

PROGRAM DETAILS

DAY AND TIME

→ 29 May, 9 am – 10.30 am



TITLE

→ “Growing closer - Examples of the German and Scandinavian Tourism Market“ – HanseBelt Lounge



metropolregion hamburg

ACTIVITY PARTNER

→ HanseBelt Initiative (HanseBelt e.V.)

The companies of the HanseBelt Initiative consider themselves to be pioneers: Together, they are developing new ideas, setting trends and leading the way into future as a new economic region awakens. The HanseBelt Initiative counts 95 members, which work together to actively shape the future of the HanseBelt. The Chambers of Commerce and Industry of Lübeck, Schwerin and Hamburg are leading members of the initiative.

www.hansebelt.de

MANAGEMENT SUMMARY

→ Situated in the best location between Hamburg and Copenhagen/Malmö, the HanseBelt combines two of the smartest metropolitan areas in Northern Europe. The Region will continue to gain in significance as Northern Germany’s central transport hub – through new routes such as the Fehmarnbelt Tunnel. This will allow neighbouring regions to grow closer, which will have effects on all economic sectors. Examples of the tourism market will show how cultures and products are already growing closer. Among others, best practices are given by Novasol A/S and the key project „Welcome to Metropolregion Hamburg“. Participants are invited to discuss similarities and differences and tell their own experiences.

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<p>Introduction</p>	<p>HanseBelt</p> <p>Situated in the best location between Hamburg and Copenhagen/Malmö, the HanseBelt combines two of the most vibrant metropolitan areas in Northern Europe. The Region will continue to gain in significance as Northern Germany's central transport hub – through new routes such as the Fehmarnbelt Fixed Link. This will allow neighbouring regions to grow closer, which will have effects on all economic sectors. Examples of the tourism market show, what this trend – which is going on already – means for the products and cultural offers in the Fehmarnbelt Region.</p> <p>(HanseBelt e.V.)</p>
<p>Best Practice I Input + Questions 40 Minutes</p>	<p>“Welcome to Metropolregion Hamburg” - The region gets ready for Scandinavian guests</p> <p>LOGBUCH INTERNATIONAL provides helpful support for service providers throughout the tourism sector by showing them how to deal with guests from abroad und how to increase the international service quality.</p> <p>(Verena von der Hagen, Project Management, Key Project „Welcome to Metropolregion Hamburg“)</p>
<p>Best Practice II Input + Questions 40 Minutes</p>	<p>Scandinavian Products in Northern Germany – Novasol Holiday Homes</p> <p>Scandinavia and Germany are moving closer together. Recent developments in the holiday home sector will be shown and similarities and differences of the german and scaninavian tourism market will be demonstrated.</p> <p>(Jan Haapanen, Director, Novasol A/S)</p>

More information at → www.hansebelt.de

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