

## EUSBSR PA Tourism Steering Group Meeting (Online)

11/12/2023 11.00 AM CET - 15.00 PM CET

MEETING MINUTES (draft)

### PARTICIPANTS:

1. Estonia - Ms Ede Teinbas, Ministry of Economic Affairs and Communications
2. Finland - Ms Hanna-Mari Kuhmonen, Ministry of Economic Affairs and Employment
3. Latvia - Ms Inese Sirava, Investment and Development Agency of Latvia
4. Latvia - Ms Linda Ziediņa-Ērgle, Investment and Development Agency of Latvia
5. Lithuania - Ms Lidija Bajarūnienė, The Ministry of Economics and Innovation
6. Poland - Mr Karol Biedrzycki, Ministry of Sport and Tourism
7. European Commission, DG REGIO - Ms Blagovestka Riiser
8. PAC Tourism / PTB - Ms Marta Chełkowska
9. PAC Tourism / PTB - Mr Łukasz Magrian
10. PAC Tourism / PTB - Ms Magda Leszczyna-Rzucidło
11. PAC Tourism / Council of Oulu Region - Ms Anna-Maija Toivonen
12. Baltic Sea Strategy Point, Hamburg Office / Ms Marlene Riedel

### Welcome

On behalf of the Latvian Presidency to EUSBSR PA Tourism Steering Group and the Investment and Development Agency of Latvia, Ms Inese Sirava welcomed all the participants to the meeting. In her welcome address she highlighted the importance of sustainability in tourism and the role of digitalization in the development of the Baltic Sea region's tourism sector.

### Presentation and adoption of the meeting's agenda

Ms Magda Leszczyna-Rzucidło presented the meetings' agenda to all the Steering Group members and Ms Inese Sirava asked if there were any issues regarding the agenda and asked if they accept it. **The SG Members adopted the meeting Agenda without any changes.**

## Summary of PA Tourism activities June - November 2023 including BSTF2023

Ms Magda Leszczyna-Rzucidło and Ms Anna-Maija Toivonen presented the summary of PA Tourism activities 2023 which included many activities, co-operation with projects, participation in various meetings and events, knowledge sharing and communication with stakeholders. The most significant activity for 2023 was Baltic Sea Tourism Forum which took place on 11 October in Tallinn in co-operation with the the Estonian Ministry of Economic Affairs and Communications, Visit Estonia, Visit Tallinn, Interreg Baltic Sea Region and the Council of the Baltic Sea States. The BSTF2023 was organised back-to-back with Green Destinations Conference. Ms Magda Leszczyna-Rzucidło thanked the Steering Group members for their support regarding the arrangements of the BSTF2023 and specially emphasised the great help from Estonian Ministry of Economic Affairs and Communications and the teams from Estonian visit-organisations.

Ms Ede Teinbas thanked the PAC's for their work during the year 2023 and gave positive feedback on organising the BSTF2023. She also mentioned that there were 26 people who joined both events BSTF and GD conference in Tallinn. Ms Inese Sirava also gave positive feedback for PAC's work in coordinating the PA Tourism. Ms Hanna-Mari Kuhmonen asked for more information on BasCil-project and Ms Magda Leszczyna-Rzucidło shortly presented the Bascil culinary tourism-project. Ms Hanna-Mari Kuhmonen also noted that the Ministry of Economic Affairs and Employment of Finland publishes their national newsletter for tourism and reminded the PAC's about this possibility to share information about PA Tourism activities.

## Workplan 2024

Ms Magda Leszczyna-Rzucidło and Ms Anna-Maija Toivonen presented the PA Tourism workplan for 2024 and explained the following activities:

- Knowledge sharing WEBINAR & presentations on PAC TOU
- Participation in tourism-related meetings: Global Sustainable Tourism Conference Stockholm April 2024
- Project support - participation in project meetings etc.
- Capacity building for MRS implementors
- Cross-MRS cooperation
- Internal PAC working meetings
- Communication: website, social media, newsletter

## Reporting

Ms Magda Leszczyna-Rzucidło presented the upcoming reporting for PA Tourism which includes the PA Tou Steering Group approval. Ms Inese Sirava confirmed that she will act as a signatory on behalf of the Latvian Presidency.



## BSTF2024

Ms Anna-Maija Toivonen presented the draft about BSTF2024 which will take place on 4-5 June in Oulu. Planned themes for the forum are following:

- Biking
- Cultural & Culinary heritage
- Coastal tourism
- Youth perspective & involvement

Steering Group members were asked to comment the themes and to propose ideas for speakers to the forum. Ms Inese Sirava noted that bringing a tourism product perspective to the forum is a good idea. Ms Ede Teinbas suggested that Steering Group members would come back with some ideas in January. Mr Karol Biedrzycki pointed out that the tourism development in rural areas would be an important topic for the forum. Ms Anna-Maija Toivonen thanked for the comment and highlighted the PA Tourism Acton 1. Transnational tourism development in remote and rural areas and she assured that the tourism development in the rural areas will be connected with the themes.

Ms Marta Chelkowska noted that BSTF2024 will be the 16th edition of this forum. She pointed out that it would be important to include the general trends in tourism, for example regenerative tourism included into the themes and all these would be connected into each other. She suggested to have a speaker from European cycling federation to the forum.

## Baltic Strategy Point presentation

Ms Marlene Riedel from Baltic Strategy Point Hamburg team gave an presentation on Baltic Strategy Point by introducing the team and their work priorities. She presented the EUSBSR Presidency rotation abd the Latvian Presidency priorities. She also highlighted the importance of EUSBSR Annual Forum as the best possibility to reach the EUSBSR strategy actors.

## Project new and update - projects related to PA Tourism & Support Letters for the applicants

Ms Magda Leszczyna-Rzucidło and Ms Anna-Maija Toivonen presented tourism related projects that are supported by PA Tourism and reported that for the Interreg South Baltic program there is a possibility for the applicants to ask for Support letters from EUSBSR Policy Area Coordinators. PA Tourism has provided a few letters so far but for the future calls the PAC's wanted to prepare guidelines for this process and asked the Steering Group Members to share their comments on this. The discussion was taken place and it was decided to further clarify the issue and come back to in good time before the next call.

## News from each BSR country and DG Regio

All the SG Members from participating countries and the DG Region representative shared their information on currently run tourism-related initiatives, presented the tourism statistics in their



home country for 2022 and informed them on planned events and activities that may be important for the EUSBSR tourism cooperation.

### Next Meeting

The Steering Group Members discussed the upcoming meeting, which should be organised in spring 2024. Ms Inese Sirava invited the Steering Group Members to a meeting in Latvia and she proposed the date 18 April 2024.

### Any Other Business

There were no comments at this point.

### End of the Meeting.

Ms Inese Sirava from the Latvian Presidency to EUSBSR PA Tourism Steering Group, closed the meeting and thanked everyone for participating.