



SeaSide - Developing excellent cultural destinations in the southern Baltic area



SOUTH BALTIC CROSS-BORDER CO-OPERATION PROGRAMME 2007-2013

Objectives:

Utilisation of the common maritime cultural heritage of the South Baltic area for identity building, tourism and economic development of adjacent cities and regions, developing them into excellent cultural destinations to be recognised and visible on international markets

Project contents:

1. Working package: Professional Museum Network

- Network of museum and cultural destinations
- Common exhibition to the maritime heritage
- Database

2. Working package: Traditional sailing vessels & maritime festivals

- Maritime conferences
- Events and sailing meetings of traditional sailing vessels
- preservation of traditional maritime handcraft

3. Working package: Tourism Destination Branding & Marketing

- training seminars for tourism stakeholders & museums on hospitality & service
- product development in tourism
- development of a common marketing concept

The Regional Tourism Board Vorpommern (RFVV) is mainly involved in working package 3.

Project duration: July/August 2008 until July 2011

Total budget: 1,5 Mio. €

Budget RFVV: 75.411 €

Project partner:

Germany

Rostock	Bureau Hanse Sail, Maritime Museum Rostock
Stralsund	Tourist Board Stralsund
Rügen	Tourism Association Rügen
Greifswald	Regional Tourism Board Vorpommern

Sweden

Karlskrona	Swedish Naval Museum, Tourist Board Karlskrona, Blekinge Museum
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Poland

Gdansk	Polish Maritime Museum, Municipality of Gdansk
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Lithuania

Klaipeda	Lithuanian Sea Museum, Municipality of Klaipeda, Klaipeda University
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