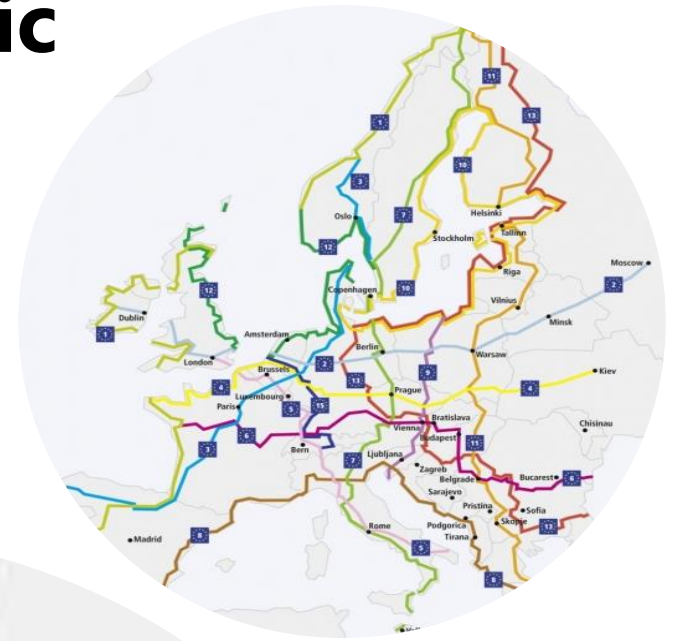




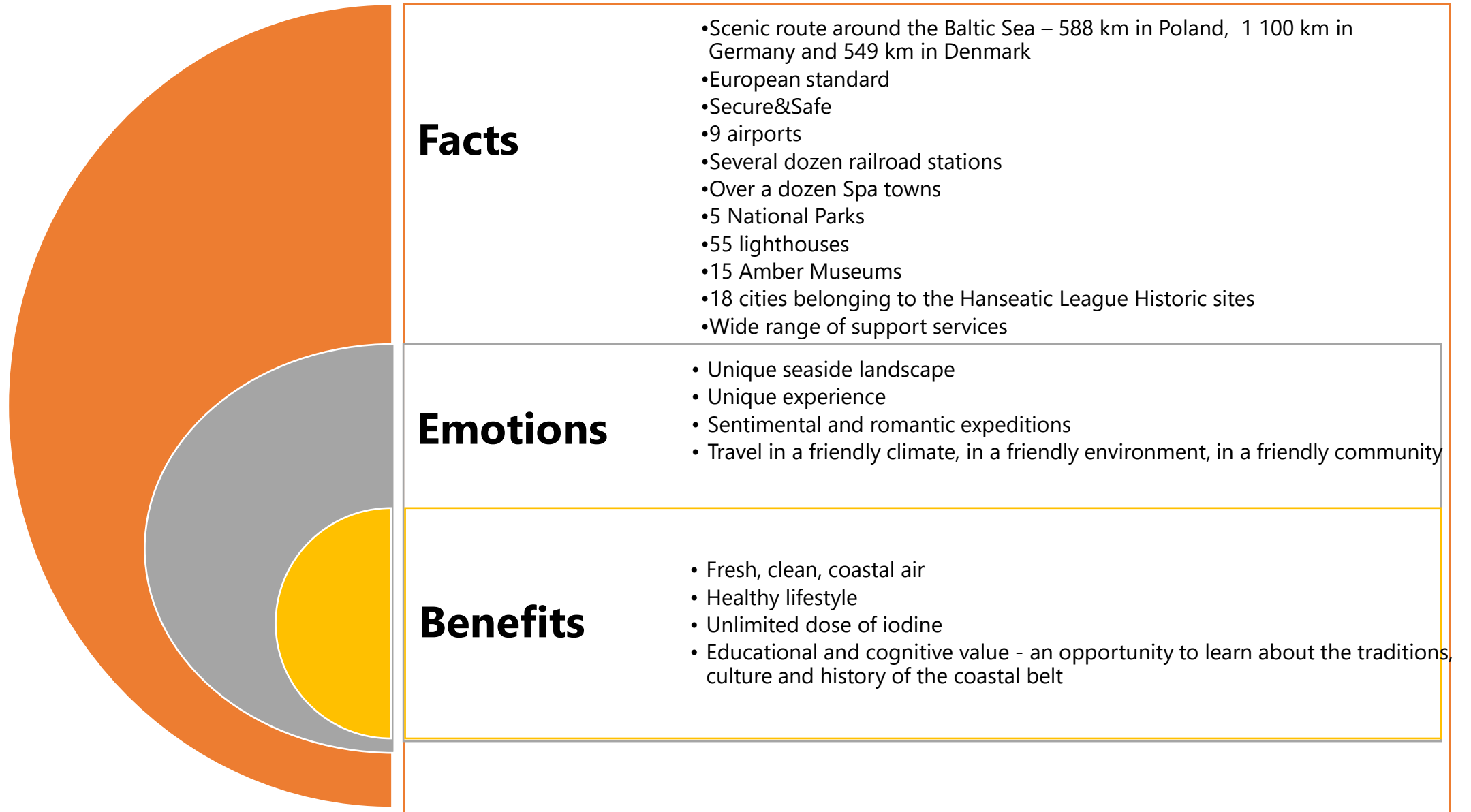
**Biking South Baltic! Promotion and development of the
Baltic Sea Cycle Route (EV Route No. 10) in
Denmark, Germany, Lithuania, Poland and Sweden
Assumptions to the strategy**

The route – mileage of Biking South Baltic

- The only route in Europe which runs through Poland, Germany and Denmark;
- All the route runs in direct neighbourhood of the Baltic Sea;
- Baltic Amber - the region's hallmark;
- Areas of former trading association Hanza;
- The route runs lowland and hilly.



Product positioning / competitive advantage



Competitive advantage of the route (FACTS) – Poland



Shifting sand dunes – unique all over the world



Teutonic castle in Malbork – the largest castle in the world in terms of area



Ruins of the church in Trzesacz - the effect of abrasive processes



About 30 historical military objects



Międzyzdroje – polish „Hollywood” with Hall of Fame

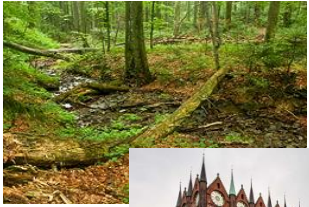


5 cities with spa status



13 Baltic Sea lighthouses

Competitive advantage of the route (FACTS) – Germany



Primeval Beech Forests of the Carpathians and the Ancient Beech Forests of Germany



Historic Centres of Stralsund and Wismar - UNESCO World Heritage Site



Heiligendamm seaside resort – world famous „white town on the sea“



Jasmund National Park with white cliffs



OZEANEUM Stralsund - 5 exhibitions and 46 aquariums



Hanseatic City of Lübeck



36 Baltic Sea lighthouses

Competitive advantage of the route (FACTS) – Denmark



The par force hunting landscape in North Zealand – UNESCO World Heritage Site



Kronborg Renaissance Castle – setting for Shakespeare's Hamlet



Copenhagen Amber Museum – one of the biggest in the world



Øresund Bridge - the longest road and rail bridge in Europe

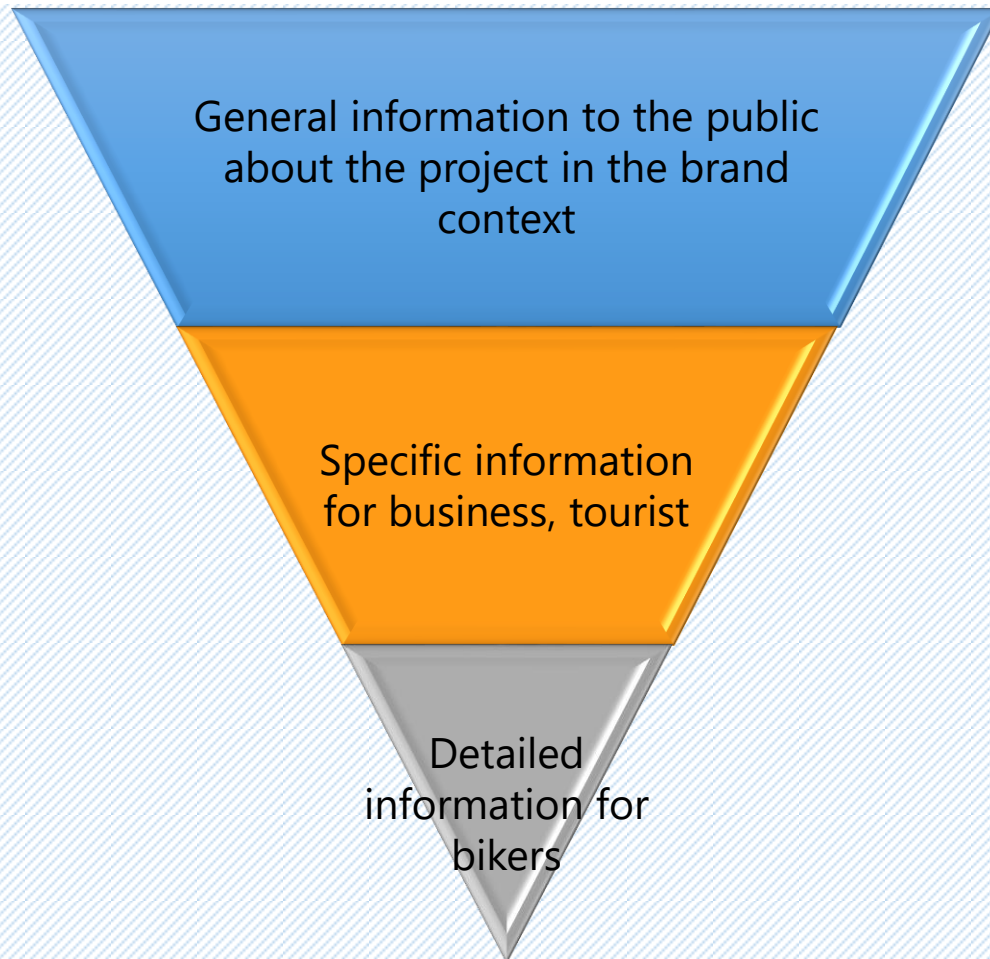


Cycle Route crossing 9 Danish island - Als, Funen, Taasinge, Langeland, Lolland, Falster, Bogoe, Moen and Zealand



6 Baltic Sea lighthouses

Communication strategy – general assumptions



- The strategy will address both local and international audiences
- Drill down mode of presenting information
- Specific information for specific target groups:
 - Appropriately designed communication for selected groups according to their interest and power
 - Rooted in common values such as:
 - Unity, internationality, health, co-operation, safety and standardisation

Target groups



Tourists

National and
International

Administrators

Business

Scientific and
research
institutions

Media



National and International Tourists

Travelers

Multi-day cycling and cycling weekend trips

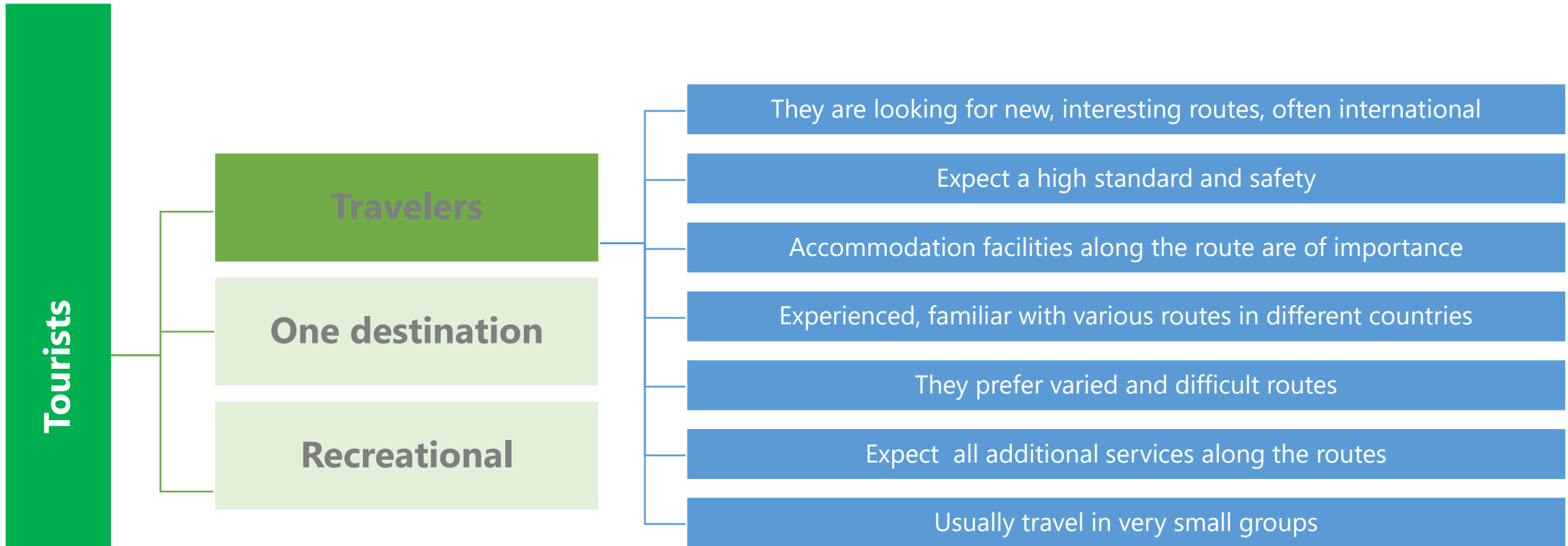
Stationary

Bicycle stationary stays (cycling holidays)

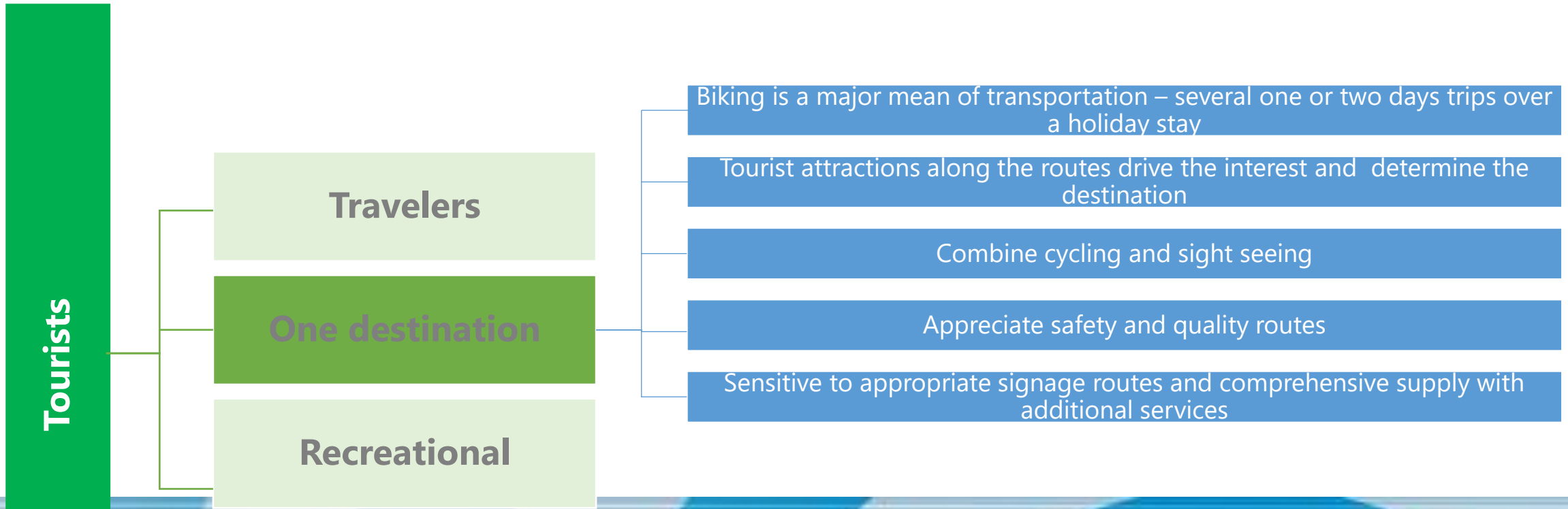
Recreational

Bicycle leisure trips

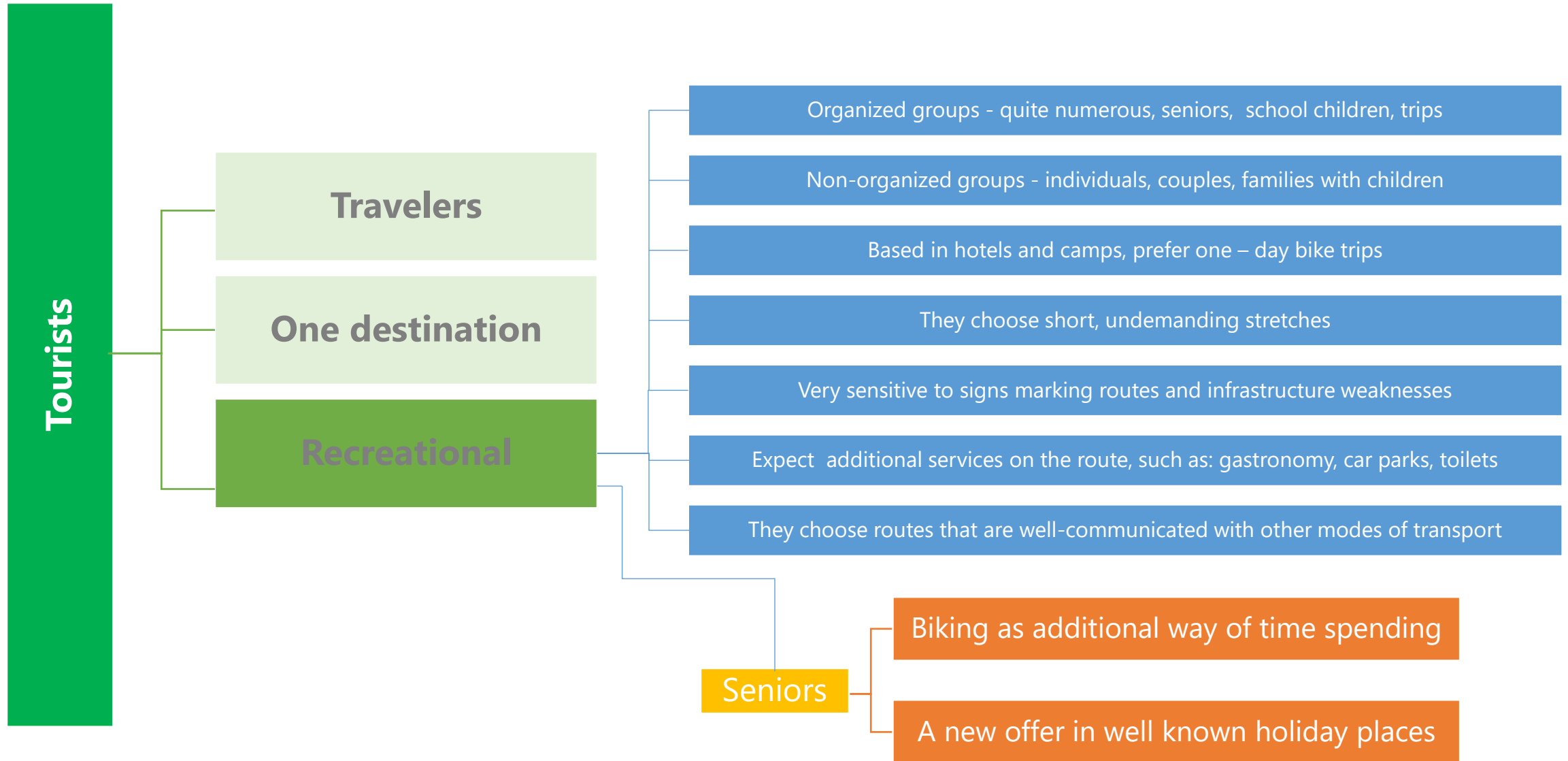
Needs and characteristics



Needs and characteristics



Needs and characteristics



Tourists communication matrix

Target group	Nature of the expedition	Idea	Goal
Tourists – travellers	Multi-day cycling and cycling weekend trips	<ul style="list-style-type: none"> • New routes in Poland, along the Baltic coast • European standard • Interesting places, rich in history, monuments, culture and tradition, 	<ul style="list-style-type: none"> • Building awareness • Attract international and national bikers • Presentation of the attractiveness and uniqueness of the region • Building the brand • Build a recognition among the bikers and bikers association
Tourists – one destination	One destination holiday, occasional trips to different places in vicinity	<ul style="list-style-type: none"> • Interesting places, rich in history, monuments, culture and tradition • Exceptional holiday / vacation • Interesting destinations to be reached with a day trip 	<ul style="list-style-type: none"> • Increased interest and popularization of routes • Presentation of the attractiveness and uniqueness of the region • Building a region brand
Tourists - recreational	Bicycle leisure trips	<ul style="list-style-type: none"> • Healthy lifestyle • New possibility of spending holiday time • Safe • Access to the additional services along the route 	<ul style="list-style-type: none"> • Attract tourists • Presentation of the attractiveness of the region • Building a region brand



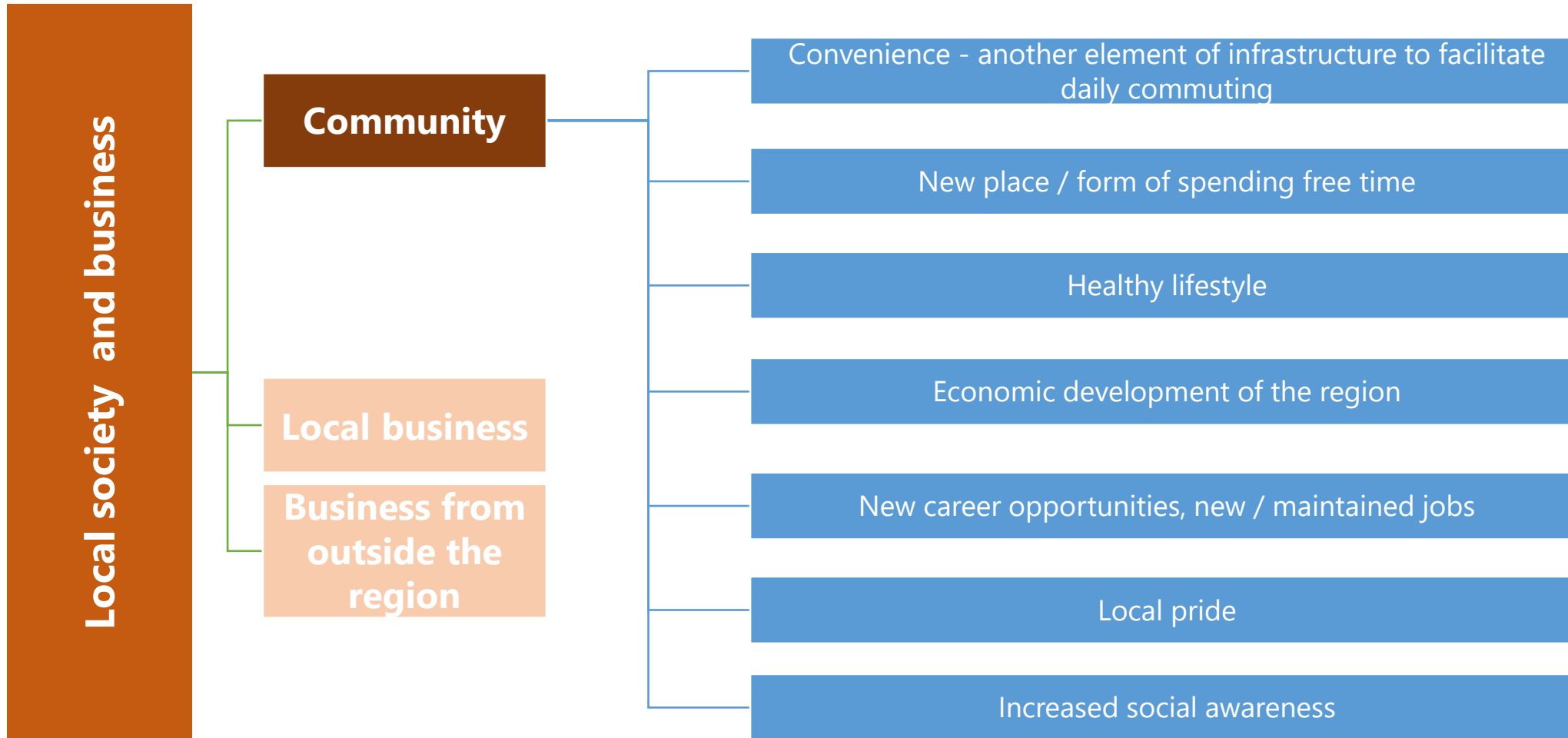
Local society and business

Local community

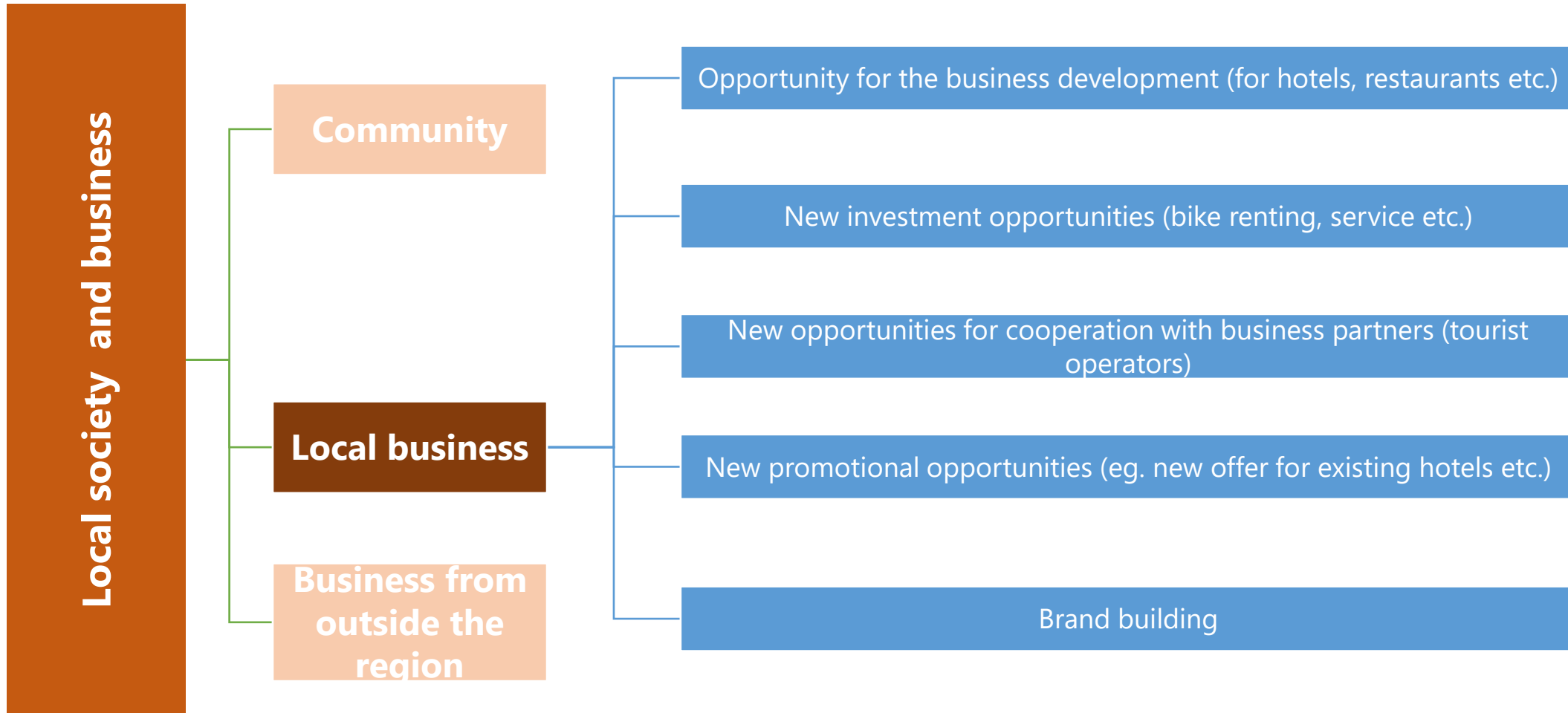
Local business

Business from
outside the region

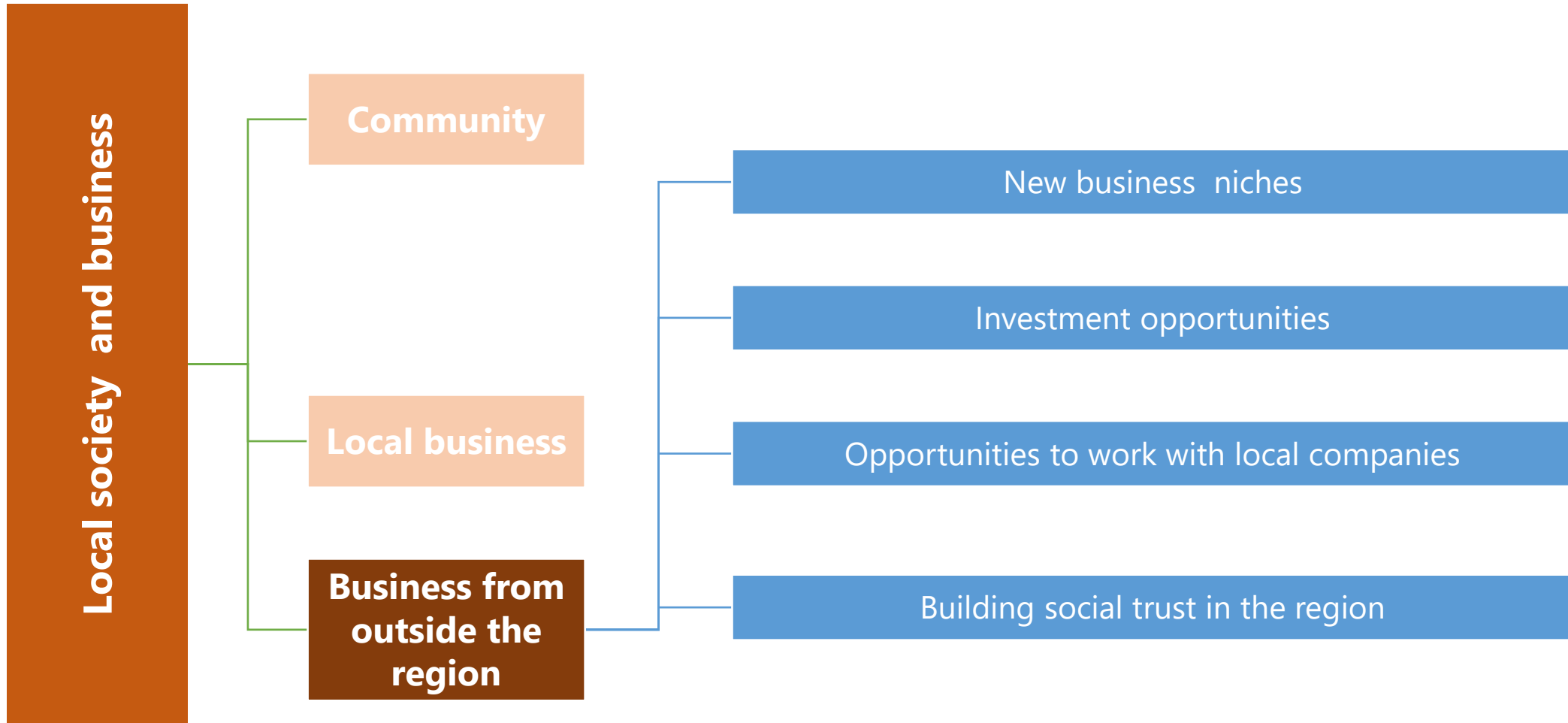
Expectations and benefits



Expectations and benefits



Expectations and benefits



Local society and business

Target group	Idea	Goal
Local community	<ul style="list-style-type: none">• Our region is playing an important role as a part of international bike route• International standard and safety• Better standard of living – new commuting mode, new business opportunities• Promotion of healthy life-style -Biking is fun• New attraction for youngsters and families• Tourist attraction for national and international tourist	<ul style="list-style-type: none">• Raising interest• Built an ownership of the concept locally• Join the biking society• Change of way of traveling at short distances (school, sport club, work place)• Encouraging the Polish bikers to visit existing bike roads in the region and abroad• Like&Follow
Local business	<ul style="list-style-type: none">• Business possibilities to attract new clients=to grow• New business niches• Chance for Collaboration with other partners (even international)	<ul style="list-style-type: none">• Getting and interest from hostels, tour operators, local business which can benefit from the investment• Encouraging local business to include the bike road to their promotional materials and activities by delivering facts and figures from international and national business cases
Business outside the region	<ul style="list-style-type: none">• Chance for rising, new clients• New areas of business• Chance for cooperation with local partners• Building brand and trust in local community	<ul style="list-style-type: none">• Getting interest from hostels, tour operators, and carriers outside the region which can invest in the region• Encouraging tour operators to organize bike trips in Poland and abroad



Administrators

Local government

Cycling organizations
and associations

Administrators

Target group	Idea	Goal
Local government	<ul style="list-style-type: none">• Important part of touristic growth of the region in Poland and abroad• Huge potential for attracting bikers from Europe• Important promotional tool for the region• International standard• Safety and quality plays a crucial role for the tourists and is a social responsibility of all users	<ul style="list-style-type: none">• Engage the local society• Built responsibility and awareness• Promote Entrepreneurial attitude• Promote the beauty of the region• International cooperation success• Exchange of experience among other local governments• Seeking a way of constant improvement
Local and International cycling organizations and associations	<ul style="list-style-type: none">• New biking paths/roads• New long distance biking possibilities• Interesting places, rich in history and monuments, culture and traditions• Biking along the Baltic coast• New role – responsibility for routes	<ul style="list-style-type: none">• Present the beauty of the region• Attract bikers from Poland and abroad• Share with other bikers- recommendation



Scientific and research institutions

Media

Scientific and research institutions & Media

Target group	Idea	Goal
Scientific and research institutions	<ul style="list-style-type: none">• New research area• Cooperation with local government, business• Research grants	<ul style="list-style-type: none">• Publications, presentations about the region• Promotion of the region• Cases
Media	<ul style="list-style-type: none">• More bike topics• Designing trends and lifestyle• Media interest in cycling events	<ul style="list-style-type: none">• Materials, reportages about the region• Interviews with local community/Business representative• „Good examples“ of activity• Promotion of the region

Marketing activities examples

- The key of all marketing activities: **engagement** of all interest groups
- Examples:
 - Organization of an international (or local) event (family-bike picnic) - bikes competitions, concert, attractions for all users of the bike route trail etc.
 - Topic competitions:
 - Best picture of trail
 - What else we can do on it – your ideas to make this trail better
 - Opening bike season on trail
 - Presentation on Fairs (Leisure time, tourism)
 - Adv. – Ferries, airports, IT, Internet, local (in PL, SWE, GER, DEN) events
 - Joint (with local hotels/companies) maps, leaflets, calendars and the others...social media – joint activities etc.