

# HOW TO INCREASE AWARENESS FOR THE BALTIC SEA REGION AMONG TOURISTS?

Cross-border public relations and  
communication as a tool

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# EHRENBERG KOMMUNIKATION

## SINCE 1993

More than 20 years experience in PR, Public Affairs, Corporate Communications and Events for B2C and B2B target groups.

## HAMBURG, COPENHAGEN, STOCKHOLM, MALMÖ, OSLO

Focus on the Baltic sea area from the very outset.

## STRONG NETWORK

Close cooperation with tourism-related politicians, business, organisations and media.

## ITCN WORLD

Member of the international Tourism Communication Network, a worldwide alliance of leading independent agencies that master PR and marketing in travel & tourism.





# TOURISM IN THE BALTIC SEA AREA: OPPORTUNITIES AND CHALLENGES

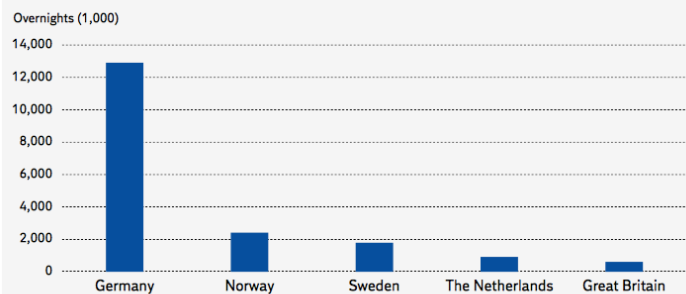
ALL-TIME HIGH IN NUMBER OF TRAVELLERS WORLDWIDE

SIGNIFICANT CONTRIBUTION TO ECONOMY AND GROWTH

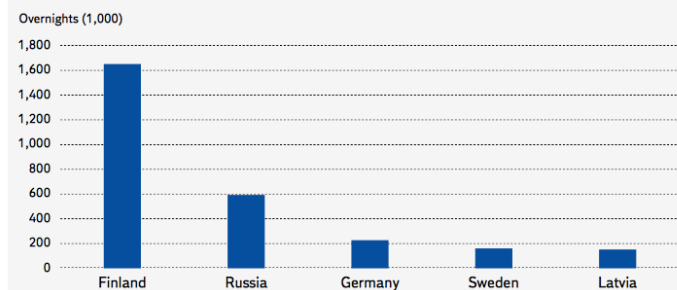
DEMAND FOR EUROPEAN DESTINATIONS INCREASES

COMPETITION RISES – IMPORTANCE TO STAND OUT FROM THE CROWD

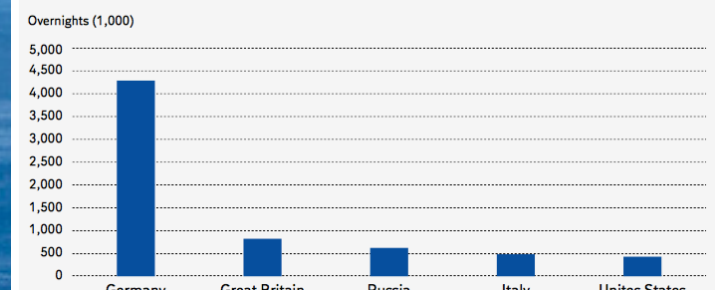
Top Five Markets in Denmark



Top Five Markets in Estonia



Top Five Markets in Poland



Source: The Confederation  
of Danish Industry, 2014





## **THREE KEY FACTORS FOR SUCCESSFUL DESTINATION PR**

**COOPERATION IS KEY!**

**KNOW YOUR MARKET – AND YOUR GUESTS**

**THE RIGHT APPROACH FOR YOUR TARGET AUDIENCE**

**ABOVE ALL: FREEDOM OF TRAVEL SHOULD NOT BE LIMITED**





**EHRENBURG**  
KOMMUNIKATION

# **CASES: PUTTING CROSS-BORDER INTO PRACTICE**

**PORT OF YSTAD**



**WINES OF GERMANY**







## **CASE: PORT OF YSTAD / SWEDEN**

### **CHALLENGE**

Raise awareness for the strategic importance of the Port of Ystad in Denmark that it has due to the direct ferry connection to Danish island Bornholm, and together with the Swedish authorities take care of the regulative hindrances that obstruct a smooth crossing for every day's transport. EHRENBERG Kommunikation has since 2012 collaborated with the third biggest passenger port of Sweden, with ferries linking Skåne with Bornholm and Poland.

### **SOLUTION**

Tailored activities focused on the exchange of persons such as round-table events, parliament meetings but also visits to the port. By inviting Danish and Stockholm-based decision-makers to the harbour, we showed them plastically what needed improvement. The factor that the port manager speaks Danish and was supported by a Danish communication team helped tremendously.

### **RESULT**

The Port of Ystad has achieved fruitful and constructive dialogue with politicians and at the same time managed to get recognition of the infrastructural challenges in Ystad. By continuous dialogue supported by media relations on both markets, we could convince Danes and Swedes of the significance of the Port of Ystad for both Denmark and Sweden.





# **CASE:**

## **WINES OF GERMANY / GERMAN WINE INSTITUTE**

### **CHALLENGE**

Raise awareness for German wines in Denmark and change the slightly conservative and outdated image that German wines have in Denmark by focusing on the long tradition, high craft and quality and great international appreciation of German wines.

### **SOLUTION**

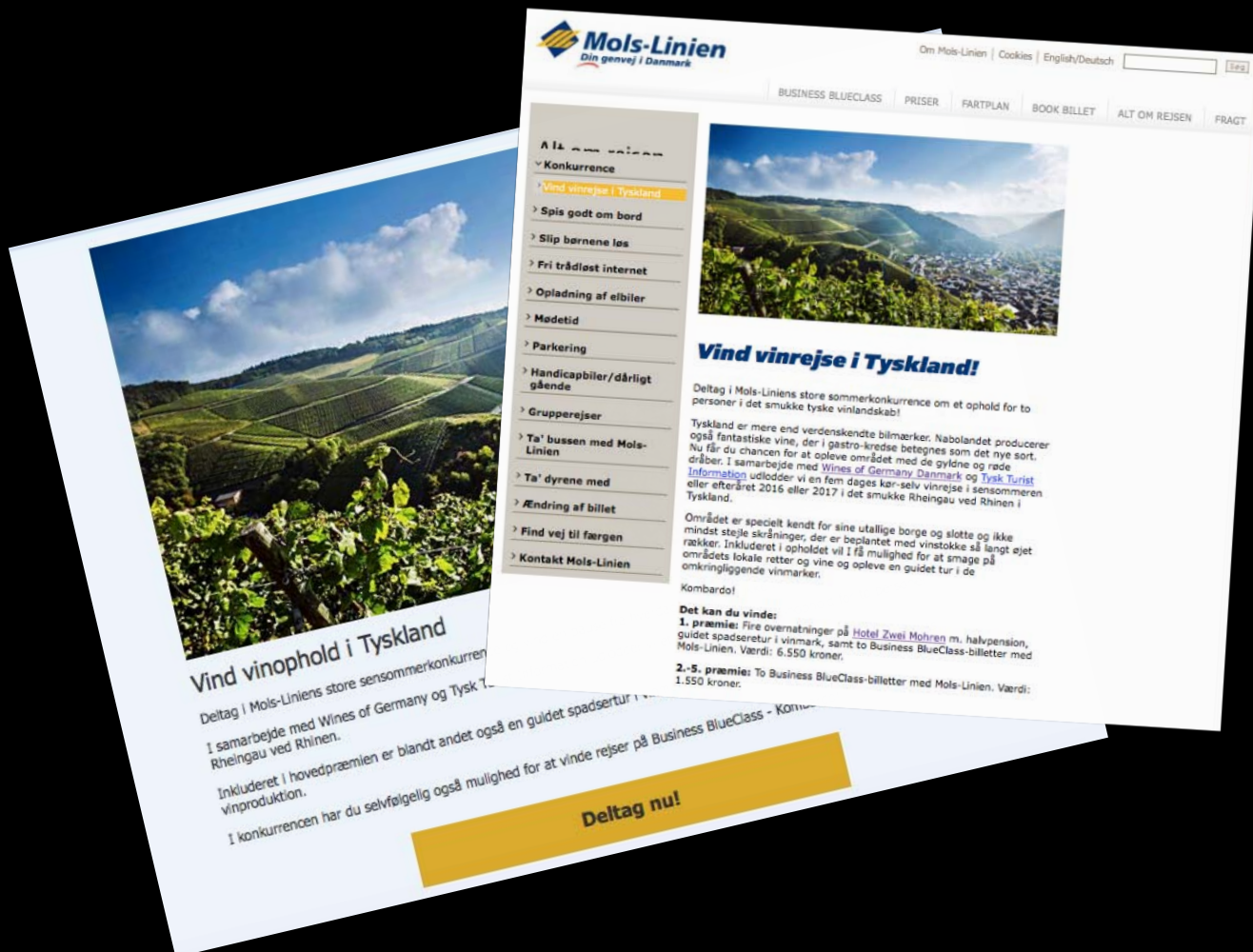
Focusing on wine as a special interest topic in marketing German wine growing destinations such as Franken, Baden or Mosel in a joined, cross-region destination marketing effort. As a part of our destination PR for Wines of Germany, we arranged raffle cooperations with carriers and Germany's tourist board DZT. We also organized an international group press trip about „Active Holiday“ to several wine growing regions, which was met by a large interest. In addition, we work with social media to reach our online savvy target group. With all our activities we raise awareness in the target group for how and where German wines are produced.

### **RESULT**

Up until now we have increased the awareness for German wines in Denmark significantly and we will continue with that over the next years. Since the beginning of 2017 we are also representing Wines of Germany on the Swedish market with a market-specific campaign.



# CASE: WINES OF GERMANY



**Mols-Linien**  
Din genvej i Danmark

Om Mols-Linien | Cookies | English/Deutsch

BUSINESS BLUECLASS PRISER FARTPLAN BOOK BILLET ALT OM REJSEN FRAGT

## Vind vinrejse i Tyskland!

Deltag i Mols-Liniens store sommerkonkurrence om et ophold for to personer i det smukke tyske vinlandskab!

Tyskland er mere end verdenskendte bilmærker. Nabolandet producerer også fantastiske vine, der i gastro-kredse betegnes som det nye sort. Nu får du chancen for at opleve området med de gyldne og røde dråber. I samarbejde med [Wines of Germany, Danmark](#) og [Tysk Turist](#) Information udtødder vi en fem dages kørselv vinrejse i sensommeren eller efteråret 2016 eller 2017 i det smukke Rheingau ved Rhinen i Tyskland.

Området er specielt kendt for sine utallige borge og slotte og ikke mindst stejle skråninger, der er beplantet med vinstokke så langt øjet rækker. Inkluderet i opholdet vil I få mulighed for at smage på områdets lokale retter og vine og opleve en guidet tur i de omkringliggende vinmarker.

Kombardol

**Det kan du vinde:**

**1. præmie:** Fire overnatninger på [Hotel Zwei Mohren](#) m. halvpension, guidet spadseretur i vinmark, samt to Business BlueClass-billetter med Mols-Linien. Værdi: 6.550 kroner.

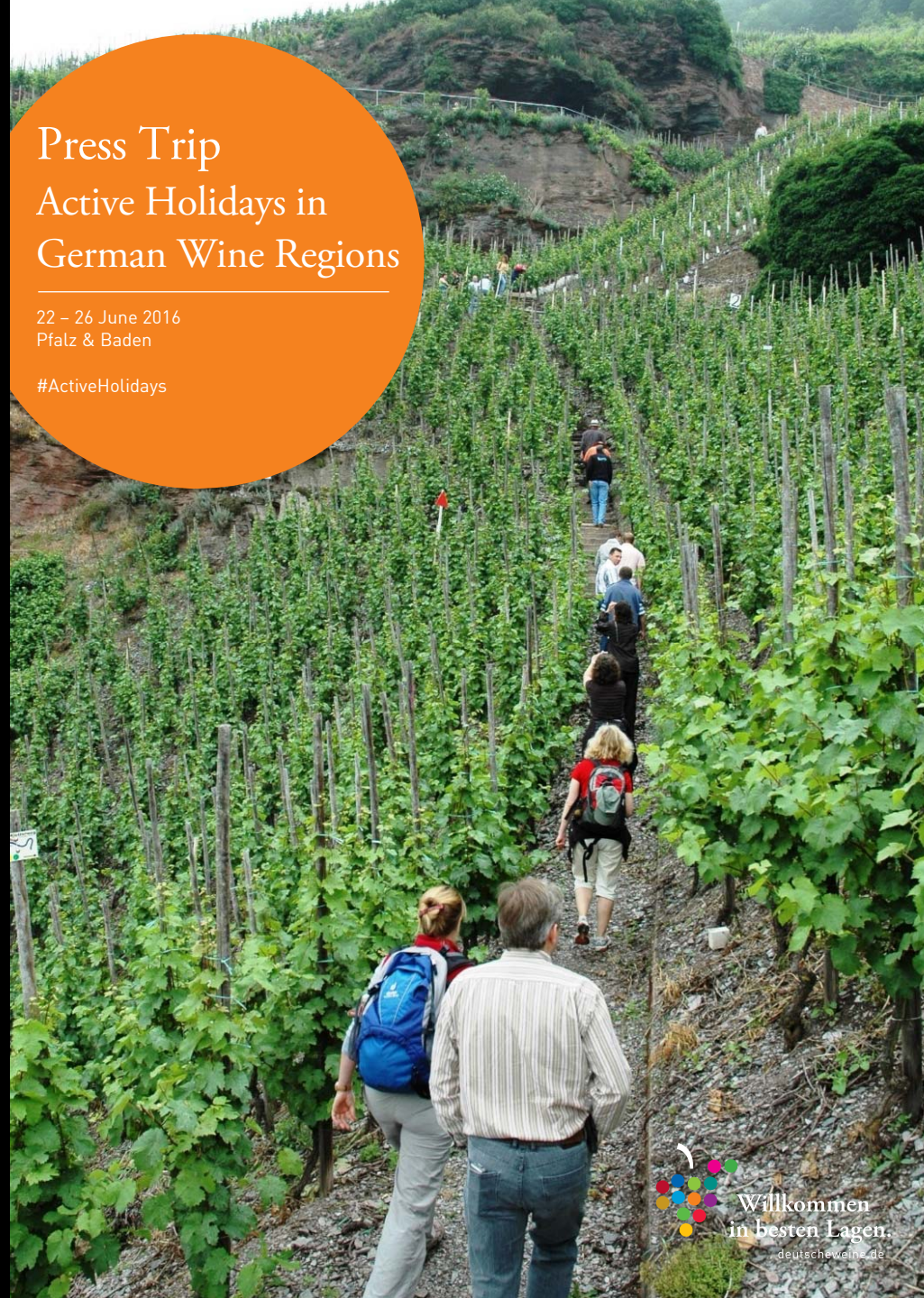
**2.-5. præmie:** To Business BlueClass-billetter med Mols-Linien. Værdi: 1.550 kroner.

**Deltag nu!**

## Press Trip Active Holidays in German Wine Regions

22 – 26 June 2016  
Pfalz & Baden

#ActiveHolidays









# CASE: WINES OF GERMANY





## STAY IN TOUCH



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EHRENBURGGomm