



BALTIC SEA REGION
PERFECT TOURISM ZONE

Commission on Tourism
Union of the Baltic Cities
2008

BALTIC SEA REGION
PERFECT TOURISM ZONE



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Dear UBC Friends,

The Commission on Tourism has got several goals. It is my pleasure to announce that one of them has been achieved now. You are looking at the second edition of the tourist catalogue called "Baltic Sea Region – perfect tourism zone".



The idea of this publication was to present the tourist potential of BSR to all UBC member cities, to describe the tourist base and attractions and to invite the inhabitants of the cities to know each other better.

Many of our cities have already presented their selves in the catalogue. It might be the great opportunity for us to create the real network of tourism cooperation, so it is worth joining in the project!

I hope that the idea of being closer to each other will soon bring many tangible, positive results for all UBC members and the Baltic Sea Region.

The President of the UBC is:

Mr Per Bødker Andersen, Mayor of Kolding, Denmark

The Vice-Presidents are:

Mrs Marie-Louise Rönmark, Mayor of Umeå, Sweden
Mrs Urve Tiidus, Mayor of Kuressaare, Estonia
Mr Jarkko Virtanen, Deputy Mayor of Turku, Finland

The UBC Secretariat

The UBC secretariat is situated in Gdańsk, Poland and led by the Secretary General, Mr Paweł Żaboklicki. Anna Sońnicka and Anna Dargiewicz are the very helpful administrative assistants in the Secretariat.

UBC Secretariat

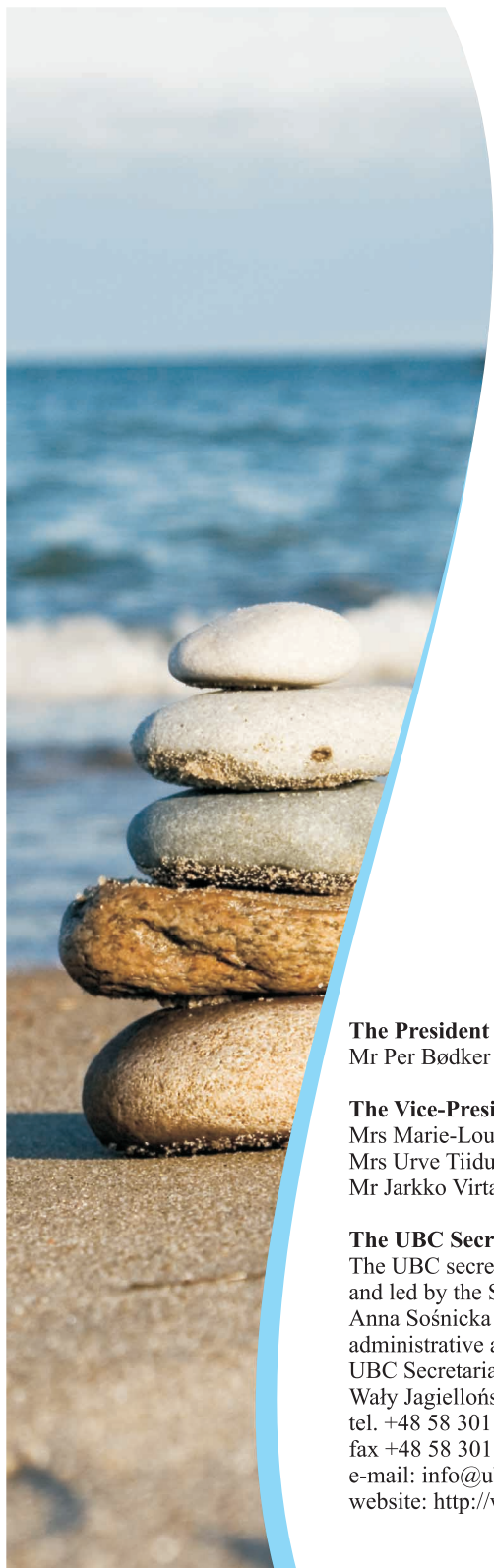
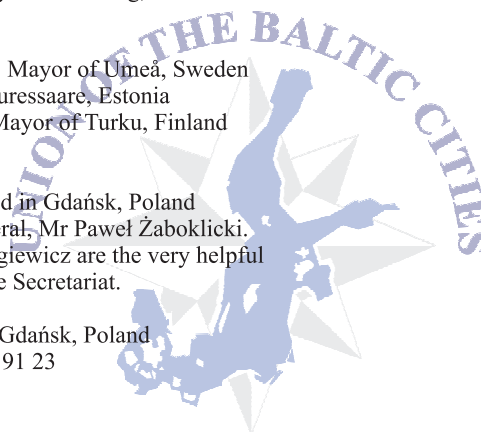
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Fot. Krzysztof Subicki



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The Commission on Tourism was established in 1996 to promote tourism in the Baltic Sea Region. The Commission focuses on education and development of sustainable tourism. Chairman of the Commission on Tourism since 1.10.2005 is Mr Ryszard Zdrojewski from city of Koszalin, Poland.

Commission goals

- integration of the Baltic Sea Region communities through better understanding each other, exchange of tourist information and support of tourist traffic
- better coordination of tourism in the Baltic Sea Region through creation of a cooperation network between the cities, development of interpersonal relationships and use of the Internet;
- permanent development of the tourist infrastructure through initiation of projects based on the European Union programmes;
- promotion of active and healthy lifestyle in which tourism plays a significant role.



Commission on Tourism

Union of the Baltic Cities

<http://www.ubc.net/commissions/tourism.html>

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Fot. Archiwum UM w Koszalinie:
autor Cezary Skórka

Koszalin



POLAND



**Dear Friends from the Union of Baltic Cities,
Dear ladies and Gentlemen,**

Our cities cooperating through operative activity in the Union of Baltic Cities have been putting more and more emphasize on development of tourism understanding well that through better knowing each other it is possible to create true cultural, social and economic ties, which are the corner stone of the united Europe.

Following the example of other member cities Koszalin actively presides, apart from broad promoting of its own tourist and cultural values, the Tourist Commission having treated the international cooperation as its priority for many years. Our long-term international cooperation has been valued by international community, which awarded Koszalin with the distinguished prizes of the Council of Europe i.e. Diploma, Flag and Honorary Table of the Council of Europe.

Therefore, the tradition originating from its European roots makes us, local community, obliged to take up many initiatives to promote European thought and construct the united Europe.

You will be able to discover it yourself having visited Koszalin, the city, which vigorously develops remembering, however, that modern development would not be possible without excellent cooperation with our Neighbours i.e. Local Authorities and Inhabitants of other European towns/cities located in the Baltic Sea area.

Mirosław Mikietyński
Mayor – City of Koszalin

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Koszalin



POLAND

Koszalin, a city with 107,000 inhabitants, is located in the north-east part of the West Pomeranian province. The city featuring the area of 83 km² is located at the foot of the scenic Che³mska Hill (137 m above sea level). It is only a few kilometres away from the Baltic Sea. An international route E-28 Berlin – Kalingrad, linking Germany with Lithuania, Belarus and Russia runs through the city. The city is also intersected by the National Route S-11 linking south Poland and Europe with our region.

Koszalin and its region are among the purest and most pro-ecological nooks of Poland – the City received the honourable title of



“Environmentally Friendly Commune”. Furthermore, Koszalin is colloquially named as a „**green city**”. The most beautiful forest complexes, green areas and places of leisure are located south and east of Koszalin.



Koszalin belongs to old European cities; it had got its municipal charter in 1226. To the most valuable historical monuments of the city testifying for city’s historical heritage can be counted: the St. Mary’s Cathedral, a fragment of defensive wall, St. Gertrude’s Chapel as well as the Millers’ Palace currently homing a museum. Additionally, an item well worth seeing is the Executioner’s House now



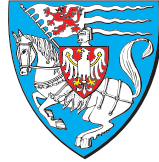
being the seat of the small “Dialogue” Proposal Theatre. Until the thirties the house was inhabited by the executioner.

To facilitate the sight-seeing the so-called **Old-City Tourist Track** has been conceived; this is a peculiar tourist guide. It comprises 27 particularly interesting historical or architectural places and spots at Koszalin territory. In front of every such place of interest there are boards informing about object’s or place’s history and the track sight-seeing is facilitated by sign posts fitted in pavements displaying a characteristic track logo and information material inviting the visitors to explore the city on their own. Verbal and printed information material regarding the Old-City Tourist Track is available at the information office of Koszalin Municipal Authority and from the Regional Tourist Information Centre.

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Koszalin



POLAND

Furthermore, Koszalin is a strong centre of sustainable development; it makes an administrative, economic and cultural centre point of the region. Over 18,000 businesses operate here. Schools of university standing that operate in the city (the biggest is the Technical University of Koszalin) educate over 22,000 students – this also testifies city's academic character. Besides, Koszalin has been cooperating very actively with 12 twinned cities and is a

member of many international local authority organisations. The effects of such cooperation can be seen through, among other things, raising of ever increasing funds from the European Union for improvement of city's infrastructure and its attractiveness for prospective investors – this have been confirmed with many titles, certificates and high ranking positions in the national economic rankings.



Fot. Archiwum UM w Koszalinie:
autor Cezary Skórka

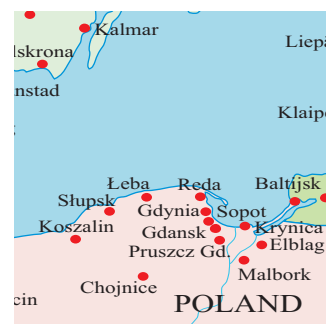


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Bergen



NORWAY

Bergen is an international town founded in 1070 by King Olav Kyrre. The City is Norway's second largest situated on the Western coast of the country. The inhabitants love to show off their beautiful and many-sided city. They are proud of Bergen's shipping, trading and cultural traditions. The city with its 242,000 inhabitants is like a spectacular amphitheatre clambering up the mountainsides, overlooking the sea, embracing you. You can roam through living history in this modern city, the gateway to the wildest and loveliest fjords of Norway. Tradition, initiative and drive have made Bergen one of

Norway's most vigorous cultural cities. It is not merely by chance that Norway's biggest cultural event, the Bergen International Festival, is held here each year in May, or that the town was chosen to be one of the European Cities of Culture in the year 2000. The old parts of town are living history, and the museums and galleries keep both art and the ancestral heritage alive. The Hanseatic wharf Bryggen, the Fish Market, the composer Edvard Grieg's home at Trolldhaugen, Rasmus Meyer's art collection, the Aquarium and Old Bergen are just a few of the many attractions worth visiting.

The Bergen Card is your ticket to good value in Bergen. The Card entitles you to free or discounted admission to museums, tourist attractions, public transport, parking and much more.



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Cesis



Latvia

Cesis is not only among the oldest towns in Latvia, but also represents the country's true spirit. With colorful landscapes and a rich historical legacy, it embodies the fascinating spirit of the past and contemporary civic pride. The town of Cesis itself, along with the surrounding area, represents one of the great attractions for any visitor to Vidzeme. At all times of the year, Cesis plays host to visitors who appreciate its cultural heritage, the splendour of its natural landscapes and the tranquil rhythm of small-town life.

Cesis is charming in both summer and winter. Events such as the flower and dance Festival have become tradition in the warmer months as well as the performance by the Latvian National Opera and the Cesis Music Festival. These are events loved not only by the

inhabitants of Cesis, but by visitors as well. In the winter, skiers flock to one of the largest ski centres in Latvia-Zagarkalns.

Cesis biography includes the ancient castle of the Vends, who gave the town its German name Wenden; the year 1206, when the town is first mentioned in chronicles; the time of the Hanseatic League, when Cesis was the venue of Baltic region Hansa town meetings; and the figure of Wolter von Plettenberg, under whose rule the town flourished. Latvia's red-white flag can find its origins in Cesis, and the oldest brewery in the Baltic region can be found here.



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Chojnice



POLAND

WELCOME TO OUR HOME

Those who visit the Land of Chojnice once, will surely remember it and gladly return. Everyone will find something suitable for themselves. Tourists seeking secluded places, located far away from the big city turmoil, will find them amongst numerous rivers, lakes and beautiful forests (the "Bory Tucholskie" National Park, Zaborski Landscape Park). There are many hotels, guesthouses, foresters' cottages and agrotouristic accommodation as well as campsites and caravan sites waiting for tourists. Chojnice is an important trade center and a communication junction of the Kaszuby and

Krajna borderland. Vibrant with its life, Chojnice has a big impact on the neighboring area, inhabited by about 100 thousand people. It is a perfect base and excursion point for tourists who travel to attractive places in northern Poland. Chojnice has retained its medieval buildings and numerous architectural monuments: the defensive



walls with turrets and Człuchowska Gate, the minor basilica, the Jesuit church. Other tourist attractions include complex of swimming pools "Water Park" and bowling centre "Mistral".



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**BALTIC SEA REGION
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Espoo



ESPOO
ESBO

Finland

Population 235.000, total are of 528 km² (water 216 km², land 312 km²), islands 165, lakes 95, shoreline 58 km.

Espoo is a modern and energetic city of business and has developed into Finland's leading technology centre. Large concentration of technology-related businesses, research labs and educational institutions are located in Otaniemi. The appeal of Otaniemi, where Helsinki University of Technology is based, has also attracted international companies to the area. Espoo is the second largest city in Finland and an integral part of the Helsinki Metropolitan Area.

Espoo has plenty of beautiful scenery, a stunning archipelago, golf courses, sports parks and plenty of trails that are great for

walking, jogging, biking and skiing. Nuuskio National Park contains the most extensive wilds in the southern Finland.

Popular attractions:

- EMMA - Espoo Museum of Modern Arts
- Exhibition Centre WeeGee in Tapiola
- The art nouveau studio home of the Finnish national artist Akseli Gallen-Kallela
- The Gläms Farmstead Museum
- Espoo Cathedral. The medieval grey stone church from the 15th century



- Serena, the biggest indoor water fun park in Scandinavia
- Huimala, indoor adventure park for the entire family



ESPOO
ESBO

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Fredericia

Denmark



Situated directly to the Little Belt Fredericia is encircled by beautiful nature both by land and by sea. Along the coast you can bathe from three Blue Flags beaches and do all types of aquatic activities and angling. On dry land the large forests and recreational areas are suited for biking and walking. The centre of Fredericia was built as a fortified town 356 years ago. With its chessboard of completely straight streets surrounded by the best preserved ramparts in Northern Europe, the market town is both unique and exciting. Today, the imposing ramparts make a lovely historical town park with market paths. Take a stroll on the ramparts and see old canons, powder magazines, guardhouses and the famous monument – Den Tapre Landsoldat (“The brave country soldier”). On the ramparts 16 km bike and walking routes have been

established. The peninsula Trelde Naes north of the town is a nature-lover’s paradise. The largest part is an area of natural outstanding beauty, mainly forest with trails and a rich fauna. Trelde Naes has a fine beach for swimmers.

In Madsby Paly Park, a large area of scenic beauty in the centre of Fredericia, you will find all the activities that the heart could desire. In Madsby Paly Park there is e.g. gigantic playground, driving school, Tarzan track, Indian settlement , puppet theatre, fairy tale grotto, and Animal Park. Everything here is free, except rowing boats and barbecues, the Madsbytrain Tante Andante’s House.

Close to the Play Park is the Historical Mini-Town with moats, bastions, ravelins and 700 buildings. The Mini Town is a lifelike copy of Fredericia in the year 1849, simply one tenth of the size.



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BALTIC SEA REGION
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Gargzdai



Lithuania

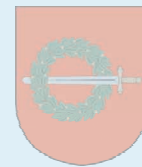
GARGZDAI is administrative centre of Klaipeda district. In historical sources Gargzdai for the first time is mentioned in the name of Garisda in 1253. From the XIXth c. Gargzdai was famous as for being the frontier town and experienced its palmy days. The trade, crafts, cultural and religious life were developing at that time.

In 1950 it became the centre of the Klaipeda District. Year by year Gargzdai town and its district attract more and more investors, foreign capital companies. The incoming finances are designated for the development of the town's infrastructure, renovation

of buildings, development of cultural life, sport and tourism.

DISCOVER THE UNTOUCHED NATURAL RICHES

There are several natural complexes in Klaipeda district where all of the region's natural valuables are concentrated. In the region there is plentiful of rivers, ichthyologic reservations where spawning grounds of salmon-type fish are preserved. The seaside zone has unique nature. This is a territory that is important for the preservation of both the rare birds and the endangered and bypassing fish.



Gargzdai Tourism Information Center

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Gdańsk



POLAND

Gdańsk is a thousand-year old city with almost half a million residents. It is situated on the southern coast of the Baltic Sea. This historical City was a hometown of Jan Hevelius, Daniel Gabriel Fahrenheit, Arthur Schopenhauer, Guenther Grass and Lech Wałęsa. The symbolic silhouettes include e.g. the massive brick bulk of St Mary's Basilica towering over the city, the rich Renaissance arcades of the houses around the Long Market, the statue of Neptune, and the Medieval Crane on the Motława bank. For years, this capital city of Pomerania has also been a popular venue for international meetings of

policy makers, business people, scientists and artists, an initiator of many important undertakings and momentous events. Gdańsk, called the City of Freedom, is known as the cradle of Solidarity – the first independent trade union in the Eastern Block countries, organised in Gdańsk. The City stuns visitors with: the multitude of its listed sites of residential, sacral, military, and port functions, its heritage of ten centuries of fascinating culture and turbulent history, and its uncommon air of location where history and modern times merge into a perfect harmony to create an unmatched cityscape.



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BALTIC SEA REGION
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Gdynia



POLAND

Gdynia – Poland’s Sailing Capital Gdynia, known as "Poland’s Sailing Capital", is a young, modern, and bustling city immersed in the scenic coastal landscape. Hardly any other city can boast of having such a long and easily accessible coastline. The Marina, the biggest and most advanced in Poland, accommodates up to 260 yachts. Owing to perfect yachting conditions, on a warm breezy day the waterways surrounding the city are dotted with countless sailboats of all sizes racing in the wind or cruising the shoreline at a leisurely pace. The city is home to the brave WW2 destroyer

“Błyskawica”, and the “Dar Pomorza”, one of the most beautiful frigates in the world. Major yachting projects are launched here. The greatest yachting event in Central Europe, the Gdynia Sailing Days, always attracting world-known competitors is held every August. Gdynia has hosted the Tall Ships’ Races three times. Last time, in 2003, more than 1.5 million guests came to the city. Even larger number of visitors is expected on 2-5 July 2009, when the Tall Ships’ fleet will call at Gdynia again. Gdynia has numerous natural assets such as beautiful, safe, and clean sandy beaches as well as scenic forests. The city

is the gem of modern architecture, which, backed with the wide cultural offer, makes Gdynia an exceptional tourist destination.

Gdynia – where the sailing world meets!



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Greifswald



Germany

The University and Hanseatic City of Greifswald presents itself to its guests, citizens, students and scientists with an inviting creative atmosphere as a lively young city full of cultural and sportive offers. Here Caspar David Friedrich was born - his paintings are shown in the Pomeranian Museum. Greifswald belongs to the European Route of Brick Gothic.

The fisher village Greifswald-Wieck with its idyllic harbour, the wooden drawing bridge and the brigantine GREIF as well as the biggest German museum harbour with a lot of old traditional sailing boats in the city centre are especially attractive.

Its history begins in 1199 with a Danish monastery and in 1250 Greifswald is granted town privileges. In the Hanseatic League Greifswald grows to a powerful trading town. The three Gothic churches, the cathedral St. Nikolai, the churches St. Mary and St. Jacob, gabled houses on the Market place and small storehouses are preserved contemporary witnesses of this epoch. With the founding of the University a power arises in Greifswald that will remarkably form the development of the town and its cityscape along the centuries. From 1990 about 100 millions of Euros are invested in Greifswald's urban development,

refurbishment, construction and design of buildings, streets and squares.



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**BALTIC SEA REGION
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Guldborgsund



Denmark

Guldborgsund – full of experiences

Tips for your holiday

Did you know that in Guldborgsund you can experience:

- the world's second-largest Crocodile Zoo, with 21 of the 23 living species
- over 100 burial mounds in Frejlev Wood – just right for a family trip
- the living Middle Ages in Sundkøbing anno 1396 at the Medieval Centre
- one of Denmark's most child-friendly holiday areas, Marielyst, with lots of activities and a great bathing beach
- idyllic fisherman's cottages with thatched walls in Hesnæs, on the east coast of Guldborgsund, where the beech wood almost grows out into the Baltic
- many marked cycle routes in beautiful countryside – every cycle-tourist's dream, as there are no steep hills in Guldborgsund, but lovely



routes instead through woodland and along the coast

- exciting horse races (trotting) and nail-biting gambling at Nykøbing F. Travbane
- three beautifully located golf courses, very different from each other but equally inspiring
- a real manor atmosphere at the many castles and manor houses – try Fuglsang, for example, which has just opened an excellent new art museum
- a vast number of exciting quality produce at the many farm shops
- some of Denmark's oldest market towns – try visiting Nykøbing Falster, for example, which is the largest



town in the area, with attractive streets, good shopping, an active urban environment and lots of music events all year round, such as Nykøbing Falster Festival Week

- marinas with plenty of hustle and bustle all the way round the beautiful coastline of Guldborgsund, as in the old market town of Nysted, where maritime life is really thriving.



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BALTIC SEA REGION
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Haapsalu



Estonia

Welcome to the lyrical seaside town of Haapsalu! Known as the more reserved resort town, it is the perfect holiday spot for those not fond of loud crowds. Built on a strip of land once formed of many islets, Haapsalu offers picturesque scenery and romantic walks on the seaside Promenade, cosy cafés, but also a rich history and high quality cultural life.

Apart from Haapsalu's beautiful old town hall, romantic wooden dwelling houses, and Kuursaal (one of the finest wooden buildings in Estonia housing a summer restaurant) Haapsalu is known for its Episcopal Castle built in the 13th century. At full moon in August a translucent

figure of a woman – the White Lady – appears in the window of the baptistry of Dome Church, the largest one-nave church in the Baltics.

Since the early 1800's, when the curative properties of the local sea mud were discovered, Haapsalu has been a renowned resort and is continuously popular among spa tourists. Whether looking for a relaxing spa-holiday, coming for a sightseeing or to enjoy a particular event, Haapsalu is happy to welcome you.



HAAPSALU
A.D. 1279

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BALTIC SEA REGION
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Halmstad



Sweden

Welcome to Halmstad!
When you are in Halmstad you do not have to go far to find our lovely beaches, deep mushroom forests and nice fishing waters. The distance between the golf courses is short. The same goes for the airport and the railway station, which practically lies within walking distance from the city!

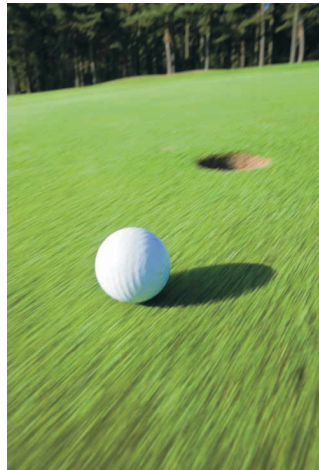
If you feel like activating yourself, or perhaps just look while others do, then the opportunities are many in this athletic metropolis, which has become the capital of golf with its 13 courses.

You can enjoy football, ice hockey, handball and ping-pong at elite level.

The outdoor surroundings

offer many beautiful sculptures. The museums and galleries have exhibitions with both Swedish and international artists. The well known Halmstadgroup have their own exhibit at Mjellby Art Gallery.

During the year Halmstad offers things like concerts, movies, lectures, sports, guided tours and festivals. At the theatre there are different shows, concerts and musicals. If it is peace and quiet that you are looking for you can find it here also. So whoever you are and what ever you want to do – let Halmstad embrace you!



**Welcome to us
at Halmstad Castle!**

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**BALTIC SEA REGION
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Helsinki



Finland

Welcome to HELSINKI!
Helsinki is a unique and diverse city, where traditional eastern exotica meets contemporary Scandinavian style – a city whose urban cosmopolitan lifestyle exists in perfect harmony with nature. Most sights and attractions are within walking distance of the city centre, and getting around town is easy. Helsinki's cultural life is extremely active, with over 3000 events arranged each year. Top design and shopping Helsinki is the definitive design town, studded with boutiques, galleries and museums. Pampering yourself with a successful

shopping spree is an essential part of any trip. Fans of fashion and interior design can explore the city's Design District. Culinary delights and vivacious nightlife For the gastronomic explorer Helsinki has plenty to

discover, from Michelin-starred haute cuisine to old-world Russian flavours. The city's effervescent night shift has people dancing in bars and nightclubs from dusk till dawn.



Helsinki's most colourful and captivating experiences can be found on the city's official tourism website:
www.visithelsinki.fi

Contact us!
**Helsinki City Tourist
&
Convention Bureau
Tourist Information,
Pohjoisesplanadi 19**

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tourist.info@hel.fi



BALTIC SEA REGION
PERFECT TOURISM ZONE



Järvenpää



Finland

Description of the City:

- founded 1951, city rights 1967

- inhabitants 37 975

The City of Järvenpää and the Lake Tuusula area have a unique cultural history and identity. The old and modern innovative culture have their meeting point in the region making it attractive to both national and international tourists. The location of Järvenpää, at capital region, about half an hour drive to the north of Helsinki, makes it logistically easily accessible. The cultural house, Järvenpää Hall, situated at the core of the City, offers a venue for concerts, conferences, and all kinds of meetings and cultural gatherings. The pedestrian street Janne is crowded during the festivals, but also during

specific events like Järvenpää Day or Venny Startti in May. The events of the City are enlisted and updated on the [City home pages www.jarvenpaa.fi](http://www.jarvenpaa.fi).

The most important cultural tourism attractions and festivals in Järvenpää are:

Ainola - home of composer Jean Sibelius

Ahola - home of author Juhani Aho and his wife, painter Venny Soldan-Brofeldt

Villa Kokkonen - home of composer Joonas Kokkonen, designed by architect Alvar Aalto

Järvenpää Art Museum

Suviranta - home of painter Eero Järnefelt

Little Annie's home - home with activities for children
Puistoblues - one of the biggest blues festivals in

Europe

Tuusulanjärvi Chamber Music Festival - series of concerts in July-August
Sibelius-weeks - series of concerts in October



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Jekabpils



Latvia

The description about Jekabpils
Jekabpils has always been the crossroads of Zemgale, Latgale, Vidzeme as well as Selija regions. Only the river Daugava has remained unchanged since the old times – the River of Fate of our ancestors, waving 93 km through the city and district. If you have free time for travel, we invite you to Jekabpils – an old town of raftsmen and barge haulers that in 2000 celebrated its 330th anniversary, located on both sides of Daugava, the River of Fate of the Latvian nation that causes much concern to the city during flood time. Jekabpils was established at the beginning of the 17th century as a settlement of the Old Believers persecuted in Russia, so-called sloboda, on the left coast of the Daugava at Sala's inn. Development of the city was facilitated by the barge route on the river. The barge haulers were forced to load their cargo into wagons as barges could not travel further due to Daugava's falls. In 1670 the Sala's inn settlement was granted the status of a city and renamed Jekabpils (Jakobstadt) to honour its founder Jacob, the duke of Kurzeme. The oldest record mentioning Krustpils is dated 1237 when Riga's bishop Nicholas de Magdeburg built a Kreuzburg castle. In 1585 Stefan Batory, the king of Poland, granted Krustpils to Nicholas Korf. The only successor of the castle owners Jutta von Korf from Germany regularly maintains contacts with the present owners of the castle and visits the Krustpils castle. The city is famous for the Krustpils castle - Jekabpils History museum also including a Soviet Army room, cellars of the medieval castle,

exhibitions in the tower, outdoor section of Jekabpils History museum "Selian farm" – a Selian 19th century farm where the tourists have a possibility to participate in the old days' household and craftsmen's works. Wood park at Rad i basin with a place for swimming, volleyball fields and a jogging path, churches of 7 denominations, including churches of the Holy Spirit and Nicholas with a monastery, art gallery MANS'S, protection dam along the left coast of the Dauava – barrier against flood and a place for walking. In Jekabpils you will notice the typical 19th century one-storey wooden houses and late 19th century and early 20th century red brick houses with the luxurious decorated facades of profiled details. Jekabpils is a city with 123 protected history, culture, art and city building artifacts. Jekabpils has 6 general education schools, music school, art school, agriculture Business College, and branches of 5 Latvia's higher education establishments. Jekabpils is a city in development. Businesses expand, educational establishments, culture and sports facilities are improved, and recreation facilities established, streets, squares and plazas reconstructed. The city has built a new bus station. Supermarket chain and bank experts have recognized Jekabpils as convenient business environment. Jekabpils is a city where people, their needs and interests are a priority.
- Jekabpils changes fast, - say the guests of the city who have not been here for longer time.



TOURISM INFORMATION CENTRE Jekabpils TIC

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BALTIC SEA REGION
PERFECT TOURISM ZONE



Jelgava



Latvia

Jelgava is the fourth largest city in Latvia with about 66 thousand inhabitants. Jelgava acquired its rights of the city and the coat of arms in 1573 and usually is referred to as the capital of Zemgale. The city is situated on Zemgale plain, on the both banks of the tranquil river Lielupe. The city is situated 42 km from the capital of Latvia - Riga.

Despite the large-scale damages that this city has experienced during the wars of the previous century, Jelgava still can offer you splendid architectural sites, cultural heritage and nature objects, as well as modern structures. The city has developed as a multicultural administrative centre. Now the city can boast instant economic, educational and cultural development.

The plenty of sightseeing places can bring joy to every

Jelgava is the palace that was designed by famous architect F B Rastrelli; its construction was started in 1738. The Latvia University of Agriculture with 10 000 students is situated in the palace. Later, in 1825 a vault was arranged for the dukes of Courland Duchy; now the vault is open for exhibition. Another important building is Academia Petrina, built in 1775 (architect - S Jensen). Nowadays it is a museum of History and Arts.

Jelgava is just the city you've been willing to come to - here you can relax, experience unique culture or even develop some business.

Jelgava is one of the greenest cities in Latvia. Wild horses feed in Lielupe flood-land meadows located on the island between two rivers.



Jelgava Palace on the banks of Lielupe river (author Billijs Locs)



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Jõgeva



Estonia

Jõgeva – Estonia’s Capital of Cold and home to Santa Jõgeva is a small city with population of 6000, situated in the middle of Estonia. It is a young city, but has several sites of interesting and symbolic cultural value.

The city is well-known for its Tähetund Poetry Days, dedicated to Alver, herself a poetess, and the Alo Mattiisen Music Days. In high summer the city’s Mototreff is the meeting place for motorcycle lovers from around Estonia and abroad.

Sports competitions are held in the city’s new full-sized stadium and in the Virtus Sports Centre at both the national and international levels.

Well worth checking out is the Monument to the Cold

marking Jõgeva’s record as the coldest place in Estonia, with its lowest ever temperature of -43.5°C . Estonia’s Capital of Cold is also home to Santa. Letters can be sent to him year round. The city centre has several eateries, large number of shops and service companies.



Accommodation is available in the Virtus Hostel and the Route House guesthouse.

A tourist information point can be found in the city library building.

Welcome to Jõgeva!



**Tourist Information
Public Internet point**

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**info@jogeva.lib.ee
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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Jūrmala



Latvia

Jurmala – city on the wave!
Jurmala is the biggest Baltic resort, located 25km from capital of Latvia Riga.

The unique charm of the sea resort is hidden in its 33km long beach, coastal pine woods and resort treatment traditions, based on local nature resources – mineral waters, healing mud, healthy air and temperate climate. Every year the beaches of Jurmala acquire the Blue Flag – a certificate of water and infrastructure quality, issued by EU Environmental fund.

The spirit of Jurmala is in the rich architectural heritage of renovated wooden cottages. Guests are kindly welcome in campings, historical wooden guest houses, modern resorthotels, as well as cafes and restaurants offering dishes of different

nationalities. Modern resort hotels and rehabilitation centres offer rehabilitation and treatment as well as beauty care and SPA procedures, based on 150-year old resort traditions.

The city life is rich in culture and sports events: famous artists' concerts in Dzintari concert hall, Jomas street festival, antique vehicles parade "Retro Jurmala", sports competitions. Visit Kemeru National Park, Ragakapa Nature Park, family park Dzintaru Me aparks, one of the biggest water amusement parks in Northern Europe „Livu” aquapark and spend the evening watching sunset on a ferry that will take you on a trip to Jurmala.



**Jurmala tourism
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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Kaliningrad



Russia

The historical name of the city is Königsberg. The history of the city started in 1255 when the knights of the Teutonic Order founded the castle on the high steep banks of the Pregel. Today, after more than seven and a half centuries since the city foundation, Kaliningrad is an administrative centre of the westernmost region of Russia, the centre of the region which worthily represents the country in the centre of Europe on the south-eastern coast of the Baltic Sea. The city area is 223.0 square kilometers; the population of the city is 423.7 thousand people.

Closeness to the markets of the Western and Eastern Europe, transport corridors and other communications, presence of the only all-the-year-round navigable Russian sea port on the Baltic Sea coast, predetermine enormous

potential of multi-vector development. Rich history, favourable climate conditions and unique geographical position of the city facilitate the development of tourism in the region. Having visited Christ the Saviour Cathedral located at the centre of the city, business and tourism centre «The Fishing village» which architecture imitates the historical styles of the pre-war city image, the Cathedral with the burial vault of a famous Königsberg resident Immanuel Kant as well as numerous museums and memorials you will acquire wide knowledge of the rich history of the region and its current situation.



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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Karlskrona



Sweden

Karlskrona
Founded by Karl XI, Karlskrona is on the UNESCO World Heritage list as an outstanding example of a late 17th-century European planned naval city. Shipbuilding, architecture and town planning have attracted attention in Europe since the 18th century and the naval base and shipyard are still in use today. Discover our amazing city on your own or participate on one of our popular guided tours. See Drottningsskär's citadel and Kungsholm's fortress with its circular harbour. The Great Square, one of northern Europe's largest, has the Fredrik Church and the Church of the Holy Trinity, also known as the German

church. The Admiralty Church is Sweden's largest wooden church. Sweden's southernmost archipelago with a string of 1 650 islands and skerries are waiting to be discovered by boat, ferry or car. Don't miss the countryside - going hiking, walking, fishing or swimming in the many forests, lakes and nature reserves in order to experience a genuine part of Swedish life. Karlskrona has something to offer throughout the year. Summer is celebrated with boats and sailing, lots of music, dance and traditional markets, topped by our festival Sail Karlskrona in the beginning of August. Welcome!



Contact information:

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**turistbyran@karlskrona.se
www.karlskrona.se/tourism**



**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Kärdla



Estonia

Welcome to Kärdla!

Hiiumaa - an island in the Baltic Sea, rich by versatile, beautiful and intact nature and nice people. Its good to live on Hiiumaa. There are one thousand and one reasons for people to come here back again and again.

Kärdla was created as a factory town for the large textile works that were moved there from Suuremõisa in 1830. By 1847 Kärdla was designated as a manorial estate, and on May 1, 1938 Kärdla received a town charter and took its place as Hiiumaa's capital.

Kärdla is located on the northeast coast of Hiiumaa and is the administrative and economic center where most of the government offices and

utilities are located.

Transport as well as retail selling and many kinds of small business activity figure heavily into Kärdla's economy. The population of the town is 4200.

Kärdla is highly valued as being a lush green, romantic and safe place to take a summer vacation. During the summer months, the population of the town increases by 2-3 times its normal size.

The inhabitants of Kärdla are peaceful and tolerant by character. They live close to nature, love it and are children of nature in their soul. The most important thing is to have a sense of humor - people of Hiiumaa love jokes.



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**BALTIC SEA REGION
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Kaunas



Lithuania

Kaunas- the real taste of Lithuania!

Kaunas is the hearth of Lithuanian culture, tradition and history is just waiting to be discovered.

Meet 3000 devils in the hearth of Lithuania. Enjoy Jazz Festival or Classical music during the Pazaislis music festival. Be the first to discover the bird flight from the roof of Resurrection church, feel free and be brave to try professional acrobatic flights, wake a pilot inside you. Indulge water activities like yacht regattas or water biking. Don't forget to relax at SPA, leisure and entertainment centers.

You can experience the real taste of Lithuania strolling through the cobbled streets separating the beautiful 16th century buildings scattered along Vilnius street and around Town Hall square, by following in the footsteps of ancient pagans in one of our many parks, and enjoying the mix of modern and traditional shops, cafes and bars on Laisves avenue.



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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Keila



Estonia

Keila is a small north Estonian town of 9500 inhabitants which lies 25 km to the West of the capital Tallinn. The town covers an area of 10.46 km², of which half is built-up and half is covered with forests, hayfields and bogs. The Keila river runs along the eastern edge of the town before flowing into the Gulf of Finland in the Keila-Joa district. The main roads and railways to Paldiski and West Estonia run through the town, what is itself the major centre of the West of Harjumaa County.

Keila was declared a town in 1938, the oldest signs of habitation in Keila trace back as far as 3-2 millennia B.C.

The first written notice about Keila was in 1241.

Business in the town is well developed and offers a lot of jobs in Keila, which are taken not only by town residents, but also by people from the surrounding area and even from Tallinn.

The main industrial parks are all on the outskirts of the town. Keila is divided in two by the railway lines. On the south side, "beyond the tracks", lie detached houses with gardens, while the northern side is built up with blocks of flats.

Large parks and green areas, and the pine woods on the town's western edge make Keila a green and pleasant town to live in.





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BALTIC SEA REGION
PERFECT TOURISM ZONE



Kemi



Finland

City of Kemi is in Finland on the coast of the north-most part of the Baltic Sea called the Sea of Lapland. Kemi has 23 000 inhabitants. The nature of the town and northern nature changes completely with change of seasons. The town offers everything from shopping malls to small shops and cultural activities. In the winter the temperature drops rather low and the sea freezes. Specially interesting way to experience the never-ending fields of ice on winter time – take a cruise on Sampo tourism icebreaker. A trip on the ice can be made also riding on a husky dog sledge or as a reindeer safari. The SnowCastle of Kemi with its Snow Hotel and SnowRestaurant gets built every year. The Gemstone Gallery is the fairytale of the

glittering stones, admire the unique crown designed for the first and only king of Finland. In the summer the centre of Kemi becomes the lively beach boulevard with its marinas. In the summer the sun does not set at all. Midnight sun can be enjoyed on the balconies of the sailing pavilions. Pirate cruises or take a sailing trip in a tall ship built like the original ships in the 19th century. “Jähti” offers individual, tailor-made sailing packages and has room for 12 passengers. –Feel the loving spirit of Kemi, we will take care of You during your visit.



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Kiel



Germany

KIEL.SAILING CITY

Kiel, the capital of Schleswig-Holstein, is a traditional maritime and university city with urban charm. The sea stretches right into the heart of the city where the "City Centre

Harbour" is the starting place for huge ferries to Sweden and Norway as well as for numerous cruise liners. The biggest natural phenomenon in Kiel is the Fjord with the beaches that invite to a recreative stay. 230.000 inhabitants and lots of tourists enjoy also the multifarious cultural scene: theatre and opera, cinema and concerts, musicals and choirs, museums, botanic gardens and major art productions at the world famous Schleswig-Holstein Music Festival. The

shopping-possibilities in Kiel are almost unlimited. There is a variety of shopping streets besides the big shopping centers like Sophienhof with Querpassage, Karstadt / Holstenhörn and the CITTI-Park. Another very special highlight is the "Kieler Woche" (Kiel Week) which is not only the biggest summer festival in Northern Europe, but also the worlds biggest sailing event.



Besucherfamilie KI8702: Oliver Franke
Kreuzfahrer HafenKI KW 4406: Oliver Franke
Gruppe vor Rathaus: here is no need to name the photographer



**Kiel-Marketing e. V.
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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Klaipeda



Lithuania

Klaipeda is third biggest city in Lithuania, with a population of around 190,000 people. The town of Klaipeda Memel was founded in 1252. Klaipeda is a unique Lithuanian city by virtue of its colourful and turbulent history and also because the Old Town's architectural style is similar to many western European cities with which it had close links. Situated on the coast of the Baltic Sea Klaipeda, with its rich history, traditions, cultural life, unique architecture, has become an outstanding tourism attraction centre. Moreover, the Curonian Spit, included in the UNESCO Heritage List, the charming and picturesque

resorts, excellent recreational facilities and environs within the city's outskirts offer unforgettable and long-lasting impressions for those who visit these places. Young, pushing, liberal, open, tolerant, bright, ambitious, and perhaps a bit crazy – these are the words that are most often used to describe the city of Klaipeda. There are many who try to unravel the mystery of Klaipeda. How, in just a few short years, has Klaipeda been able to transform itself from being a grey and undistinguished industrial port, into one of the most attractive cities in the country, which is now rightly known as the capital of western Lithuania.



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Kolding



Denmark

Kolding-Here your Senses Will get Attention.

There are a multitude of opportunities in and around Kolding. Whether you are fishing for crabs from the Landing brige or viewing great art, exciting experiences await you. There are forests where you can disappear under dense foliage and a bay that provides for a beautiful sail along the coast of Jutland. You can have delicious meals in cosy cafés and shop until you drop at the specialty stores in the city centre. Visit museums of international calibre with collections that will leave you breathless, take the children on a wild treasure hunt or see concerts that sweep you along

in shared enthusiasm. Kolding is also for thoes with an historical interest. The castel of Koldinghus was built as the defence of the kingdom to the south and for centuries Koldinghus has been one of denmark's most important royal castles. The King and his train often lived at Koldinghus and important negotiations have taken place there. Christiansfeld, just to the south of Kolding, is the city of the Moravian Brethren and the infamous hony cakes! The town was founded in 1773 by the Moravian Brethren who came from the Netherlands. Within a very short time, Christianfeld flourished and became known for its unique handicrafts.



Kolding
Kommune

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BALTIC SEA REGION
PERFECT TOURISM ZONE



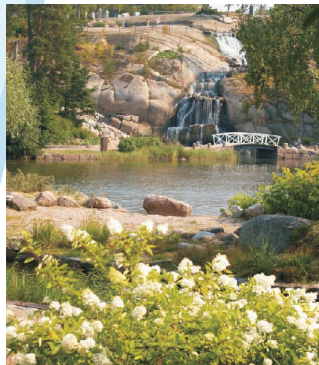
Kotka



Finland

KOTKA CITY BY THE SEA
Kotka is a small maritime city located on the coast of the Eastern Gulf of Finland, just an hour's drive from Helsinki. As a frontier town of Russia, Kotka has a fascinating history. The Kymijoki River, the longest river in Southern Finland, flows into the sea in Kotka. The city of Kotka offers great opportunities for various outdoor activities including archipelago cruises, fishing, sailing and shooting the rapids. The weekly programme in the summertime provides plenty of opportunities to take part in local activities and to admire the city's many attractions. The new Maritime Centre Vellamo will be opened to the

public on 11 July 2008. The museum building, an abstract interpretation of a wave, is in itself an attraction. Vellamo is home to fascinating exhibitions, a museum store, a restaurant and an interesting information centre. The museum vessels moored at the Vellamo quay are also open for visitors.



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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Kristiansand

Norway

Kristiansand is Norway's fifth largest town with a population of **79,000**. The town is the trade and communications centre for Sørlandet here in the south of Norway and has extensive train, bus, ferry and plane links with the rest of Norway and abroad. Kristiansand has the country's second largest harbour, the University of Agder, and an economy based on industry, trade and tourism. The town was founded by King Christian IV in 1641 and the town centre is built in the Renaissance style.

A shopping trip in this town with its chessboard pattern is both easy and fun! All kinds of shops are to be found along the pavements and in the pedestrian precincts. There are also fruit and vegetable

stalls in the square in the town centre. From the square, it's just a short distance to all four corners of the town, which is contained within an area of one square kilometre!

The fishermen's quay and *Gravnekanalen* (the Gravne Canal) are located in one corner of the town. Here you'll find a fascinating fish market, a lively restaurant environment, small-boat traffic and sightseeing boats. In another corner you'll find the indoor swimming pool and *Bystranda* (a fantastic sandy beach - in the town!). You can even fish for salmon in the river Otra just over a stone's throw away! The town's communications hub, with its railway, bus and ferry terminal, is located in the third corner of the town, while the

fourth and final one, *Posebyen*, contains Northern Europe's largest collection of low, terraced, white wooden houses dating back to the 18th and 19th centuries.



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Kristianstad



Sweden

Discover the Kristianstad countryside at any time of the year! The changing landscape, the countryside, culture and history. Opportunities for doing things. Eat and live well. Shopping in Kristianstad or at a farm shop.

The Danish king Christian IV founded Kristianstad as a fortress in 1614. The original fortress settlement is, today, the attractive commercial area in the centre of the town where the echoes of history can be heard between the houses on the pedestrian streets.

Attractions in the city is for example;

- Heliga Trefaldighetskyrkan, the Church of the Holy Trinity from the 17th century wick is the most beautiful renaissancechurch in

memorial to the town's founder.

- The rich Wetlands of Kristianstad wick is a unique ecological museum along 35 km but highly varied wetlands of the river Helge å.. Take a guided tour on a riverboat here and experience a new world.



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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Kuessaare



Estonia

DISCOVERING THE OLD AND VALUABLE IN KUESSAARE

On Saaremaa, one of the biggest islands in the Baltic Sea, is Kuessaare – a confident and charming little town. With its mild climate, healing spa hotels and beautiful sea view, Kuessaare even finds its way into the heart of tourist who has seen a lot, because the town has charms that cannot be seen in any big city. Shady park avenues, sweet wooden buildings, classicist houses, make a nice contrast to the Bishop's castle, which dates back more than seven centuries. Twenty-first century views of architecture flirt here with the dignified fourteenth-century castle

walls in the coastal area of Kuessaare.

Kuessaare is simultaneously modern and old-fashioned, innovative and conservative, unambitious and stylish. During a couple of hours of walking, the history of a maritime nation will unroll before you in this town, which got its rights from Danish Duke Magnus as early as 1563.



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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Liepāja



Latvia

Liepāja is the third largest city in Latvia, a city of successful changes as the people living here on the stretch of sand between the amber sea and the lake for more than 750 years have always been tough, wise and daring. Population of Liepāja city: 87 000.

Liepāja is the best place to be! You want to know why? We can tell you. Liepāja has balance in everything: The city is not crowded yet, it has all the best business and entertainment possibilities one could need.

Liepāja has a hard working administration and a very energetic community ready to participate in development of the city.

Liepāja has industrial production of both delicate lingerie and hard metal products.

Liepāja port has both successful commercial activity within special economic zone and yacht port for tourists.

Liepāja is alive! In fact, a part of this city remains in the souls of every person who comes here. Liepāja is so many things to so many people. So complex is this city that often its true nature evades and perplexes us. But all of the things that one sees, hears, feels, tastes and smells in Liepāja make it the unique and beautiful place that it is.



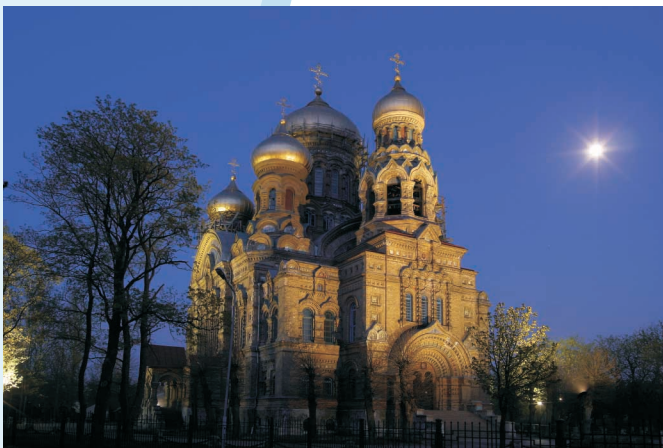
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BALTIC SEA REGION
PERFECT TOURISM ZONE



Lübeck



Germany

Lübeck – UNESCO world cultural heritage site and gate to the Baltic Sea Lübeck always was rather special: Queen of the Hanseatic trading league for 500 years, and today the gate to the Baltic Sea, to Scandinavia and the Baltic countries. Founded in 1143 by Adolf von Schauenburg it was declared to be a self-governing imperial city back in 1226 by Kaiser Friedrich II. The second world-war left deep wounds, but the literal Hanseatic frame of mind of the city's citizens has made it possible to restore the 7 famous spires, many merchants' houses, pas-sages, courtyards and cloisters. In 1987, the UNESCO declared the entire cityscape as a world cultural heritage site.

Tradition and progress does not contradict each other in Lübeck so you will find medieval ambience and modern shops close to each other as well as upper-class gastronomy and hotels. A must for every visitor is to have a break at the world famous Café Niederegger to discover the marzipan-salon and taste a piece of marzipan afterwards.

Dedicated to Lübeck's famous sons are the Buddenbrook-House is an absolute must too. It was the home of the grandparents of the writers Heinrich and Thomas Mann, both born in Lübeck. They belong to a whole host of other famous sons of the city such as the former German chancellor Willy Brandt and the author and artist Günter Grass, who both won a Nobel Prize.



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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Łeba



Poland

Łeba is a well-known tourist resort on the Polish Coast. Nature generously gifted the town with *beaches* stretching up to 10 kilometers and unique natural wealth made *Słowiński National Park* to be recognized by UNESCO the World Biosphere Reserve featuring *shifting sand dunes* known all over Europe.

In Łeba there is a *modern marina* able to accommodate up to 120 yachts. It is a water sports centre, windsurfing and a yacht in Optimist as well as Laser class, sea angling and wreck tourism.

There are few historic buildings in the town enjoying a six hundred year history: a *picturesque harbour* surrounded by *fishermen's houses* dating back to the 19th century, *ruins of a gothic church* in the dune belt, a *fishermen's church* dating back to the 16th century and

Neptun Hotel, a former treatment house dating back to the early 20th century.

Since 1995 Łeba has been the meeting venue of painters from Poland and abroad. The *Łeba Painter's Enclave'* taking place once a year has its master and its subject. Some of the recipes of the delicacies of regional cuisine enjoy many centuries' tradition. A joint presentation of fishing cuisine takes place once a year during the traditional, culinary *Pomuchel Festival* (Cod Festival) taking place during St. Nicolas church fair.

The charm of Łeba is a peculiar one, so nobody was surprised when in 1 998 the town declared itself a duchy. The promotional catch phrase '*Łeba Duchy*' has become an identity, a specific symbol of a mark of quality of a coastal town.



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**BALTIC SEA REGION
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Malbork is most often associated with the biggest Gothic stronghold in Europe. Malbork Castle is a masterpiece of medieval fortified and residential architecture. The biggest Gothic castle complex in the world, with an area of approximately 21 hectares and total capacity of buildings exceeding a quarter of a million cubic metres, is considered to be the biggest brick building built by human hands.

The Castle Complex in Malbork was inscribed on the prestigious UNESCO World Cultural Heritage List in 1997.

Malbork is first of all famous because of a flagship open air event which is the "The Siege of Malbork", which always takes place in the third week of July. This year the event is going to take four days – from 17th till 20th July. We expect that - as always during this event - there will be over a hundred thousand tourists in the town. Detailed information about the

event, also in the English version, is available on

www.oblezenie.malbork.pl. Apart from the historic festivals Malbork is a town of concerts, open air performances, theatrical performances and sport events. Dragon boat races and water ski races take place on the Nogat River in the season and many more.

To take advantage of Malbork's unique monuments and develop tourism in town, the Municipality of Malbork, in cooperation with the partner from Lithuania, applied for the European funds from INTERREG IIIA. The first project is connected with founding a municipal unit called Malbork Welcome Center – the Center of Tourism in Malbork (MWC). The structure of Malbork Welcome Center unit is going to be divided into three main action areas:


1. Center of Tourist Services and Cooperation with the Tourist Branch.

2. Office of Tourism and Town's Culture Promotion

3. Office of Events Marketing
Simultaneously with the opening of MWC premises we are planning to start a new official web-site of the Malbork Town – www.visitmalbork.pl



fol. L. Okoński



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Finland

Mariehamn was founded in 1861 at a time when Åland and Finland formed part of the mighty Russian Empire. Maria, consort of Tsar Alexander II gave the town her name. The town which is the administrative seat of the autonomous Åland region in south west Finland has a population of 10,850 inhabitants in an area of 11.6 km². 87% of town-dwellers are employed in service industries and health-care and further education are centred in Mariehamn which is home to the Åland University of Applied Sciences. Maritime town is a very suitable name for Mariehamn as Ålanders have always been seafarers. The over 100 years

old museum ship Pommern and adjacent maritime museum remind visitors of the area's shipping traditions and of a time when, through Gustaf Erikson, the world's largest sailing-ship fleet was registered in Mariehamn. To-day modern shipping flourishes in Mariehamn, where many shipping companies have their offices, specialising in passenger services, goods transport and the international tanker trade. The town has a large number of shops in relation to its size and in summer an almost continental atmosphere reigns in Torggatan, the foremost shopping street. As a festival town Mariehamn has much to offer. Annual events include a

MARIEHAMN

jazz festival, an organ festival, an arts festival and the acclaimed Rockoff music festival. During Arts Night in August, musical and other performances may be enjoyed at various places in the town.



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Narva



Estonia

Narva City

Located on the border between Estonia and Russia, Narva is the easternmost point of the European Union. The Narva castle on one bank of the river, and Ivangorod fortress on the other, form a unique architectural ensemble, which is depicted on the Estonian five-krone note. As in the past, Narva remains a melting pot for nations, periods and cultures, old and new. This is what makes the town so special. The 13th century castle, a beautiful baroque Town Hall, the best preserved system of bastions in Europe, Krenholm industrial complex (once Europe's largest, and an excellent example of British

industrial architecture), hospital and casemates from red brick and much, much more. Visitors can choose from a variety of concerts, festivals and openair shows that take place both in the inner yard of the Narva castle, and elsewhere in the town, such as in the newly-built ice skating stadium.

The tourism infrastructure has lately been expanded, with new hotels, bars, restaurants and entertainment venues. For example, hotel "Narva" became the first three-star hotel in Ida-Virumaa region. Be assured that Narva will never fail to surprise you in a positive way. Come and visit us!

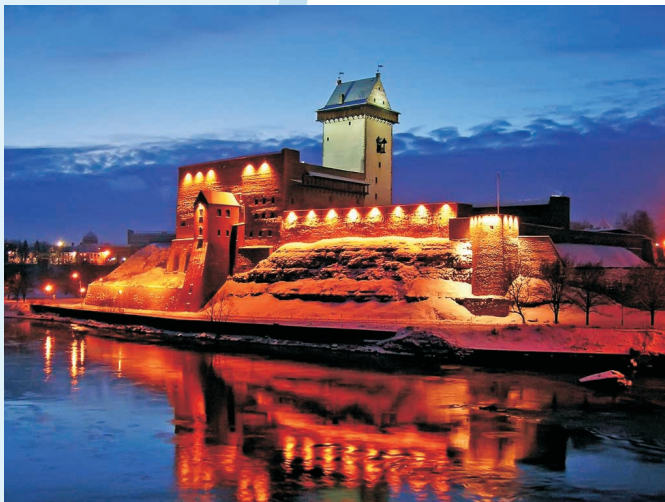


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BALTIC SEA REGION
PERFECT TOURISM ZONE



Næstved



Denmark

Næstved is numbered among the oldest towns of Denmark and was one of the largest Danish towns in the Middle Ages. Today it has approximately 45,000 inhabitants and is thus one of the larger Danish provincial towns. During the late Viking Period and the early Middle Ages Næstved had developed into a large town situated on either side of the river Suså. In 1135 Næstved got its municipal charter. Næstved developed into a market town with city council and its own town arms picturing the cross keys.

Through the ages, a rich trade, craft and cultural life has evolved. This atmosphere still exists, and Næstved is undeniably South Zealand's premiere shopping town.

Yet, despite rapid growth, much of the town's history has been preserved.

In Næstved, you will find, among other things, Denmark's oldest town hall and the nation's first row houses – Boderne, Gavnø Castle with its Convent Church, Herlufsholm Church and Convent. You can experience live artisans working according to age-old traditions at Holmegaard Glassworks and Kähler Ceramics. There are also



plenty of art galleries with changing exhibitions of both Danish and international artists. For the children there are Næstved Zoo, Fantasy World and the many fun rides at BonBon-Land.



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BALTIC SEA REGION
PERFECT TOURISM ZONE





Nyköping

Sweden

Nyköping – a breath of fresh air.

Nyköping is located on the coast an hour south of Stockholm and only 7 km away from Stockholm-Skavsta Airport. The municipality has 50 000 inhabitants and 35 000 people live in the town of Nyköping.

Take a break here – and don't miss the chance of making a new acquaintance. You will find a town of a comfortable size – short distances, pleasant people, a classic shopping street and many cafés, restaurants, shops and art galleries.

Nyköping is in the heart of Sörmland's cultural landscape with exciting, beautiful and fun excursions within reach.

You will find a great number of restaurants, good shopping and a wide variety of culture and entertainment, all in close proximity.

Stroll along "Storgatan" (the High Street) and visit art galleries and designer shops. Start the evening with a good dinner and go on to our nightclubs and cafés. Have an ice cream in the harbour, listen to waves and relax.

Not far from town, you can climb rocks, paddle canoes, or watch sea eagles and seals on board the tourist boats. Bargain at auctions, relive life as a miner, or cycle along "Näckrosleden" with a well-filled picnic hamper!



Nyköping

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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Oskarshamn



Sweden

Number of inhabitants: 26 300

Oskarshamn the municipality with energy. What does it mean? For the people living in Oskarshamn "the municipality with energy" is associated with power, light, warmth, sun and the ocean. Are you longing for peace and quiet? Wherever you are in Oskarshamn, nature is always just around the corner. The archipelago is known to be one of Sweden's most best-preserved archipelagos. With more than 5400 islands there are unimaginable possibilities to find a favourite spot among skerries and islets. If you favour dry land you can preferably embark on an expedition in a varying cultural province. The origin for Oskarshamn was the agreeable harbour. Here, boat life was evident and because of that trade, shipping and shipbuilding have been

characteristic in Oskarshamn over the years. Today, shipping is still a large part of Oskarshamn, through the ferry-service to Gotland and Öland, and because of the transportation centre for handling goods that Oskarshamn has developed to. Oskarshamn is also known as an industrialized municipality with core competence in the energy sector and the automotive industry. Oskarshamn is situated in the southeast part of Sweden in the Baltic Sea region.



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Palanga



Lithuania

Palanga is the largest Lithuanian all-year-round resort promoting wellness. Holidaymakers come here attracted by the possibility to get away from urban environment and to regain strengths from natural wellness sources by sunbathing, swimming in the sea, and breathing fresh maritime air. Palanga is something more than a climatic resort – various methods of treatment practice Palanga's sanatoriums, health and rehabilitation centres.

Palanga has a population of about 18 thousand and stretches for 25 km along the Baltic coast.

It is difficult to imagine Palanga without *the Pier*. A superb view of dunes, beaches and limitless sea opens from it. The focus of

attention each summer is the main street leading to the pier. It accumulates a great number of bars and cafes. Jokingly people call it the longest restaurant in Lithuania.

When staying in Palanga it is a must to visit *the Botanical Park*, which is one of the prettiest parks in Lithuania. The Palanga Amber Museum, located in the Botanical Park, is housed in the neo-renaissance style palace built in 1897. The exposition acquaints visitors with the origin, processing traditions,



practical application, and morphological variations of amber. A rich collection including amber inclusions, unique pieces of amber, and examples of fossilized tree resin brought from all over the world.

In Palanga everyone finds something to please his soul – holidaymakers searching for adventures, and those longing for tranquillity and romance...



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Pärnu

Pärnu

Estonia

Pärnu – a famous Estonian sea resort situates in south-west of Estonia.

Pärnu is a city with warm seawater, a sandy coast, picturesque landscapes, unique parks and a multitude of entertainment opportunities. The city has also museums and galleries with internationally renowned level of arts and a wonderful Concert Hall.

The wide choice of outdoor activities offers you unforgettable experience.

Spa hotels and other accommodation establishments are open all year round, restaurants and pubs wait to enjoy delicious meals and everybody can find something interesting in the cultural calendar.

The new beach promenade welcomes visitors all year round to enjoy the beauty of the

sea and the sandy beach. The great architecture and possibilities for active holidays add charm.

Pärnu offers an excellent setup for conferences and meetings. Pärnu has a host of venues with a wide range of styles and atmospheres. About 20 hotels and additional facilities have conference spaces that meet international standards. Flying to Tallinn/Estonia or Riga/Latvia one can reach Pärnu easily since the city lies between two capitals. A good example - the IX UBC General Conference took place in Pärnu!

Pärnu is also a member of the Hanseatic League and in 2010 will be the host of the 30th International Hanseatic Days.



Pärnu

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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Panevežys



Lithuania

Panevežys is the fifth largest and the greenest city in Lithuania, the capital of Aukštaitija Ethnographic Region, the seventh largest city in the Baltics. Panevežys is situated in the North-Eastern part of the country along the River Nevezis, in the midway between to Baltic capitals – Vilnius (130 km) and Riga (150 km). The favourable geographic location of the city offers convenient interconnection with other cities in the region while the highway VIA BALTICA links Panevežys with North and West European countries. Panevežys occupies 50 square kilometers with more than 115 thousand inhabitants, 96 per cent of them are Lithuanians. The history of the city of Panevežys starts in 1503 when the Lithuanian Grand Duke and the King of Poland Alexander mentioned the name of Panevežys in his letter to the dean of Ramygala church about the lands given between the Rivers Levuo and Nevezis as a gift. In the run of more than five hundred years, Panevežys city developed into metropolitan, large regional centre of economy, culture and sport. The general development tendencies in Lithuania and Panevežys also prove rapid and successful development of the city. Panevežys is the second city in Lithuania after Vilnius, which has the best investment promotion instrument. Panevežys is open for investors, industry and modern business, scientific ideas are

developed here. Educated, diligent and hospitable people reside here. Panevežys is situated on the both banks of the River Nevezis and boasts of its green recreation areas: parks and cozy squares. The most beautiful place – a visit card of the city is Senvage (the Old River Bed), a beautiful place for a walk. It reminds of a peculiar sculpture park. Guests of the city can visit the monument of Alexander, The Great Duke of Lithuania and King of Poland, the very hart of the city – a unique singing Laisves square, especially gorgeous by its flower gardens and water fountains in summer. Some visitors perhaps would like to visit original, valuable Art Gallery and to see ceramic collection, which was created and collected during the annual ceramics symposiums. Some guests can visit a unique in Europe Puppet Wagon theatre, the Ethnography Museum, which keeps the memory on the Baltic tribes preserved, it is also famous for a large Collection of Insects brought in here from all over the world. The guests of the city can take a trip by the narrow Gauge Railway and enjoy a theatrical performance „The Train Capture“, folk group concerts or the atmosphere of a rural market – this is a perfect chance to take a rest and spend leisure time in a bit „weird“ way. Panevežys is also famous for its J. Miltinis Drama theatre, Galleries, Churches, cozy cafés, shopping

centers, other nicest places of the city, for its cultural life and sport. Every year the city and the residents celebrate the City Day. This day guests can visit different historical periods, try old crafts, admire the views and become part of it. The best ways of getting know Panevežys is to visit it. You are most welcome to a green compact and cozy city in every time of a year.



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**BALTIC SEA REGION
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Reda



Poland

Reda – maybe not too big but still growing city. Today it has more than 19000 inhabitants and covers an area of almost 30 sq km. Together with its neighbouring cities Rumia and Wejherowo, Reda forms the so called Small Kashubian Tricity. The town is crossed by important railway transport routes and the international road meeting in the centre with a national road leading to Hel Peninsula. The great advantage of the city is its location close to The Gulf of Gdansk, The Gulf of Puck and the Baltic Sea. Additionally Reda is a place with various and abundant vegetation, ideal for outdoor recreation with lots of woods

surrounding it from the north and the south. The distinctive sign of the city is the neo-gothic church at main street which is also present at the city coat of arms. Another symbol of the city is the Reda river picturesquely meandering and crossing its area. The high level of river purity enables perfect environment for many fish, especially for: river trout, sea trout and grayling. It is also an excellent place for canoeing.



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BALTIC SEA REGION
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Riga



Latvia

Riga has unique values due to its rather intact medieval architecture and that of later periods, the urban structure, the richness and quality of Art Nouveau architecture and the 19-th century wooden architecture of the city. Inscribing the historic centre of Riga on the World Heritage List of UNESCO recognized it.

Riga belongs to the cultural space of Western Europe. For the city, dynamic and diverse music and arts activities are typical. Over centuries, the creative atmosphere evolved in Riga and inspired composers, poets and artists.

Riga has rich history, architecture, spacious gardens and parks, museums, art galleries and world-class opera...and daily treats like a walk in the enormous colorful central market or going to a cosy café, club or pub...

Impossible not to be loved in Riga, because of its given inspiration to everyone – both for them which are delighted with ancient and which craves for new impressions.



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**BALTIC SEA REGION
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Robertsfors



Sweden

Robertsfors kommun is a small commune with ie 7.000 inhabitants, located in the north of Sweden, close to the city of Umeå. People are occupied mainly with industry work and farming and forestry. Many are also working in the neighbour cities Umeå and Skellefteå. We have good communications, with the E4-highway, with buses almost every hour. We have a nice nature with open farmland, nice forests, rivers and lakes with good fishingpossibilities. And we have the Baltic Sea coastline of course. We have a variety of sports such as football, handball, cross-country-skiing, snowsco

otertracks etc. Robertsfors is also part of the "cheesecountry" where the famous Wästerbotten-cheese is made and stored for more than a year. At the storage in Änäset, there are more than 100.000 big pieces of cheese (20 kg each). You can have a look! Our biggest event during the summer is our countryweek, where we show our "country-profile" and listen to good country music. You are welcome!



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Rostock



Germany

Rostock – a beautiful Hanseatic city with its own seaside resort (200,000 inhabitants) and the biggest and most important city in Mecklenburg-Vorpommern is a gateway to the Baltic Sea. It is both – an old and a young city that spreads itself out along the river Warnow. The historic city centre breathes hanseatic flair. Visitors will find worthy evidence of North-German brick architecture; apart from churches there are also cloisters, a city wall, gates and gabled houses. The oldest university in the Baltic region, with nowadays 14,500 students, was founded in Rostock in 1419. In the seaside resort of Warnemünde there's more

than just magical coastal scenery and beautiful white sandy beach. It is a place for wellbeing.

Warnemünde is as always hospitable and greets its visitors with a free spa package: the clear seawater, the clean salty and moistly sea air, the fresh breezes, the small variations in temperature and the many hours of sunshine - are an extraordinary vitalising climate mixture. Warnemünde is a Mecca for swimming, sunbathing, walking and sailing and offers also many maritime experiences, from the lighthouse to the small fishermen's houses, imposing cruise liners in the summer and one of the best sailing spots in the world. What ultimately makes

Rostock a top health resort are its hotels and pensions, which offer an impressive spa variety.



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**BALTIC SEA REGION
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Šiauliai



Lithuania

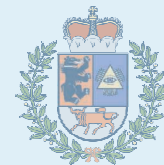
Šiauliai - the economic and cultural centre of Northern Lithuania, the fourth most important academic city of the country. The city, heavily destroyed by wars in the last century, has risen back to life like a phoenix from the ashes. Perhaps we cannot invite you for a stroll through an extant old town, but we can offer the feel of its rhythm in modern, shifting spaces. The city is a whole century older than the Lithuanian capital Vilnius, a year older than Berlin, and barely a year younger than Teheran...

Surrounded with legends, destroyed and devastated many times, the Hill of Crosses near Šiauliai became the symbol of steadfast faith and hope of our nation. Thousands of crosses brought to the Hill from all over the world turned this sacred place

into a church under the open sky; a place of contemplation and prayers, meetings and fruition. Traditional Lithuanian crosses deserve such respect. UNESCO has undertaken the protection of Lithuanian manufacture of crosses and symbols of crosses together with another 18 masterpieces of immaterial and verbal heritage of humankind.

Upon visiting the Hill of Crosses Pope John Paul II

said: "You must show your Hill of Crosses to all of Europe, to the whole world." We follow his precept. The Hill of Crosse has become the most popular place to visit for our guests.



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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Sopot



Poland

The top place in the ranking "Poland's Best Places to Live"; the top position in the ranking "Stars on the Sand" determining the most attractive seaside bathing beaches. Almost 40000 permanent residents and nearly 2 million tourists a year. It's Sopot, a small seaside resort on the Baltic Sea, between Gdańsk and Gdynia, in the natural centre of the Tri-City's nearly one-million agglomeration and the Pomeranian province, a place of rest and recreation, regarded as the summer capital of Poland.

All along the 4.5 km Sopot coastline there are clean and

sandy beaches along which are scattered water slides, water and beach equipment rental shops, changing booths and showers. They are the venue of numerous sports and recreation events such as volleyball and beach football tournaments, happenings, shows and cross-country races. Beside the beach eateries have been built. Europe's longest wooden pier (511.5 m) juts out from Sopot beach. Our offer encompasses : Aquapark, horse racing, casino, 250 restaurants, pubs and cafes, Centre of Windsurfing and Sailing, the largest Polish complex of tennis courts, the largest

art gallery in northern Poland, ski-lift, exhibitions, open-air cultural events and grand-scale tournaments, sports stadiums, reconstructed medieval stronghold in the city centre.



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**BALTIC SEA REGION
PERFECT TOURISM ZONE**



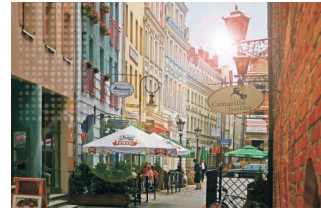
Szczecin



Poland

Szczecin, the capital of West Pomerania and the largest Polish city, is situated at the meeting point of three European countries: Germany, Denmark and Sweden. Located 65 km away from the Baltic Sea, the city is a major economic, industrial, scientific and cultural centre. Szczecin-Łewinoujście Biport gives the city a specific maritime climate. For incoming tourists there awaits a network of hotels offering varied prices and standards. The Szczecin's calendar of cultural events holds many events. The traditional largest mass event is Sea Days Festival (13-15.06.2008) with the highlight of the IV Old Timers' Fleet on the Oder.

Marked in red and 7 km long *The City Tourist Trail* leads to 42 historical monuments and objects worth seeing. Guidebooks with descriptions of the trail can be purchased at the Tourist Information Centre.



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Tallinn



Estonia

Located on Estonia's northern coast on the Gulf of Finland, Tallinn has been a meeting point from its very early days. Tallinn sits at the crossroads between East and West, which has marked its development since its blossoming as a Hanseatic town. The Hanseatic days are brought to mind in Tallinn's merchant houses, the nearly 2-km-long town wall, reaching a height of 16 metres in places, the needle-sharp church towers, the majestic Town Hall and the imposing Great Guild House.

Despite devastating wars throughout the history, Tallinn's Old Town is one of a few places in Europe where the fairy tale of medieval

walls, spires and winding narrow cobblestone streets has remained mostly intact. In 1997 UNESCO added the Old Town into the World Heritage List, acknowledging its unique value and noting the importance of preserving it.

Tallinn is a maze of contrasts medieval and yet dynamic, small, but still lively in its heart, buzzing with visitors and businesslike locals, but quite easygoing and relaxed. Today Tallinn is viewed as a town of culture both on local and international arena and the economic hub of the new Northern Europe combining the Nordic countries and the Baltics.



Tallinn

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Tampere



Finland

The capital of Finland's Western Lake District, Tampere is located in the midst of a lake labyrinth - 200 lakes situated within the city limits.

The city with a rich industrial heritage is a popular congress venue and an ideal holiday destination for the young and the young at heart, for families with children and for culture enthusiasts.

A big city by Finnish standards, with almost 210,000 inhabitants, Tampere still manages to feel like a small town. In the centre, everything is within walking distance.

Some 170 km north of Helsinki, Tampere has direct flight connections with Stockholm, Copenhagen, Riga, London, Dublin, Frankfurt, Bremen and Milan.



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BALTIC SEA REGION
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Tartu



Estonia

Tartu – the city of good thoughts

The famous university, long history and vibrant culture create a special atmosphere of intelligence, freedom and harmony in Tartu.

Tartu is the second largest town in Estonia with a population of 100,000, two fifth of whom are students. Tartu is proud of its university founded in 1632. It can boast many scientific achievements and discoveries. Currently the physicists, chemists and molecular biologists form University of Tartu are in the top rank.

Tartu was first mentioned on 1030 making it the oldest city in the Baltic States. Long history has left Tartu full of

contrasts. From its historical centre in the classical style the visitor can move in the direction of Hanseatic old town, contemporary architecture or wooden districts with a special aura of bygone times.

The most important historical monuments in Tartu are the medieval churches – St. John’s Church and the Cathedral. There is no other Gothic building in Europe which could be compared with St. John’s Church concerning the number, the size and the artistic perfection of its terracotta sculptures. The River Emajõgi, once an important trading route connecting neighbouring peoples for centuries, flows through Tartu and adds a very special vividness to its

character.

Tartu is the cradle of Estonian national culture where literature and journalism, theatre and art developed.



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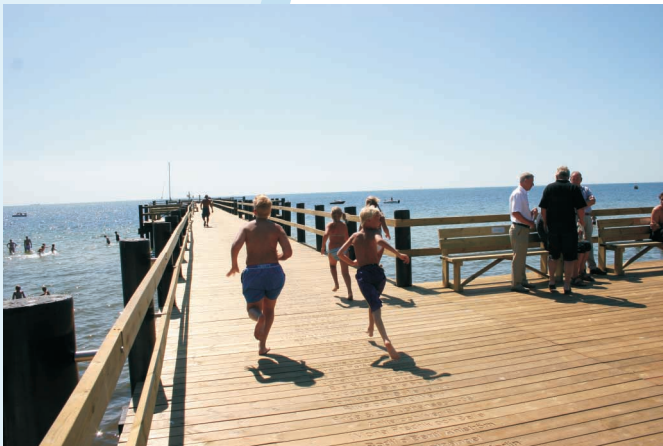
**BALTIC SEA REGION
PERFECT TOURISM ZONE**



Trelleborg

Trelleborg is the southernmost city in Sweden, situated on the South coast. This geographical fact is obvious to the visitor - the streets and squares are lined with exotic palm trees during summer time. With 32 kilometres of sandy beaches, the best farm land in the world and leafy beech forests, Trelleborg offers excellent living conditions with high quality. Close to nature it's easy to live in Trelleborg! The port of Trelleborg is one of the largest in Scandinavia with ferry traffic to Travemünde, Rostock and Sassnitz-Mukran in Germany and Swinjouscie in Poland. Every year millions of travellers pass through Trelleborg on their way to and from Continental Europe. The

number of people staying over in Trelleborg increases, to discover and experience all the sights worth seeing. In the city centre you can visit the reconstruction of the Viking castle Trelleborgen. The fortress is built at the same place where the famous Viking king Harald Blåtand (Harald Bluetooth) built his castle more than 1000 years ago. Smygehuk is the southernmost point of Scandinavia, famous to several 100.000 visitors every year. Here you enjoy smoked herring freshly catch from the Baltic and visit the art and handicraft exhibitions at Köpmansmagasinet, an old warehouse from the Napoleon wars.



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BALTIC SEA REGION
PERFECT TOURISM ZONE



Tukums



Latvia

“Leave your heart down in Tukums town”

If you must choose where to go on a holiday or simply to relax from the busy rush of the city life, why not leave your heart down in Tukums town?

Tukums – a town of gardens and roses, where the peace of a small-town lives alongside with the fast pace of modern life. The winding cobblestone pavement streets of the old town with age old buildings, doors and balconies hand-mastered by blacksmiths and carpenters seem to be created just for walks, but the town center with its fountain and illuminated church clock-makes a nice rendezvous spot. There in area is plenty to see and do, both – for the grown-ups and children. Castles and

manors, churches and manors to visit and to understand history better, parks and trails to walk and learn about nature, lakes for fishing, movie-shooting location underneath the clear sky with real movie props and perhaps be lucky and participate in shooting a



movie, farmer’s goods for getting to know the countryside living and treating your stomach with great-tasting treats, and more, more, more. So – it is the right time to come over to Tukums!



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**BALTIC SEA REGION
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Viljandi



Estonia

Hansa town Viljandi

Naturally beautiful, culturally rich Viljandi prove a nice place of recreation both for the people of Viljandi and for the visitors. Small town Viljandi is especially beautiful in summer.

In the year of 2008 Viljandi celebrates its 725 anniversary. In 1238 town bylaws were mentioned for the first time. The Master of the Order, Villikinius de Endrope fixed lands and Hamburg-Riga town bylaws to Viljandi. The town is also a member of Hanseatic League since the 14th century, because of the good location at the crossroads of trade routes.

The highlights of the cultural life take place in summer. Most famous event in town is Folk Music Festival. 16th festival takes place in July 24-27, 2008. The quiet small town changes totally during festival days. Numerous concerts take place all over the town and you can hear a beautiful sound of different instruments and singers everywhere. The music instrument fairs, workshops and dance parties are also a traditional part of the festival. Days of the Hanseatic League together with handicraft fair,

exhibitions and performances on the Hanseatic scene take place on June 6.-8. Viljandi is a sports friendly town. Lake, primeval valleys, sandy beach, greenery in centrum give lot of opportunities to be active in this field. Running race around Lake Viljandi is the most famous one. The race takes place on the 1st of May and participants have to cover the distance of 12 kilometres.

There is also another annual tradition. Viljandi Old Music Festival, what takes place in July and brings an old music to the concert halls, churches and streets.

The ruins of an order castle, lake in the primeval valley, cultural events and friendly people are the good reasons to come and be part of the towns life.



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**BALTIC SEA REGION
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Vilnius



Lithuania

Whoever you are — a businessman who has arrived in Vilnius to sign an agreement, a tourist on vacation or an experienced traveller looking for new adventures — several days in Vilnius will be sufficient to make you fall in love with the city. Even if you come for only a weekend, the city will leave a lasting impression on you, however. Theatre or opera goers, lovers of all-night parties or street markets, people who are interested in architecture, or those who just like to relax and commune with nature will find something close to their heart in this city. A walk around the Old Town, which was declared a World Heritage Site by UNESCO in 1994, is an unforgettable experience and really worth taking.

Vilnius, as the capital of Lithuania, is the place where

the Presidential Palace, the Parliament, the Government and the Supreme Court are. Diplomatic missions and educational, cultural, financial, research, and health care institutions are based there as well.

Vilnius, the largest city of the country, has about 554,409 citizens, 17% of the total population of the country.



Vilnius is home to people of various ethnic backgrounds: ethnic Lithuanians (57.8%), Poles (18.7%), Russians (14%), Belarusians (4%), Jews (0.5%), and other ethnic backgrounds (5%).

Vilnius occupies an area of about 400 square kilometres of which about 20.2% is developed, 43.9% is covered by green spaces and 2.1 % is water. The historical centre of Vilnius, the Old Town, is one of the largest old towns in Eastern Europe and covers almost 360 hectares. The county of Vilnius includes municipalities of Vilnius, Elektrenai, Šalėininkai,

Širvintos, Švenėionys, Trakai, Ukmerge and Vilnius districts. The geographical centre of Europe, Trakai (the old capital of Lithuania) and Kernave (the legendary capital) are all located in Vilnius district.



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BALTIC SEA REGION
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Visby



Sweden

Gotland is past and present! A meeting point for travellers since Viking times, the island of Gotland with its medieval walled town of Visby is a hidden treasure located in the middle of the Baltic Sea. Enjoy some of Sweden's best restaurants, interesting design and breathtaking natural experiences. Today it's easy to get to Gotland. The ferry from Swedish mainland takes a mere three hours. By plane, the island is just half an hour away from Stockholm. During the summer months several destinations offer direct flights to Visby, including Hamburg and Berlin via Växjö. Gotland has long been a popular destination for travellers of all sorts. Here people have come to trade, to take part in important meetings and to enjoy their



holidays. This is why Gotland has accumulated plenty of experience in tourism. Gotland's 10 000 years of history have left extraordinarily rich remains and bear witness to an island culture that is distinctly its own. Experience Gotland's history in the World Heritage town of Visby or out in the country. All round the year, festivals, lectures, walks, stage performances and music help keep our history alive, entertaining and informative. Fårö island just north of Gotland, is distinctly different from the rest of Gotland.



Although the crossing over the sound takes about five minutes, the landscape here is even starker, the sand finer and the local dialect even more like a strange song than on Gotland proper. Fårö was also the home of the famous Swedish director Ingmar Bergman during a long time. Many of his films were shot on the island and Mr Bergman is also buried here.



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**BALTIC SEA REGION
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Võru

Estonia

Võru Town since 1784
Welcome to Võru!

We invite you to get acquainted with Võru, the southernmost town of Estonia.

Today, there are about 14,000 citizens in Võru. Town has its own lake – the beautiful Tamula. If it's windy, you can see white rabbits topping its waves, in hot summer days it offers rest and coolness and on tender summer nights you can rest your glance on its surface that is smooth as glass. A beautiful alley takes walkers from the town centre to the old dignified town park.

The people of Võru are ambitious and open to everything new but they also value everything inherent or

good and understand the genuine values of life. There are bigger lakes, higher hills and deeper valleys in the world. Having seen them with their own eyes, the people of Võru still regard their home town the most beautiful place in the world.

Võru helps you find your lost balance, restore your weakened spirits and reach clarity in yourself as well as in worldly matters.



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**BALTIC SEA REGION
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Wismar



Germany

The Hanseatic City of Wismar With a kind welcome guests are greeted in the beautiful city Wismar – a lively Hanseatic city at the Baltic Sea with all its interesting sights, monuments of building and culture, offers impressions and stories to tell, its unique flair, a city captivating with the romantic of harbour, seafaring, fishery and Hanse, carefully refurbished residential houses, a unique market place, with monuments of Gothic brick architecture, cafés, restaurants and hotels. Wismar's unique cultural treasures are the magnificent buildings in the historic town centre, which has been entered into the UNESCO world heritage list in June 2002.

This charming city is really beautifully situated at the Mecklenburg bay of the Baltic Sea – in the sheltered zone of the Island Poel, in neighbourhood to the cities Lübeck, Rostock, Schwerin ... and in the north – the Baltic Sea. Already from the distance St. Mary's and St. Nikolas welcome guests either from the sea and land side, make them curious... what kind of city we will find here? Wismar is a pulsating city combining old and new in a marvellous way. The economic profile of the city is with its most modern shipyard a maritime one although it is also characterized by tourism and new industries...



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**BALTIC SEA REGION
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***Baltic 21 Tourism Sector - Tourism Task Force Group
(TOUTF)***



The overall goal of the Baltic 21 tourism sector is to achieve a common understanding and awareness of the requirements needed for sustainable tourism in the Baltic Sea Region, among customers and within the tourism industry alike.

Objectives

- ensuring satisfactory social conditions for tourists and the local population;
- promoting and improving the competitive quality and efficiency of the tourism business;
- sustaining a proper environment and safeguarding the recreational quality of natural and man-made landscape.

Activities

- o During their half-yearly meetings members discuss about chances, possibilities, weaknesses, problems and possible solutions for a sustainable tourism development in the Baltic Sea Region – also referring to EU tourism policy.
- o 2005 the group initiated the INTERREG III B project *AGORA – Network Sustainable Tourism Development in the Baltic Sea Region*.
- o In the future the task force will more focus on innovation and competitiveness in tourism and support the efforts to develop the BSR as a *Model Region of Sustainable Development*

Members of the Task Force Group

Representatives from

- Ministries of Economics (responsible for tourism) or
- Ministries of the Environment (responsible for Agenda 21)
- National Tourist Boards
- National or Regional Tourism Associations
- Governmental and non-governmental organisations
- International organisations

Lead Parties

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Baltic 21

The Baltic Sea Region is the first region in the world that has adopted common regional goals for sustainable development.

Baltic 21 is a regional multi-stakeholder process for sustainable development initiated in 1996 by the Prime Ministers from the eleven member states of the Council of the Baltic Sea States (CBSS) during their summit at Visby.

The essential objective is the constant improvement of the living and working conditions of their people within the framework of sustainable development, sustainable management of natural resources and protection of the environment.

Baltic 21 members

Countries Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, Russia, Sweden

European Union

European Commission

Intergovernmental Organisations

Helsinki Commission, International Baltic Sea Fishery Commission, Nordic Council of Ministers, UN Economic Commission for Europe, VASAB 2010

International Financial Institutions

European Bank for Reconstruction and Development, European Investment Bank, Nordic Environment Finance Corporation, Nordic Investment Bank, World Bank Non-governmental Organisations Baltic Local Agenda 21 Forum, Baltic Ports Organisation, Baltic Sea States Subregional Co-operation, Baltic Fishermen Association, Baltic Sea Tourism Commission, Association of European Universities, Coalition Clean Baltic, European Union for Coastal Conservation, International Chamber of Commerce

Baltic 21 Sectors and Projects

On the operational level Baltic 21 is divided in sectors and joint actions, i.e. Agriculture, Education, Energy, Forests, Industry, Tourism, Spatial Planning.

Baltic 21 recognises different types of projects, in particular lighthouse projects which are designed to demonstrate sustainable development in action.

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44 partners from 10 states around the Baltic Sea are involved.

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Project approved as a Baltic 21 Lighthouse project

agora

AGORA - Network Sustainable Tourism Development in the Baltic Sea Region

The network AGORA aims at coordination and cooperation for a sustainable and competitive tourism development in the Baltic Sea Region. Due to the strategic and cross sector approach the project was approved as a Baltic 21 Lighthouse project.



Main project results

YepaT – the Service Hub of Tourism Projects

- a data base including information about tourism projects part-financed by different European programmes (e.g. INTERREG II A,C / III A, B, C, LIFE, LEADER+....)
- as an expandable data base of tourism projects
- to save existing knowledge and to make it easily and free accessible to the public

Sustainability Check for tourism projects

- to measure sustainability of tourism projects
- to assess tourism related project applications as a precondition for granting projects
- to stimulate sustainable projects and avoid the support of projects with negative impacts

Strategy concept for developing sustainable tourism in the Baltic Sea Region

- developed, discussed and agreed on by Agora partners
- discussed with BSR organisations, agreed on implementation and cooperation
- agreed on 10 most important actions for 2008-2009

Project part-financed by the European Union (European Regional Development Fund) within the BSR INTERREG III B Neighbourhood programme.





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