

Marketing and tourism in the Wadden Sea / by Henrik Lund

- ❑ **Organisational structure in the Danish tourism industry**
- ❑ **Tourism issues in a Wadden Sea Context**
- ❑ **Marketing issues in a Wadden Sea context**

Special focus on the Wadden Sea, the present strategies and partners.

Syddansk Turisme

- ❑ Syddansk Turisme is a Regional Tourism Agency and working with regional tourism development in South Denmark.
- ❑ Syddansk Turisme is a non profit organisation, founded by the public institution Region Syddanmark - the political and administrative government for the region of South Denmark.
- ❑ Syddansk Turisme is funded by Region Syddanmark and the municipalities in South Denmark.

Organizational structure in Denmark

<p>Visit Denmark</p> <p>National link</p> <ul style="list-style-type: none"> <input type="checkbox"/> Government <input type="checkbox"/> Regional <input type="checkbox"/> Local <p>Visitdenmark.com</p>	<p>Local Tourism Offices</p> <p>Local Link</p> <ul style="list-style-type: none"> <input type="checkbox"/> Municipalities <input type="checkbox"/> SVUF <input type="checkbox"/> Business, organizations <input type="checkbox"/> community <p>Visittonder.dk Visitribe/esbjerg.dk Visitfanoe.dk</p>	<p>Syddansk Turisme</p> <p>Regional Link</p> <ul style="list-style-type: none"> <input type="checkbox"/> Region Syddanmark <input type="checkbox"/> Municipalities <input type="checkbox"/> Business and community <p>Syddanskturisme.dk</p>
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knowledge

development

marketing

Tourism issues

Trends

Statistics:

Stagnation on the Danish market
Decrease in international visitors

Forecast:

Unique experiences
Involvement
Identity

Wadden Sea context

Effect:

Fewer tourists in holiday houses.
Low hotel capacity and diversity.

Opportunities:

Innovation in visitor experiences

- Outdoor
- Product
- Host

preservation

planning

innovation

Marketing issues

Regional perspective

Branding

Support and promote

- Geographical destinations
- Themes (walking, cycling)

Markets

- Denmark
- International

Wadden Sea context

Destination marketing

Promote the Wadden Sea

- Geografical
- Themes
- Co-branding

Destination management

- Strategic planning
- Coordination
- Benchmarking

Communication

ROI

Vision

Co-operation?

- ❑ How can Syddansk Turisme assist the WSF?
- ❑ How will WSF deal with tourism and marketing?
- ❑ Questions?