

STATUS

The analysis shows:

- That the Western part of the Baltic Sea is unknown as a destination for active holiday. That other destinations moves fast.
- That there is a potential because tourists are looking for a "out of season" minibreaks, that there is a trend concerning being healthy, active, going back to nature. That some areas do have activities "Hot spots" – and that to some extent is known for it.

= We need to raise awareness and make the products easy to book.

We are going to make one common entrance, one name, one identity

THE IDEA

- The campaign emphasizes the longing **TO GET AWAY** from everyday life and live life intensely and actively.
- We will create a resort where the identity is centered around the feeling of being **RECHARGED** and the feeling of **TRUE PASSION**.
- At the Baltic Sea you are back to nature – it's about being here, **RIGHT NOW**.
- You find peace in mind, when you follow the moment and the **FORCES OF NATURE**.
- We will show the **"hot spot"** for every theme – and behind have a lot more to offer.
- We will create one universe that shows the great nature and combines all themes.



Über Ansprache und Abbildung von
Heavy-Usern
Auslösen des „Me-Too-Effekts“ bei
Aktiven und Neugierigen

Enthusiasten

Outdoor-Aktivität ist der reason-to-go.
Hohe Ausübungsintensität und -frequenz;
hohe, teilweise spezialisierte Ausübungskompetenz,
Bedarf an speziellen Ausrüstung und Services

Aktive

Niedrige bis mittlere Aktivitätshäufigkeit, keine besonderen
Anforderungen an Produkte und Services

Neugierige

Aktive Touristen mit dem Motiv „Natur erleben“ bei diesem Aufenthalt,
ohne konkrete Anforderungen an die Destination

Generelle

Alle Touristen in der Destination



NATURA

PLATZ FÜR DICH AN DER OSTSEE





NATURA

PLATZ FÜR DICH ... AN DER OSTSEE



Entdecke diese und
viele andere Radtouren
an der Ostsee

[AUF NATURA.DE](https://www.natura.de)

RICHARD

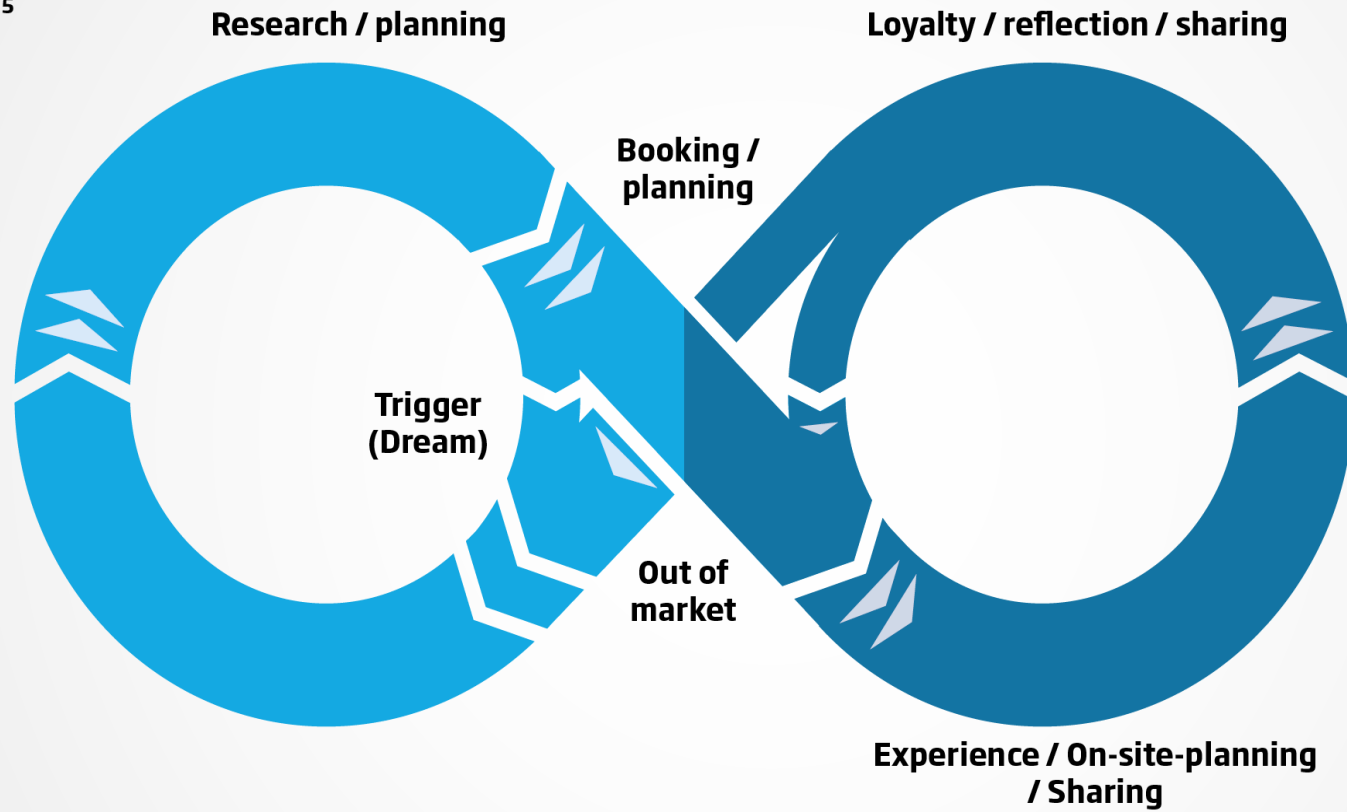
ZUHAUSE: INSTALLATEUR
AN DER OSTSEE: ETAPPENSIEGER

[#Pfingsten](#) [#BerlinKopenhagenRoute](#) [#Seeland](#)





WP3
WP5



SWOT-analysis Germany - themes



- **Beach** holiday is core segment, but not connected with active holidays
- **Biking** is a strength because of the good infrastructure, overnight stays can be developed, Wettbewerbsdruck für Tourenradler
- **Hiking** can not be defined as traditional hiking like in the mountains, but there is a potential for innovative „walking-offers“
- **Watersport** has potential in the beginners segment, but there are not many existing offers
- **Fishing** has little potential because of many prohibitions, but that should not be a real barrier (tourism fishing license) → improve communication, cutter fishing is attractive offer for the target group

SWOT-analysis Syddanmark - themes



- **Fishing** Region (especially Fyn) is very strong in the fishing segment, potential if accommodations focus more on the fishing theme (e.g. offer culinary experiences with focus on fish and fishing)
- The region (especially Sydfyn) strong in **sea cayak**, many routes, high local commitment
- **Beach** life is a strength (not in Fyn), can be developed with „Hot-Spot-beaches“ (also on Fyn)
- Weak position in **hiking**, can be improved by developing hiking experiences in combination with other themes
- Potential for **biking**, but not so strong

SWOT-analysis Sjælland - Themes

- Weak in **watersports**, except of canoe on the islands, big potential for sea kayak
- **Beach** is a strength, can be improved by establishing hot-spot-beaches
- **Hiking** better than in Syddanmark, improvement by developing hiking experiences in connections with other themes (from nature to culture)
- **Biking** well established, can be improved by implementing Bett + Bike
- **Fishing** is characterized by high involvement of inhabitants, good starting point for improvement, but region is not known for fishing on the german market