

Baltic Sustainable Boating 2030

Joint Marketing Approach

Interreg
Baltic Sea Region

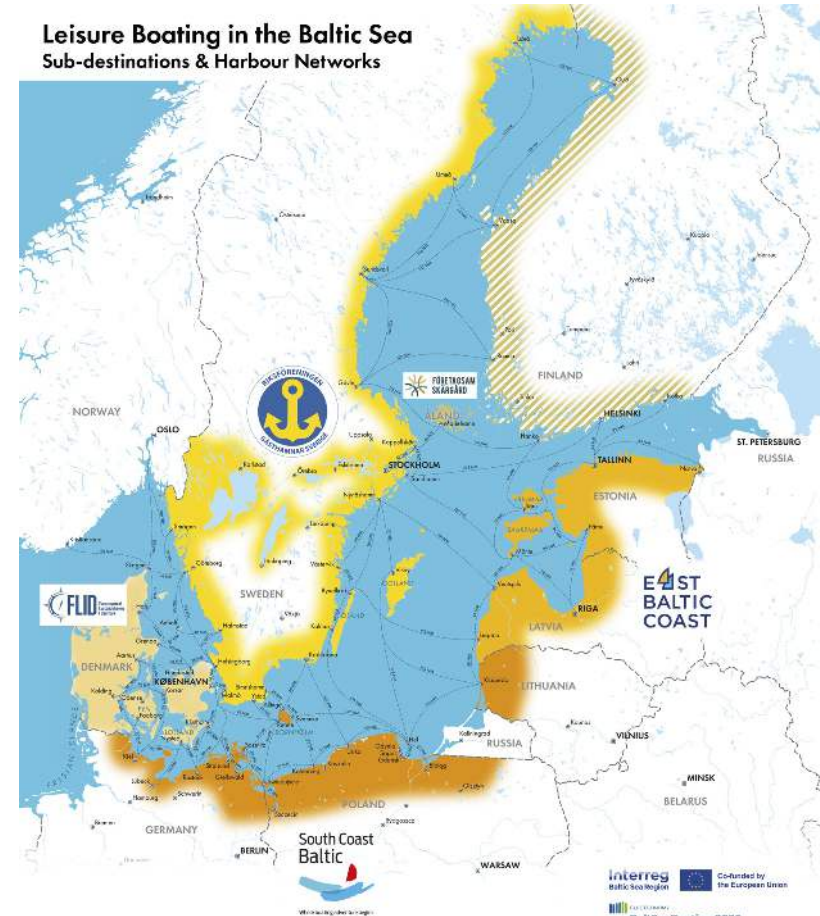


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BaltSusBoating 2030

Leisure Boating in the Baltic Sea Sub-destinations & Harbour Networks



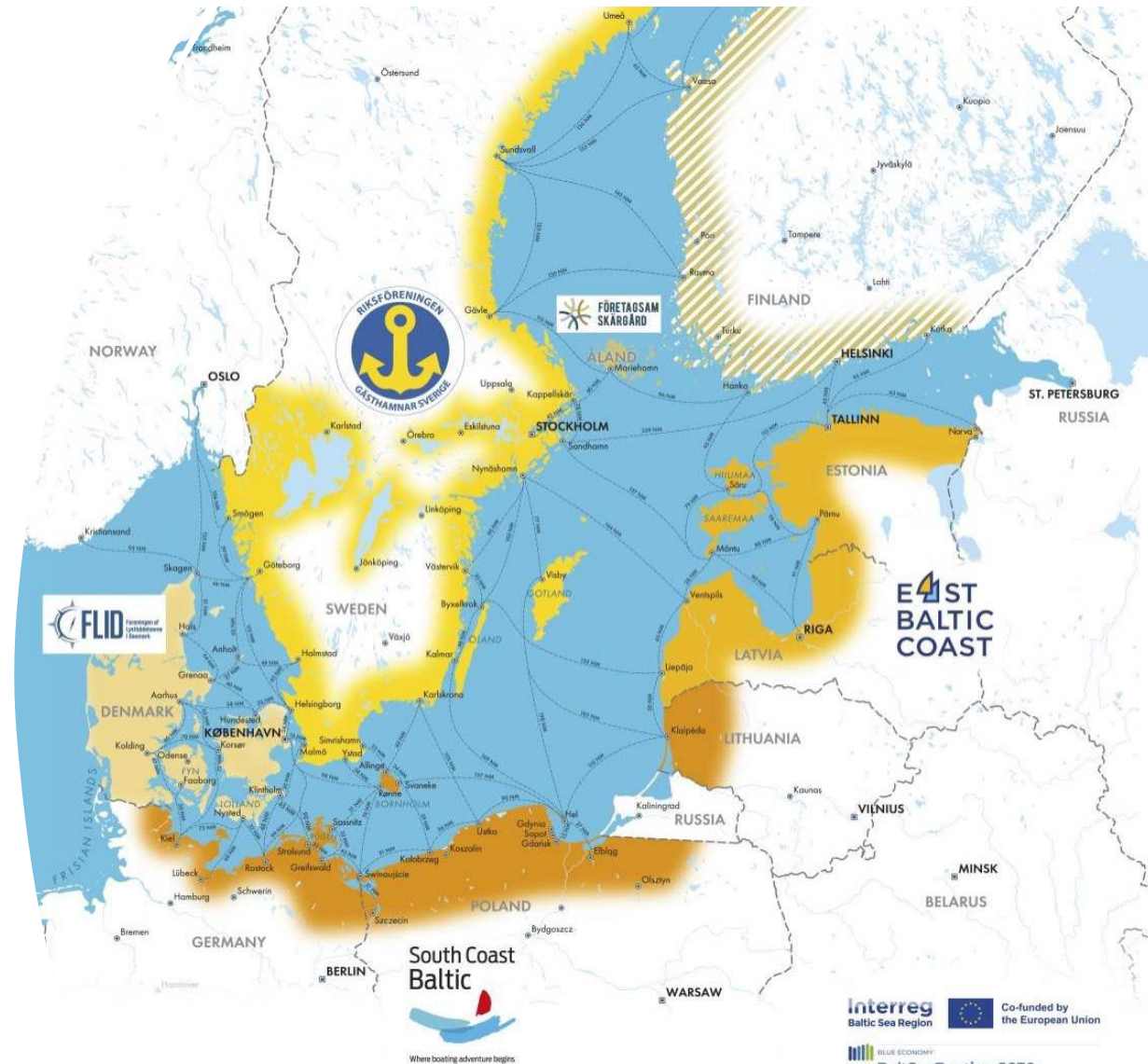


Aims to position the Baltic Sea as a premier sustainable boating destination, leveraging its natural beauty, rich maritime culture, and commitment to eco-friendly practices.

The joint Marketing Action Plan

Leisure Boating in the Baltic Sea:

- Network of more than 1000 harbours
- Safe and comfortable stay
- Modernized marinas providing necessary services
- Within 1 day sailing distance
- Diverse sailing experience
- Harbours located in small and large cities
- Islands and mainland
- Reach out to cultural heritage, gastronomy, leisure and SPAs



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This logo has been created and co-financed within the Interreg Baltic Sea Region project "BaltSusBoating 2030 - Making leisure boating in the Baltic Sea a more prominent part of the tourism market"



The current status of marketing the Baltic Sea as a single boating destination involves **fragmented promotion** by individual **sub-regions**, lacking a cohesive, unified strategy that highlights the region's collective strengths and diverse offerings.

Baltic Sustainable Boating marketing plan:

Holistic and forward-thinking approach: combining sustainability, digitalization, and unique visitor experiences

Pan-Baltic Collaboration: the Baltic Sea as a single boating destination while preserving the uniqueness of each sub-region, the plan fosters cross-border collaboration

Innovative concepts for attracting visitors: «*seasonal nomads*», *service-package approach* **enhancing long-term visitor engagement**

Sustainability as a Marketing Tool: showcasing **eco-friendly boating practices** and community involvement, the Baltic Sea positions itself as a destination for modern, environmentally conscious travelers

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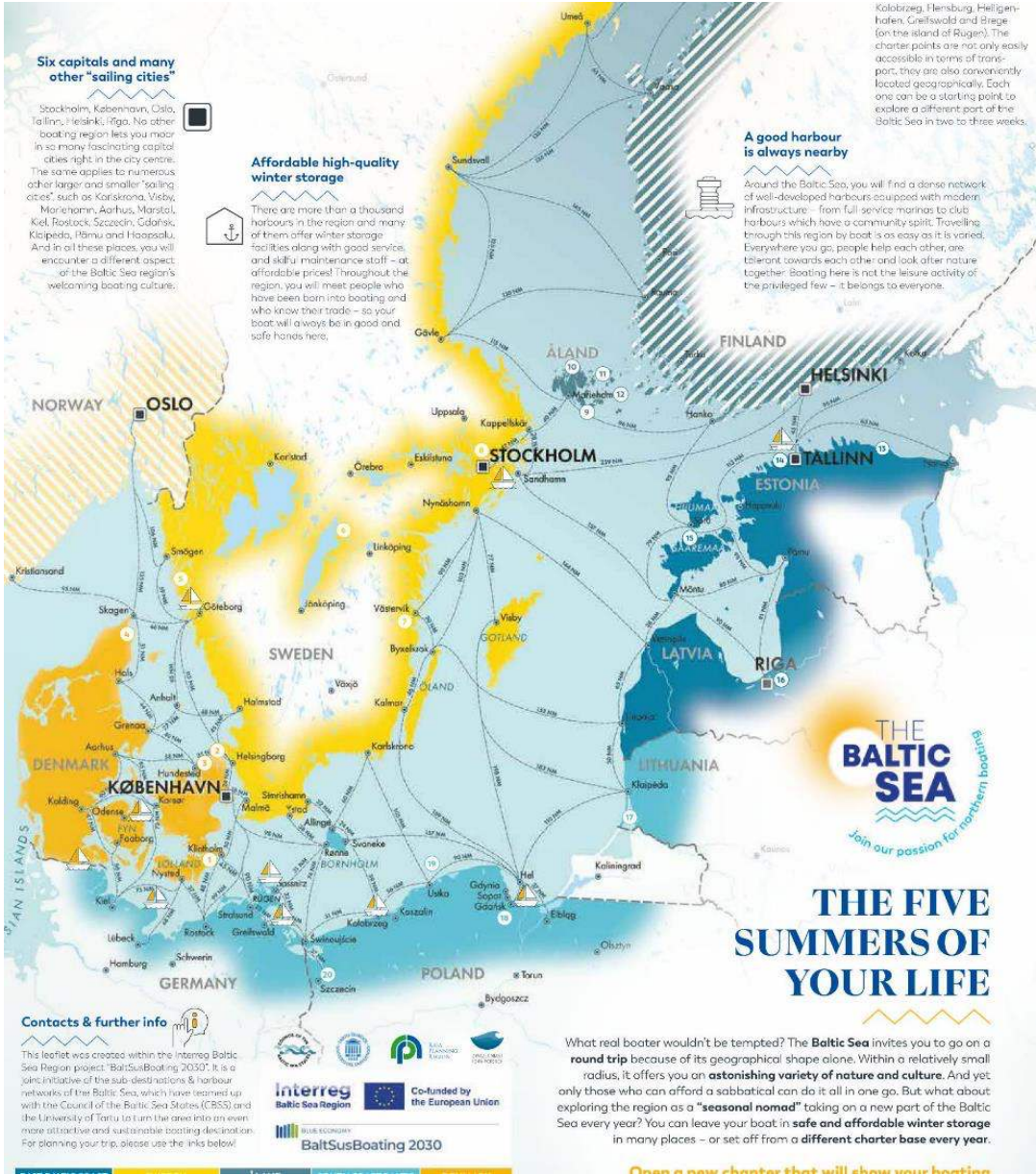
Target Audience:

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- **Within the Baltic Region:** Encourage local boaters to explore different sub-destinations (Sweden, Denmark, Germany, Poland, Finland, etc.).
 - **Outside the Baltic Region:** Target international boaters, particularly from countries with similar climates (e.g., Netherlands, UK, France, Germany).



Multi-layered marketing approach:

- **Strategic promotion** the Baltic Sea as a single boating destination to attract international boaters from outside the region, emphasizing the diverse experiences and interconnected nature of the region, as well as geographical proximity.
- **For Baltic boaters** - highlighting the unique characteristics of individual sub-regions such as Sweden, Denmark, Germany, Poland, and Finland, encouraging deeper exploration of different areas while showcasing the distinct maritime cultures and landscapes of each destination.
- This approach ensures a **tailored message** that resonates with both global and regional audiences.



The Five Summers of Your Life concept:

Trial during the Boot Dusseldorf 2024: common booth, presentation, leaflets

Presenting the sub-regions within the Baltic Sea region

Presentation of «Seasonal Nomad» concept

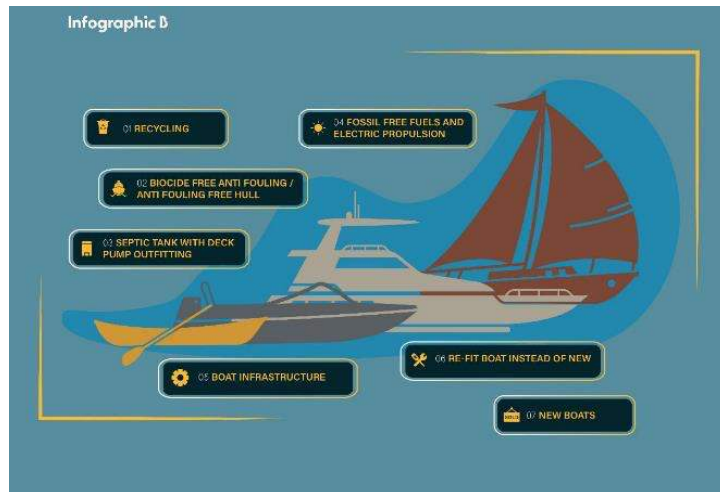
Enhancing long-term visitor engagement

Addressing international visitors



Sustainable Boating as a key-message:

- **Appealing to Eco-Conscious Traveler:** positioning the Baltic Sea as a leading choice for eco-friendly marine tourism.
- **Differentiating from Competitors:** making it stand out as a responsible practices, sharing our regions' values
- **Building Long-Term Loyalty:** Promoting sustainability fosters a deeper connection with visitors, as they contribute to environmental preservation.



Focus on Sustainability:

Sustainable Boating Practices: Promote the use of eco-friendly boating, emphasize environmental conservation, and foster community engagement.

Social Inclusivity: Highlight the inclusive nature of the Baltic Sea's boating community, appealing to a wide range of visitors regardless of experience.

Positioning the Baltic Sea as a premier **sustainable boating destination** through a multi-layered marketing approach that highlights both the region's diversity and emphasizing eco-friendly practices and cultural richness, we will not only **attract a diverse range** of international and regional visitors but also **ensure long-term growth, environmental** preservation, and enhanced global visibility for the Baltic Sea.



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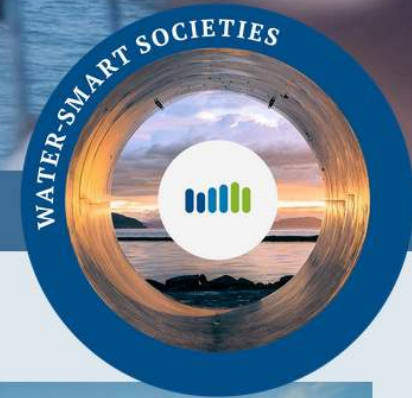
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