

**Interreg**  
Baltic Sea Region



Co-funded by  
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RESILIENT ECONOMIES AND COMMUNITIES

**CliNeDest**

# Pomorskie Tourist Board

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



Pomorskie  
Tourist Board





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.**





# WHERE ARE WE?



## PRACTICAL INFORMATION

**TIME ZONE:** CET  
time difference 2-3h

**CLIMATE:** moderate  
with summers 20+°C

**LANGUAGE:** Polish, English is  
widely spoken.

**VISA:** not required

**INTERNET:** wide access to wifi and  
5G coverage

**CURRENCY:** Polish zloty  
(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







## CHARGED BY NATURE

Our region takes great pride in our environment.  
The varied landscape is a source of constant inspiration for  
us to grow and develop in a sustainable & innovative way.





## POWERED BY CREATIVE HUMANS

Our region is home to 2,3 million people, who are our future and the strongest resource. The region boasts one of the highest numbers of happy residents in Poland making it one of the most desired spots in the country, and even Europe, to live and work in.

# 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



CITY BREAK  
OFFER



CULINARY  
TOURISM



WELLNESS &  
SPA



CULTURAL  
TOURISM



fot. PROT



fot. Ivan Meloni



fot. Sebastian Małyszczuk



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fot. Sebastian Małyszczuk



fot. Hotel Quadrille



fot. Ivan Meloni





# Main Tools

**EU projects**

**workshops & B2B  
meetings**

**press/fam trips**

**cooperation with  
the influencers**

**online campaigns**

**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*





- **Pomorskie has strong potential for sustainable tourism**, already aligning with key European standards.
- **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



**1-2 October 2025**

# Baltic Sea Tourism Forum 2025

**Regenerative and Data-Based Tourism**



Pomorskie  
Tourist Board



Ministry of  
Sport and Tourism



EUSBSR  
EU STRATEGY  
FOR THE BALTIC  
SEA REGION  
Policy Area Tourism

Interreg  
Baltic Sea Region



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# Contact us



Pomorskie  
Tourist Board

ClineDest Project Manager



Urszula Danowska  
u.danowska@prot.gda.pl



Wały Jagiellońskie 2a,  
80-887, Gdańsk



[www.prot.gda.pl](http://www.prot.gda.pl)



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