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Pomorskie Workshop
29 October 2026
Gdansk, Poland

“Baltic Horse Tourism Campaign: Update & Next Steps”



Campaign Assets & More





Rob Holmes

Founder & Chief Strategist, GLP Films

- **Home** — Maine, USA
- **Education** — Wildlife Management; International Business & Environmental Management (MBA)
- **Work** — Outdoors, conservation, tourism, sustainability, media and global business



The Nature
Conservancy



TRAILS.com



How we help destinations

Directing mission-driven brands towards their sustainability and regenerative goals in protecting nature, culture and livelihoods through the lens of storytelling and content marketing.





Global Partners

Destinations



Media



Trade



Sustainability





Voted the #1 Storytelling Agency.

With **60+ Awards** – we have won more awards than any other agency in travel. Topics include: regenerative, nature, accessibility, outdoors, culture, community, food, etc.





**Let's get to
know your
neighbor**

Question #1

Who is in the room?

- Stable owner
- Tour operator
- Destination/municipality
- Accomodation
- Food & beverage

Today's Agenda

1. Travel industry trends
2. Campaign overview
3. Storytelling: Key campaign tool
4. Collaboration opportunities
5. Campaign assets preview





#1: Travel Industry Trends



Sustainability is booming.

The sustainable tourism market is currently valued at \$4 trillion.

It will reach \$13 trillion by 2033.

[Custom Market Insights](#)



Travel Trend

92%

of travelers worldwide
want to travel more
sustainably.

*Trip.com Group Consumer Travel Report



Sustainable travel is
no longer optional.
It is essential.



What do **next gen** travelers want?

Millennials and Gen Z will soon be the largest global travel market generations. Their travel priorities are about having a unique experience that has a positive impact on all stakeholders.

73% of Gen Z say the **environment** a key motivator for traveling sustainably.

[CTM Business Travel](#)

73% of travelers want their spending **impact** to go back to the local community.

[Booking.com](#)

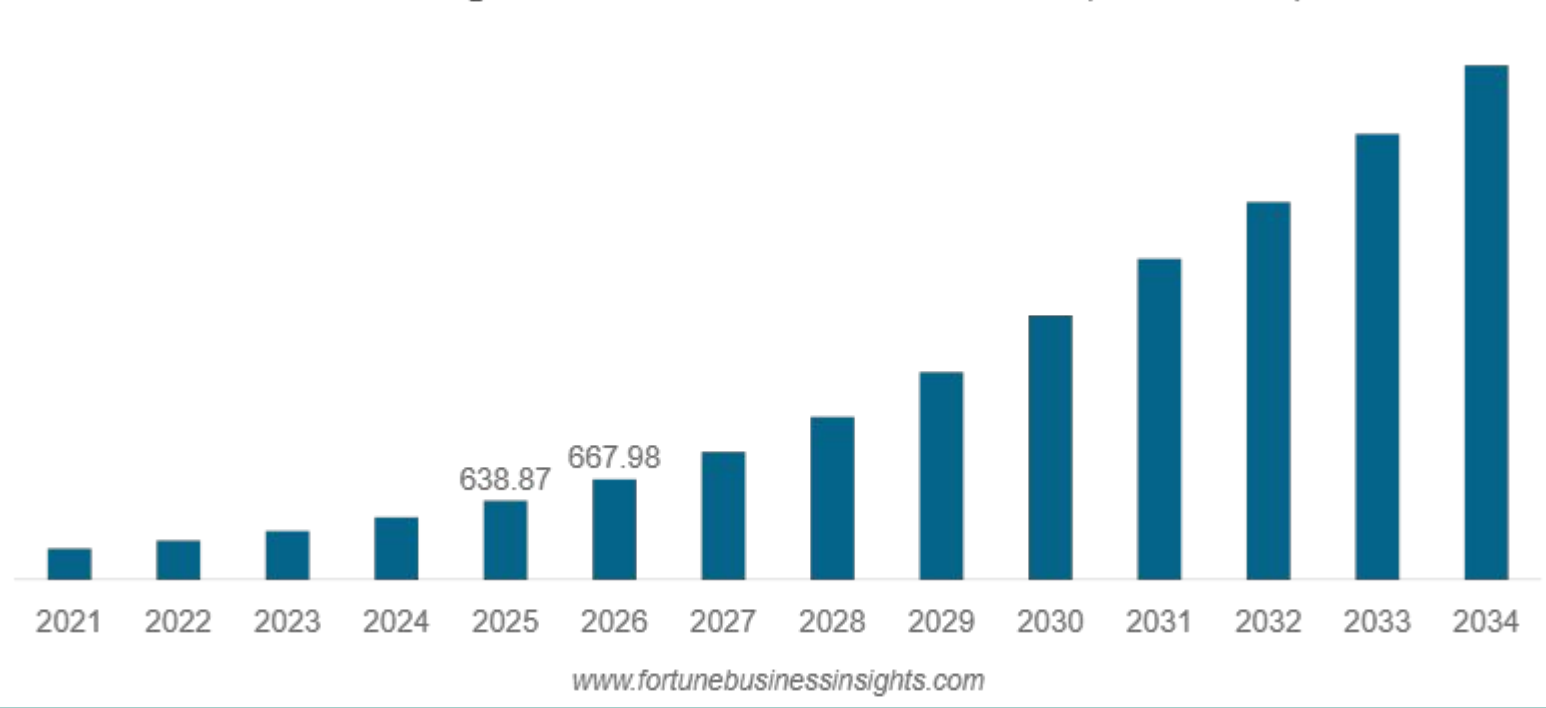
77% of travelers seek **authentic experiences** that are representative of local culture.

[Booking.com](#)



Horse Tourism is Heritage Tourism

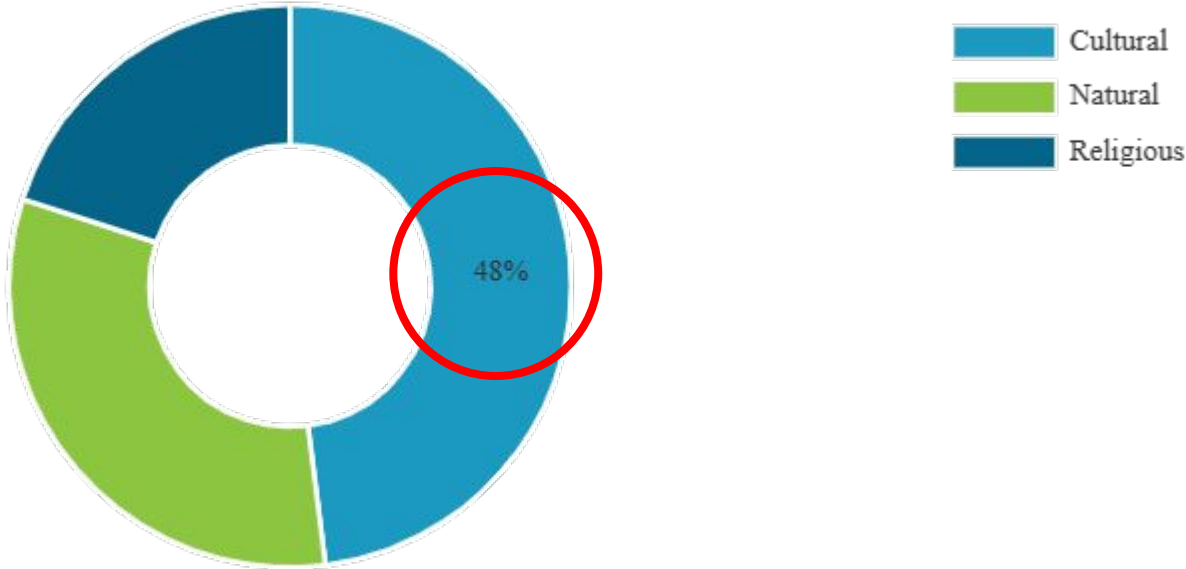
Global Heritage Tourism Market Size, 2021-2034 (USD Billion)





Horse Tourism Aligns With Market Share

Global Heritage Tourism Market Share, By Type, 2025



www.fortunebusinessinsights.com

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Heritage Tourism in Pomorskie





Heritage Tourism in Pomorskie



A group of approximately 12 people, including adults and children, are posed in a grassy field with trees in the background. Two horses are present: a brown horse on the left and a white horse with brown patches in the center. A young girl is kneeling on the right, holding a pink rope. The group is dressed in casual outdoor attire, with some wearing black shirts featuring a logo. A text box with a white border is overlaid on the image, containing the text "#2: Campaign Overview".

#2: Campaign Overview



Campaign Objectives

Using strategic storytelling as an approach, we will create:

- A **unifying narrative** that connects the 5 partner regions through the development of horse tourism experiences
- **Showcase the unique experiences** that horse tourism provides to a range of riding and non-riding visitors
- **Center local, community voices** to build an emotional connection between the target audience and the local stables and operators
- Develop a **practical portfolio of brand tools** that can link the five partner regions and help them market and promote their offers





Core Deliverables

GLP will provide an end-to-end campaign package that positions the South Baltic Region as an inclusive, sustainable horse-tourism destination.

Strategy and brand development

- Current-image, competitor, and target-audience analysis
- Repositioning strategy
- Brand narrative, key-message framework, tone-of-voice guide, taglines, and examples.
- Brand Book

Visual identity and partner tools

- Campaign logo and visual identity system
- Brand guidelines and Partner Branding Toolkit
- Landing-page templates and web copy guidance





Core Deliverables (continued)

At the heart of the campaign will be full suite of high-quality, compelling video and photo assets to populate campaign landing pages for each partner website. Additionally, there will be a corresponding suite of custom written content to support the new stories.

Core campaign content

- **1 South Baltic destination film** (3–5 minutes)
- **5 regional social videos** of 15–90 seconds, one for each partner region
- **3 trailers/reels** (1–3 minutes)
- **100 professional photos**, with 20 per region, delivered in high- and low-resolution formats
- **20 written pieces**, including proposed regional and South Baltic articles, written in English and translated for the partner regions
- **English subtitles and German-subtitled versions** for all videos, plus unlimited usage rights

Together, these deliverables combine research, branding, content production, distribution, and partner capacity-building so the campaign can continue to be used after its initial rollout.



Project Roadmap & Key Milestones

Phase 1 Project Kick-off & Strategy

Feb 25, 2026

Project Kick-Off Jour Fixe

March 2026

Individual Partner Kick-off Meetings (5 regions)

March 30, 2026

Visual Identity & Brand Strategy Survey #1 Shared

April 17, 2026

Initial Situation Analysis & German Market Data Sets Delivered

May 5, 2026

Visual Identity & Brand Strategy Initial Findings Presented (Denmark)

Phase 2 Pre-Production & Filming

April-June 2026

GLP pre-production process for Lithuania and Germany

June 21-30, 2026

Film Trip #1 (Lithuania & Germany)

June-September

GLP pre-production process for Lithuania and Germany

July 1, 2026

Visual ID Moodboard Discussion

August 26, 2026

Visual ID Options, Tagline, & Tone of Voice Presented at Jour Fixe

Sept 20 – Oct 2, 2026

Film Trip #2 (Sweden → Denmark → Poland)

Phase 3 Brand Narrative & Visual Identity

September 23, 2026

Brand Narrative V1 Presentation during jour fixe

September-November 2026

GLP works on brand narrative, visual identity, written content, and photo editing

October 6, 2026

Visual ID Presentation

November 24-26, 2026

In person discussion:

1. Brand Narrative
2. Regional USPs
3. Visual ID
4. Photo Selects
5. Written Content Proposal

Phase 4 Video and Content Roll Out

December 2026

GLP responded to feedback from All Partner Meeting

January 2027

Visual system/templates and Photo Selects are delivered

January-June 2027

Video and written content is delivered



Travelers are People, Not “Demographics”

Horse tourism can become for “everyone” through their love of:

- Hiking
- History and heritage
- Nature-based
- Health & Wellness
- Slow and immersive experiences
- Adventure experiences
- Agritourism & local gastronomy





Campaign Approach: Connect to Travel Trends

Horse tourism aligns with larger industry trends that shape today's and future travel:

Nature and the outdoors:

- Active outdoor adventure
- Health & wellness
- Heritage and cultural travel
- Community-based tourism
- Slow travel



#2: Storytelling





The Power of Storytelling

"With over 100,000 digital words consumed every day, 92% of consumers want brands to tell stories with those words."





Travelers do not connect with traditional advertising. **They connect with stories.**

Brands need to connect with travelers via authentic storytelling.

92% of consumers want brands to make ads feel like a **story**.

Forbes

People retain **70%** of info shared via **stories** – versus only 5-10% via data, stats.

Forbes

55% of consumers are more likely to buy from a brand whose **story** they love.

Headstream



STORYTELLING

IS A CATALYST FOR CHANGE



Video #0: GLP Storytelling Reel

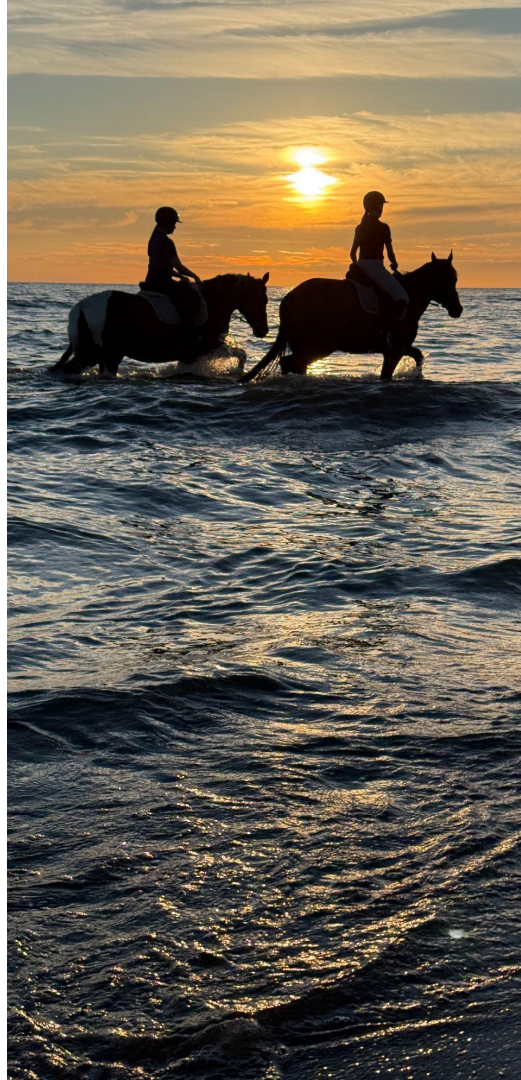
[Download Video Here](#)



So, what stories will we be telling and showing?

We are looking at your target audience:

- ❑ Consumer demand — traveler behavior, expectations
- ❑ What travelers want — nature, culture, impact
- ❑ Representation matters — diversity your characters
- ❑ Reflect ways people travel now — slow, immersive
- ❑ Community-centered – how tourism supports locals





Question #2

Storytelling

- Choosing a story topic
- Lack of agreement
- Too busy
- Lack of strategic approach
- Video inexperience



Theme:
Storytelling for new
experiences

Case Study Icalma, Chile



CHILE

Icalma

MOUNTAIN BIKING THROUGH SACRED LAND





New Stories = New Opportunities

- **Challenge**

Local economic decline. Remote but beautiful. Indigenous or cultural tourism was not enough.

- **Solution**

Young adventure enthusiasts collaborate with community leadership to develop an epic mountain biking destination

- **Storytelling**

Showcase the energy of the activities, but underline the powerful community relationships that brought it together





Video #1: Chile - Mapuche- MTB



Theme:
Storytelling for new
experiences

Case Study Azores, Portugal



THE AZORES



FOOD, WINE, & LOCAL TRADITIONS



New Stories = New Opportunities

- **Challenge**

Unbalanced tourism in the destination.
Overtourism on few islands during peak season.

- **Solution**

Shift focus to all-season activities in less-visited communities. Provide new experiences and opportunities for locals and visitors.

- **Storytelling**

Highlight the character of the destination using authentic, local voices. Amplify the human connections.





Video #2: [Azores Food & Wine](#)



Baltics: Connect Activities to Campaign Themes

Nature & Outdoors	Connect with forests, countryside, coastal landscapes, and protected natural areas through equestrian experiences
Health & Wellness	Mindfulness, therapeutic riding, and individualized experiences that support confidence, connection, and well-being
Culture & Heritage	Horses connect to local history, traditions, folklore, and historic landscapes
Family Travel	Beginner-advanced activities that bring generations together beyond conventional riding holidays
Rural Tourism	Connect experiences with local accommodation, restaurants, etc. to connect with locals and boost rural destinations beyond peak season





Unique Experiences from Pomorskie

Landscape





Unique Experiences from Pomorskie

Riding





Unique Experiences from Pomorskie



Non-Riding



Accessible





Unique Experiences from Pomorskie



Culture



Family





**What's your
Horse Tourism
story?**

Question #3

Horse Tourism Story

1. What authentic activities or experiences do you offer travelers to connect them to horse tourism?
2. What story would you tell to attract non-riders and people unfamiliar with horse experiences?



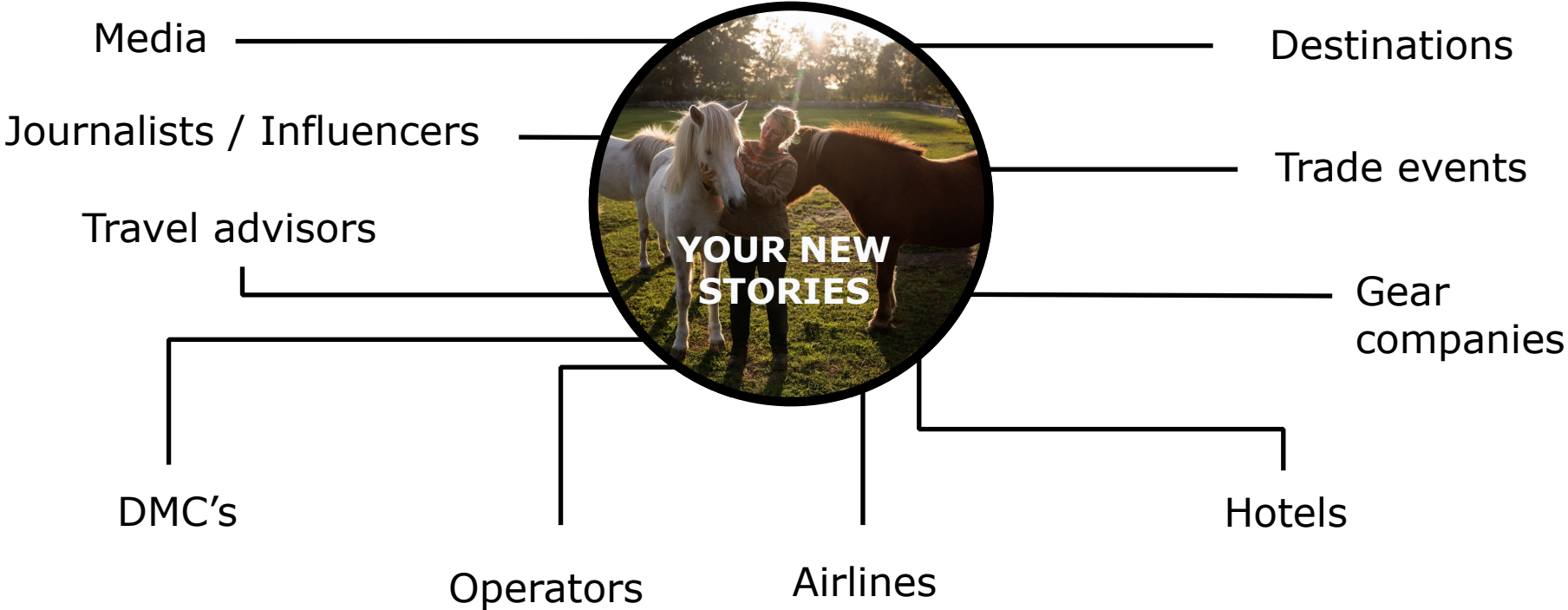
#4: Collaboration





Stakeholder Chart: Collaboration is Key

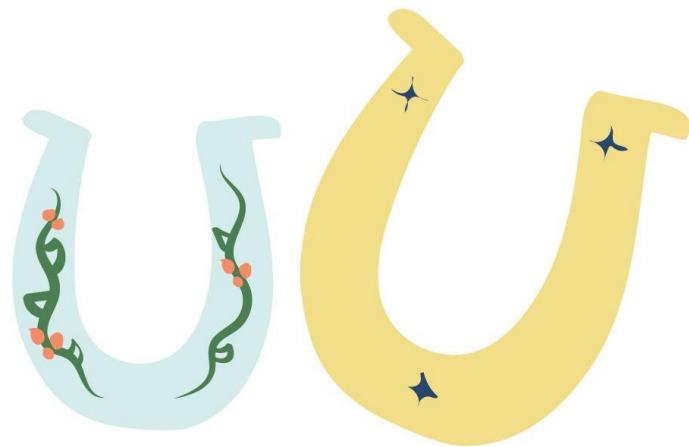
Who can share your story, product or experience? How will they benefit?





The Positive Power of Collaboration

- Positivity
- Teamwork
- Long-term focus
- More creativity, problem solving
- Better productivity, results
- You are not alone...





Case Study Finger Lakes, New York

Theme:
Collaboration





agritourism FINGER LAKES

NEW YORK



Collaboration Opportunities

- **Challenge**

Too many silos in the region. All stakeholders must work together to leverage opportunity.

- **Solution**

Capacity building implemented with local communities to see benefits across agriculture, food, beverage and outdoor experiences.

- **Storytelling**

Highlight diverse mix of local character across agriculture, restaurants, hotels and beyond





Video #3: FLX Agritourism

[Download Video Here](#)



**What are your
biggest
challenges?**

Question #4

Collaboration

- Time
- Resources
- Language barriers
- Politics
- Different priorities
- Unfriendly neighbors



#5: Campaign Assets



Future Branding Assets to Support the Campaign

Videos: Full & Socials



Photos

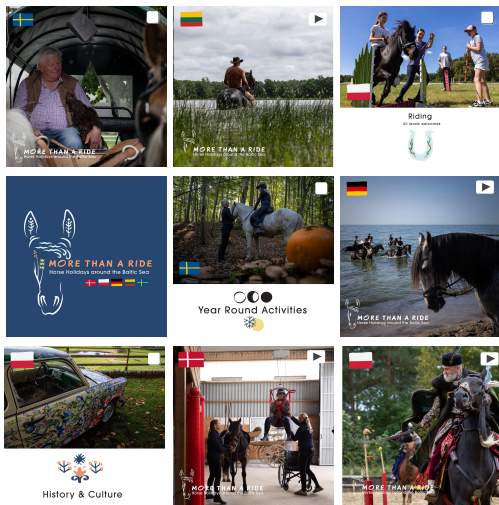


Brand Guide

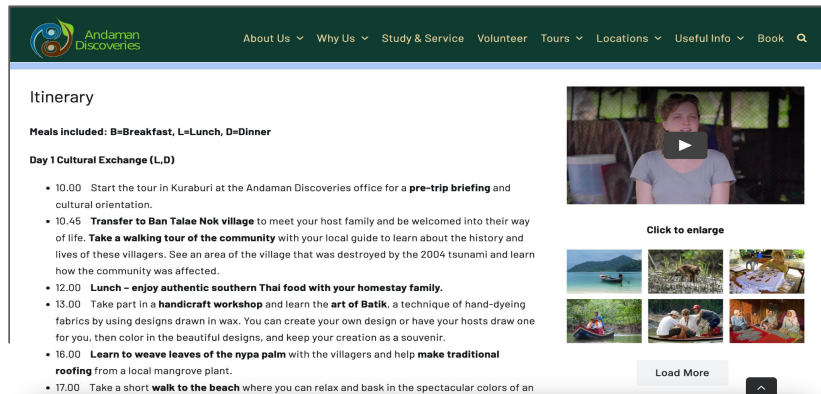




How you can use the assets



Sample Instagram gallery



Example tour operator using “Local Lift” resources from their DMO:

- Embed campaign photos and videos into your **website**
- Post campaign reels and photos to increase your **social media** engagement
- Include campaign visual content in your **newsletters**
- Utilize photos in your **print** collateral

A full-page background image showing an equestrian training session. A rider in dark clothing and a helmet is on a white horse, pointing forward. A coach in dark clothing stands to the right, observing. The scene is set in an outdoor arena with a blue sky and trees in the background.

“Local Lift”: You will become part of the HTFE team.

It will give you access to select campaign assets for free to use in your own future marketing efforts.



Your Next Steps

What are
your unique
experiences?

How can
your
experiences
give back?

Talk to your
industry –
sustainability
leaders?

Look at your
neighbor's
sustainability
strategy?

What's your
future brand
positioning?



Key Takeaways

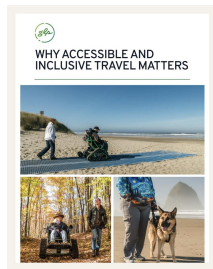
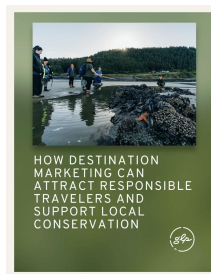
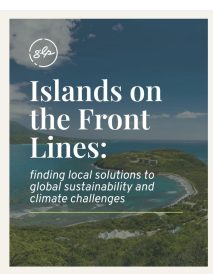
- **Opportunity:** The campaign connects partner regions and stakeholders to some of the top travel industry trends. Very exciting!
- **Strategic:** This innovative campaign has been built on solid research, analysis and insights. There is so much more to come.
- **Collaboration:** The entire campaign is built on a strong foundation of cooperation.
- **Communication:** All branding assets and advice will be shared with everyone.
- **Storytelling:** Stories have emotional power to connect people to exciting new experiences.





Free Resources

Keep in touch via our popular **monthly newsletter** and leverage free resources: Trend reports, strategy guides, case studies, video series and more





Thank You.

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