

# 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



The EUSBSR and its Action Plan (AP)

## Slajd 4

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akrabbe; 07.06.2019

# We are already implementing...!

## 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



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## 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.



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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...