

# Marketing and tourism in the Wadden Sea / by Henrik Lund

---

- ❑ **Organisational structure in the Danish tourism industry**
- ❑ **Tourism issues in a Wadden Sea Context**
- ❑ **Marketing issues in a Wadden Sea context**

**Special focus on the Wadden Sea, the present strategies and partners.**

# Syddansk Turisme

---

- ❑ Syddansk Turisme is a Regional Tourism Agency and working with regional tourism development in South Denmark.
- ❑ Syddansk Turisme is a non profit organisation, founded by the public institution Region Syddanmark - the political and administrative government for the region of South Denmark.
- ❑ Syddansk Turisme is funded by Region Syddanmark and the municipalities in South Denmark.

# Organizational structure in Denmark

---

<p>Visit Denmark</p> <p>National link</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Government</li> <li><input type="checkbox"/> Regional</li> <li><input type="checkbox"/> Local</li> </ul> <p>Visitdenmark.com</p>	<p>Local Tourism Offices</p> <p>Local Link</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Municipalities</li> <li><input type="checkbox"/> SVUF</li> <li><input type="checkbox"/> Business, organizations</li> <li><input type="checkbox"/> community</li> </ul> <p>Visittonder.dk          Visitribe/esbjerg.dk          Visitfanoe.dk</p>	<p>Syddansk Turisme</p> <p>Regional Link</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Region Syddanmark</li> <li><input type="checkbox"/> Municipalities</li> <li><input type="checkbox"/> Business and community</li> </ul> <p>Syddanskturisme.dk</p>
--	--	---

knowledge

development

marketing

# Tourism issues

---

## Trends

### Statistics:

Stagnation on the Danish market  
Decrease in international visitors

### Forecast:

Unique experiences  
Involvement  
Identity

## Wadden Sea context

### Effect:

Fewer tourists in holiday houses.  
Low hotel capacity and diversity.

### Opportunities:

Innovation in visitor experiences

- Outdoor
- Product
- Host

preservation

planning

innovation

# Marketing issues

---

## Regional perspective

### Branding

Support and promote

- Geographical destinations
- Themes (walking, cycling)

### Markets

- Denmark
- International

## Wadden Sea context

### Destination marketing

Promote the Wadden Sea

- Geografical
- Themes
- Co-branding

### Destination management

- Strategic planning
- Coordination
- Benchmarking

Communication

ROI

Vision

# Co-operation?

---

- ❑ How can Syddansk Turisme assist the WSF?
- ❑ How will WSF deal with tourism and marketing?
- ❑ Questions?