

Minutes

International Working Group Meeting Working Package 2 – Joint Marketing: Klütz 16 June 2006, Local Administration Klützer Winkel, Schloßstr. 1, 23948 Klütz

1. Purpose and programme

This was the first working group meeting of WP 2 Joint Marketing:

Major purposes were:

- to inform, discuss and agree about the following common marketing activities:
 - Common marketing strategy
 - Joint appearances on boat shows
 - Harbour Internet Information System
 - Joint marketing material (flyer, brochures, etc.)...
- to clarify important issues on progress reporting
- to decide about next meetings of working groups

The agenda is reproduced below. The workshop was executed accordingly, with minor modifications in the timing of individual sessions.

The agenda was approved at the beginning of the workshop

  <p>Project part-financed by the EU</p>	INTERREG III B/ TACIS project Maritime Tourism Marketing in the Baltic Sea Region (MARITOUR)	 
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First international Working Group Meeting Klütz
WP 2 (Marketing)

Local Administration Klützer Winkel
Schloßstr. 1
23946 Klütz
Germany
www.kluetzer-winkel.de

16.06.2006 – Friday

Morning session (Chair: Gunnar Platz)		
09:00 – 09:30	Registration	
09:30 – 09:35	Opening of the Conference	Bernd Anders, LP (Amt Klützer-Winkel)
09:35 – 10:00	Common Marketing: Introduction	Gunnar Platz (PLANCO)
10:00 – 10:40	Ideas for common marketing: <ul style="list-style-type: none"> • Baltic Harbour Information System • Joint Marketing Material 	Jan Magnussen
10:40 – 11:00	Coffee break	
11:00 – 11:30	Ideas for presentations on Boat Shows/Fairs: <ul style="list-style-type: none"> • BOOT Düsseldorf 	Till Jaich (Putbus – Leader WG 2)
11:30 – 11:40	<ul style="list-style-type: none"> • Baltic Boat Show Klaipeda 	Jonny Bunæs, Sarunas Rutkauskas (Klaipeda)
11:40 – 12:00	Status of the new Marketing organisation	Holger Bellgardt, Hansesail
12:00 – 12:10	Short Press Conference	
12:10 – 13:00	Lunch	
13:00 - 13:30	Visit of the Klütz Literature House	
Afternoon session (Chair Gunnar Platz)		
13:30 – 14:30	Discussion reg. common Activities WP 2	Plenary
14:30 – 15:00	Decisions about common marketing activities	Plenary
15:00 – 15:30	Coffee break	
15:30 – 16:00	Progress Reporting	Björn Gabler (PLANCO)
16:00 – 16:15	Summary of the Workshop / Next Meetings/etc.	Bernd Anders, LP (Amt Klützer-Winkel), Gunnar Platz (PLANCO)
17:00 -22:00	Joint Boat Trip and Dinner	
Closure of the Workshop		



2. Participation

Workshop Participation

No.	Partner No.	Surname	First name	Organisation	Business Address	Post Code	City	Country	Phone	Fax	E-mail address
1	1	Anders	Bernd	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE	+49 38825 39311	+49 38825 9064	b.anders@kluetzer-winkel.de
2	1	Schultz	Maria	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE	+49 38825 39340	+49 38825 39319	m.schultz@kluetzer-winkel.de
3	1	Engling	Brigitte	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE	+49 38825 39361	+49 38825 9064	b.engling@kluetzer-winkel.de
4	1	Fischer	Dieter	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE			
5	1	Höhne	Sylvia	Local Administration Klützer Winkel	Schloßstr. 1	23946	Klütz	DE			
6	2	Kammann	Rolf	Rural District of Rügen	Gartenstr. 5	18528	Bergen	DE	+49 3838 813321	+49 3838 813270	rolf.kammann@landkreis-ruegen.de
7	2	Thom	Brigitte	Rural District of Rügen	Gartenstr. 5	18528	Bergen	DE	+49 3838 813409	+49 3838 813270	brigitte.thom@landkreis-ruegen.de
8	3	Stoldt	Michael	German Sailor Association	Gründgensstr. 18	22309	Hamburg	DE	+49 40 632 00 931	+49 632 00 928	recht@dsv.org
9	4	Schulze	Eva Maria	Lübeck and Travemünde Tourist-Service GmbH	Holstentorplatz 1	23552	Lübeck	DE	+49 451 409 19 18	+49 451 409 19 91	eva-maria.schulze@luebeck-tourismus.de
10	5	Bellgardt	Holger	Hanseatic City of Rostock - Office Hanse Sail	Warnowufer 65	18057	Rostock	DE	+49 381 208 52 33	+49 381 208 52 32	holger.bellgardt@rostock.de
11	5	Landgraf	Eckhard	Hanseatic City of Rostock - Office Hanse Sail	Warnowufer 65	18057	Rostock	DE	+49 381 208 52 36	+49 381 208 52 32	eckhard.landgraf@rostock.de
12	6	Jaich	Till	Marina of Lauterbach	Am Yachthafen	18581	Lauterbach	DE	+49 38301 80929	+49 38301 80910	t.jaich@im-jaich.de
13	7	Büchert	Erik	Team Møn ApS	Storegade 2	4780	Steger	DK	+45 55 86 04 00	+45 55 81 48 46	eb@visitmoen.com
14	9	Svedberg	Anders	West Sweden Tourist Board	Kungssport-savenyn 31 - 35	41136	Gothenborg	SE	+46 31 81 83 14	+46 31 81 83 01	anders.svedberg@vastsverige.se
15	10	Rutkauskas	Sarunas	Klaipeda City Municipality Administration	Liepu q 11	5800	Klaipeda	LT	+370 46 396 015	+370 46 396 015	sarunas.rutkauskas@klaipeda.lt
16	11	Frymark	Tomasz	Gdynia Sport and Recreation Center	Ul: Olimpijska 579	81538	Gdynia	PL	+48 586 223 574	+48 58 602 730 221	frymark@gosir.gdynia.pl
17	12	Kowalewska	Malgorzata	Municipality of Sopot	Ul: Tadeusza Kosciuszki 25/27	81704	Sopot	PL	+48 585213863	+48 58 5510133	mkowalewska@sopot.pl
18	15	Sergejew	Vitali	Narva Business Advisory Services Foundation	Peetri 1	20308	Narva	EE	+372 3599251	+372 3599255	vitali@nbas.ee
19	22	Äikäs	Hannu	Municipality of Lappeenranta	P.O. BOX 11, VISIT: VILLIMIEHE NKATU 1	53101	Lappeenranta	FI	+358 5 616 2024	+358 5 616 2919	hannu.aikas@lappeenranta.fi
20	22	Willberg	Juha	Municipality of Lappeenranta	P.O. BOX 11, VISIT: VILLIMIEHE NKATU 1	53101	Lappeenranta	FI	+358 5 616 2004	+358 5 616 2901	juha.willberg@lappeenranta.fi
21	-	Magnussen	Jan	PortPilot e.K.	Albert Einstein Str. 11h	18059	Rostock	D	+49 381 203 26 52	+49 700 76 78 76 78	jbmagnussen@portpilot.de
22	-	Bunaes	Jonny					NO	+47 93 00 4025		jonny@suportnet.org
23	-	Schulze	Monique	Tourism Board Rügen	Bahnhofstr. 15	18528	Bergen	D	+49 3838 807724	+49 3838 25 44 40	schulze@ruegen.de
24	-	Fleischhacker	Karin	Echoo Konferenz Dolmetschen	Scherenbergstr. 27	10439	Berlin	D	+49 30 444 82 57	+49 30 44 73 01 88	karin.fleischhacker@echoo.de
25	-	Bryce	Robert	Echoo Konferenz Dolmetschen	Teterower Ring 39	12619	Berlin	D	+49 30 562 51 35	+49 30 563 016 07	robert.bryce@t-online.de
26	-	Platz	Gunnar	PLANCO Consulting GmbH Schwerin	Hagenower Str. 73	19061	Schwerin	D	+49 385 399 397 22	+49 385 399 397 21	gunnar.platz@PLANCO.de
27	-	Gabler	Björn	PLANCO Consulting GmbH Schwerin	Hagenower Str. 73	19061	Schwerin	D	+49 385 399 397 23	+49 385 399 397 21	bjoern.gabler@PLANCO.de

Start of the meeting:

1. Welcome

The Lead Partner Bernd Anders welcomed the participants.

2. Common Marketing Introduction

Gunnar Platz from PLANCO gave a short introduction concerning:

- Joint marketing action – what must be done:
 - Design and implement joint marketing and events (based on a common marketing strategy)
 - 2 joint exhibitions [e.g.:BOOT (Düsseldorf), Baltic Boat Show (Klaipeda)]
 - 2 events: [e.g.: Baltic Sail (Lübeck), Sailing event (Sopot)]
 - Improved SuPortNet II internet harbour and sailing tourism information system
 - Regional Baltic wide enlargement (Poland, Baltic States, Russia, Sweden, Finland)
 - Extension of content (Tour guide, traditional ships, charter, Baltic wide maritime event calendar,...)
- Objectives of the meeting - agree about next steps concerning:
 - BOOT Düsseldorf (responsibilities, cost, way of presentation)
 - Changes in the information system (Content, cost, responsibilities)
 - Marketing material (Flyer: Design and content)
- The new MariTour project website (www.maritour.net)

All partners will receive a user name and a password per Email from PLANCO after the meeting.

3. Presentations





3.1. Improved SuPortNet II internet harbour and sailing tourism information system

Jan Magnussen, from the German company nv-portpilot, who already worked together with some MariTour partners in Interreg IIIB project SuPortNet II, presented his ideas concerning an improved Baltic wide internet information system for boat tourism.

His proposal is to establish a Baltic wide information system under the slogan **“SAIL BALTIC!”** (www.sail-baltic.com) containing information regarding:

- Charter, yachts and traditional sailing vessels
- Ports and infrastructure
- Boat market



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- Sailing schools
- Maritime event calendar
- Sailing area information's
- Visual localisation with Google maps
- Non nautical tour planning tool
- Blog „my Baltic Sea tour“

Additional offers on www.sail-baltic.com would be:

- English and the local partner language
- With news on a partners local index page,
- Localized offers – download and print localized flyers (e.g. to be used on the boat show)
- Content management system

Schedule:

The system could be created in the 2nd half of 2006 to be finished in early 2007. The Fair BOOT 2007 in Düsseldorf might be a good opportunity to present the new system as one main result of MariTour.

Cost:

about 80.000€

Discussion:





The reaction of the partners on the presentation and the idea to create the 1st Baltic wide boat tourism information system was very positive. Working Group Leader Till Jaich from Putbus pointed out that the information system should have first priority on the Boot Düsseldorf. Juha Wilberg from the city of Lappeenranta emphasized the importance of internet as a marketing tool especially for very peripheral water tourism regions like the Finnish inland water ways. Erik Büchert from the harbour co-operation South Sealand Møn in Denmark pointed out that the partnership should focus on more than one media for marketing activities as the target group of sailors prefer very different marketing tools. In addition to the internet system also printed marketing material should therefore be considered. Rolf Kammann proposed that the existing partner homepages should be integrated in the new system.

Decisions:

It was agreed that:

- the internet harbour and sailing tourism information system Sail-Baltic.com will be prepared during the MariTour project. Content and price will be discussed and agreed during the next meeting in Klaipeda.
- that Jan Magnussen should prepare a more detailed offer, indicating the costs for:



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- programming of the system broken down to all single elements of the portal (Ports, Charter boats, Tradition ships,...).
 - the available data and their input
 - the collection of additional information and their input
 - the translation to the single languages
 - his own contribution (in €) to the system. (The offer should prove that the operator has its own interest to run and update the system even after finalization of the project.)
- the new detailed offer will be integrated in the overall **WP 2 Business plan**, containing all common activities as regards content and price. The plan will be prepared by PLANCO and distributed to the partners in preparation to the next MariTour working group WP 2 meeting in Klaipeda.
 - main focus as regards content of the presentation on the Boot in Düsseldorf in 2007 will be the internet information system Sail-Baltic.com. Details will be discussed during the next meeting in Klaipeda
 - in addition to the internet information system print products such as flyers or brochures will be produced in order to reach the tourist by different ways. The layout (Sail Baltic!) of the internet presentation and the print products should however be the same or at least similar.

3.2. Boat Show: BOOT Düsseldorf 2007

Following Jan Magnussen WP 2 working group leader Till Jaich focussed his presentation on the joint appearance of the MariTour partners on the BOOT Düsseldorf in January 2007. Being one the biggest boat fairs in the world the BOOT in Düsseldorf is an ideal opportunity in order to attract new customers for the sailing resort Baltic Sea Region.





Till Jaich pointed out that the presentation of MariTour on the BOOT in Düsseldorf should be planned and organized by the WP 2 working group but with the help of external experts. As a consequence of that Till Jaich has already contacted the Tourism Board of Rügen in the forefront of the meeting in Klütz requesting an offer for the whole organization and planning of the presentation on the fair. The tourism board Rügen is very experienced in organizing and implementing of fairs.

Based on that offer he presented 2 alternative presentations, both with a size of 32m² with slightly different designs and price levels. Both alternatives had 3 counters in the front and a flat screen in the back. The layout of one of the presentation had the same style as the SAIL BALTIC information system.

All round price for the boat show will be about 20.000,-€ to 25.000,-€

- including: planning and organization; all fees; media- and presentation cost; building and rent of the stand; transportation of the marketing material
- except: personal cost during the fair; production of the marketing material



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Regarding the design and content of the presentation on the fair Till Jaich finally recommended that all partners should take into consideration that:

- quality not quantity must count
- the presentation should meet the demand of boat tourists and other maritime target groups. A pure project presentation makes no sense as only partners are interested! MariTour common activities should therefore predominantly try to: Market the Baltic Sea “1st class Sailing Resort”
- the best alternative would therefore be to use the opportunity of the Boot Düsseldorf for to present the new Baltic wide harbour and boat tourism information system, created in the framework of MariTour.
- marketing material that will be prepared should be valuable even after project finalization

As the deadline for a binding notification is the 30.06.2006 Till Jaich finally pointed out that the partners must decide in Klütz at least about the size of the exhibition booth.

Discussion:

The majority of the Partners (Sopot, Mön,...) emphasized the importance of the BOOT Düsseldorf and supported the idea of a MariTour presentation at this location. Some partners however pointed out that 20.000€ for a boat show is very expensive and the partners should try to reduce the costs for example by decreasing the size of the booth. In reaction to this several partners however emphasized that:

- a too small exhibition booth bears the risk that visitors do not notice your presentation especially on a very big fair like the BOOT Düsseldorf.
- due to the numbers of partners the size of the booth should not be too small in order to offer enough space to invite interested visitors.

In order to reduce the costs of the exhibition booth Lead Partner Bernd Andres made another proposal. The local administration Klützer Winkel owns a presentation wall which could be integrated into the presentation by replacing one of the walls that otherwise would be built.

Another recommendation was that should be checked that it might a cheaper alternative to buy the booth instead of renting it.

The partners made further advices concerning the design of the booth:

- Erik Büchert recommended to change the design to a little more colored and friendly version in order to stress the holiday character
- Rolf Kammann recommended to put the flat screens in the front i order to offer enough space for visitors in the back

Decisions:

It was agreed that:

- the BOOT Düsseldorf 2007 will be used for the MariTour presentation
- Till Jaich will register an exhibition booth of the size of 32m² for the Boot Düsseldorf 2007 until 30th of June 2006 with the support of an external expert
- Till Jaich will request additional offers for the exhibition booth which consider:
 - the integration of the presentation wall of the LP
 - hiring 3 instead of one flat screen
 - the buying of the booth.
- the new offers must be submitted to PLANCO until at least 2 week before the Klaipeda meeting and will be integrated in the business plan of WP 2 in addition to the internet information system
- the main focus as regards content of the presentation on the Boot in Düsseldorf in 2007 will be on the internet information system Sail-Baltic.com, but partners should have the opportunity to present their regions and events as well. Details (content / design) will be discussed during the Klaipeda Meeting.

3.3. Baltic Boat Show Klaipeda

Jonny Bunæs presented a proposal of the partner Klaipeda for a MariTour presentation. Main idea is to present the project and its partners on a floating pontoon at the Baltic Boat show in 2006. The Baltic Boat Show takes place between 21st – 23rd of July 2006 in the framework of one of the biggest maritime events in the Baltic Sea region -. The Sea Festival in Klaipeda.

He emphasized that the Baltic Boat Show (BBS-2006) offers the partner an opportunity to enter a growing market of the Baltic states and Kaliningrad Oblast and to attract new costumers for their regions. This is the second event in Klaipeda, the first show (2005) attracted almost 20 thousand visitors:

Costs for a MariTour presentation are 7.790€:

Jonny Bunæs proposed 2 models how to finance the presentation:

Model 1 for participation in different exhibitions

- The local partner take care of the exhibition fee and the rest will be split on all partners
- Klaipeda Municipality pay 2800 Euro + 173 (+ 18% VAT) = 3506,00
- 173 x 21 partners = 3633 (+18% VAT) = 4284,00
- » Total = **7790,00**

Model 2, for participation in different exhibitions

- All cost will be split on each partners
- All partners pay 300 Euro x 22 partners (+ 18% VAT) **= 7790,00**

Discussion:

The majority of the partners liked the idea of a floating pontoon, as it is good way to repeat the presentation at different locations afterwards. Klaipeda as location of a second MariTour presentation at fairs was evaluated positively as well. However as the presentation needs input from the partners (texts, pictures) almost all participants pointed out that the remaining time for to prepare a qualified presentation of their regions is too short

Decisions:

It was agreed that:

- Instead of 2006 the Baltic Boat Show 2007 should be used for the presentation of MariTour project results.
- the presentation at the 2007 Baltic Boat Show will be financed by the partner Klaipeda with the support of all partners according to Model no.1. As the partner share will supposed to be quite low (173€ +VAT), partners agreed that each will finance the contribution from their own partner budget.
- the next MariTour meeting will take place in Klaipeda in summer 2006. Partners will use this opportunity also to pre-check the expected site of the 2007 Baltic Boat Show.

3.4. WP 1 The new marketing institution for the Baltic Sea Region

Holger Bellgardt informed about the working progress of the new institution.

At the beginning he emphasized that the main goal of the new institution is to *market* the Baltic Sea Region as 1st class sailing resort. That means MariTour aims to establish a marketing organisation not an interest group or an association.

Main target group and reasons why they could use a network institution are as follows:

- Harbour operators
 - Harbours need statistical information for more efficient marketing (guest statistics) and operations (benchmarking data) which is not available and cannot be collected by them
 - The organisation collects the information from its members and makes it available for its members
 - Single harbours are too small

- to participate in international boat shows (also outside the BSR): The new organisation can participate
- to attract international attention; as part of the new network they will be recognized
- Traditional ship operators
 - Operators of traditional sailing ships are in most cases non profit organisations, single persons or small companies

Consequence:

- Lack of information
- Lack of money and shortage of manpower to design and to implement marketing measures
- Many traditional sailing ships and their availability still unknown to the public and to other organisers
- Ship utilisation unsatisfactory
- Harbours can not make full use of this marketing instrument
- Organizers of maritime events
 - Several attractive (maritime) events in the BSR take place week after week but many of them largely unknown to the public.
 - Harbours cannot make full use of traditional sailship events for their marketing and for regional benefits

Consequence:

- Lack of visitors and sponsors
- No economic benefit

Finally Holger Bellgardt informed about activities that have taken place after the meeting in Stockholm:

- Execution of an " International Conference Traditional shipping in European Waters" in Rostock with 80 participants in April
- Participation in the traditional „ Harbour Festival Szczecin“
- Engagement Mr. Eckhard Landgraf in Hanse Sail Office for project MariTour
- First draft of " Event Calendar"

Discussion:

Anders Svedberg recommended to involve also the boat industry as potential target group for the institution.

Till Jaich pointed out that benchmarking should be a task of the organisation, because harbour operators are very interested in benchmarking results but often do not have the capacity to prepare something on their own.

Erik Büchert recommended to prepare an argumentation paper, that clarifies:

- the benefits for the single target groups and members
- the membership fee.

in order to easily attract partners.

3.5. Progress Reporting:

Finally Björn Gabler from PLANCO gave another short overview concerning progress reporting.

He stressed the following issues:

- Partners must keep all deadlines, when submitting the electronic version of the activity and the financial report and paper version to PLANCO. Deadlines for the 1st MariTour report are:

Version:	to be submitted to PLANCO before:
Electronic Version (per E-mail)	15.07.2006
Paper Version (Financial Report only)	04.08.2006

- It cannot be guaranteed that documents arriving after the after the deadlines will be considered!
- Partners should not forget to report **all** expenditures as reporting of costs in later periods is not allowed.
- All open invoices should be paid until 30.06.2006 in order to guarantee that the costs can be included in the current payment claim
- Financial Report Paper documents are
 - **Original Signed auditor confirmation!!! (by an independent auditor)**
 - Original Signed Cover Sheet (by the partner)
 - Original Signed Salary Sheet (by the personnel department of the partner)
 - Original Signed time sheets (by the reporting person and the head)
 - Copies of all reported invoices
 - Salary Documentation
- Partner auditors should be contacted well in advance and provided with all relevant documents
- Partners should reserve enough time for auditing

Decisions:

Partners agreed to keep the above mentioned recommendations.

4. Next meeting

The next meeting will take place in Klaipeda in summer 2006. PLANCO will send invitations to the partners. In order to save costs this meeting will be smaller than an ordinary working group meeting. It was recommended that from all countries only one partner should attend the meeting. As the meeting will be used in order to make final decisions concerning the WP2 common activities it is recommended that the participating partner should agree with the other national partners in advance.

5. End of the Meeting:

The LP thanked all partners for their participation and contributions to the working group meeting. The workshop was ended after a joint boat trip and dinner at around 10:30 pm.