



Central Baltic Programme

Project idea form

Central Baltic programme 2021-2027

Provide a short and concise description on the indicated aspects of the project idea. Avoid repeating same things under different questions. To get more information on the Programme content, please find a draft of the Programme Document from our website at www.centralbaltic.eu/for-applicants/key-documents/

Indicative name of the project	
Targeted Programme Objective	<input checked="" type="checkbox"/> PO 1: More exports by SMEs <input type="checkbox"/> PO 2: More new scaled-up growth companies <input type="checkbox"/> PO 3: Joint circular economy solutions <input type="checkbox"/> PO 4: Improved coastal and marine environment <input type="checkbox"/> PO 5: Decreased CO2 emissions <input type="checkbox"/> PO 6: Improved employment opportunities <input type="checkbox"/> PO 7: Improved public services
What are the main results your project will achieve?	<p>Opening tourism sales on new markets (to be selected: UK, JP, IS, USA). Cooperation and sales contracts with tour operators, travel agents, transport operators for enhancing accessibility. Better understanding of market demand.</p> <p>Customized product portfolio for target markets</p> <p>Tourist information material for target market</p>
What is the common cross-border challenge that the project will address?	<p>Destinations on the Eastern border areas of EU have suffered from loss of demand by Russian tourists. It is necessary to revise destination offer and initiate sales on new markets outside EU, or markets with considerable growth potential.</p> <p>Jointly, destinations in Finland and the Baltic can provide versatile offer and create economies of scale in market operations. Promotions on the markets present the Baltic Sea Region as whole as an interesting and attractive destination and highlight offer in of the participating destinations.</p> <p>There is need to support the SMEs to understand customer behavior and expectations and prepare to receive customers from new markets. The project will assist destinations to prepare and manage a project portfolio for the selected target markets and engage SMEs to do sales activity in the markets.</p>



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<p>Why is cross-border cooperation needed for addressing the challenge, and what added value will it bring?</p>	<p>Destinations can explore and develop various travel chains in the target area and, together, offer interesting combinations of travel destinations to the traveler. Utilizing Riga as an aviation hub helps other project partners in improving accessibility. The project together can influence transportation operators to enhance accessibility. By analyzing target markets and conducting tourism promotion together, participating regions can attract more attention in selected target markets.</p>
<p>Describe shortly the project logic. What kind of main activities will be carried out to achieve the results?</p>	<p>Launching sales and promotion in a new destination market involves a strategic approach. Here's a list of activities along with proposed tools and methodologies:</p> <ol style="list-style-type: none"> 1. Market Research: <ul style="list-style-type: none"> ○ Activity: Conduct thorough market research to understand the target audience, competitors, and market trends. ○ Tools/Methodologies: Surveys, interviews, focus groups, and data analytics tools. 2. Selection of target markets <ul style="list-style-type: none"> ○ Activity: Make informed selection of most potential markets. 3. Target Audience Identification: <ul style="list-style-type: none"> ○ Activity: Define and profile the target audience in the new market. ○ Tools/Methodologies: Demographic data, psychographic profiling. 4. Product customization - support for SMEs: <ul style="list-style-type: none"> ○ Activity: Customize tourism products or services to meet the preferences and needs of the new market. ○ Tools/Methodologies: Surveys, feedback mechanisms. 5. Strategic Partnerships in the destination and in the target market: <ul style="list-style-type: none"> ○ Activity: Establish partnerships with local businesses, travel agencies, or influencers. ○ Tools/Methodologies: Networking, partnership agreements. 6. Online Presence: <ul style="list-style-type: none"> ○ Activity: Develop a strong online presence through a dedicated website and social media.



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	<ul style="list-style-type: none"> ○ Tools/Methodologies: Website development tools, social media platforms, SEO. <p>7. Content Creation and localization:</p> <ul style="list-style-type: none"> ○ Activity: Create engaging and culturally relevant content for marketing materials. Adaptation of marketing materials. ○ Tools/Methodologies: Content creation tools, professional writers, multimedia production, translation <p>8. Digital Marketing Campaigns:</p> <ul style="list-style-type: none"> ○ Activity: Launch targeted digital marketing campaigns using various channels. <p>9. Familiarization Trips:</p> <ul style="list-style-type: none"> ○ Activity: Organize familiarization trips for travel agents, bloggers, and influencers. ○ Tools/Methodologies: Event planning, collaboration with travel influencers. <p>10. Training Programs:</p> <ul style="list-style-type: none"> ○ Activity: Provide training programs for local stakeholders on the destination's unique selling points. ○ Tools/Methodologies: Workshops, online training modules. <p>11. Monitoring, evaluation & feedback:</p> <ul style="list-style-type: none"> ○ Activity: Continuously monitor the effectiveness of marketing strategies and make data-driven adjustments. ○ Tools/Methodologies: Analytics tools, performance metrics.
<p>Potential Lead Partner organisation</p>	<p>Savonlinna. (Savonlinna Development Services Ltd.). Savonlinna has a long tradition and experience of promoting international tourism sales.</p>
<p>Potential partner organisations</p>	<p>City of Jurmala Partner in Estonia/Tourism Cluster</p>
<p>Estimated budget (€)</p>	<p>1,4 mill. €</p>
<p>Project duration (months)</p>	<p>36 months</p>



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The filled-in form should be sent to the relevant project manager for initial feedback:

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Consultations on project ideas will be provided at a later stage, please follow our website at centralbaltic.eu for updates.