

Welcome to

# E-Magazine no.8

## Youth tourism in the South Baltic Sea area - Baltic T-day!

The ERB Youth Board members held, together with young participants from Bornholm, an interesting seminar dedicated to youth tourism in the regions of Euroregion Baltic.

The meeting, that took place on Bornholm, the 8<sup>th</sup> of April, was the last from the Yc<sup>3</sup> project. Representatives from Denmark, Lithuania, Poland, Russia and Sweden discussed most important issues connected to tourism.

How can we raise awareness, interest and attractiveness of near travel for youth in the South Baltic countries?

- what prejudices do we have, are they true?
- what do you want to experience when you go abroad?
- what can be done better for young people when travelling?

Rene Bloch, member of the Bornholm Regional Board, who opened the meeting, told about how important the tourism industry is for the existence of Bornholm and also wished participants a fruitful discussion.



## PREJUDICES AND FACTS

The first workshop touched the real problem of the stereotypes concerning all member countries. Participants were divided into smaller groups and had to prepare several traits that they thought associated with Denmark, Lithuania, Poland, Russia and Sweden. The summary of this workshop showed the participants, that these associations smoothly changed into stereotypes considering different nations.



Youth Board members then proved that the stereotypes were not true and showed the most important touristic objects, cultural events, and some statistics considering tourism in all of those regions. Thanks to the [presentations](#) participants of the conference were able to face the stereotypes to facts.

Welcome to our Euroregion Baltic regions;

- <http://www.visitblekinge.se/>
- <http://www.visitbornholm.dk/>
- <http://www.visitpomerania.eu/>
- <http://www.klaipedainfo.lt/en/>
- <http://www.visitsmaland.se/>
- <http://www.visitkaliningrad.com/>
- <http://wrota.warmia.mazury.pl/en/>



YOUTH CROSS-BORDER COOPERATION AND COMMUNICATION



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## WHAT TO DO?

The second workshop focused on what are the most important values young tourists pay their attention to. Every participant had a chance to indicate his or her priorities in traveling. It concerned their favorite type of transport, accommodation, aims of traveling and their expectations from travels. Those feelings were segregated into few categories like:

*What to do, what to see, culture, travel, living, music and food.*

All participants got a chance to notice that expectations and possibilities of young travelers are very similar irrespective of what country they come from.

The message from the participants at Baltic T-day to be discussed with tourism stakeholders to increase traveling of young people in the south Baltic Sea area are:

- Most important to us is **culture**, besides necessities as travel and living!
- Use existing web sites but start **linking and connect to chat**, we need social forums where we can comment and share our experiences with each other!



## Other important input from the youth participants of what they want when they go abroad is:

- Local food
- Safe night life
- Cheap sightseeing
- Active, hiking, creative, create yourself
- Easy to go, info – what is happening for young people (events, festivals). Information should be in English.
- Wi-Fi available in public areas
- Cafés with local music events
- Travel meeting points, to meet travel buddy...
- Special travel youth offers, e.g. 3 Baltic cities in 5 days
- Personal local guide taking care of you when you arrive; maybe who invites you to dinner
- Take part in local sports event, e.g. football or local/national kind of sport



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