

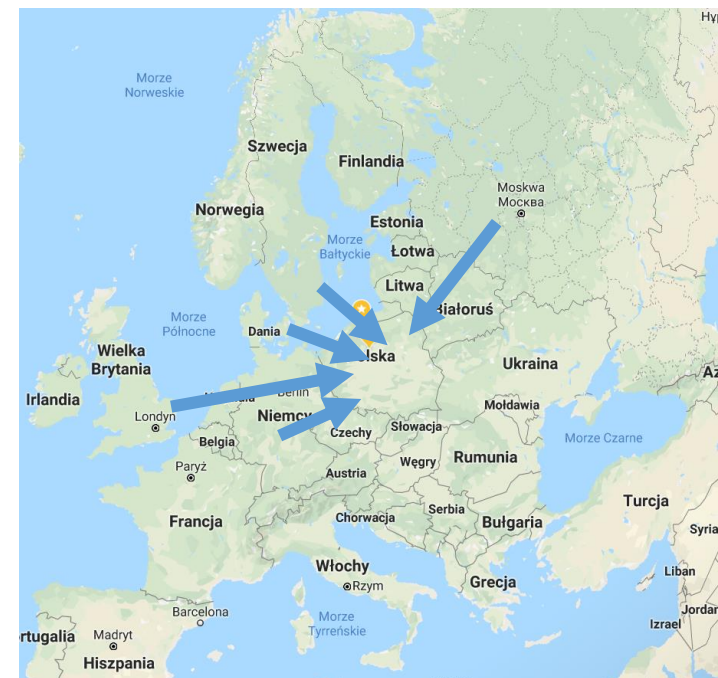
# Polish tourist products

Piotr Neubauer, Regional Directorate of the State Forests in Gdansk

Monika Frankowska, Pomorskie Tourist Board

# The development

- 2017 – 4,5 % of the increasment of the tourism in Poland
- Challenges:
  - Infrastructure;
  - Quality of the environmental tourism;
  - Lack of offers in 2016.



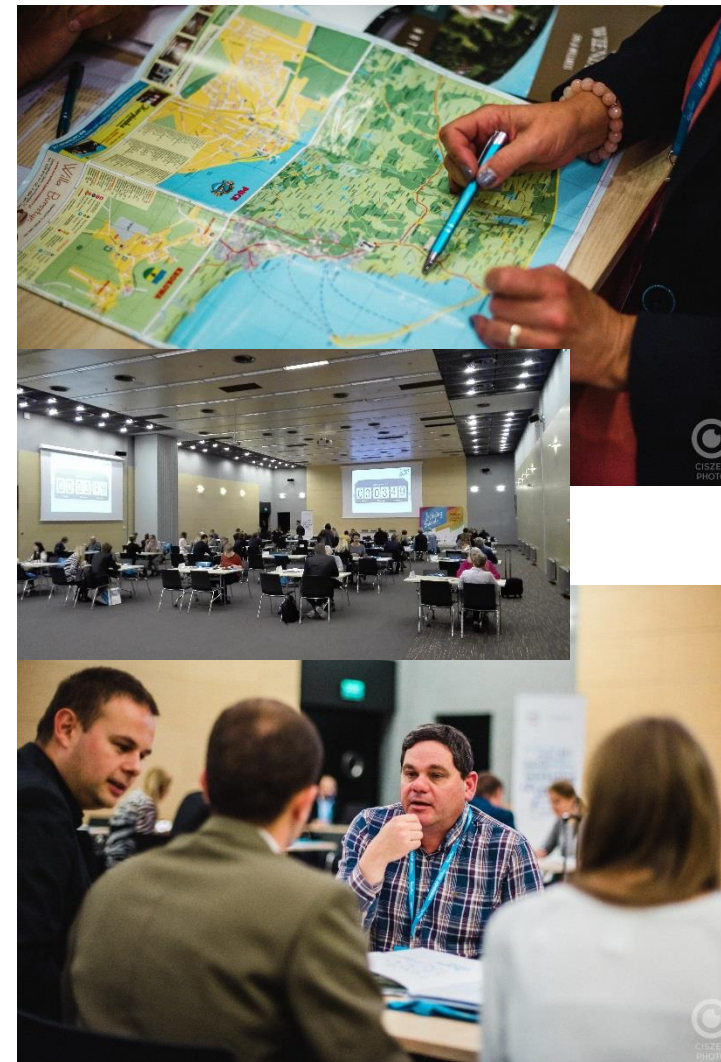
# Ideas

## Matchmaking

30 International Tourist Operators (TO's)

+

65 Polish TO's



# New Offers

The actual offers are around the whole Pomorskie and complex (overnight stay, transport, alimentation):

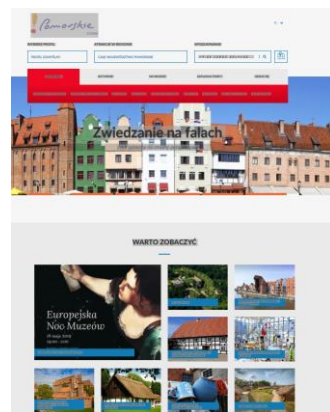
- Hunting – 2 new offers, 2 re-defined
- Birdwaching – 5 new offers
- Fishing – 8 packets (6 new, 2 re-defined)
- Nature paths - 3 (forests)
- Tourist routes– 4 (National Parks or protected areas)
- Slowlife – 6 (agritourism with rest in)
- Horse trails – 5 (re-defined)
- Canoe trails – 4
- Bicycle trails – 4





# Marketing activities

- [Pomorskie travel](#) – web page



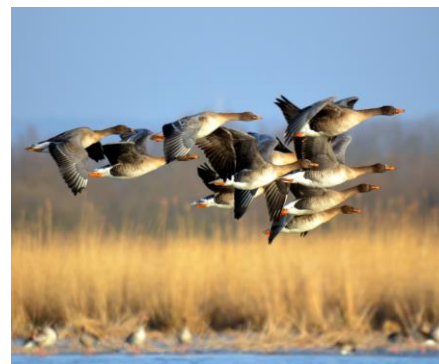
- Database – 58 texts translated and inserted



- 200 infomats around Pomorskie with infos about interesting nature places



- International fairs (ITB Berlin, Equitanna Essen)



- Individual meetings and study visits (i.e. for journalists and bloggers)

# Tourist offer example

## BIRDWATCHING HUNTING WITH A CAMERA

In the coniferous forests of Kwidzyn, you can spot not only Deer, Boar, or Moose, but also predators – wolves are increasingly seen, and recently even golden jackals. The fields around the forests are full of hares and pheasants, and more and more you can spot a partridge running from under your feet. In the nearby swamps common cranes have their nests raptors in their turn nest in the treetops.

The variety of habitats – from coniferous pine forests to fertile, thick deciduous forests, in-forest meadows or numerous lakes and streams – is a great background for preserving and observing animals, and this in itself is equally perfect photograph material. Guides in this world are foresters who know the local areas perfectly, and are nature enthusiasts.

### The offer includes:

- three-day hunting with a camera (6-8 h) with a guide,
- 2 early morning departures (before the sunrise) and 1 afternoon departure,
- a hot meal in the bosom of nature,
- stay and HB in Pensjonat Iskra,
- horse riding and a lesson about horse maintenance in a stable under the watchful eye of an instructor
- access to the property's facilities (fishing, trampolines, playground, hammock, game saloon, fireplace room),
- 24 h coffee-tea service,
- accommodation and board (4 meals) in Pensjonat Iskra,
- airport pick-up (+ 650 PLN),
- service in English.

### Price:

- 1 500 PLN per person (for a group of max. 3)
- 1 400 PLN per person (for a group of 4-5)

### Contact us:

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## TOURIST PRODUCTS DEVELOPED AND INTRODUCED WITHIN THE "ATTRACTIVE HARDWOODS" PROJECT FOREST DEMONSTRATION AREAS WITH THE STATE FORESTS



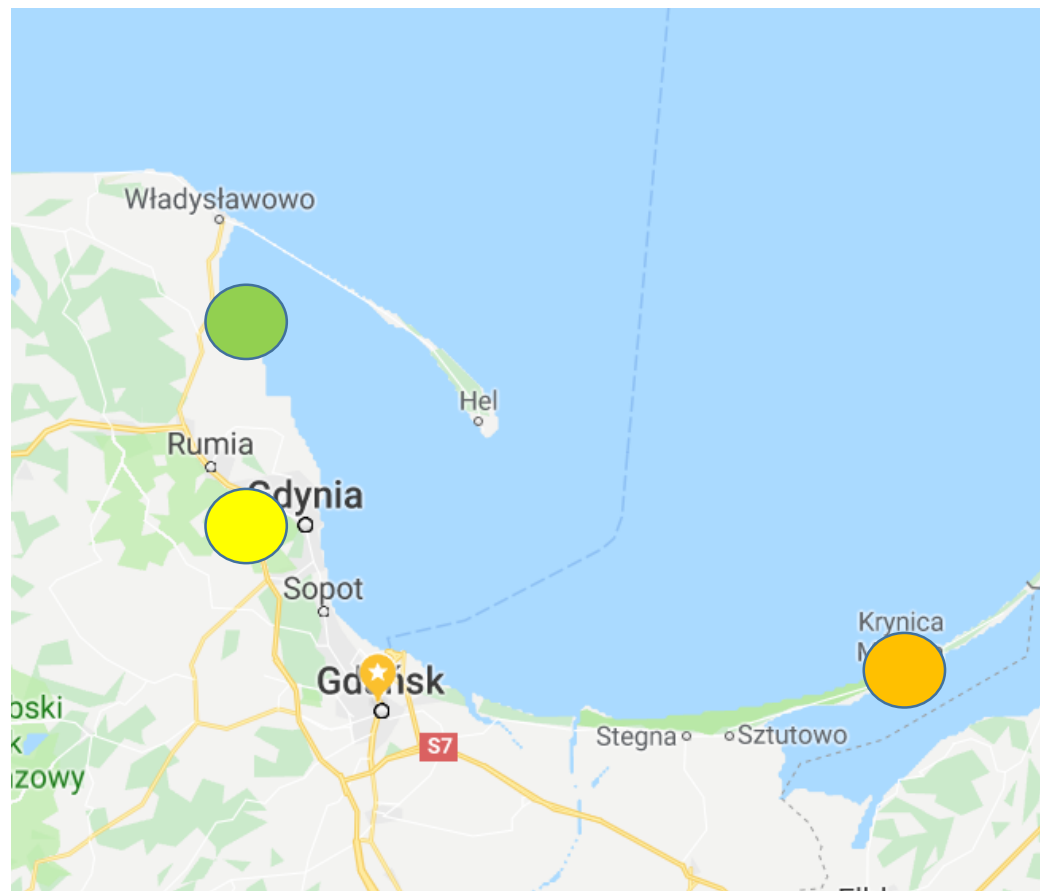
Rzucewo Forest



Forest Botanical Garden „Marszewo”



The Vistula Spit Forests





# Forest Botanical Garden Marszewo



EDUCATION TRAILS



GARDEN SUNDAYS



EDUCATION



MEETINGS



STUDY VISITS



PUBLIC AVAILABILITY



# The Vistula Spit Forests

- The Birdwatching Picnic
- Observation tower
- Hunting offer
- Cormorant reserve



# The Rzucewo Forest

- 5 000 years of history
- Infrastructure
- Environment (sea, birds, and forest)





# Free Time Festival (6-7.04.2019 in Gdansk)



Tourism offer reached thousands of people that were visiting the State Forests stand.

Open to a new visitors.

New target: city inhabitants.



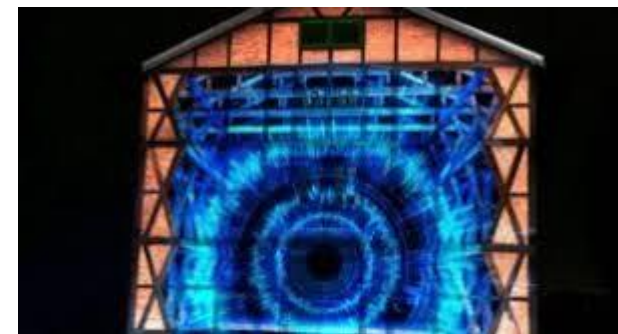
# THE NECESSITY

- Development of the offer;
- New visitors – international;
- Constant enhancement;
- Birdwatching introduction (monoculars);
- Changing surroundings;



# The Future

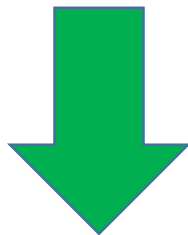
- Introduction of the Mini exhibition in Hevelianum – thousands of visitors redirected to the demonstration areas;
- Presentation of the project results during:



# Summary

- Many new contacts;
- Well developed offer;
- COOPFOR enlarged;
- Introduction of the Development Strategy for the Transboundary Ecotourism to the real life;

**BECAUSE**



Planned, aware actions for tourism development allow preventing environmental degradation and perturbation of spatial order.\*



\*DEVELOPMENT STRATEGY FOR THE TRANSBOUNDARY ECOTOURISM IN THE AREA ADMINISTARTED BY REGIONAL DIRECTORATE OF THE STATE FORESTS IN GDAŃSK (GDAŃSK RDSF) FOR THE YEARS 2019 - 2024