

INTERREG SOUTH BALTIC PROJECT
BALTIC PASS

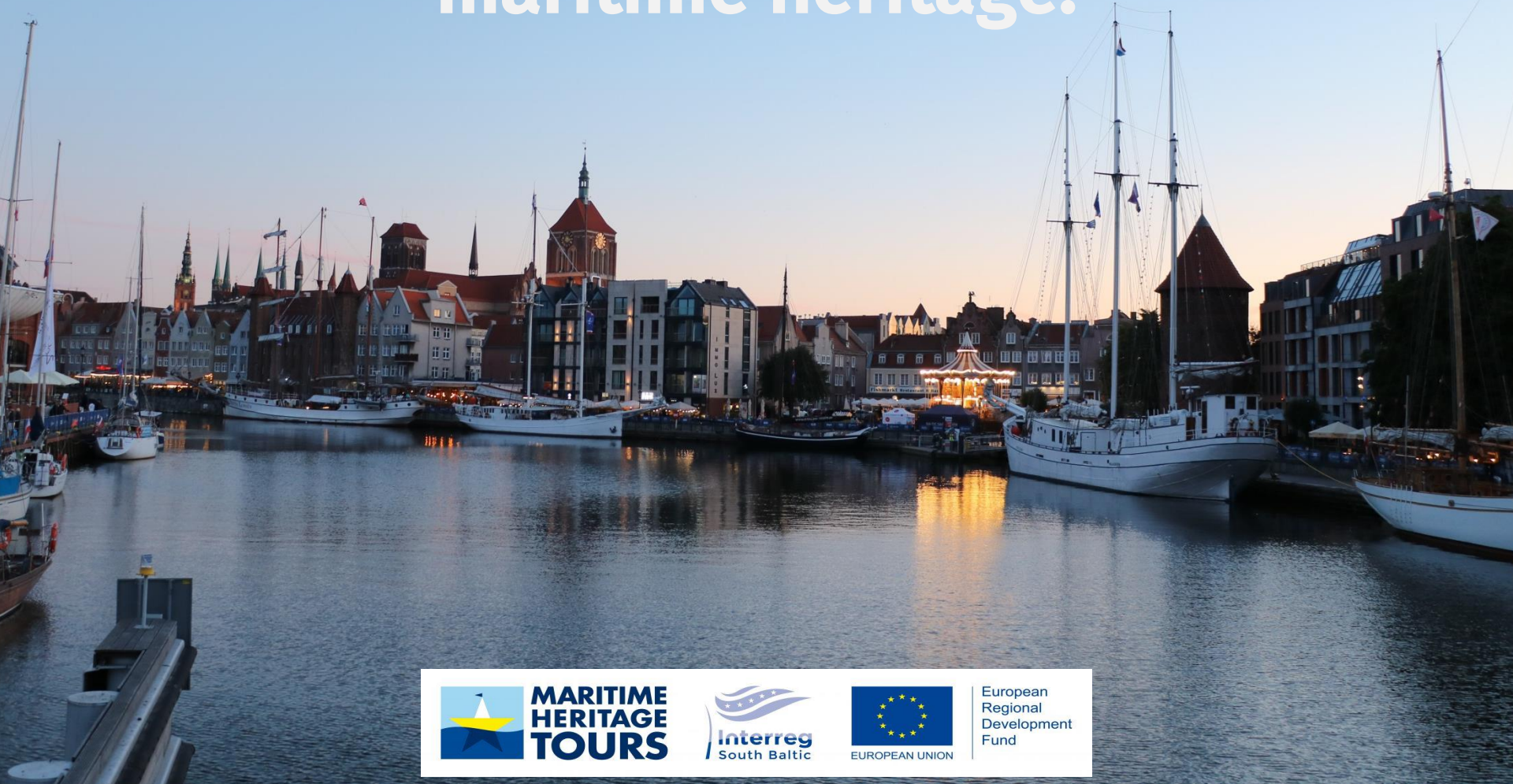
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MARITIME
HERITAGE
TOURS

HANSE SAIL BÜRO
TOURISM OFFICE ROSTOCK & WARNEMÜNDE



European
Regional
Development
Fund

Detect the beauty of Baltic's maritime heritage!



**MARITIME
HERITAGE
TOURS**



Interreg
South Baltic



EUROPEAN UNION

European
Regional
Development
Fund

GENERAL INFORMATION

Interreg South Baltic Project “Baltic Pass – Maritime Heritage Tours”

Duration: November 2016 – October 2019

Partner: Gdansk (PL), Klaipeda (LT), Simrishamn (SE),
Roskilde (DK) and Rostock (GER)

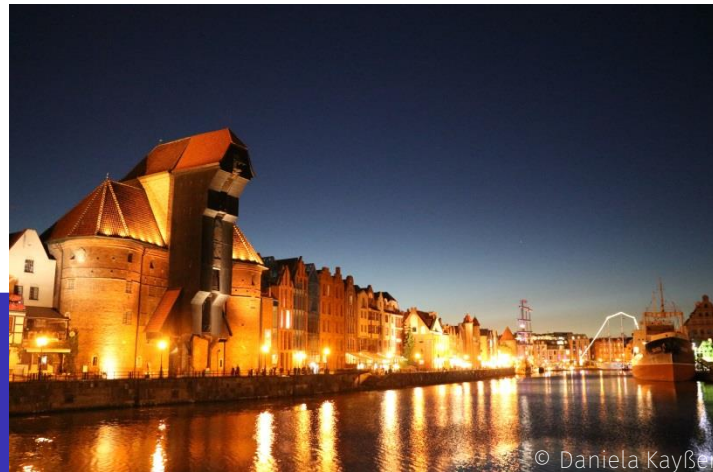
Associated Partner for Rostock:

- Hanse Sail Association r.a. (Booking Office)
- German Sail Training Union r.a.



GOALS & TARGET GROUPS

- increase tourism attractiveness of the South Baltic region by creating and developing a new tourist product: “Maritime Heritage Tours” based on visiting the maritime heritage attractions on shore connected by sailing paths and operated by traditional sailing vessels
- creation of a catalogue which consists of several sailing routes, both one-day and multi-day trips
- two different target groups: tour operators/owners of traditional sailing vessels; individual tourists interested in maritime heritage



PROJECT PROCESS

2016 first tour drafts

2017 + 2018 test tours

surveys and evaluation on customer, stakeholder
(service provider) and project partner level

2019 promotion tours
creation of a catalogue (online + print)

ONLINE PRESENTATION

www.maritime-heritage-tours.dk

- presentation of the tours and ships
- all partners have access to edit
- intention that ship owners have access to add their concrete data for tours



<https://www.facebook.com/maritimeheritagetours/>



#maritimeheritagetours

FUTURE TASKS FOR ROSTOCK

collaboration and transfer to the Hanse Sail Association to sell bookable products



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WHAT LED TO STARTING THE PROJECT:



WHAT IS BALTIC SAIL?

- a network of Baltic harbour cities and Baltic shipping museums
- common and international marketing of harbour festivals

WHAT IS THE GOAL OF BALTIC SAIL?

- promoting the Baltic as a first class sailing resort & ocean of traditional ships
- strengthening the co-operation in the Baltic Sea Region (BSR)
- contribution to local and regional maritime & tourism development

MEMBER FEE

- 5.000,00 € annually



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