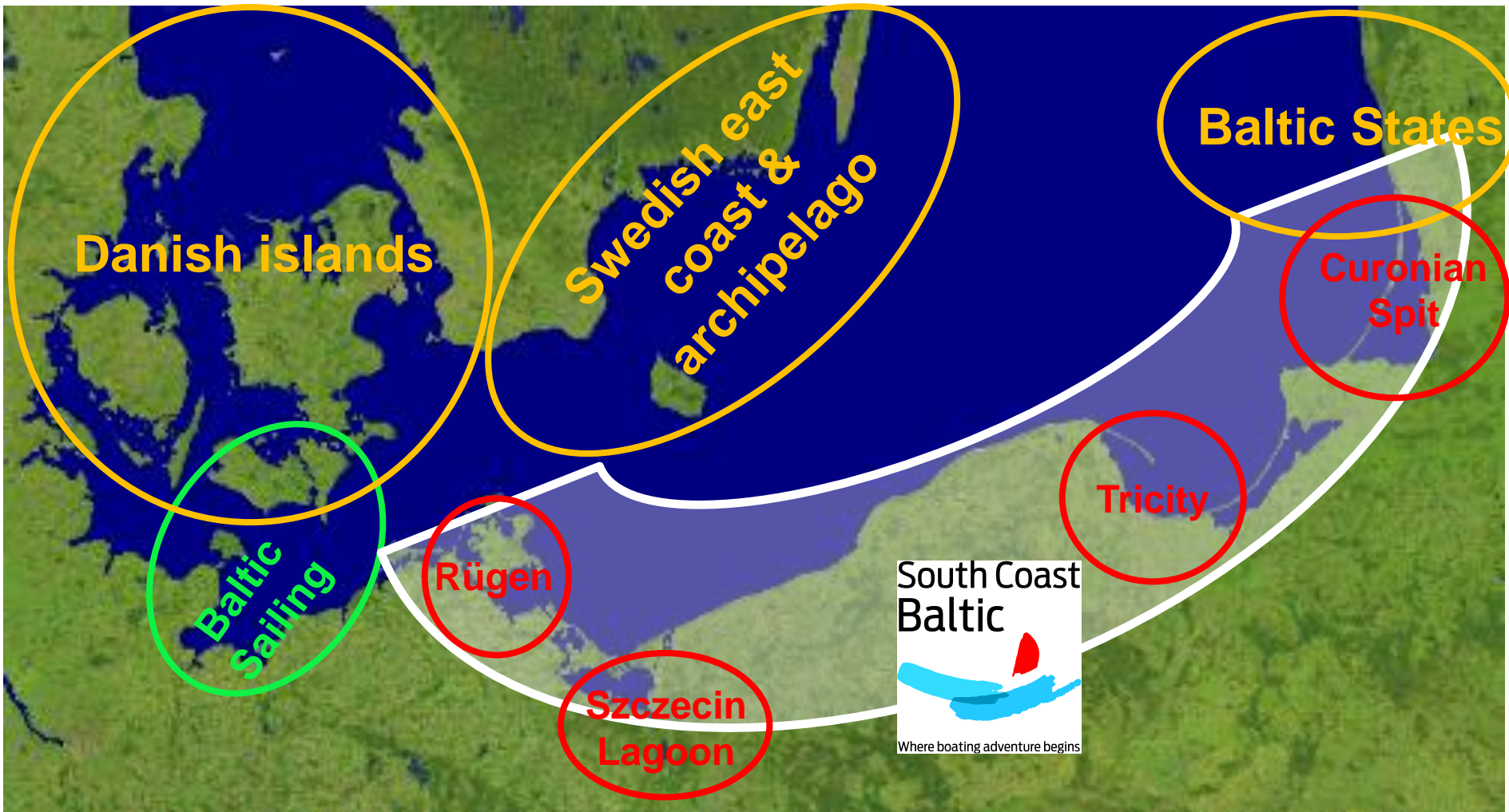
- **The SOUTH COAST BALTIC was still a “white spot on the map”**
 - > Gaps in infrastructure, few who dared trips, no field reports
- **Dense marina network & modern infrastructure in Vorpommern**
 - > But “cut off” by Darsser Ort & lack of eastbound tour options
- **New harbours were just but then rapidly evolving in PL, LT, RU**
 - > But no experience & little skills how to operate a marina
- **Some network gaps persisted (e.g. Darsser Ort, Ustka, Usedom)**
 - > And it was clear that public support may decrease

SOUTH COAST BALTIC in the context of other boating destinations in the Baltic Sea

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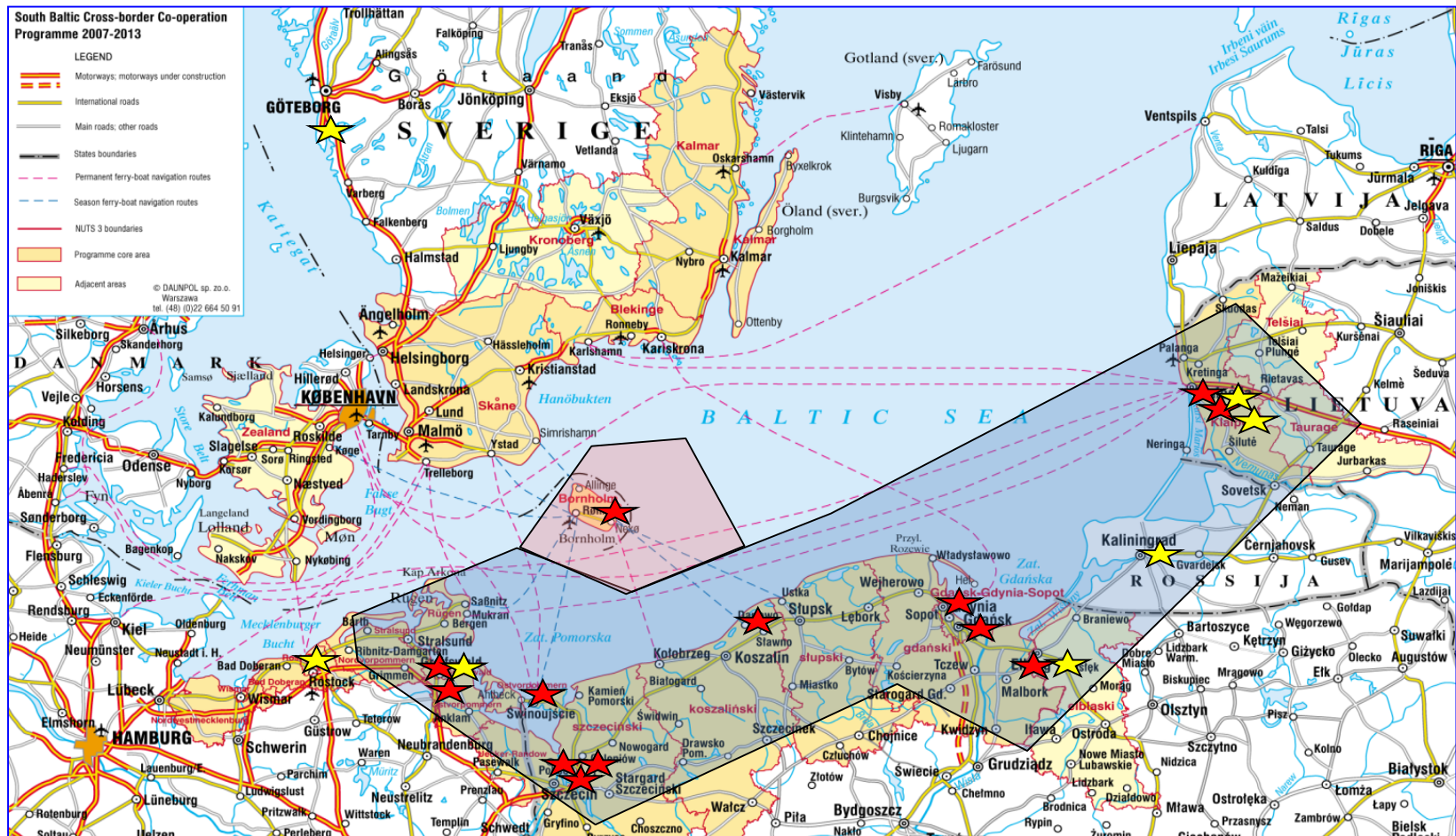


Fields of action – an their evolution



| MARRIAGE | SOUTH COAST BALTIC |
|--|--|
| Starting joint marketing in DE, PL, LT, RU | Expanded joint guest boater marketing in DE, PL, LT, RU, SE, DK |
| New impulses for marina development & network densification | Connecting & harmonising the boating infrastructure |
| Competence development - marina management | Quality development - marina infrastructure & services |
| | Strategic destination management & continuous dialogue with boating tourism actors |

Refined geographic scope





Refined partnership

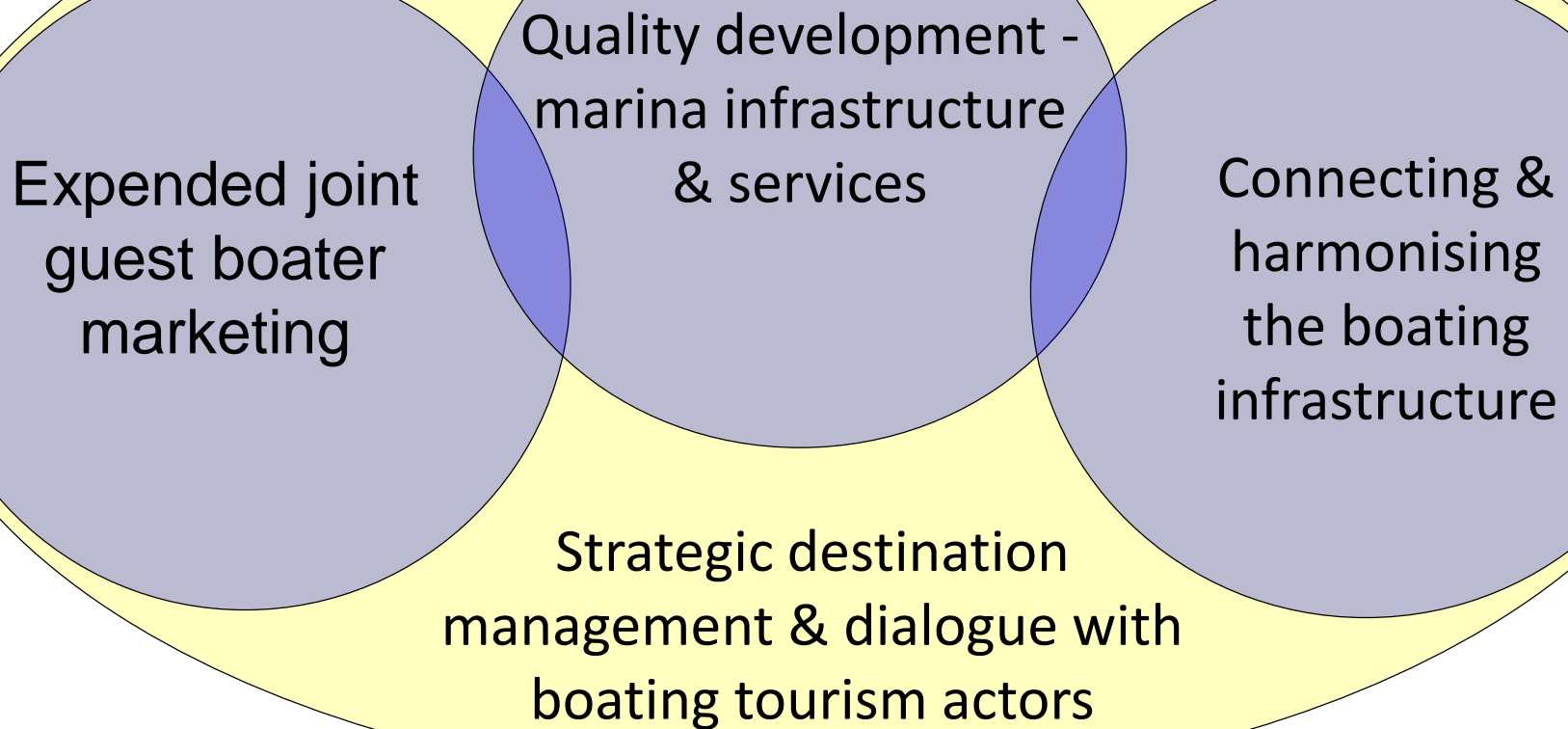
| Region | Partner | Associated Partner |
|----------------------------|--|--|
| Vorpommern | Economic Development Corporation Vorpommern (LP) | Regional Planning Association Vorpommern |
| | Tourism Association Vorpommern | Mecklenburg-Vorpommern Tourist Board |
| | Marina Network Association | |
| | Municipality Ostseebad Heringsdorf | |
| Zachodnio-pomorskie | Westpomeranian Sailing Route | |
| | Żegluga Szczecińska | |
| | Municipality Darłowo | |
| | Maritime University in Szczecin | |
| Pomorskie | Association of Sea Cities & Municipalities | Euroregion Baltic |
| | Petla Zuławska Harbour Network | |
| | Gdańsk University of Technology | |
| Kaliningrad region | | Ministry for Culture & Tourism of the Kaliningrad region |
| Region Klaipėda | Klaipėda District Municipality | Association Klaipėda Region |
| | Šventoji Tourism Association | Lithuanian Inland Waterway Authority |
| Bornholm | Bornholm Regional Municipality | |
| | | Estonian Small Harbours Develop. Center |

SOUTH COAST BALTIC - Fields of action

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MARRIAGE

> Starting the joint marketing

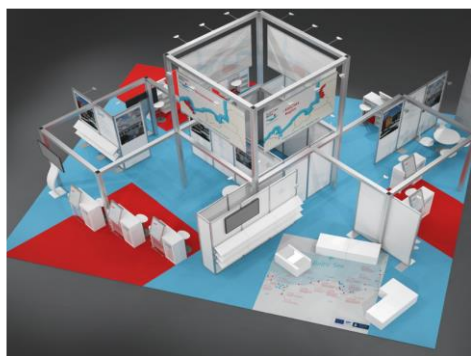
What has been done & achieved?

- Cross-border **boating brand** SOUTH COAST BALTIC
- **One-stop booth** at boating fairs (HH, Berlin, Warsaw, D'dorf)
- First **joint print & online materials**:
 - Leaflet, harbor guide, magazine, slide show, www.southcoastbaltic.eu
- Series of **regional boating brochures** (> filling gaps)
- **Multiplier events** (fam trips for journalists & boating rally)

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SOUTH COAST BALTIC

> Expanded joint guest boater marketing

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Goal / strategic focus:

- **Continuing** the joint marketing & accessing **new target groups**
 - DE / PL / LT / RU + Scandinavian boaters (DK, SE)
 - Motor boaters & charter boaters

Scope of actions:

- **Refining the USP** & the marketing strategy
- Creating a concerted (new) **set of promotion tools & materials**
- Implementing **joint promotion measures**

SOUTH COAST BALTIC

> Expanded joint guest boater marketing

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Concerted set of promotion materials & tools:

- (Updated) **harbour guide** for the entire SOUTH COAST BALTIC
- New edition of the SOUTH COAST BALTIC **magazine**
- Special brochures for motor boaters & charter boaters
- Set of complementary **print materials** presenting **sub-regions**
- Re-launch of **destination website** www.southcoastbaltic.eu, incl. charter information
- **Promotion movie(s)** on the region



SOUTH COAST BALTIC

> Expanded joint guest boater marketing

Joint marketing measures:

- 7 joint visits of **boating fairs in DE, PL, DK & SE**
> Boot / DE; Wiatr i Woda / PL, Fredericia / DK, Allt för Sjön / SE
- **Media partnerships in DE, SE, DK, PL & focussed press work**
- **Promotion tour** at boating clubs in DE, DK, SE
- **Fam trips for charter companies** (in each sub-region)
- **Boating rallies** (PL – RU – LT > 2017, PL – DE – DK > 2018)
- **Interactive** loyalty measures (“save the whales”, open sea maps)
- Establishing **single points of contact** for boaters in each country

MARRIAGE > New impulses for marina network development & consolidation

What has been done & achieved?

- **Baseline study** on PPPs in marina development & operation
 - **Pilot actions** absorbing good practices, e.g.
 - Concept for small boater stops Szczecin waters / PL
 - Operating & development concept Šventoji port / LT
 - PPP model for outer shore harbour in Heringsdorf / DE
 - **Exchange workshop & study trips**
- > **5 local projects** made some concrete steps forward!
- > **10 marinas** established new **PPP arrangements** for the operation!

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SOUTH COAST BALTIC > Connecting & harmonising the boating infrastructure

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Goal / strategic focus:

- Making **concrete steps to connect & harmonise** the boating infrastructure & services within the SOUTH COAST

Scope of action:

- **Joint destination services** that help & motivate boaters to move further along the SOUTH COAST BALTIC
- **Pilot facilities** that define harmonised standards and set new benchmarks for key boating services & facilities

SOUTH COAST BALTIC > Connecting & harmonising the boating infrastructure

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Joint destination services:

- **SOUTH COAST BALTIC Info & service points**
(Greifswald or Kröslin, Szczecin, Darłowo, Allinge, Klaipeda)
- **SCB Charter portal** (as part of www.southcoastbaltic.eu)

Harmonised infrastructure & services:

- **Elderly-friendly pilot marinas**
(Szczecin, Darłowo, Svaneke, Klaipeda)
- Prototype marina **management software**, incl. pilot applications
(Szczecin, Darłowo, Szlak Żeglarski, Pętla Żuławska)
- Demo marinas for **eco certification** (4 pilots in LT / PL)

> **Accompanied by:** Baseline studies, definition of SCB guidelines, evaluations, recommendations for followers



MARRIAGE > Competence development - marina management

What has been done & achieved?

- Regional **training programmes** for marina operators, managers, staff in LT & PL (& DE)
 - **Marina management handbook** compiled practical experiences of DE & NL operators > accompanying training material
 - Special feature: practical seminars ("**Marina testing visits**")
 - German marina operator "tested" voluntary model marinas
- > **Concrete improvements** through the seminars in 20+ marinas!



SOUTH COAST BALTIC > Quality development - marina infrastructure & services

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Goal / strategic focus:

- **To improve service quality** of the SCB destination more widely
- To induce **new facilities & services in min. 50 harbours** by 2019

Scope of action:

- **Studies & guidelines** to explore ways for service & infrastructure improvements in the marinas of the SOUTH COAST BALTIC
- **Seminars, workshop & education courses** that deliver knowledge & skills to SOUTH COAST BALTIC marina operators

SOUTH COAST BALTIC > Quality development – marina infrastructure & services

Strategies & guidelines / activities:

- **Baseline studies** on specific topics with relevance for the region
 - Elderly-friendly marinas
 - Marina management software
 - (Eco) certification
 - Service portfolios of outer shore marinas
- **Guidelines** for marina operators to improve infrastructure & services > derived from the studies & related pilot actions

SOUTH COAST BALTIC > Quality development – marina infrastructure & services

Dissemination events & training courses / activities:

- 5 International **SOUTH COAST BALTIC Marina Quality Forums**
- 15 **Thematic workshops** in the sub-regions & national languages (back-to-back with regional network meetings, 1-2 per year)
- 2 “**Marina testing visits** / practical seminars” in Bornholm & Kaliningrad (introducing MARRIAGE findings to “new ones”)
- 1 **Multi-day block course** on marina management & operation (for present marina staff – in EN language)
- 1 **Specialisation for regular students** at the Maritime University in Szczecin (for future marina staff – in PL language)

SOUTH COAST BALTIC > Strategic destination management & dialogue with boating actors

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Goal / strategic focus:

- To create **strategic orientation** for destination management
- **To align** activities of **key boating tourism actors** along the SCB

Scope of action:

- Continuous & systematic **market research & observation**
- **Dialogue** with political stakeholders & relevant authorities
- Intensified **cooperation & dialogue with boating tourism actors**

SOUTH COAST BALTIC > Strategic destination management & dialogue with local actors

Market observation / activities:

- **Baseline study** on boater streams & service preferences **in 2017**
- Developing a common **format & tools for continuous data collection** by marinas (as part of their daily processes)
- **Annual market reports 2018 / 2019** on this basis

SOUTH COAST BALTIC > Strategic destination management & dialogue with local actors

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Dialogue with boating tourism actors & authorities / activities:

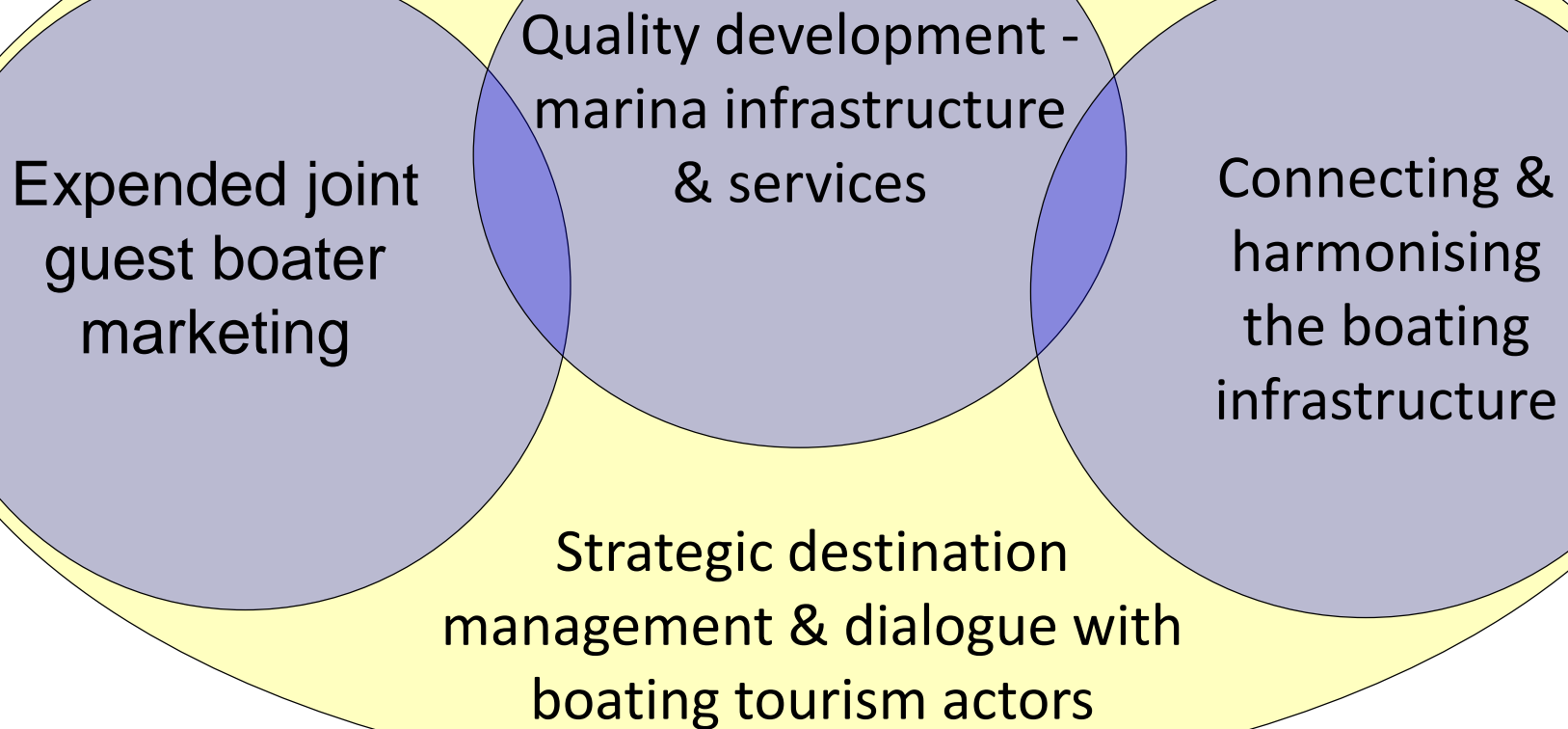
- Elaboration of **aligned sub-regional** harbour network planning concepts & boating development **strategies** (DE, PL, LT)
- **Dialogue** with relevant authorities to remove boating barriers (e.g. closure of military areas, lack of dredging, boating restrictions in lagoons & ecologically sensitive areas etc.)
- **Half-annual networking & thematic dialogue meetings** with marina operators, boating service providers & relevant authorities in each sub-region

SOUTH COAST BALTIC - Fields of action

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Summing up: Our approach

- **Deepening** the SOUTH COAST BALTIC **cooperation** towards cross-border **boating destination management** that combines
 - continuation & expansion of the **joint marketing** with
 - “aligned” improvements of **marina facilities & services**
 - deeper involvement of **boating tourism actors**
 in order to make the SOUTH COAST BALTIC **durably attractive**



Summing up: Our framework

- **Duration:** Oct 2016 – Sept 2019 (3 years)
- **Total budget:** 2.5 mill EUR (2.1 mill EUR ERDF)
- **Funding from:** Interreg South Baltic Programme 2014 - 2020
- **Lead Partner:** Econ. Development Corp. Vorpommern / DE
- **Consortium:** **14 Partners** & 8 Associated Organisations
 - From **Germany, Denmark, Poland, Lithuania, Russia, Estonia**
 - Backbone: Regional **marina networks & associations**
 - Representing altogether more the **60 harbours** in the SCB
 - **Development agencies, tourism associations, municipalities**

Summing up: Our goals & ambitions



- **20% more guest boaters** visits in the SOUTH COAST BALTIC **by 2019** > to be surveyed at strategic spots along the region
- **Stabilising the number** at high level in the long term by building a high quality boating destination



**Thank you very much
for your attention!**

**www.project-marriage.eu
www.southcoastbaltic.eu**