

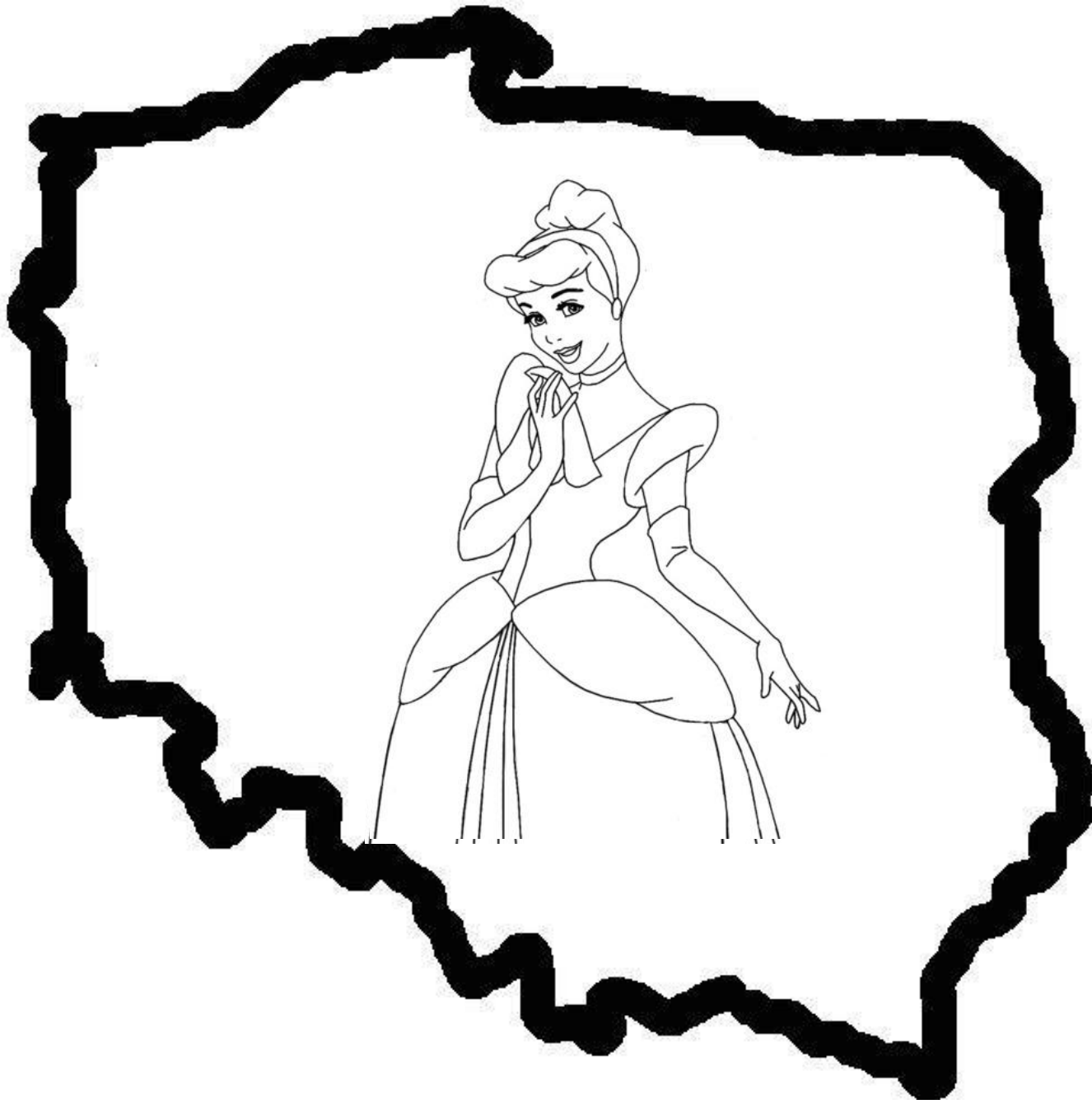
Dziedzictwo bursztynu – współpraca i promocja turystyczna

Krystyna Hartenberger-Pater
Dyrektor biura PROT

poszukiwanie wrażeń
spełnianie marzeń
poznawanie
doświadczenie
przeżywanie
...









**20. miejsce na świecie
75 % wzrost wartości marki -
472 mld dolarów**

***Brand Finance 2014**

Trendy w Turystyce

- rosnący udział turystyki krótkookresowej
- **rosnące zainteresowanie nowymi destynacjami – „wschodzące gwiazdy”**
- rosnący udział turystyki specjalistycznej i **tematycznej**
- **popyt na usługi luksusowe**
- wzrost sprzedaży internetowej i marketingu sieciowego (w tym portali społecznościowych)
- nowe, niestandardowe formy komunikacji z odbiorcą
- nowe technologie w IT (GPS, systemy satelitarne)
- popyt na usługi tanich przewoźników
- **rosnący udział turystyki biznesowej**
- **zasada 3E** (Education –Entertainment – EMOTION)

**UNWTO*

Strategia komunikacji

tradycja vs. nowoczesność



JAKOŚĆ !!!

GDAŃSK POMORSKIE
amber & design PRESTIGE

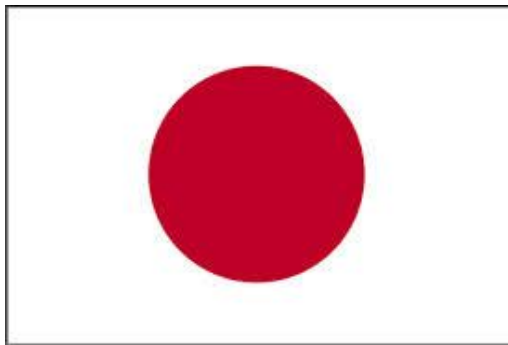
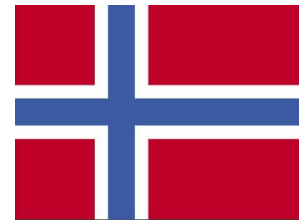
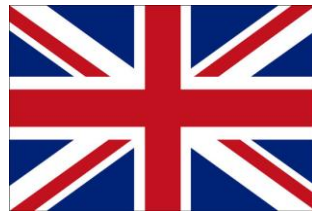


GDAŃSK POMORSKIE
amber & design PRESTIGE

- budowanie świadomości odbiorców
- rebranding bursztynu
- turystyka jako dochodowa gałąź gospodarki



Rynki priorytetowe



GAŃSK SOPOT GDYNIA

+48 MAGAZINE



01/2013

26 | 27
BUSINESS HUB

FOR THE AMBER
AND ART SCENE



Gold of the North

International Fair of Amber, Jewellery and Gemstones Amberif is the biggest amber fair in the world and takes place annually in Gdańsk – a global focal point for amber trade, handcraft and art – the city indeed being known as the ‘World Capital of Amber’.

TEXT Piotr Andrejczak



Although amber is the distinguishing mark of this fair, it also features exhibits of gold, silver, diamond and pearl jewellery. Over 450 different companies from across the world have already announced their presence at the exposition. Likewise, Amberif appeals to international audiences and customers with guests expected from more than 50 countries whilst last year's Amberif attracted 6000 visitors from across the globe. The fair has an expert and exclusive quality – it is open to merchants, craftsmen, individual buyers and companies that are industry-insiders after registration.



Over 450 different companies from across the world have already announced their presence at the exposition.

Splendid as they are, jewellery exhibitions are not the only factor that draws visitors to Amberif. The fair's programme includes series of lectures, conferences and competitions, all having amber and jewellery as their themes but looking at them from a variety of angles – be it a scientific, artistic or fashion perspective. Visitors may take particular interest in the complimentary jewellery and gems valuation and expertise services provided by both industry professionals and scientist from Gdańsk University of Technology. On top of these highlights the exposition features the Amber Look gala of amber and fashion. Its programme includes numerous fashion shows as well as award ceremonies for the competitions held throughout the fair.

Alongside rapid growth – the number of exhibitors has risen almost tenfold since the original Amberif 20 years ago – the fair has retained a familiar and local feel to it. This has been achieved to a great extent thanks to people

who have participated in the fair, with some family amber businesses now being represented by their second or even third generations.

The upcoming 20th exposition is due to take place from the 19 until the 22 March 2014. The anniversary character of the next year's Amberif is underlined by being staged in the brand new venue built for the fair's organiser the Gdańsk International Fair (MIO SA) – the Exhibition and Convention Centre AMBREREXPO which is appropriately located close to the amber coloured and inspired PGE Arena that staged four games of the 2012 European Football Championship. Rapid transit train connects the exhibition area, serviced by the Gdańsk Stadion Expo stop, with Gdańsk central railway station, a major interchange, allowing smooth connections with any further destination be it by rail, road, coach or air. It is located within the heart of the historic Old Town of Gdańsk signifying the importance of amber to the city's history it deserves stressing that this rapid transit train is complimentary for participants and visitors of Amberif throughout the duration of the fair. Alternative connection is made possible by the extensive tram network – the stop to get off at is Żagiewna – AmberExpo. Taking either of these transit links allows those inspired by Amberif to further their interest in amber by visiting the Gdańsk Amber Museum. It is located within the 14th century Baroque building at the entrance of the trademark historical Leśny Łanc – this location does justice to the significance of amber in the city's history. |





'Baltic Gold' (1 day)



Route (Gdańsk – Sopot – Pruszyr Gdańsk)

Programme

Museum of Amber (1h)

The museum exhibits amber both in its natural and more sophisticated, artistic form of historical jewelry, amber as medicine, magical stone and a subject of research. Our guests can learn more about the history and contemporary technology of its acquisition and old trade routes. The exhibition combines the elements of a traditional museum and multimedia objects, which make it very interesting.

Gdańsk of Amber (2h)

During the sightseeing guests can listen to stories about amber told by the tour guide and visit selected shops and galleries. An opportunity exists to enjoy the atmosphere of the Old Town individually. Guests will enjoy an amber toast in the 'Gdańsk Bowka' restaurant. Every served dish refers to amber in visual, flavor and fragrance ways! An additional attraction is tasting of beer brewed in a family brewery.

Visiting the largest amber jewelry manufacture (1h)

We offer a tour around the selected parts of this manufacture and a unique opportunity to touch, distinguish and see amber in its natural form (amber lumps of various origins).

Meeting with Lucjan Myrta – a famous amber craftsman

There is a single workshop located in Sopot that belongs to Lucjan Myrta. You can find there products of stunning sizes, diversity of forms and functions, manufactured using a variety of complicated processing techniques that refer to the splendid traditions of Gdańsk amber craftsmanship of the 17th century.

Amber is fashionable (1h)

A designer from Gdańsk, Mariusz Gilwiński, is a good example of contemporary creations following this trend. During a meeting with this artist, guests will have an opportunity to see the modern artistic trends in amber design.

Additional attractions: Trading Post from the times of the Roman empire (3h)

The reconstruction of the trading Post and the Amber Route from the times of the Roman empire in Pruszyr Gdańsk, is one of a kind tourist, archaeological project in the Baltic Sea region. The Trading Post visitors will see how people lived across the past 2000 years and learn, what trade looked like back then. We invite all trip participants to take part in a variety of events (the program includes: archery, folk games, processing amber using traditional methods).



Package Includes

- lunch - refer to amber visual, flavor and fragrance forms
- air - conditioned coach
- tour guide



Melody Tour

Ogrodowa 27A Str.
05-500 Jastrow
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e-mail: biuro@melodytour.pl
www.melodytour.pl

City Break



Gdańsk and amber, Amber and Gdańsk. It has been thus for centuries. The 'Gold of the Baltic' has been inextricably entwined with this 1000-year-old city for centuries, bringing wealth, prosperity and worldwide renown. Uncover the secrets of this mysterious 'stone' and relish its beauty, as you revel in the luxury of the boutique Hotel Gdańsk.

City of Amber



Hotel Gdańsk – a unique, boutique hotel, superbly located in the centre of the city, alongside the marina. Hotel Gdańsk – 48 inviting and intimate rooms, furnished in warm and soothing colours.

Hotel Gdańsk – where all our guests are special and their comfort is our overriding concern.

To add to your pleasure, our Breweries Gdańsk Restaurant, laid out on two levels, will crown your stay with a delectable meal. And there's still more to come!



Our greatest attraction – the only mini-brewery in Northern Poland, where we brew three types of beer. Could there be a better place to spend an evening among friends?

The package includes:

- 1 night in the Hotel Gdańsk, in a double or twin room
- A visit to an amber workshop and a presentation of amber working and jewellery making
- A visit to the Gdańsk Amber Museum
- A signature dish from our restaurant – Beef stewed in our home-brewed beer, served with 0.8l of our Breweries light, dark or wheat beer*

*the dish may vary according to season



We also recommend:
- Anchors Aweigh
- Get Out for the Weekend

Hotel Gdańsk
ul. Szafarnia 9
80-795 Gdańsk, Poland
tel.: +48 58 300 1717

Hotel Gdańsk



滨海省欢迎您

滨海省位于波兰北部，北临波罗的海，是波兰16个省之一。
 滨海省由广袤原始森林、清澈的湖泊、如画的悬崖和唯美的沙丘与充满活力的三联市融合在一起，千年的历史文化与现代人文景观完美汇聚于此。
 滨海省的航空交通非常便利，可直飞50多个欧洲城市，包括伦敦、巴塞罗那和柏林等。亲自探索体验不同寻常的，热情好客的，迷人的波兰滨海省吧！

游览

如果您想感受拥有千余年辉煌历史的古老欧洲城市的氛围，那么来探索滨海省的首府格但斯克吧。格但斯克保留了中世纪的狭窄街道和独一无二建筑风格的城镇体系。在欧洲最长的木堤岸，享受着清新的海风，伴随着海鸥清脆的叫声和海浪轻柔地敲打海岸声……
 听起来完美吗？没有比索波特更好的休闲度假地了。



琥珀

经过四千万年变成化石的树脂普遍被称为“波罗的海之金”。琥珀是一种非凡、神奇的物质，其医疗功能已在早中世纪被发现。现在人们认为琥珀可减轻风溼痛、医治炎症以及刺激神经系统。当代的琥珀之路经历了多个世纪，对波兰滨海省留下了尤其深刻的印记。
 琥珀之路包括双方观点的博物馆、展会、琥珀馆、市集，甚至包括富含琥珀的滨海省海滩。
 当代艺术家最喜欢用琥珀来进行艺术创作。独特设计的琥珀首饰令人震惊。
 当代流行将琥珀与其他高档金属组合起来，例如与金、银和珍珠的完美融合。
 琥珀博物馆——格但斯克历史博物馆部门
 琥珀内含物博物馆——格但斯克大学
 琥珀街——在格但斯克里的玛丽亚街 (Mariacka) 和长滨岸街 (Długie Pobrzeże) 琥珀、珠饰和宝石市集——格但斯克的 AmberMan 和 AmberMan

更多信息请浏览：www.pomornik.travel

有网友曾问我：远途旅行有什么特别的地方。
 于是我把她带到了波兰首府华沙克拉科夫。
 这里是欧洲最美的城市之一，这里响应的历史建筑和丰富的实物古迹，让人赞叹不已。此外，在这里度假住宿很少，我亲眼见证了大学古建筑——世界上历史最悠久的大学建筑之一。这也是帮助我学习过的地方，尽管我们没有遇到童话中的王子，我们依旧顺利地爱上了这座城市。

波兰旅游局

来波兰，寻找你的故事

Move Your Imagination www.bolan.travel/zh

Promocja w kraju



- RPO 2007 – 2013
- wartość projektu 650 tys PLN (75 % ERDF)
- okres realizacji: I – XII 2014



Promocja w kraju



Promocja w kraju



Dywersyfikacja oferty

W cyklu 4 wydarzeń, przedstawiona zostanie oferta turystyczna, w nowym kontekście i w nowy sposób

RtB – dla wydłużenia sezonu turystycznego letnie

Zmiana paradygmatu: emocje i doświadczanie

Formuła wydarzeń pozwala na „sprzedawanie emocji i doświadczania”
Jest atrakcyjnym kontekstem wykraczającym poza zwykłą prezentację listy atrakcji

Włączenie do komunikacji ludzi

Obecność ludzi tworzących ofertę turystyczną regionu zwiększa autentyczność i podnosi atrakcyjność komunikacji

Kotwice medialne

Punkt wyjścia do komunikacji

Liczba dziennikarzy i KOL w internecie zaproszonych do współpracy

Zasięg i jakość publicity on-line i off-line

Wartościowy Content
Materiały foto, video, teksty

Buzz
Social media
(Instagram, Facebook, YouTube)

Wymiar jakościowy:
Odświeżenie i nadanie dynamiki komunikacji

Amber Heritage Network



*współpraca państw basenu morza Bałtyckiego –
wspólna polityka promocji i budowania
wizerunku regionu w oparciu
o konkurencyjność
i unikatowość produktu*



POMORSKIE



rok 2012: 6,6 mln turystów

rok 2013: 1,7 mln turystów zagranicznych !!!