

Wadden Sea Board

**WSB 15
4 November 2015
Wilhelmshaven**



Agenda Item:	5.1 Wadden Sea World Heritage
Subject:	Presentation Wadden Sea WH at ITB Berlin
Document No.	WSB 15/5.1/2
Date:	19 October 2015
Submitted by:	Secretariat

Attached is an outline for the presentation of the Wadden Sea World Heritage at the International Tourism Fair in Berlin on 9 – 13 March 2016

Proposal: The meeting is referred to the proposal in the progress report.

Presentation & Exhibition of the Wadden Sea World Heritage at the ITB (international tourism fair) 9 - 13 March 2016 / Berlin

The WSB instructed the CWSS Secretariat to prepare an outline for a presentation of the Wadden Sea World Heritage at the ITB Berlin (international tourism fair) in March 2016.

1. Background

In 2015, for the first time, the Wadden Sea WH was presented by and with participation from all three countries during the world's largest tourism trade fair, ITB in Berlin. Under the motto "Protect and Prosper", the World Heritage stand and various presentations during the fair demonstrated to the tourism sector that much has been achieved over the last five years in the destination Wadden Sea World Heritage by working together across the three countries in developing a joint framework for sustainable tourism. The participation was financed by funds from the PROWAD project.

ITB is the World's leading travel trade show and it is seen as an increasingly important meeting point for the tourism sector, an occasion to foster business connections, but more and more also to learn about the changes shaping the tourism sector and exchange knowledge and experience on how to adapt to such changes. Next year's ITB will take place from 09 to 16 of March 2016.

Process

The proposal to use the ITB (international tourism fair) 9 - 13 March 2016 / Berlin as a platform for partners to raise awareness of the wealth of opportunities offered by the Wadden Sea World Heritage property and to give partners the possibility to showcase their connection with the Wadden Sea World Heritage and their contribution to the common goals outlined in the Strategy for sustainable tourism was circulated to and discussed by the members of the TG-STs in September.

The partners are in principle positive and support the idea of participating at the ITB but have the following objections:

The National Park administrations in Schleswig-Holstein and Lower Saxony are not able to provide funding and think that the ITB, which addresses a global audience, might be too large-scale for their NP partners.

German tourism management organizations are already present at the fair and have no additional funds.

Nationalpark Vadehavet, DK misses criteria for a measure of RoI (return on investment). They would like to invent a more commercialized approach for local partners in 2017. This would involve the possibility to include direct products, which could be marketed from the stand. The fair as an awareness raising opportunity is not seen as beneficial for players beyond the administrations.

From the Dutch side active participation and funds were promised.

This resulted in an adjustment of the concept for the next tourism fair in March 2016:

The framework will be extended by inviting further partner from the World Heritage Network to join and to create awareness on a bigger scale.

The story we would like to tell:

Protection, Prosperity, and Preservation: stories of World Heritage and how sites embrace the concept of OUV and protection at its hearts and are indeed popular and attractive tourists' destinations.

We have already secured support from Peter Debrine (UNESCO WH & Sustainable Tourism Programme) and invited other marine and coastal WH sites (High Coast/Kvarken

Archipelago, Jurassic Coast, West Norwegian Fjords) to join us and share their story on sustainable tourism at a World Heritage Site.

The participation at the ITB therefore is an opportunity to present ourselves as an entity and to make a statement: the World Heritage Sites are working together not only as flagship for conservation but also showcasing best practice regarding interpretation, presentation and supporting the 'Outstanding Universal Value' (OUV). This allows us to reap the benefits across sectors, i.e. socially, economically and environmentally.

Concept:

An exhibition space in a prime show location would be based in **Hall 4.1.b. "Adventure Travel & Responsible Tourism"** which is an international forum for sustainable tourism at the ITB instead of a "destination selling hall". In 2016 the **Adventure Travel** and **Responsible Tourism** areas in Hall 4.1b will be devoted to a special topic: **"Cherishing Earth's Water Resources – The Blue Planet amidst Water Abundance and Scarcity"**. The focus is on the question "How can we protect our blue planet, and how can tourism contribute?"

The Trade show pavilion concept (no stand) offers the possibilities to use exhibition space, a discussion area with a small stage, and various counter spaces.

Program & estimated costs:

Day 1 – 3 (trade visitor days):

- *CRS Days at ITB Congress: key note speech and panel discussion – large forum*
- *Workshop Day: Workshop with panel discussion for an intensive, professional exchange with knowledgeable experts in small groups.*
- *Presentations, master classes, etc. at pavilion*

Day 4 -5 (Public visitor days):

The general public enjoys colorful events, which are featured during the last 2 days of the fair. Possibility to have sponsored activities for local stakeholders to present their products related to World Heritage, e.g. Junior Ranger kids program, etc.

Estimated budget:

Exhibit space approx. 42 sqm / Basic fixed costs in Euro (+ 19% VAT):	
Individual booth construction (Space rental only) 265.00 per sqm	€ 11.130,-
AUMA-fee 0.60 Euro per sqm:	€ 25,20
Promotion package:	€ 205,-

Additional variable cost (ESTIMATED): Design exhibit space, transport of material, assembly and disassembly, catering	€ 10.000,-
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Staff at booth as well as travel & accommodation NOT INCLUDED

Proposal

WSB is invited to support the participation of the Wadden Sea World Heritage, represented by the CWSS in the ITB 2016, which also implies that the contribution (approx. € 4.000 – 5.000) to the estimated budget is granted.