

Gdansk Convention Bureau Promotes the Destination with 4 Business Tourism Products



Gdansk Convention Bureau (GCB) continues the project based on the 4 business tourism products characteristic for Gdansk & Pomerania Region. Pomerania Region promotion as top business meetings destination is based on the 4 selected items: Amber, Sea, Solidarity and Castles. All the tourism offers were collected and divided into 4 mentioned groups.

'I think it is one of a kind marketing plan for the destination. I don't know other examples of the cities or regions promoting itself through selected products. This makes our project unique and I truly believe this is the key to promote Gdansk & Pomerania Region' - says Anna Gorska, the CEO of Gdansk Convention Bureau.

There were 4 workshops held where private and public sector representatives were invited. The aim was to strength cooperation between them. At the moment we are filming 4 promotional spots. The premiere date is set on October 2011. Within the project the catalogue of 'Good practice rules' will be published. The book includes suggested regulations on creating and devloping business tourism products. 'I think it is very important initiative because till now we didn't really have any guide explaining tourism product development and marketing activities' - Anna Gorska, GCB.

The project is realized by the INSPIROS Consulting Group. The list of business tourism products and in the catalogue published by Gdansk Convention Bureau. All above activities are part of the project 'Business tourism promotion as the trademark of Gdansk and Pomerania' co-financed by the EU funds

Marta Wisniewska

Convention Bureau Specialist

wisniewska@gdanskconvention.pl

wisniewska@gdansk4u.pl

tel.: +48 58 300-06-59, fax: +48 58 301-66-37

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