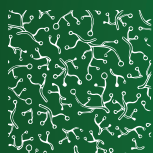




Building partnerships for attractive destinations

smart tourism development in

South Baltic



Tackle the challenges that matter most in your community

smart environmental solutions in

South Baltic

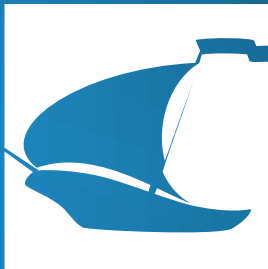
Alliances



Internationalisation



Capacity building



smart business development in

South Baltic



Study for the development of passenger traffic between Bornholm and Poland

Market studies reveal a significant demand for one-day cross-border tourism packages linking the Polish coastline with Bornholm. Such cross-border offers are particularly popular among ca. 1.1 million tourists visiting the Polish seaside resorts of Kołobrzeg, Darłowo and Ustka every year. The suspension of the ferry services from Darłowo and Ustka to Nexø in 2011 was a significant setback for the local tourism sector.

A study conducted within the INTERFACE project explores potentials, and devises viable concepts. The paper examines the market, introduces a ferry connection concept, offers public support scenarios, considers the legal aspects of support schemes, and outlines profit and loss calculations. With its methodology and customisable solutions, the paper can support local and regional administrations as well as port authorities in their decision-making process with regard to the re-opening or upgrade of passenger ferry lines.

“ Our summer guests appreciate the passenger ferry line from Darłowo to Bornholm using its services for day trips during their vacations. Its unexpected suspension in 2011 was quite a drawback for Darłowo. We felt the need to resume this service, however, as a local authority, we lack the expertise in the shipping business. It was particularly helpful to join forces with Nexø Seaport and the Town of Ustka within the INTERFACE PLUS project. Together, we hired proficient ferry experts from Denmark and Poland to help us with market analysis and realistic solutions. On this basis, we could assume negotiations with ferry operators on equal terms, and eventually succeeded to attract Kołobrzaska Żegluga Pasażerska, which re-opened the line from Darłowo to Nexø in 2013. After a promising test season, we signed a cooperation agreement that ensures regular services for the next 5 years. This is a great success, and adds a lot to Darłowo’s attractiveness as a seaside resort. ”

Background: the project INTERFACE and its spin-off INTERFACE PLUS brought together local authorities, ports, ferry operators and tourist organisations with the ambition to attain new levels of cross-border connectivity by linking different transport modes into a convenient single-product solution.

Access the smart solution at:
www.southbaltic.eu/smart/038

Knowledge Agent: Jens Masuch
PLANCO Consulting GmbH
jm@planco.de
+49 201 437 7111
www.interfaceproject.eu



Arkadiusz Klimowicz
Mayor of Darłowo