

# The Future of Tourism in the Baltic Sea Region

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**Dr. Bettina Bunge**  
Managing Director /CEO  
Schleswig-Holstein Tourism Board &  
Convention Bureau



**Schleswig-Holstein**  
Germany's True North

# Introduction

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# Schleswig-Holstein – Facts and figures



- 2,8 Million inhabitants, 402 km coastline at the Baltic Sea
- Part of the Baltic Sea States Subregional Cooperation: political network of 10 states
- Representative Offices in the Baltic Sea Region: Kaliningrad, St. Petersburg, Vilnius, Riga, Tallinn
- Responsible for the Baltic Sea Region: Ministry of Justice, European Affairs and Consumer Protection
- Kiel as our Capital City
- UBC members in Germany: Kiel, Rostock, Stralsund, Greifswald

# Schleswig-Holstein Tourism - Facts and Figures



- **36 Million overnight stays in 2019**
- **Source markets: Germany, DK, Sweden, CH, Norway, Poland**
- **130 Million day visitors in 2019 (from Germany)**
- **9,5 Billion EUR tourism turnover in 2019**
- **170.000 people working in the tourism sector**
- **No. 5 in tourism compared to the 16 federal states**

# Schleswig-Holstein Tourism Board & Convention Bureau



- **Official Destination Marketing & Management Organisation for the federal state of Schleswig-Holstein**
- **100% subsidiary company of the state**
- **3,5 Mio. EUR budget per year (90% financed by the state)**
- **22 Team members, based in Kiel**
- **Main tasks: International Marketing&PR, network hub, cooperation with regional, local entities**
- **Marketing cooperation contract with 13 cities in SH**

# Ways out of the lockdown



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# Ways out of the lockdown in Schleswig-Holstein

## Crisis Management & Crisis Communication:

Have a crisis manual and never let dust stay on your crisis management plan!

## Sharp Shutdown from March 18th:

- Weekly or daily Decrees/Enactments of the State Government
- Communication #StayAtHome and even #Gobackhome
- Communication #DreamNowVisitLater & solidarity projects #SupportTheLocals
- Recovery Programme of the State  
(close cooperation between politics, regional/local government, tourism industry)

## Gradual Reopening of tourism since May 18th:

- Collaborative Marketing campaigns & PR #WelcomeBack and #DirectionSH
- Information about the hygiene regulations and distancing rules  
(funny way: „Please wash your hands as much as if you just had peeled a bag full of shrimps!“)
- Continuous Recovery Programme of the State

**Oplev Slesvig-Holsten**  
14. Mai · 🌐

En havneby med internationalt udsyn  
Storbyatmosfære, et rigt kulturliv og en bykerne med hyggelige caféer og masser af indkøbsmuligheder: Har du aldrig været i Kiel? Så må du ikke snyde dig for en byferie i Slesvig-Holstens hovedstad, når der atter er mulighed for at feriere i Slesvig-Holsten 😊

Læs mere og planlæg turen på <https://www.kiel-sailing-city.de/dk.html>  
#DreamNowVisitLater #Kiel #Byferie #OplevSlesvigHolsten

Übersetzung anzeigen

Schleswig-Holstein  
Tysklands ægte nord

Du und 120 weitere Personen · 6 Kommentare · 7 Mal geteilt

# Future Marketing of Schleswig-Holstein



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# Future Marketing of Schleswig-Holstein

- Regularly we ask our partners, politicians, guests, inhabitants about their needs
- We will follow our long term tourism strategy 2025
- But we have to adapt to the crisis & the future challenges
- Sustainability becomes our guiding principle for company&destination
- Visitor channelling becomes more important than general marketing campaigns
- Marketing Support of specific sectors (gastronomy, culture, MICE) is needed
- General Service Hotline for stakeholder needs is important

Nach 93 Tagen in Pantoffeln:  
**Endlich wieder Freiheit  
für die Füße.**  
#KursSH



© Kur- und Tourismusservice Pellworm

Nach 146 Lektionen büffeln mit dem Nachwuchs:  
**Endlich wieder auf friedliche Tiere treffen!**  
#KursSH



© Gerald Hänel\_CARP

Nach 389 virtuellen Meetings:  
**Endlich wieder echtes Teamgefühl!**  
#KursSH



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# Changes in the Tourism Industry?



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# Planning for a new tomorrow, today – Response, Recovery, Resilience



## ➤ **Change in Mind:**

Do we really want to get rid of outdated perceptions and practices?

How do we want to live, work and travel in the future?

Are the Sustainable Development Goals our guiding principles of action?

## ➤ **Change in Planning:**

How do we prepare our people, our destination, our communication?

Do we develop a sustainable Destination Management & Marketing plan?

## ➤ **Change in Action:**

Are we leaving old habits behind and change for the better?

Are we courageous enough to go first? Are we ready to make mistakes?

With whom should we collaborate in the Baltic Region or outside?

## ➤ **The future is now and depending on every one of us – let's do it together!**



**Thank you for your attention!  
Your comments & questions?**

More information about us:

[www.sh-business.de](http://www.sh-business.de)

[www.sh-convention.de](http://www.sh-convention.de)

[www.sh-tourismus.de/en](http://www.sh-tourismus.de/en)

Facebook, twitter, linkedin, instagram

Write me, if you want: [bunge@sht.de](mailto:bunge@sht.de)



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