

# Pomorskie Tourist Board

KICK-OFF PARTNER MEETING HELSINKI, 7-9 MAY 2025





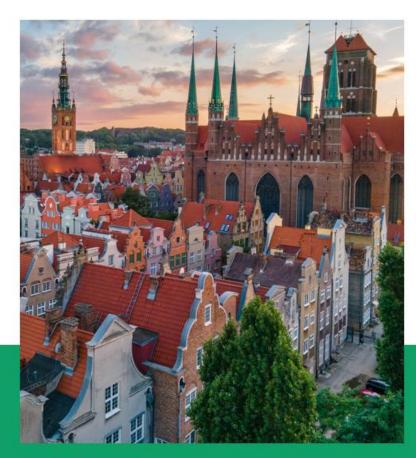












fot, Ivan Meloni

### **About PROT**

The Pomorskie Regional Tourist Organisation has been responsible for integrated promotional activities for the development and intensification of tourism to the Pomorskie region for 20 years. It has the form of an association, which was established in November 2003.

Its high level of activity in the field of international cooperation and its experience in implementing numerous projects co-financed by European funds brought PROT the distinction of being awarded the status of Tourism Area Leader - Policy Area Coordinator for the European Union Strategy for the Baltic Sea Region.



www.prot.gda.pl











#### PRACTICAL INFORMATION

TIME ZONE: CET

time difference 2-3h

moderate CLIMATE:

with summers 20+°C

Polish, English is LANGUAGE:

widely spoken.

VISA: not required

wide access to wifi and INTERNET:

5G coverage

Polish zloty **CURRENCY:** 

(1 PLN = 0.92 AED)

## **360 DESTINATION**

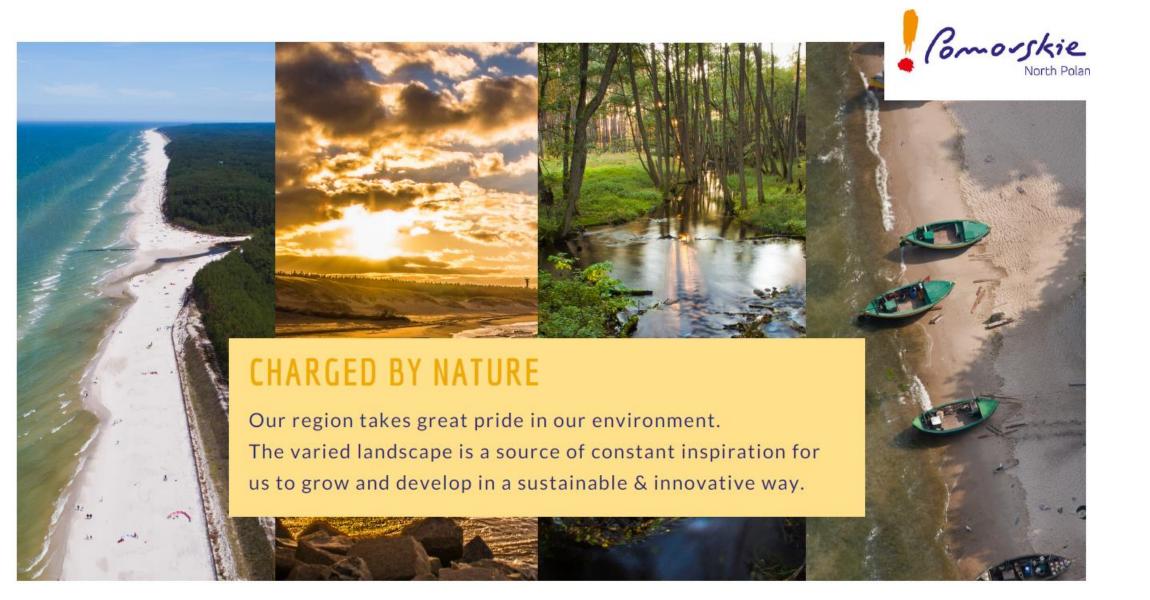
### & STRONG BRAND

- · Top of mind of tourist highlights of Poland
- Vibrant seaside city culture
- Unique and diversified nature
- State of art tourist infrastructure
- Long traditions in tourism & business
- Perfect for leisure holidays
- Moderate climate with pleasant summers
- Hospitable people

















## What we do?

We contribute to the promotion of the region's tourist offer through various projects

# Regional DMO

- Business
- Local Authorities
- Education

#### **Activities**

Activities aimed at the domestic and foreign markets

#### **Focus**

Focus on two areas:

- promotion
- commercialization

# Local projects

- Pomorskie Tourist
  Card
- Pomorskie Tours
- Pomorskie Prestige









### **KEY TOURISM PRODUCTS**

ACTIVE TOURISM

NATURE

**SLOW LIFE** 

OFFER

CULINARY

WELLNESS & SPA

CULTURAL





















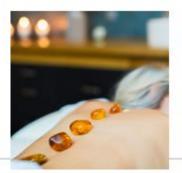
fot. Sebastian Małyszczyk



fot. Ivan Meloni



fot. Sebastian Małyszczyk



fot. Hotel Quadrille



fot, Ivan Meloni





## **Main Tools**

**EU projects** 

press/fam trips

online campaigns

workshops & B2B meetings

cooperation with the influencers

carriers

## The Team







**Urszula Danowska**ClineDest project manager

Magda Leszczyna-Rzucidło

Director of International Cooperation / EUSBSR Policy Area Tourism Coordinator

Magdalena Węgrowicz

Director for Marketing and Partner Relations









- The region prioritises environmental protection, renewable energy, and circular economy efforts.
- Tourism policy supports local communities and businesses, with innovative practices in hospitality and governance.
- **PROT leads sustainable tourism efforts** regionally and within the EU Strategy for the Baltic Sea Region / EUSBSR
- Future steps include better monitoring, certification, and education, supported by the "Cooperation-Innovation-Sustainable Tourism" project.





RAPORT Z WDROŻENIA STANDARDÓW TURYSTYKI ZRÓWNOWAŻONEJ W WOJEWÓDZTWIE POMORSKIM

GRUDZIEŃ 2024



# Contact us





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