

Wadden Sea Board

WSB 20
16 June 2017
Wilhelmshaven



Agenda Item: 5.1 Wadden Sea World Heritage
Subject: Draft Concept and budget for ITB 2018
Document No. WSB 20/5.1/3
Date: 31.05.2017
Submitted by: CWSS

WSB 19 instructed CWSS to present a proposal for the ITB 2018. Denmark suggested to start with the planning of ITB 2018 as soon as possible and to define the overall goal including how to integrate commercial aspects.

Attached is an outline for a two pillar model to participate at the ITB (the World's Leading Travel Trade Show) in Berlin on 7 – 11 March 2018

Proposal: The meeting is invited to discuss respectively approve the ITB 2018 draft concept, the two budget lines and the further proceeding.

1. Background

Since 2015 the Wadden Sea WH is successfully presented by and with the participation of all three Wadden Sea countries during the world's largest tourism trade fair, ITB in Berlin. In partnership with the UNESCO World Heritage and Sustainable Tourism Programme, the World Heritage Magazine and other World Heritage Sites (like Messel Pit, Dolomites) as well as Die Nordsee GmbH the WS/WH presence raises awareness on a bigger scale of how WH sites embrace the concept of OUV and protection at its heart and are indeed popular and attractive tourists destinations with a particular potential for sustainable forms of tourism.

Each year the stand program fit into the overall theme of the hall 4.1.b. For 2018 the ITB theme will be "Coast Odysseys" offering a broad spectrum to address WS/WH relevant topics like climate change, plastic litter, wildlife watching tourism etc.

2. Draft Concept – 2- tier model

With the established concept of the former years and some further improvements the WS/WH stand will fulfill every requirement to become a magnet for ITB visitors again. Additionally to the awareness raising presence and to address specifically commercial partners we suggest an extended concept with **2 visibly separated area** under the umbrella of the Wadden Sea World Heritage brand:

1. WS/WH presence – continuing successful awareness-raising activities

Trade show pavilion focusing on WS/WH and the importance of cultivating strong partnerships to raise awareness of OUV. In partnership with the UNESCO World Heritage and Sustainable Tourism Programme and other WH related partners the exhibition space is considered as:

- platform to inform stakeholders, organizations and visitors about the Wadden Sea and its protection and management as a World Heritage Site;
- opportunity for networking and extending the cooperation with other WH sites, networks and partnerships;
- engagement with further partners who are willing to present themselves under the brand of Wadden Sea World Heritage.

→ This area will be dedicated to knowledge exchange in the context of World Heritage and sustainable tourism (presentation, workshops, PowWow participation, ITB Congress, Master Class and Get-Together)

2. Stakeholder / business partner exhibition → Marketplace for WS/WH related services and products

One of the central challenges facing the WS/WH is the increased demand for networking of commercial entrepreneurs and for a B2B & B2C platform. To include commercial partners under the umbrella of WS/WH it should be discussed that for 2018 it may be important to extend the objectives to broaden the presence at the fair. A partner exhibition that is visibly separate but integrated in the main concept could expand the range of exhibits by focusing on topics that are relevant to the WS/WH and securing the achieved, strengthening old relations and creating new ones by

- Connecting business;
- Networking with neighbouring branches of the travel industry;
- Marketing & selling of WS/WH themed products.

→ This area will offer small and large businesses the ideal space to fully market their products and actively participate on the actual trade fair business (selling platform)

Minimum commercial partner needed to cover basic costs: 5

3. Possible partners and co-exhibitors

- The UNESCO World Heritage and Sustainable Tourism Programme,
- World Heritage Magazine,
- German natural World Heritage Sites (Messel Pit, Ancient Beech Forests),
- State Commission for UNESCO (Deutsche UNESCO Kommission, DUK),
- Other WH sites in line with the hall theme representing e.g. (a) coast (b) mangroves (c) reef

4. Estimated budget

Two budget-lines to finance the basic cost for the 2-tier model:

1. ITB participation as a constant tool within the trilateral WH communication: WS/WH awareness raising activity, same layout as in 2017 (48m² with stage area and 12m² photo exhibition): For 2018, the estimated cost is **€ 20,000**

It is proposed that the basic costs of € 14,000 should be covered by the Trilateral Cooperation (as in 2017):

5. Share D 7.000 (SH 3,000; Nds. 3,000, HH 1,000)
6. Share DK 2,500
7. Share NL 4,500

2. Establishing a long-term b2b and b2c platform “Stakeholder / business partner exhibition” for commercial co-exhibitors with a proposed package price (net): € 1.980,-
Estimated basic cost for additional and separate exhibition space of 30m²: **€ 15.000**

It is proposed that the basic costs will be covered through the PROWAD Link Budget (if approved) or by selling the space to a minimum of 5 paying participants.

Proposal

We propose that the meeting

1. discuss and approve the 2-tier concept for the ITB 2018 in Berlin;
2. instruct the Secretariat to form a small expert group with representatives from each region for local commercial partner acquisition
3. approve the budget and grant the funding.