

ReTour

Interreg
South Baltic



Co-funded by
the European Union

ReTour



What is ReTour?

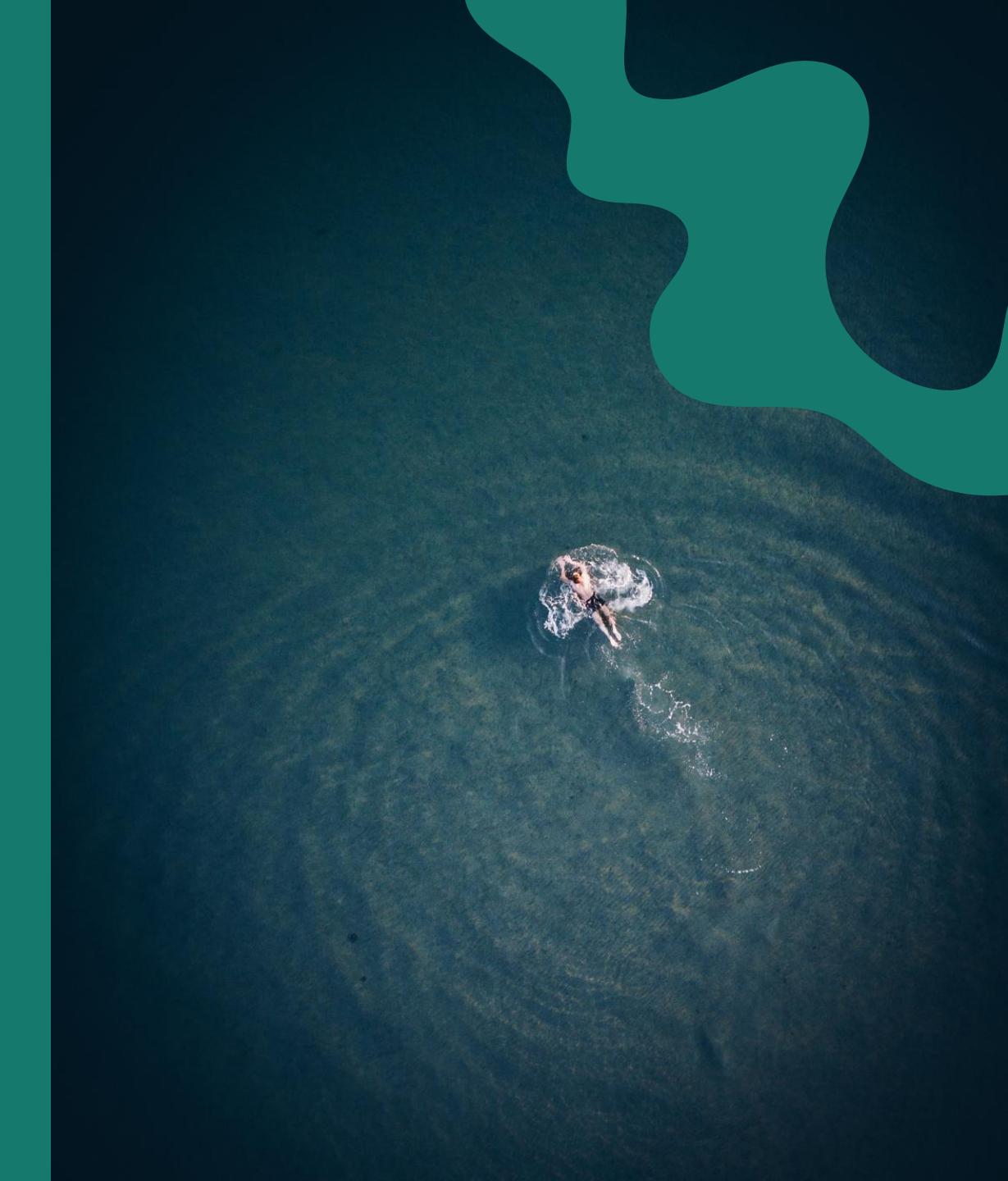


We will...

...test and develop new ways of carrying out sustainable place and product development, where the products actively contribute to making the place better for local residents, nature, and visitors alike.

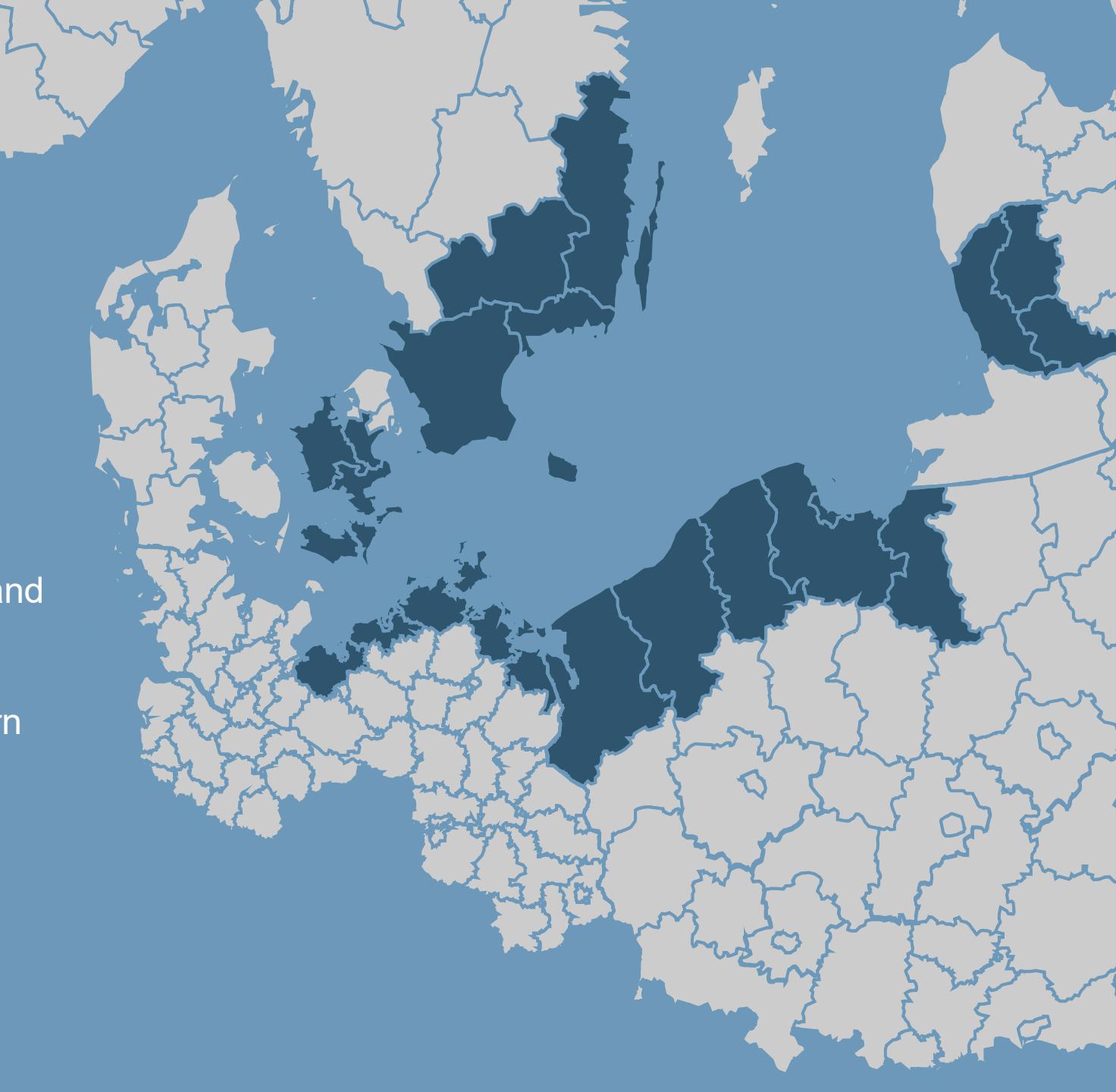
What is ReTour?

- Interreg South Baltic Project
- Funded by EU funds
- EUR 1.88 million in total
- June 2024 – May 2027



ReTour Partners

- Visit Skåne AB, Sweden
- Association Klaipeda Region, Lithuania
- Pomorskie Tourism Board, Poland
- Zachodniopomorskie Tourism Board, Poland
- Visit Lolland-Falster, Denmark
- Institute for Tourism Research in Northern Europe, Germany



THE FIVE GUIDING PRINCIPLES

1. You need to involve the local community when doing the product development i.e. not only say that you create a value for it.
2. At least two partners need to be involved. It can't be only a transactional relationship. We are trying to think of it as part of the ecosystem.
3. It needs to exist within the boundaries of the place (sustainable = ecological, social, and economic aspects)
4. Need to create at least one new added value to the place.
5. It will facilitate to create trust between hosts and guests.

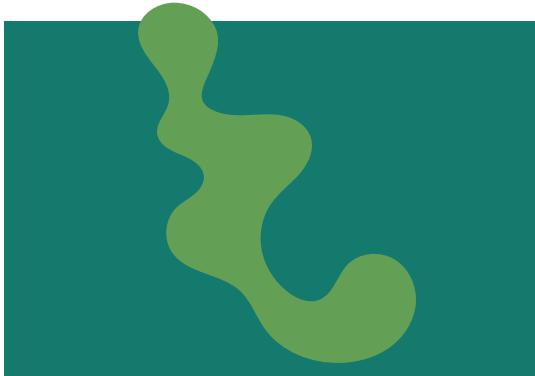


Who do we need to achieve your goal?

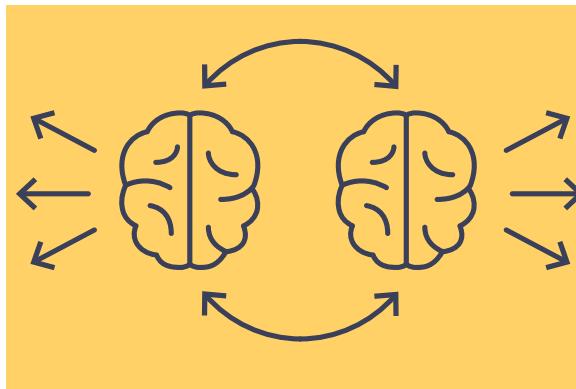


ReTour – Four steps

1. Local challenges



2. Knowledge & creative workshops



3. Testing & prototyping



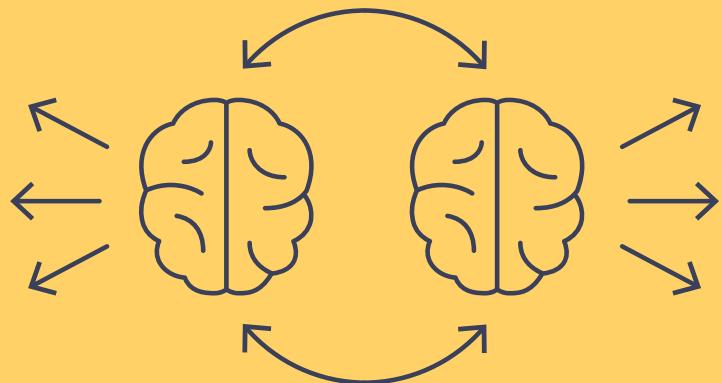
4. International marketing





1. Local challenges

- What challenges exist in the place?
- How can tourism contribute to the development of the place?
- Clarity about the change you want to achieve
- Identify which stakeholders can contribute



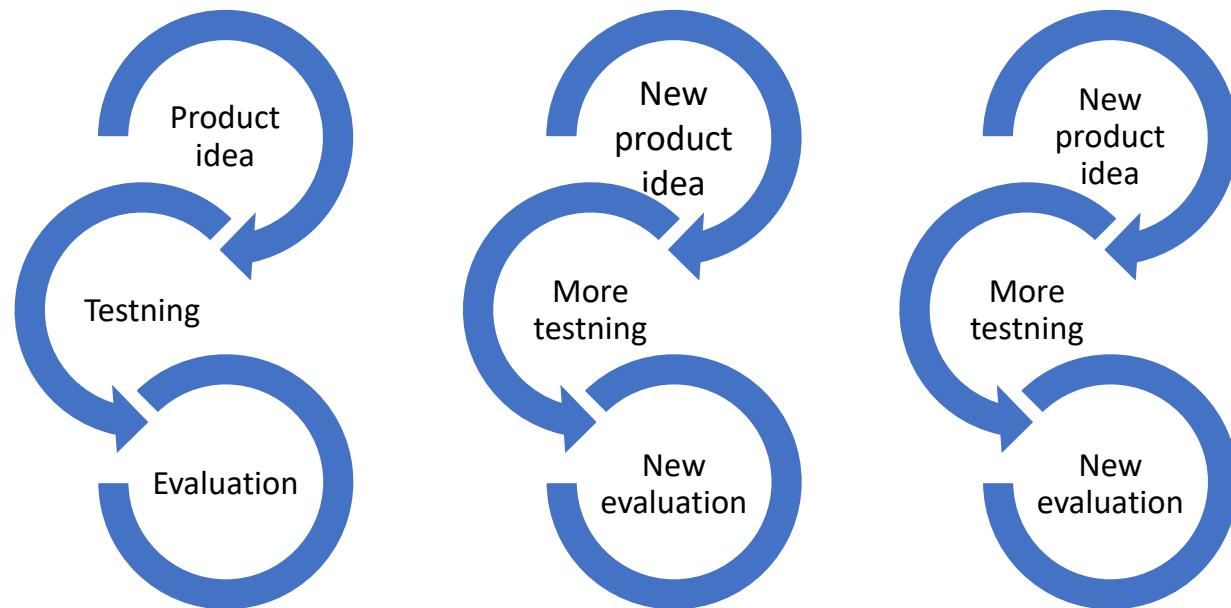
2. Knowledge & creative workshops

Workshops, webinars, experience exchange, coaching, and networking on various relevant themes related to the topic.

These activities are carried out both in larger groups at national and international level, as well as in smaller networks at the identified location.



3. Testing & prototyping





4. International marketing

- Press trips to showcase the developed products and the work that led to them.
- Marketing the products to the international tour operator sector (primarily German-speaking markets).