

Interreg  
Baltic Sea Region



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BLUE ECONOMY

BaltSusBoating 2030

# DEVELOPING THE BALTIC SEA INTO A SUSTAINABLE BOATING DESTINATION: STRATEGY IN THE MAKING.

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# WORKSHOP FACILITATORS

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# SOME CHALLENGES FACED BY LEISURE BOATING INDUSTRY IN BSR

- INFRASTRUCTURE;
- NEW OR UPGRADED SERVICES;
- ENERGY-SAVING AND ENVIRONMENTAL-FRIENDLY INVESTMENTS

## FINANCING INVESTMENTS



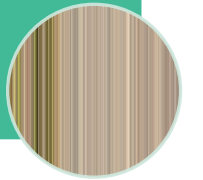
- ACCURATE BUSINESS MODEL;
- BALANCE BETWEEN ECONOMIC GROWTH AND ENVIRONMENTAL PRESERVATION, ETC.
- CHANGING CONSUMERS' BEHAVIOURS

## LONG-TERM OPERATIONAL STRATEGY



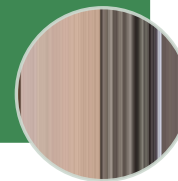
- RELATIVELY SHORT SUMMER SEASON
- SERVICES IN WINTER

## SEASONALITY



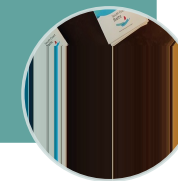
- PROTECTING NATURAL AND CULTURAL HERITAGE;
- INCLUSION OF VARIOUS INTEREST GROUPS;
- COMMON GOALS & SHARED VALUES

## COOPERATION WITH LOCAL COMMUNITY



- VISIBILITY TO GUEST BOATERS
- VISIBILITY TO VARIOUS TARGET GROUPS
- ATTRACTING FOREIGN VISITORS
- ESTABLISHED BRAND

## MARKETING & PROMOTION



Various target groups visit marinas: local residents, day-trippers, overnight visitors. The share of international visitors varies across countries. Target groups should be identified more closely.

A common business strategy and a sustainable business model are needed to develop marinas as destinations.

More entrepreneurs, services and products are needed.

Insufficient infrastructure and the lack of investments and funding hinder marina development.

Mainly accommodation and restaurant services are provided.

Collaboration usually includes joint marketing and sales activities and events. More joint tourist information, marketing communication and product development are needed.

Prolongation of the tourism season and increasing cooperation, especially between enterprises and local community is needed.

Certification schemes are missing.

Cooperation in marinas is mainly carried out between enterprises or between enterprises and local authorities. Non-governmental organisations were also mentioned frequently.

Local community involvement and promoting cultural heritage should be emphasised.

Sustainable product development and communicating sustainability is highlighted.

Energy saving, renewable energy sources, waste management and wastewater are important elements in environmental sustainability.

SOURCE: Renfors, S-M., Lanzasova, A., & Czarnecka-Gallas, M., Baltic Sea Marinas as Sustainable Tourism Destinations, Satakunta University of Applied Sciences Series B, Reports 6/2021





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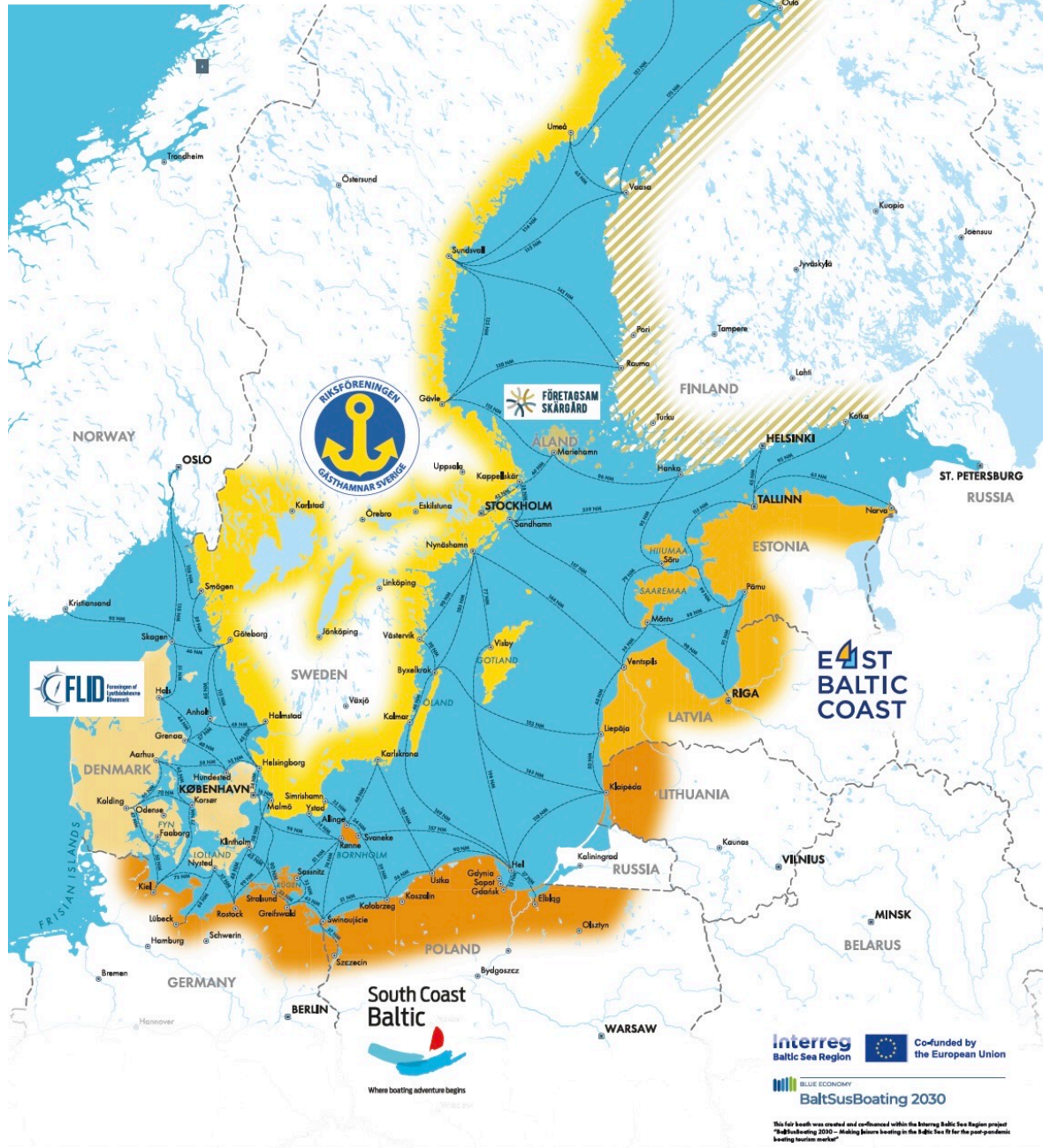
BaltSusBoating 2030

# HOW TO ACT?



# Leisure Boating in the Baltic Sea

## Sub-destinations & Harbour Networks



## Baltic Sustainable Boating 2030

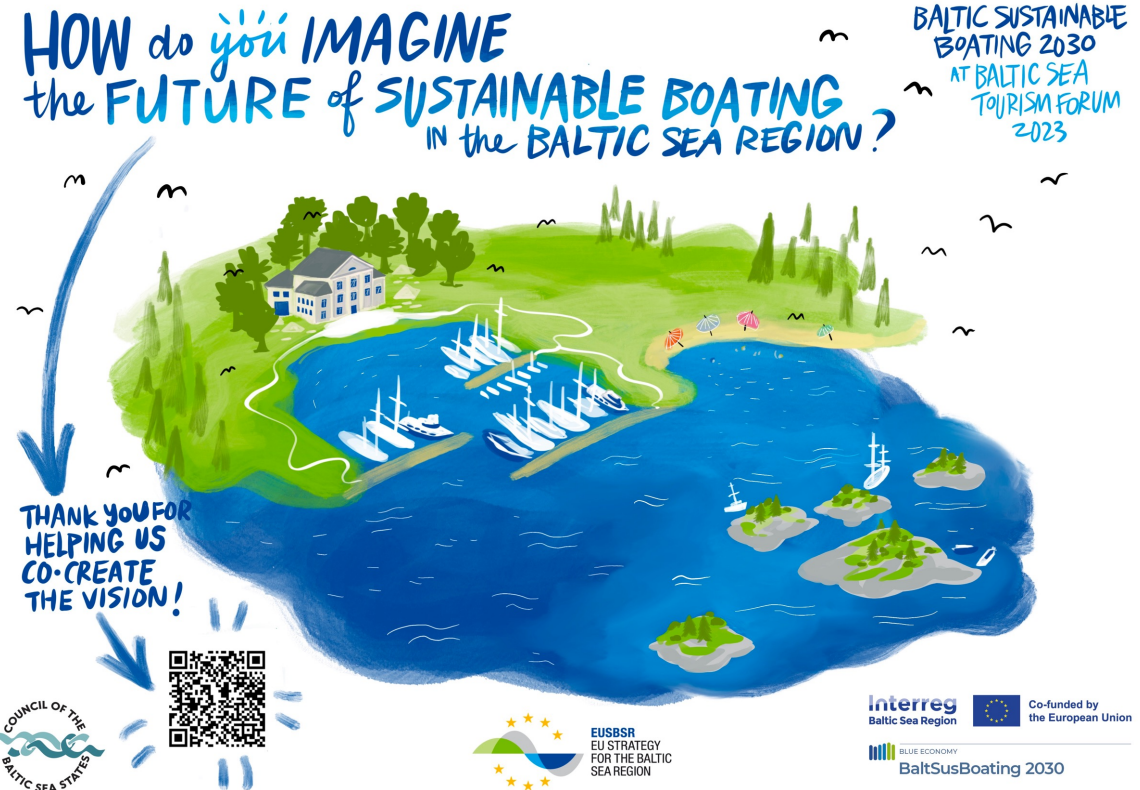
Baltic Sustainable Boating 2030 is an Interreg BSR-funded project that unites the region's main boating tourism networks & associations as well as the Council of the Baltic Sea States & the academia to initiate a strategic cooperation for developing the Baltic Sea into a single & sustainable boating destination.

We establish a pan-Baltic platform that fosters cross-sector cooperation and dialogue with policy makers. We define goals & steps for a coherent, collaborative destination development and joint marketing until 2030.

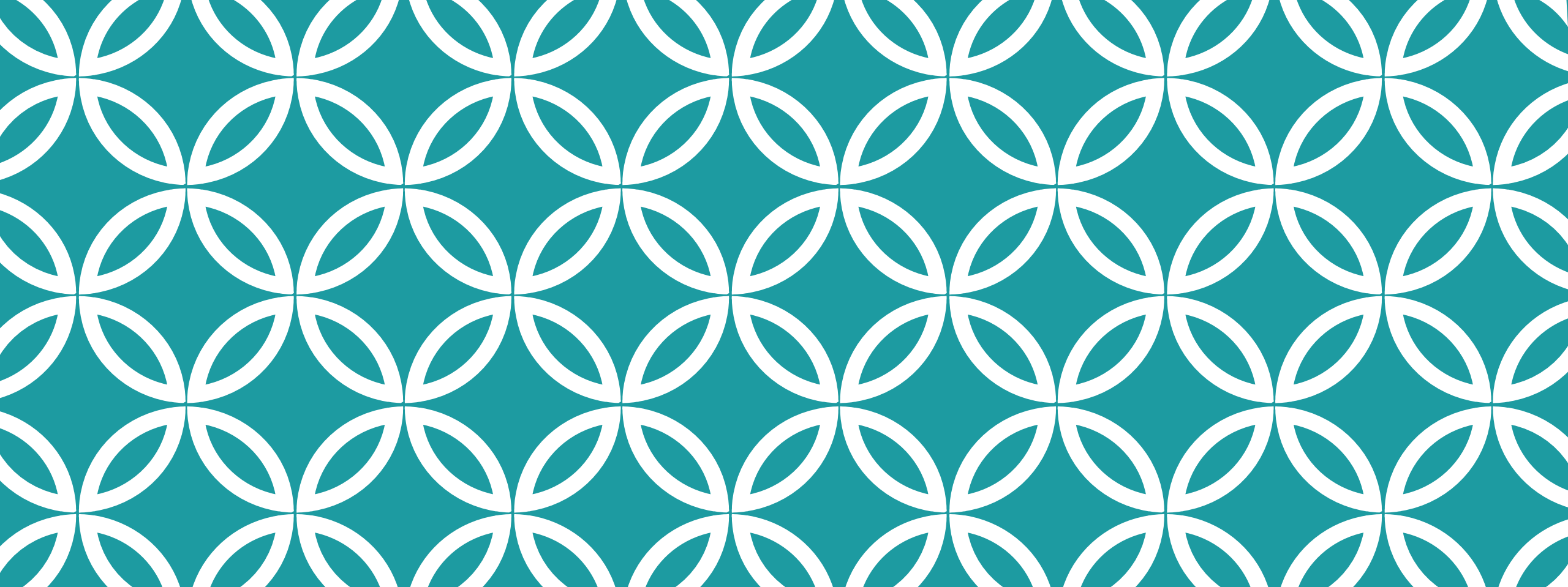


## Our activities

- elaboration of a Sustainability Roadmap
- knowledge exchange & peer learning activities
- iterative development of a joint marketing approach for the Baltic Sea



We need your engagement !



**TIME TO DISCUSS !** |





# SOME POINTS TO CONSIDER

Marinas are a part of the overall tourism package. However, they are **underestimated as tourism destinations**.

Remote and rural BSR marinas should be considered as **drivers of sustainable tourism development**, the use of marinas should be capitalized, and marinas developed as key actors of tourism destinations and networks in Baltic Sea region.

It is needed to integrate **marinas into regional tourism development** and recreational boating as well as with other tourism sectors in order to enhance sustainable tourism development around the Baltic Sea.

**Sustainability** could be a key feature of coastal and maritime tourism in the Baltic Sea Region and give an important **competitive edge over other regions**. Therefore, it is worth further developing and popularizing as the element of destination management.

There is a positive impact of **international projects on sustainability** issues and sustainable destination building in the Baltic Sea Region, carried out in the framework of the EU Strategy for the Baltic Sea Region and the existent Baltic networks.

# DISCUSSION



1. Baltic Sea marinas are attractive tourism destinations, not only for boaters, but a variety of target groups. How to develop marinas as sustainable tourism destinations?

- a common vision ?
- a business strategy/ sustainable business model ?
- more private sector/ service industry onboard ?

*restaurants, accommodation services, different leisure activities and other related services: equipment rentals, organised day trips or sightseeing tours, events and entertainment, sauna and SPA services, shops, and kiosks for recreational boaters to purchase groceries or boat spare parts*

# DISCUSSION



2. Currently, cooperation is established between enterprises or between enterprises and local authorities. How to strengthen the role of the municipality and public-private sector partnerships?

- public-financed investments or other sources of financing ?
- non-financial cooperation



# DISCUSSION



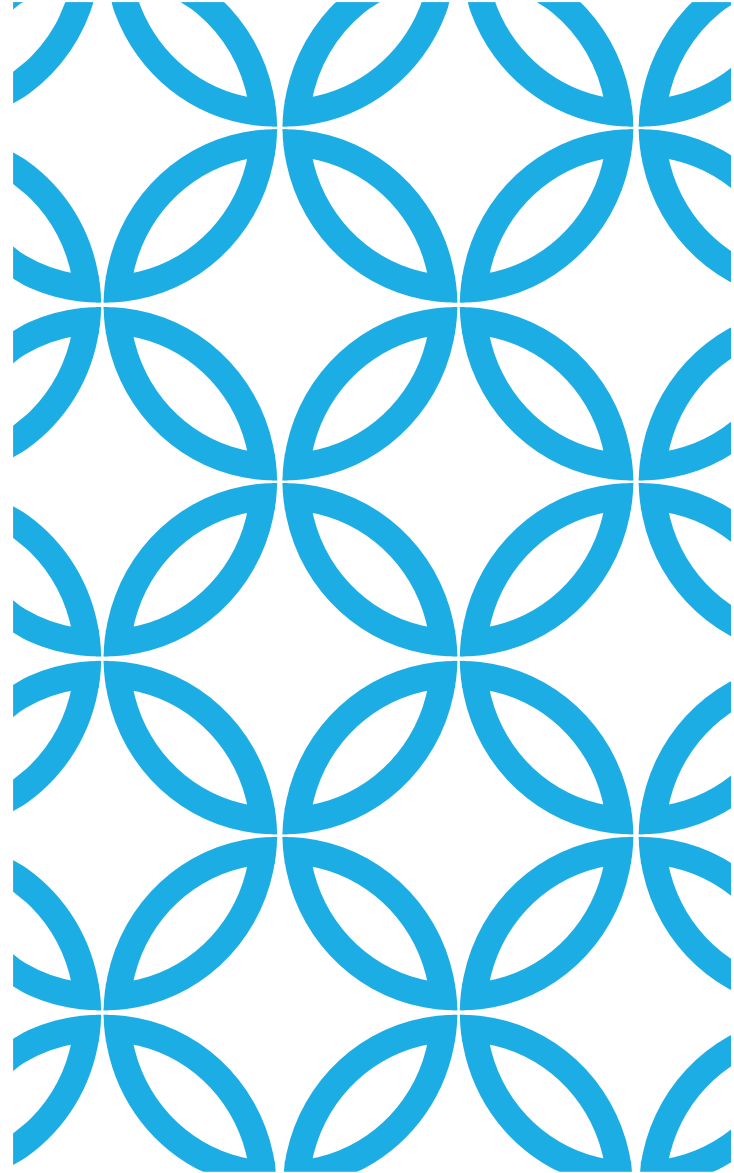
3. How to integrate the local community and other local actors in tourism development and decision-making?



# SUMMARY & CONCLUSIONS

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THANK YOU FOR ATTENTION

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