

## Who benefits from sailBALTIC?

**Marina operators:** Have access to full market data and information on more efficient port operation. They also benefit from greater customer awareness and the opportunity to organise marketing activities jointly, thereby lowering costs and increasing attendance.

**Sailing clubs:** Have the same benefits like harbour operators. Moreover they have a better chance to organise events and regattas jointly.

**Organisers of maritime events:** Entry in a Baltic-wide event database heightens public awareness, stimulates activities and boosts sales.

**Operators of traditional vessels:** Expand their market presence and achieve better capacity utilization. Increase popularity of traditional sailing and vessels.

**sailBALTIC is an initiative of the MariTour Interreg IIIB project.** Launched in early 2006 with the financial support of the EU sailBALTIC will later be transformed into a lean but strong organisation, responsible for Baltic-wide maritime marketing after the end of the project in 2007.

### Project co-ordination



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### For further informations see

[www.sailBALTIC.com](http://www.sailBALTIC.com)

[www.maritour.net](http://www.maritour.net)

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413,000 Square Kilometres of Adventure  
21,600 Cubic Kilometres Diversity  
The Baltic Sea

Joint promotion of the Baltic Sea  
as a first-class sailing resort



## What is Maritour?

Apart from the natural diversity the Baltic Sea Region has everything a boating tourism region needs: festival highlights such as the Hanse Sail and the Kieler Woche, numerous smaller but no less attractive maritime events, about 1,500 marinas and some 500 traditional vessels sailing the Baltic Sea.

What is missing is a cooperative marketing platform. Many maritime suppliers conduct their own marketing activities, but this leaves valuable potential untapped. It is to exploit this potential to the full that the **MariTour Initiative** has been launched. Headed by Hanse Sail Rostock, it enables marina operators, event organisers and operators of traditional vessels to pool their marketing activities under the **sailBALTIC** label and thus improve the market conditions for all those involved in maritime tourism.

sailBALTIC currently has 22 partners, but we need more to increase our effectiveness. Why not join us? Only by working together can we promote the Baltic Sea Region as a first-class sailing resort.

## What does sailBALTIC have to offer?

**Comprehensive market information:** To date there are no exhaustive statistics on guest attendance in marinas. Where do the sailors come from? How long do they stay? What trips or activities do they undertake when they are on shore? Do they come on their own or with their families? sailBALTIC compiles comprehensive statistics enabling marinas to tailor their services to the needs of their customers.

**Operational benchmarking:** There are numerous challenges associated with the effective and profitable management of marinas in the current market environment. Many ports have little experience in marina operation, especially those run by municipalities. sailBALTIC is putting together a database comprising business indicators from different marinas. This enables comparisons to be made, weak points to be spotted and improvements to be introduced.

**Database and locator for traditional vessels:** Every year the Hanse Sail in Rostock is host to more than 300 traditional vessels from all over the world, attracting some one million visitors to the city. However, location and current guest capacity of the ships are not always known, and combining of different trips is difficult. With this in mind, sailBALTIC is producing a database and

locator for traditional vessels in order to improve the efficiency of marketing. Moreover sailBALTIC is contributing to maintenance and use of traditional sailing vessels and passes on sailing abilities and skills on board.

**Event database:** Many maritime events are attended by large numbers of visitors from home and abroad. Several smaller events are staged in the Baltic Sea Region but the public still knows little about them, thus leaving important visitor potential unexploited. The Baltic-wide event calendar drawn up by sailBALTIC includes such smaller events and calls guests attentions to events taking place overall in the Baltic Sea Region

**Joint presentation platform:** Participating in an exhibition or a boat show is expensive for individual marinas and municipalities. Joining with other marinas is cheaper and more effective. The sailBALTIC partners will have a joint presentation at "boot" Düsseldorf in January 2007.

