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information service



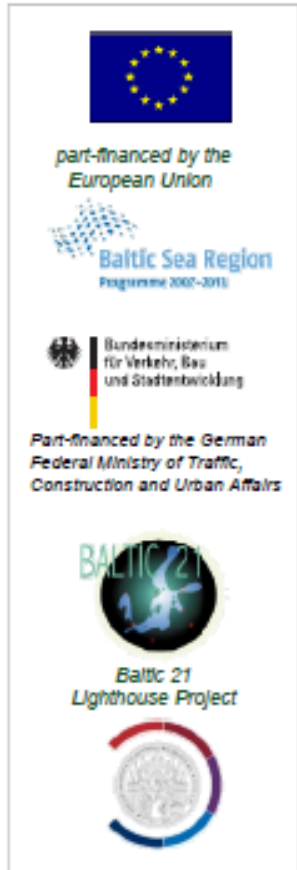
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Introducing BASTIS – What is it and what can it do?

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Baltic Sea Region
Programme 2007-2013

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What is BASTIS?

BASTIS is ...

... the Baltic Sea Heritage Tourism Information Service

The basic idea of BASTIS is ...

... to provide everybody dealing with heritage tourism in the Baltic Sea region (e.g. SMEs, tourism authorities and associations) with useful market and benchmarking information, **free of charge and easy to access!**



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Background of BASTIS?

Lesson learnt from agora (1.0):

Comprehensive comparable data on customers and markets relevant for the Baltic Sea Heritage Tourism on BSR level are lacking, therefore ...

- Need for a central source of reliable, comparable and up-to-date market information for the entire BSR
- In line with recent tourism policies of the European Commission and the EU-Strategy for the Baltic Sea Region



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AGORA 2.0 in a nutshell

Project within the
Baltic Sea Region Programme 2007 – 2013

- 2nd Call
- Priority 4 Attractive & competitive cities and regions
- Duration 3 years (Dec 2009 – Dec. 2012)
- Budget 2,834,054 EUR (all partners, incl. national co-financing)
- Partners 24 partners from 9 BSR countries + associated partners from Russia (Kaliningrad)



Partners from different levels and backgrounds,

e.g.

- Baltic Tourism Commission (BTC);
- Finnish Tourism Board;
- Regional Development Agency Koszalin (PL);
- City of Narva (EE);
- Skokloster Castle (SE);
- NIT (DE)



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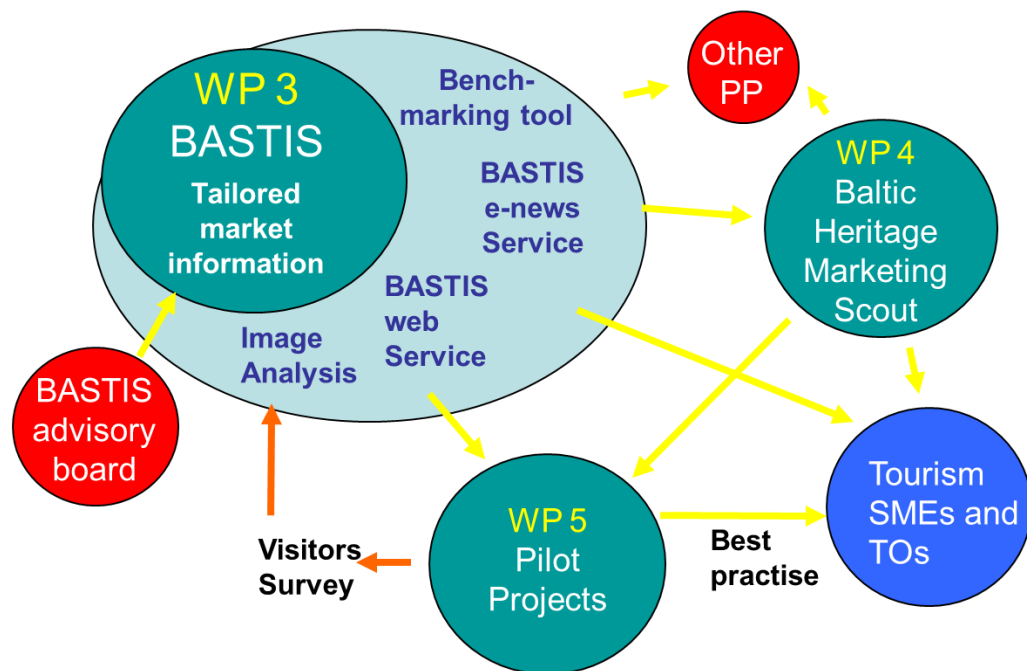


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BASTIS is part of AGORA 2.0, integrated in the structure of the project



BASTIS is run by:



BASTIS conceptualization and content:



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Information Requirements expressed by tourism stakeholders in the BSR

- Understand (heritage) tourism in the BSR
 - Context and trends rather than mere figures/statistics
 - Also background information, e.g. on the economic situation in relevant source markets
 - Information on the level of single heritage sites
- In order to make better marketing and strategy decisions
- “Going wiki”: The need for a multi-editor, text-based approach



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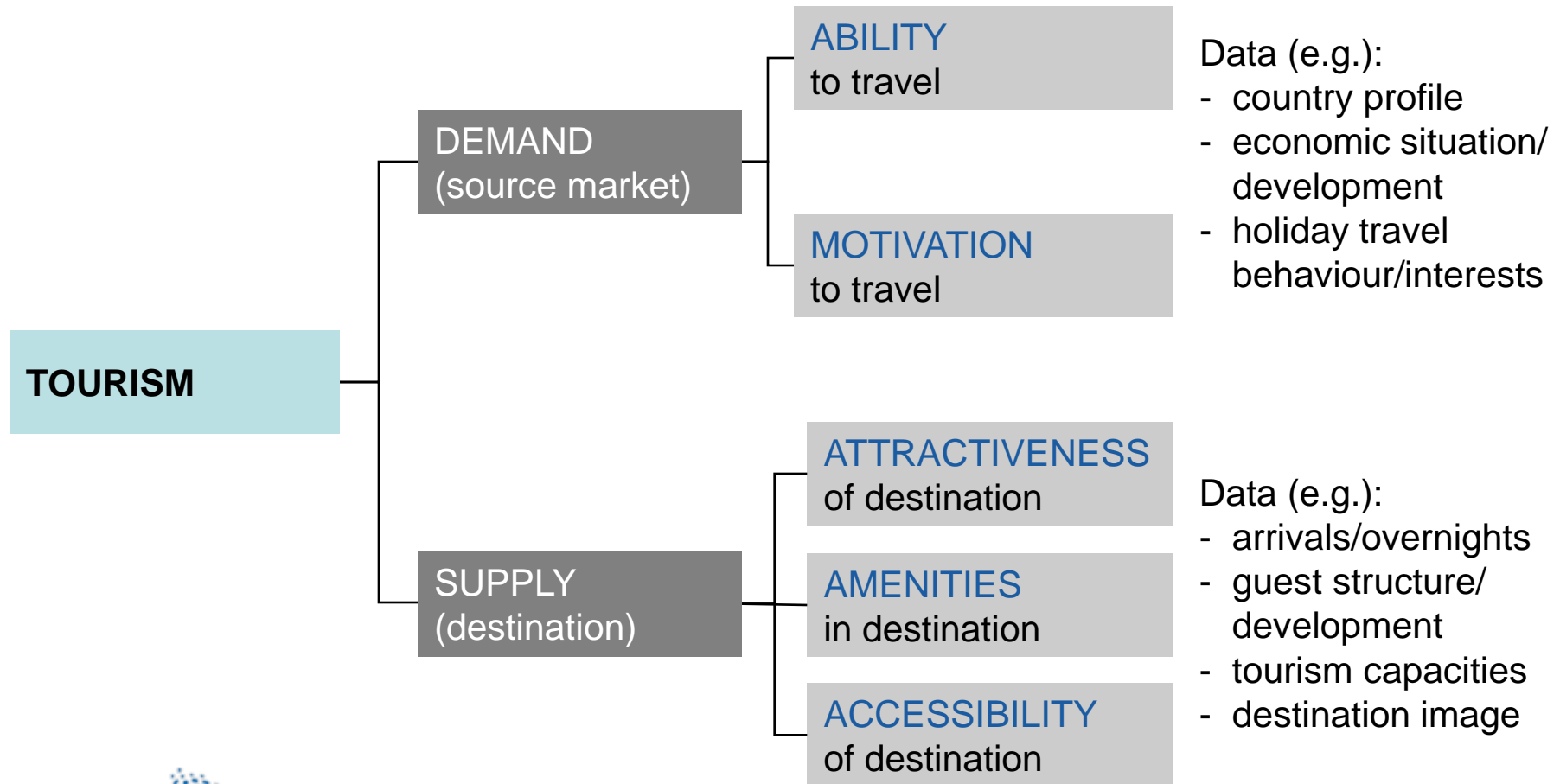


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Key factors and relevant data covered in BASTIS



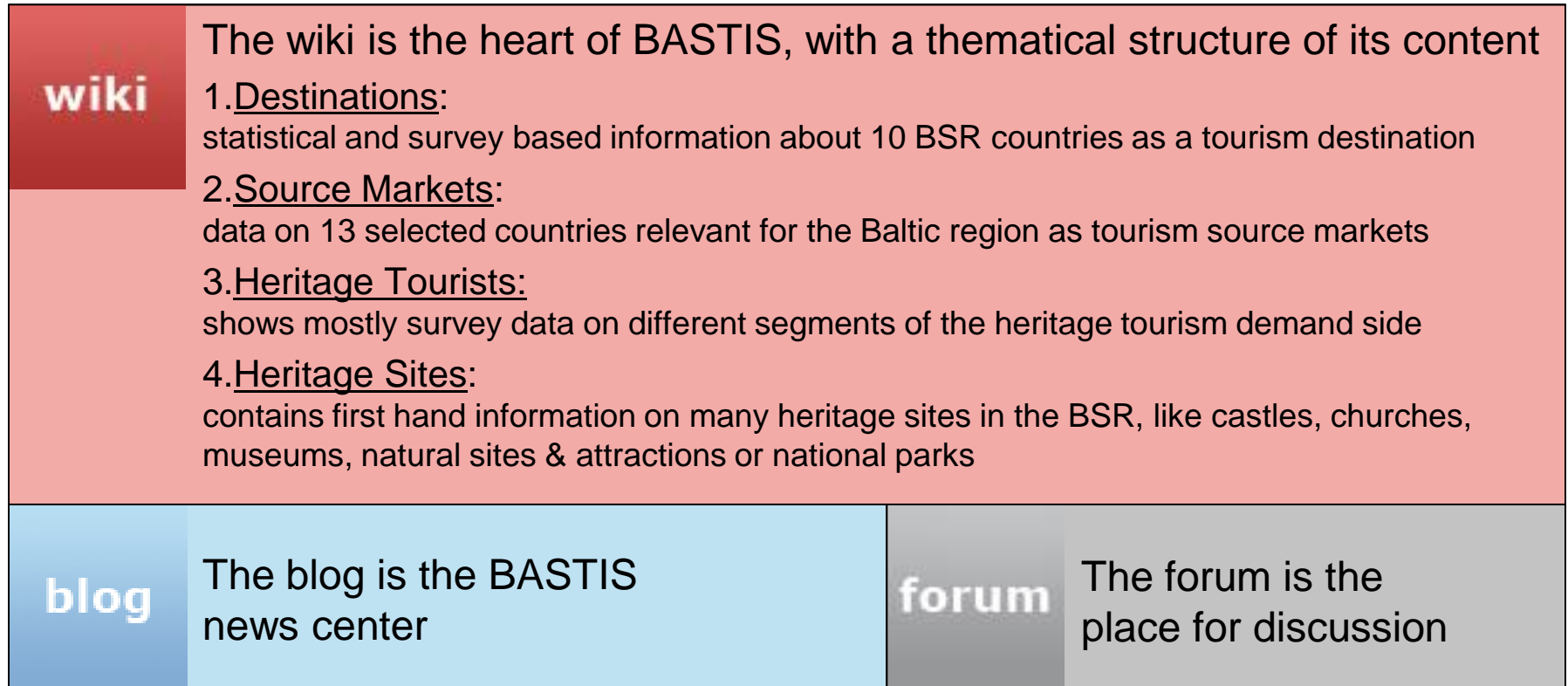


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Layout of BASTIS: a structured wiki is the center



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Welcome to BASTIS, the Baltic Sea Heritage Tourism Information Service! [edit]

The basic idea of BASTIS is to provide everybody dealing with heritage tourism in the Baltic Sea region (e.g. SMEs, tourism authorities and associations) with useful market and benchmarking information, **free of charge and easy to access!**

wiki

This wiki is the heart of BASTIS. Here you can access, share, update and edit all relevant market information for heritage tourism in the Baltic Sea region. To navigate the wiki, please use the navigation bar to your left or just start with the search function on the upper right of this page! The content of this wiki is structured in the following thematical sections:

- **Destinations** holds mostly statistical and survey based information about 10 Baltic countries as a tourism destination. Contents are e.g. the usage of accomodations, accomodation capacities, or interest in the destination
- **Source Markets** shows data on 13 selected countries relevant for the Baltic region as tourism source markets. Available information is, besides a country profile, the tourism demand and the traffic links into the Baltic region
- **Heritage Tourists** shows mostly survey data on different segments of the heritage tourism demand side.
- **Heritage Sites** contains first hand information on many heritage sites in the Baltic region, like castles, churches, museums, natural sites & attractions or national parks.

IMPORTANT: To edit content, you need to have a BASTIS account and be logged in. [Click here to get your own BASTIS account!](#)

blog

The blog is the news center of BASTIS. Here we keep you updated with new developments within BASTIS and point out interesting findings relevant for heritage tourism in the Baltic Sea region. [Start the blog and subscribe to the RSS feed](#)

forum

The forum is the place for discussion. Here you can ask, compliment and criticize the editors of BASTIS and discuss with other users about heritage tourism in the Baltic Sea region. [Start the forum!](#)

The map shows the **Baltic Sea Region**, home of BASTIS.



For more information please visit the [website of the Baltic Sea Region Programme](#).

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BASTIS is part of the EU Interreg project [AGORA 2.0](#), and hosted by the [Baltic Sea Tourism Commission](#). For more information on the BASTIS project please see the [about BASTIS page](#) and observe our [Copyright & Legal Notice](#). BASTIS is primarily meant as a business-



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The BASTIS wiki ...

- ... structures the relevant information and is easy to navigate
- ... is text-based and gives you the context rather than single figures
- ... displays the information in comparable profiles of countries, target groups and heritage sites
- ... gives fast orientation with the infobox, containing key information, and the table of content
- ... compares key information at one glance in its benchmark reports
- ... enables you to update and add information on your own (only prerequisite: create your own user name and log into BASTIS)



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Destination [Discussion](#)

Read [View source](#) [View history](#)

Destination: Lithuania

In **Lithuania** 2.5 million overnight stays were made at [collective accommodation establishments](#) during the year 2009. Compared to 2008, this means a decrease by 21.6%. Most overnight stays at collective accommodation establishments in Lithuania were made by people living outside Lithuania, 1.6 million overnight stays or 55% during 2009. The number of overnight stays in 2009 made by Lithuanians were 1.4 million. Poland, Germany and Russia are the largest foreign markets and stand for 40% foreign overnight stays. Asia is the biggest market outside Europe with 46,000 overnight stays. USA stands for 36,000 overnight stays during the year 2009.

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 - 1.2 Arrivals
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- 2 Accommodation Capacities
 - 2.1 Number of collective tourism establishments
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- 3 Interest in Lithuania as a Holiday destination
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- 4 Miscellaneous
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Destination Lithuania



Reference Year	2009
Overnight Arrivals	1.2 million
Bednights	2.5 million
Length of Stay	2.04 nights
Arrivals Development since 2005	0%
Bednights Development since 2005	-3.8%
No. of coll. Establishments	556 est.
No. of Bedplaces in coll. Est.	36,000 beds
Europeans interested in Lithuania 2010	1.5 million

NTO Website:
<http://www.lithuaniantravel.com/>

Statistics Website:

If you like to see a comparative factcheck, please see [Benchmark Report Destinations 1 \(Overnight Arrivals\)](#), [Benchmark Report Destinations 2 \(Bednights\)](#) or [Benchmark Report Destinations 3](#)

Use of Accommodations

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Source Market [Discussion](#)

Read [View source](#) [View history](#)

Source Market:Sweden

Sweden (Sverige) is the largest of the Nordic countries in Northern Europe. It borders Norway and Finland and is connected to Denmark via the bridge of Öresund (Öresundsbron). The Baltic Sea lies to the east of Sweden, as well as the Gulf of Bothnia, which separates Sweden from most of Finland.

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Source Market Sweden



Reference Year	2009
Population	9.1 million
GDP one Year Development	-4.3%
GDP per Capita	36,000 €
Travel Propensity total	84%
Holiday Travel Propensity	76%
No. of international Trips	9.3 million
Frequency of int. Trips	1.2 per year
Spending per int. Trip	851 €
Duration of int. Trips	6.7 days
Holiday share of int. Trips	72% of all trips
Destination Choice Cultural Heritage	28% of population
Destination Choice Environment	33% of population

Country Profile



Geography/Population

- **Land area:** 450,295 km² (country comparison to the world: 55)
- **Population:** 9.1 million inhabitants (country comparison to the world: 89); 21 inhabitants/km²; 86.6% Swedish, 1.9 Finns, 1,1% Iraqi, 0.8 Yugoslavs, every 0.6%

If you like to see a comparative factcheck, please see [Benchmark Report Source Markets 1](#) or [Benchmark Report Source Markets 2](#)



Source Market: Benchmark Report 2

This report is benchmarking important BSR source markets with reference to various indicators:

Country	Reference Year	No. of international Trips (million)	Frequency of int. Trips (per year)	Spending per int. Trip (EUR)	Duration of int. Trips (days)	Holiday share of int. Trips (% of all trips)	Destination Choice Cultural Heritage (% of population)	Destination Choice Environment (% of population)
Denmark	2009	8.7	1.9	808	6.7	73	40	21
Estonia	2009	1.2	1.1	412	7.4	74	29	30
Finland	2009	6.9	1.6	698	4.9	69	26	40
Germany	2009	73				69	22	53
Italy	2009	21.6	0.4	861	6.3	75	26	37
Latvia	2009	1.4	0.7	514	7.4	63	25	33
Lithuania	2009	1.9	0.6	494	8.4	56	25	42
Netherlands	2009	22.6	1.6	745	9.8	87	13	35
Norway	2009	6.2	1.7	1,018	7.1	69	37	16
Poland	2009	12	0.4	542	12	60	18	39
Russia	2009	18.1	0.2	815	12.9	76		
Sweden	2009	9.3	1.2	851	6.7	72	28	33
United Kingdom	2009	58.4	1.2	1,151	8	70	30	15

Missing data will be added as they become available.

Sources and scope: Please see the respective destination page (click on the name of the country in the table).

Category: Benchmark Report



Heritage Tourists [Discussion](#)

[Read](#) [View source](#) [View history](#)

Heritage Tourists: BSR Heritage Tourists in EU

13,6% of the EU 27-citizens aged 15+years (59.02 mn) planned their main holiday trip 2010 within the Baltic Sea Region (BSR). 23.61 mn were planning a holiday in Germany and 18.97 mn wanted to travel to Poland. There is a huge gap between these two outstanding destinations and Sweden, Finland and Denmark who follow on rank 3 to 5. Lithuania, Russia, Latvia and Estonia are the least mentioned destinations within the BSR.



Unless indicated otherwise all results shown here are based on the on the Flash Eurobarometer 291^[1] of March 2010

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Planned destination of main holiday 2010

Taking all EU27 citizens interested in the BSR as a basis, it can be easily seen that Germany and Poland cover three quarters of the overall interest in the whole region:

1. 41% Germany
2. 33% Poland
3. 9% Sweden
4. 5% Finland
5. 5% Denmark
6. 3% Lithuania
7. 2% Russia
8. 1% Latvia
9. 1% Estonia

Destination choice: Most important attractions

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Heritage Sites [Discussion](#)

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Heritage Sites: Narva Castle

[Show map](#)

Narva Castle was constructed in the 13th century and now is home to Narva Museum, museum of history of Narva and its surroundings. The museum's art collection is on display at the Art Gallery.

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About the Heritage Site

- **Country:** Estonia (Ida-Virumaa county)
- **Location:** Located in Narva, on the western bank of the Narva river, on the border with the Russian Federation, 210 km to the east from Tallinn and 130 km southwest from Saint Petersburg
- **Type of location:** Medieval castle, consists of the main building with the Tall Hermann tower in its northwest corner, Northern Yard and big western yard. The Art Gallery is situated 700 m north of the castle on Gloria bastion. The gallery is a two-storeyed building, which was constructed in 1777 and served as a military storehouse.
- **Experience offered:** The Narva Museum is one of the oldest museums of Estonia. Since 1980's when the Narva castle was reopened after decades of restoration, museum's permanent and temporary exhibitions are there on display. Permanent historical exhibition gives an opportunity to learn more about the history of Narva and Narva castle. Northern Yard, embodiment of 17th century artisan street, is open in summer. There visitors can chat with an apothecary, observe blacksmiths at work,

Narva Castle



Country	Estonia
Place	Narva
Short Description	One of the oldest museums of Estonia. Medieval castle, consists of the main building with the Tall Hermann tower in its northwest corner, Northern Yard and big western yard.
Visitors 2010	126,566
Website	www.narvamuseum.ee 
If you like to see a comparative factcheck, please see Benchmark Report Castles or Benchmark Report Heritage Sites	



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What can BASTIS do for you?

As with all market (research) information, BASTIS **can not** make the decisions for you ...

... **but it can** help you a lot with your decision making concerning:

- Tourism Marketing in the BSR
- Strategic Planning (e.g. in terms of target groups and source markets)
- Product development (e.g. through knowing the potential customers)
- Cooperation (e.g. between heritage sites, between regions, between regions and heritage sites)



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Questions, Comments?

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