

CB845 CBSmallPorts

Energetic small ports in Central Baltic region

Marketing Strategy

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Marketing Strategy aims:

- To develop **boating** as a tourism activity, promoting and supporting the ports of Latvia, Estonia, Finland and Sweden;
- To **increase** recognition and attractiveness of the CB area as an environmentally friendly boating destination with high level services in the ports;
- Bring up the **awareness** of Energy Efficiency in the small ports (both for professionals and sailors).



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Preparatory:

- Marketing Survey Results;
- Identification of the CB projects implemented;
- Identification of the small ports that would form the Network;
- Identification of Communication Channels.



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Sailing Areas:

Southern Sea
of Botnia /
West,

Southern Sea
of Botnia /
East,

Åland
Archipelago,

Stockholm
Archipelago,

Sea
of Archipelago,

Gulf of Finland
/ South coast
of Finland,

Gulf of Finland
/ North coast
of Estonia,

West coast
of Estonia,

Northern Baltic
Sea / West,

Gotland,

West coast
of Latvia,

Gulf of Riga.



Network of the Small Ports, 3 Groups:

- Group 1: Port is investing in energy efficiency in the CBSmallPorts project
- Group 2: Port has been involved in earlier Central Baltic area projects or other projects AND the energy efficiency status is investigated
- Group 3: Other than group 1 or 2 port that locates in the CB area



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The planned marketing tools:

- Web-based CBSmallPorts platform
- Image map of the CB sailing area
- Brochure “Sailing routes in the CB area”
- The **Sailing Guide** to the Network of Small Ports
- F2F meetings with boaters and port professionals F2F meetings with boaters and port professionals
- Participation in boat shows
- Digital communication
- Still looking how to address the “**New Normal**”



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Targeted **Communication** and Marketing



**BOATERS AND OTHER
SMALL PORT USERS**



**GENERAL
PUBLIC**

- **SMALL PORT PROFESSIONALS**

- **PROJECT PROFESSIONALS &
EDUCATIONAL INSTITUTIONS**

- **STAKEHOLDERS**

Results:

- Network of the small ports in the CB area.
- Online platform “SmallPorts” combining the information both for boaters, other service users and small ports.
- Visibility in target markets of the Central Baltic area as the **sailing destination**.
- Increased knowledge and changed behaviour about the energy efficiency.



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Thank you!

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