

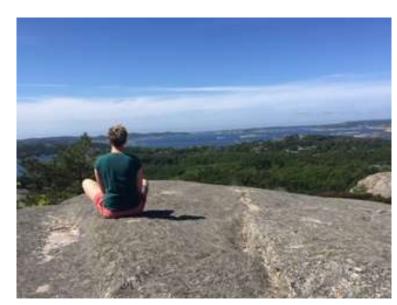




The chances of implementing solutions

Andrea Krabbe

PA Tourism



René Krabbe







The Baltic Sea Region

In 2016 the BSR tourism industry:

- generated 88 million international arrivals (+10.4 percent from 2014),
- registered 227 million overnight stays (+8.9 percent from 2014),
- ▶ of which 54 million overnight stays by international visitors were recorded equal to 24 percent of all overnight stays (+9.4 percent from 2014),
- directly provided jobs for more than 638,400 (+6.5 percent from 2014).







It is all about sustainability

economic





social

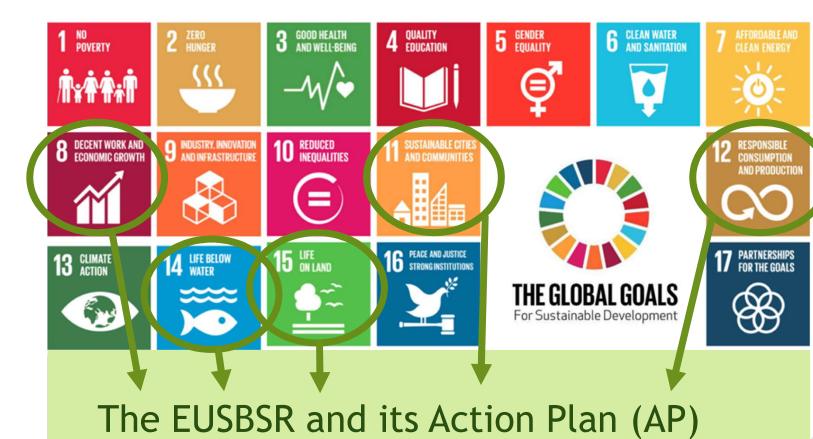


ecological









UN 2015: Sustainable Development Goals ae1

akrabbe; 07.06.2019







We are already implementing...I

SB Fishmarkets

What is it about? upgrading of (small) places with coastal fishery harbours, a variety of fishing boats, active fishermen, smoke houses, historical remainings etc.

Aim: attract more tourists to come there

How: several events and new services and offers, e.g. fish markets, fish sales days or fish season events in spring and



René Krabbe







We are already implementing...II

Baltic Sea Food

What is it about? Establish short food supply chains; use local supplier

Aim: to establish a b2b distribution model that supports local food networks in rural areas of ten countries in the Baltic Sea region

How: ensure smooth and short supply chains, opportunities for growth, and improved business performance.



René Krabbe









René Krabbe

Sustainability... Eco and sharing tourism...

...are not just words, they are lifestyle. Let's use them for our guests, for us, for our children, for the Baltic Sea Region...