



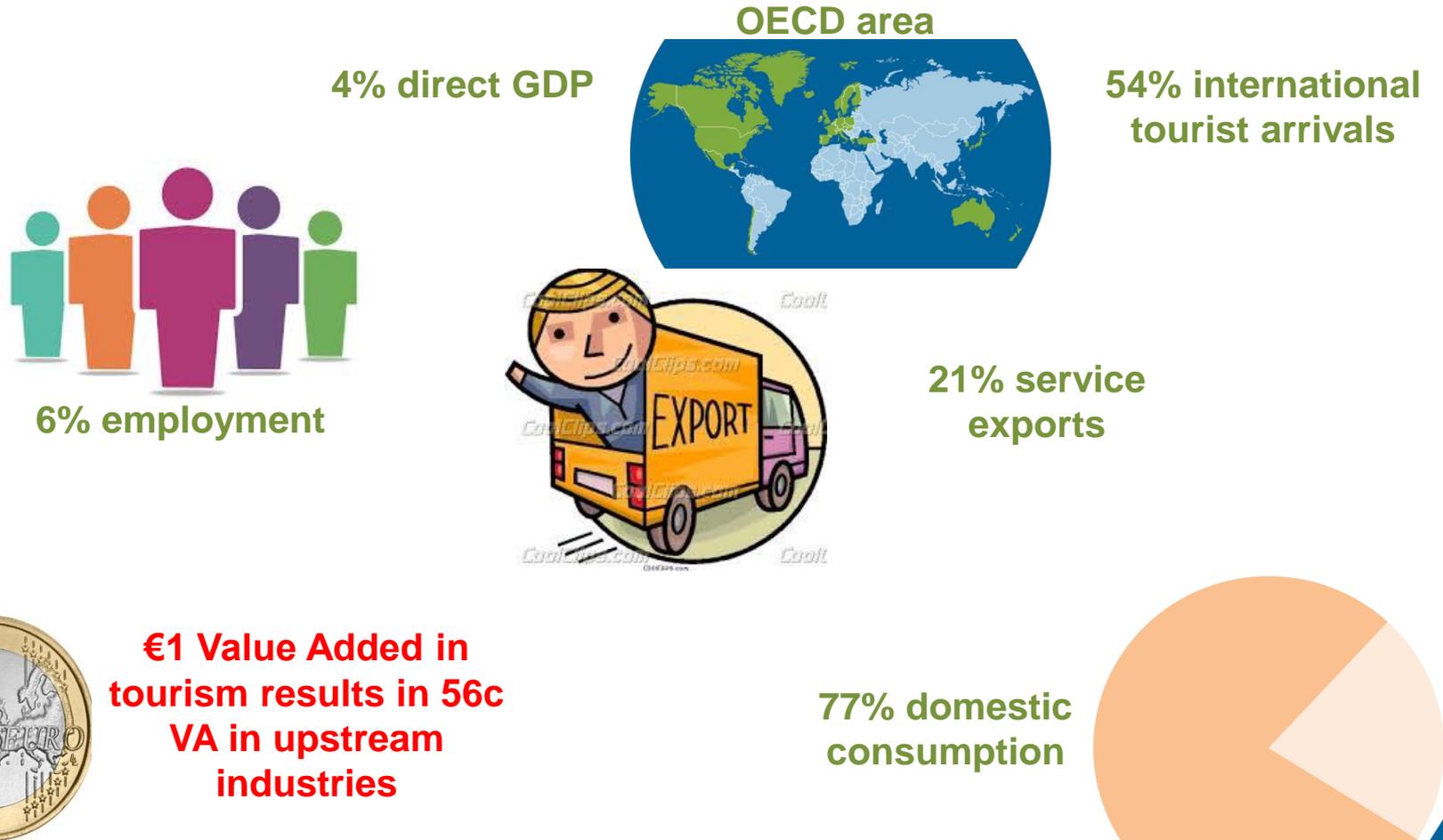
SEASONALITY AND ITS IMPACT ON SEASIDE RESORTS IN THE BALTIC SEA REGION: PANEL DISCUSSION

Peter Haxton
Policy Analyst, OECD

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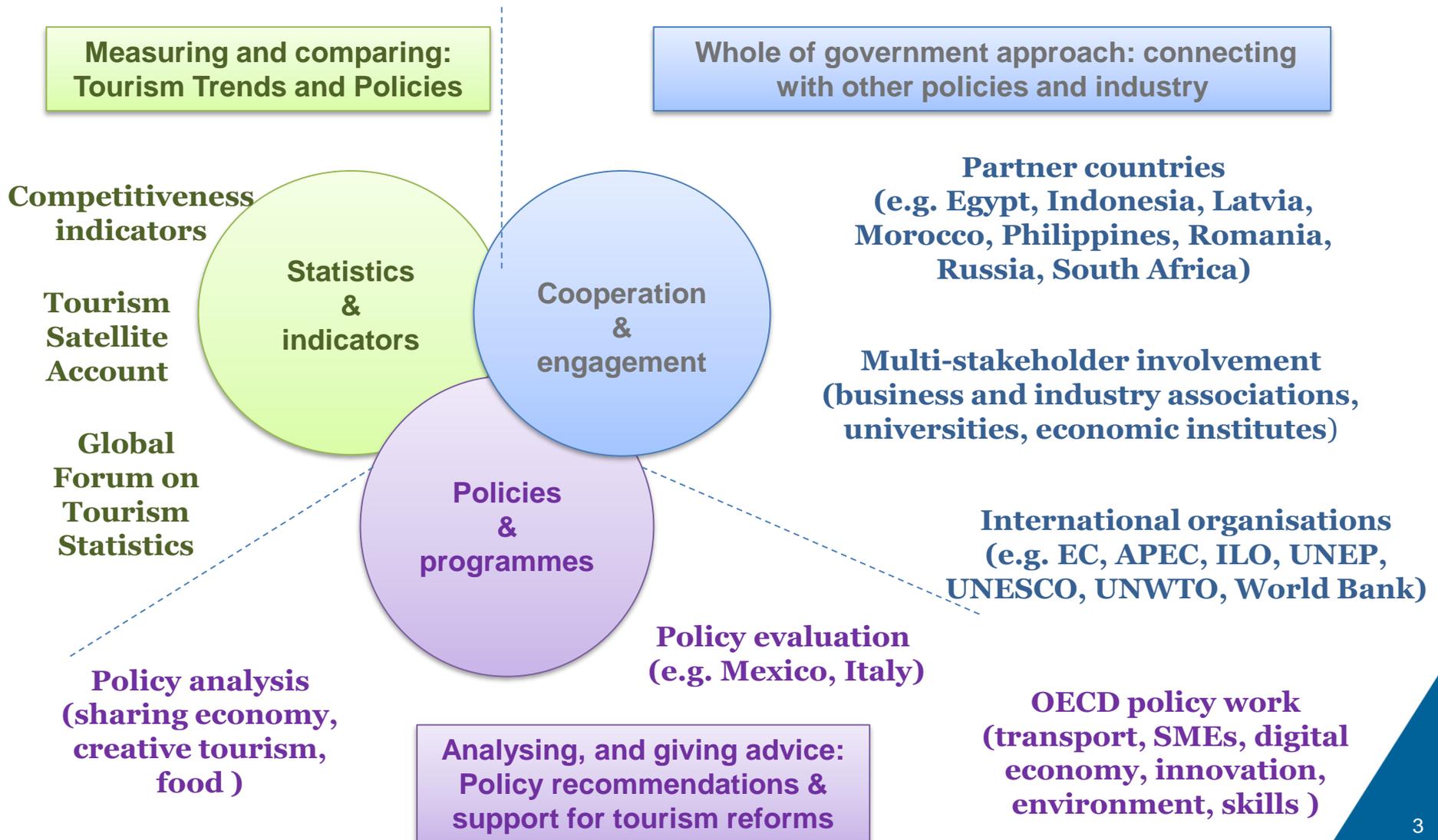


What is the value of tourism?





OECD's integrated approach to tourism





What is seasonality?

- **The seasonal fluctuation in visitor numbers is a long-standing issue affecting many tourism economies**
- **Seasonality can result from**
 - a specific focus or dependence on one form of tourism (e.g. sun and beach, or winter skiing)
 - natural causes (e.g. extreme seasonal changes or annual weather patterns)
 - institutional causes (e.g. religious, public and school holidays)
- **An economic challenge, with potential for considerable environmental and socio-cultural impacts**
- **Impacts often vary between peak and off-peak periods**



Impacts of seasonality on tourism

- **Causes considerable challenges for destinations... tourism businesses.... and related sectors**
- **Approaches to address fluctuations include:**
 - pricing strategies
 - product diversification (e.g. business or events strategies)
 - diversification of markets/target groups
 - targeted marketing strategies
 - social tourism
- **Today's panel on seasonality will highlight**
 - specific approaches adopted by resorts on the Baltic Sea
 - opportunities for financial assistance that are or would be helpful
 - concrete examples to serve as good practices and useful insights



Panel questions for discussion

1. What are the main challenges for seaside resorts and destinations on the Baltic Sea regarding seasonality, and can you give a concrete example/s of steps taken to reduce the impacts of seasonal fluctuations?
2. In your opinion how can resorts in the Baltic Sea region improve their year round performance over the next ten years?
3. What opportunities for financial assistance from government or industry are available (or would be helpful) to reduce seasonality?
4. Are there any positive impacts of seasonality on the performance of seaside resorts?