

BALTIC SEA REGION TOURISM 2030

Overview of the questionnaire results

Baltic Sea Tourism Forum 2017, 3 November 2017, Aitiopaikka

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Purpose of the exercise

- Get participants to recognize future challenges, drivers and barriers
- Gather insights and generate discussion about futures
- In futures studies and foresight it is important to think about alternative futures:
 - Probable / Plausible
 - It is probable that sun will rise tomorrow.
 - Possible
 - It is possible that it will rain tomorrow.
 - Conditional
 - If it is not raining, I'll go for a picnic.
 - Desirable
 - I hope that it won't rain tomorrow.
 - Threatening / Avoidable
 - But I'm afraid it will rain tomorrow.

Questionnaire on futures of BSR tourism 2030

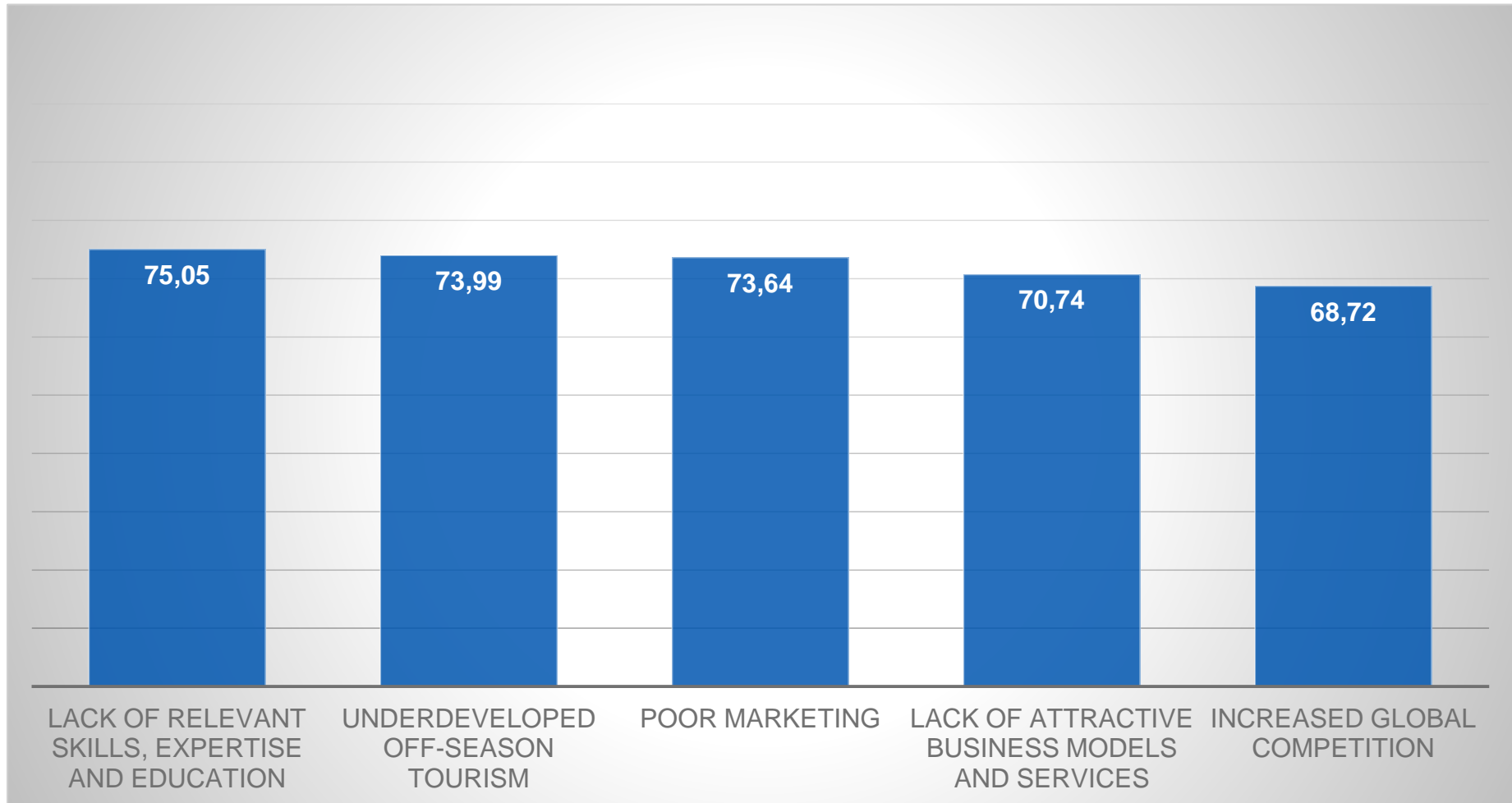
- First round before the forum
 - Evaluating desirability and probability of 6 statements
 - Identification of drivers and barriers
 - App. 60 responses
- Second round during the forum (yesterday)
 - Evaluating the drivers and barriers
 - App. 60 responses

First round: Desirability & probability

- Six statements related to the Sustainable Blue Growth Agenda for Baltic Sea Region
- All statements seen **rather desirable** (mean 5,8 on a scale 1 - 7)
- Statements seen a little **less probable** (mean 4,6 on a scale 1 - 7)

- **The most probable (and least desirable!) statement:**
In 2030 the customer experience is increasingly digital, using virtual and augmented reality
- **The least probable statement:**
Destinations and actors cooperate in a cross-cutting and horizontal manner across the Baltic Sea region. The interests of local stakeholders are engaged in strategies.

THE 5 MOST SIGNIFICANT OUT OF 15 BARRIERS (SCALE 0-100)



THE 5 MOST SIGNIFICANT DRIVERS (SCALE 0-100)



Many thanks for your attention!

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