



BALTIC SEA  
TOURISM CENTER

# Baltic Sea Tourism Center

Sustainable development  
structures for active tourism

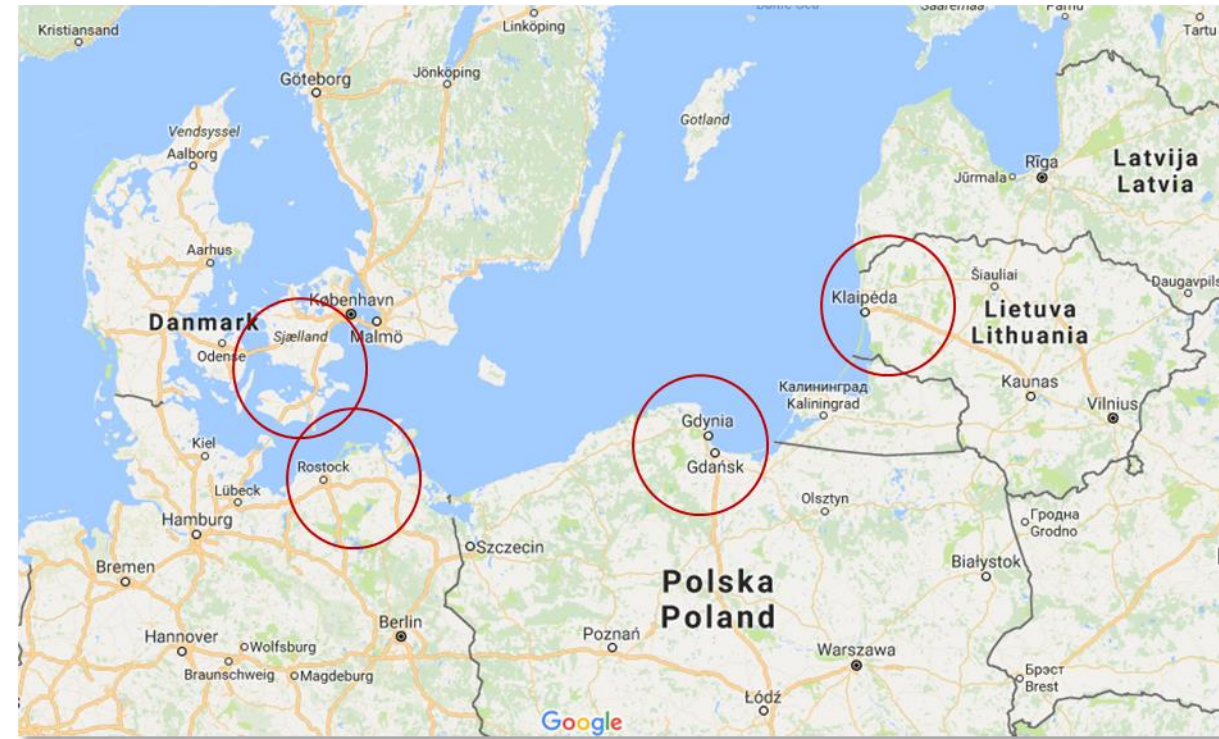
Palanga, 22/11/2019



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

# PARTNERS

- Mecklenburg-Vorpommern, DE / M-V Tourist Board
- Pomorskie Region, PL / Pomorskie Tourist Board
- Zealand Region, DK / Danish Tourism Innovation
- Stralsund University, DE / School of Business Studies
- Klaipeda Region, LT / Association Klaipėda Region
- 10 associated partners



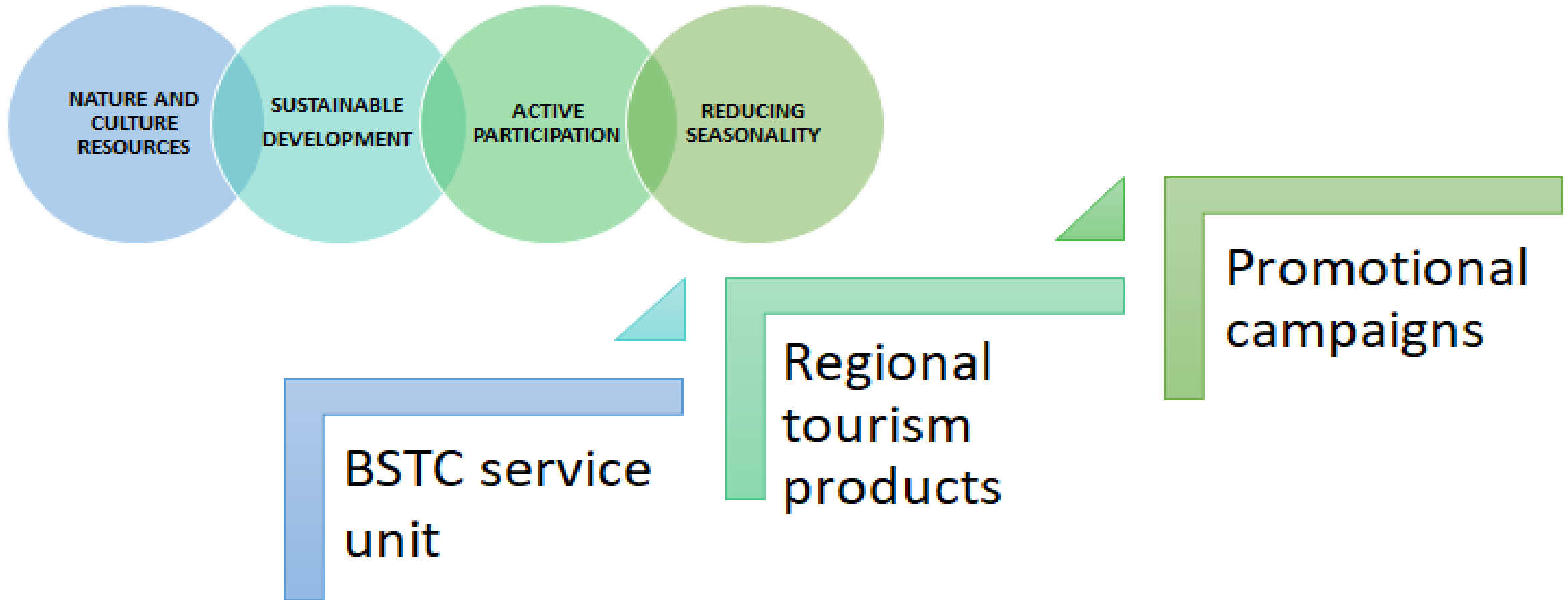
Project start date: 01 01 2017  
Project end date: 31 12 2019



European  
Regional  
Development  
Fund

## PROJECT OBJECTIVE

Improved durable tourism cooperation in the SBR catalyses and qualifies the continuous development of sustainable tourism around cultural and natural heritage assets - exploiting untapped potential of ACTIVE TOURISM to foster green and blue growth.





# Sustainable tourism cooperation in the Baltic Sea region

[READ MORE](#)

## Baltic Sea Tourism Center

In an ever shrinking and integrating world, tourism has become one of the fastest growing industries worldwide and has experienced exceptional growth over the past decades. The Baltic Sea region is no exception. From 2014 to 2016, the area recorded an increase of 10.4% in arrivals and respectively 8.9% in overnight stays which amounts to a total of 88 million arrivals and 227 million overnight stays in 2016. This makes the Baltic Sea region entering an increasing global competition. To remain competitive, internationalization strategies need to be realigned to benefit from the positive effects and minimize the negative implications of growing tourism flows.

Strengthening international partnerships, providing profound insights and enhancing

## Events

**13-11-2019**

### 12th Baltic Sea Tourism Forum

**13.11.2019**

Brussels, Belgium

SHARE achievements of international

# WEBSITES

[bstc.eu](http://bstc.eu), [balticsea.travel](http://balticsea.travel)

# Experience the stunning facets of the Baltic Sea

The waves of the Baltic Sea race to the shore.  
They roll across the gravel in an unceasing rhythm.

The Baltic Sea coastal landscape, characterized by wind and waves, steep cliffs and fine sandy beaches, islands and bays, trees shaped by the wind, and thousand-year-old oaks, is worth a visit all year round.

# 3 regional tourism products (routes)

[balticsea.travel/klaipedaregion](http://balticsea.travel/klaipedaregion)



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# Migrating Cultures

A cultural route around the districts of Kretinga, Klaipėda and Šilutė. The picturesque route will allow you to discover the peculiarity of various cultures in Western Lithuania.

While travelling along the former border of Lithuania Minor and Lithuania Proper, you will learn about the everyday life of people of that time and character of the region: by means of songs, local lifestyle, customs, holidays, religion, cuisine, and other types of activities.





# Sweet Exhaustion

An active water touring in the surroundings of Klaipėda, Palanga and Neringa, around the districts of Šilutė and Klaipėda. While travelling, you will learn about the Lithuanian seaside and enjoy a wide range of attractions: cycling, paddling, surfing, kayaking, canoeing, kite surfing, mountain boarding, or just a relaxed walk. The exciting panorama of horizons of the Baltic Sea and the Curonian Lagoon will take your breath away.





# Supernatural Landscapes

A route in the wilderness along the districts of Kretinga and Skuodas. The tour will allow you to see the unspoilt nature with stony landscapes, establish contact with nature, become familiar with stories and traditions of local communities and unique Baltic mythology, participate in educational programmes, and stay in cosy farmsteads of countryside residents.





# PROMOTIONAL CAMPAIGNS IN AUSTRIA

- Street promotion
- B2B event with tour operators





# PROMOTIONAL CAMPAIGNS IN UK

- Street promotion
- B2B event London Cityfair





# BLOGGER VISIT

Scott Tyson

United Kingdom

<http://www.intrepidescape.com/>

INSTAGRAM: 25 200 followers

Facebook: 7 941 followers

Twitter: 107 000 followers





# THANK YOU

