



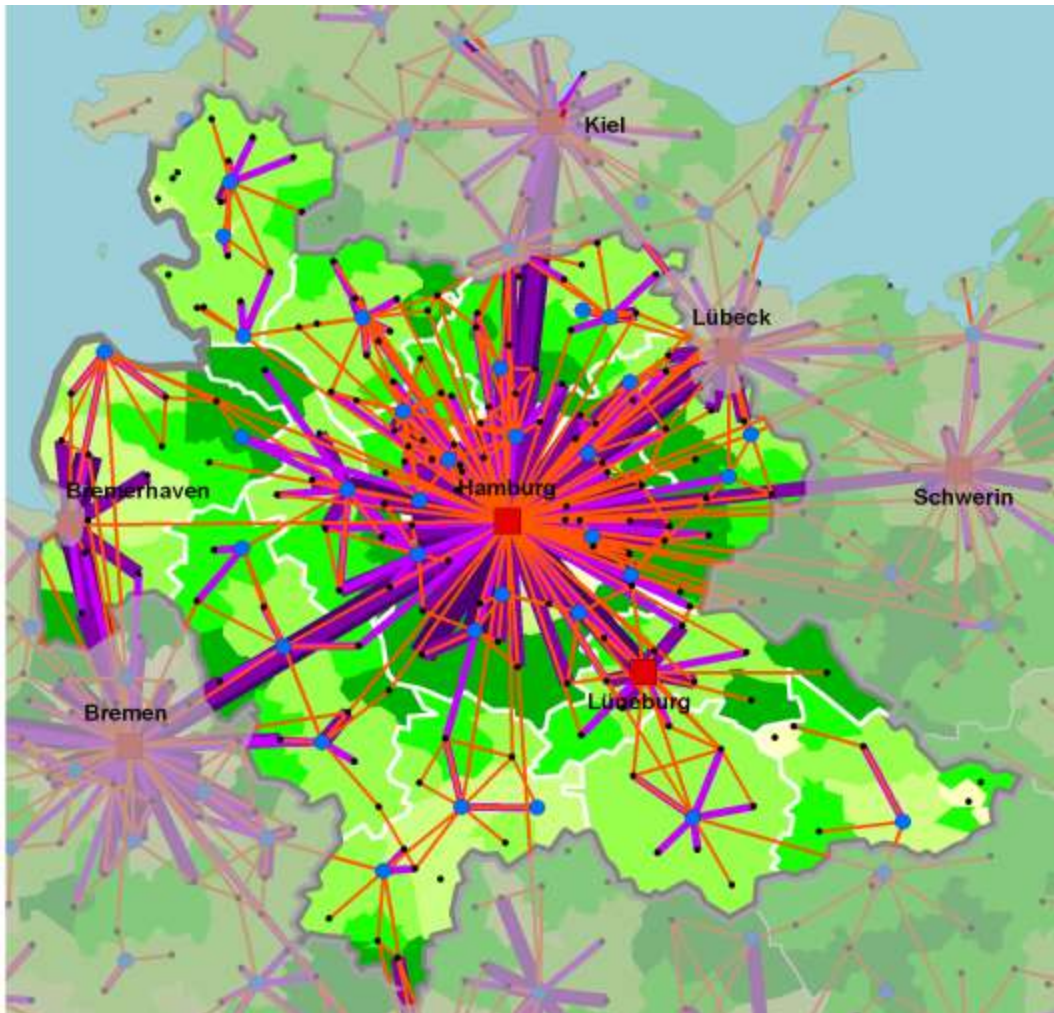
Vision of a Meta-Regional Tourism Cooperation as a Means of Region Building

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Metropolitan Region of Hamburg



- HH 1,7 Million inhabitants

12th City of Europe, 7th EU (Stockh. 41, Cph 82)

- 5th richest region of EU
- 3 Federal States
- 14 Counties
- 800 Communities
- 4,2 Million inhabitants
- One Region

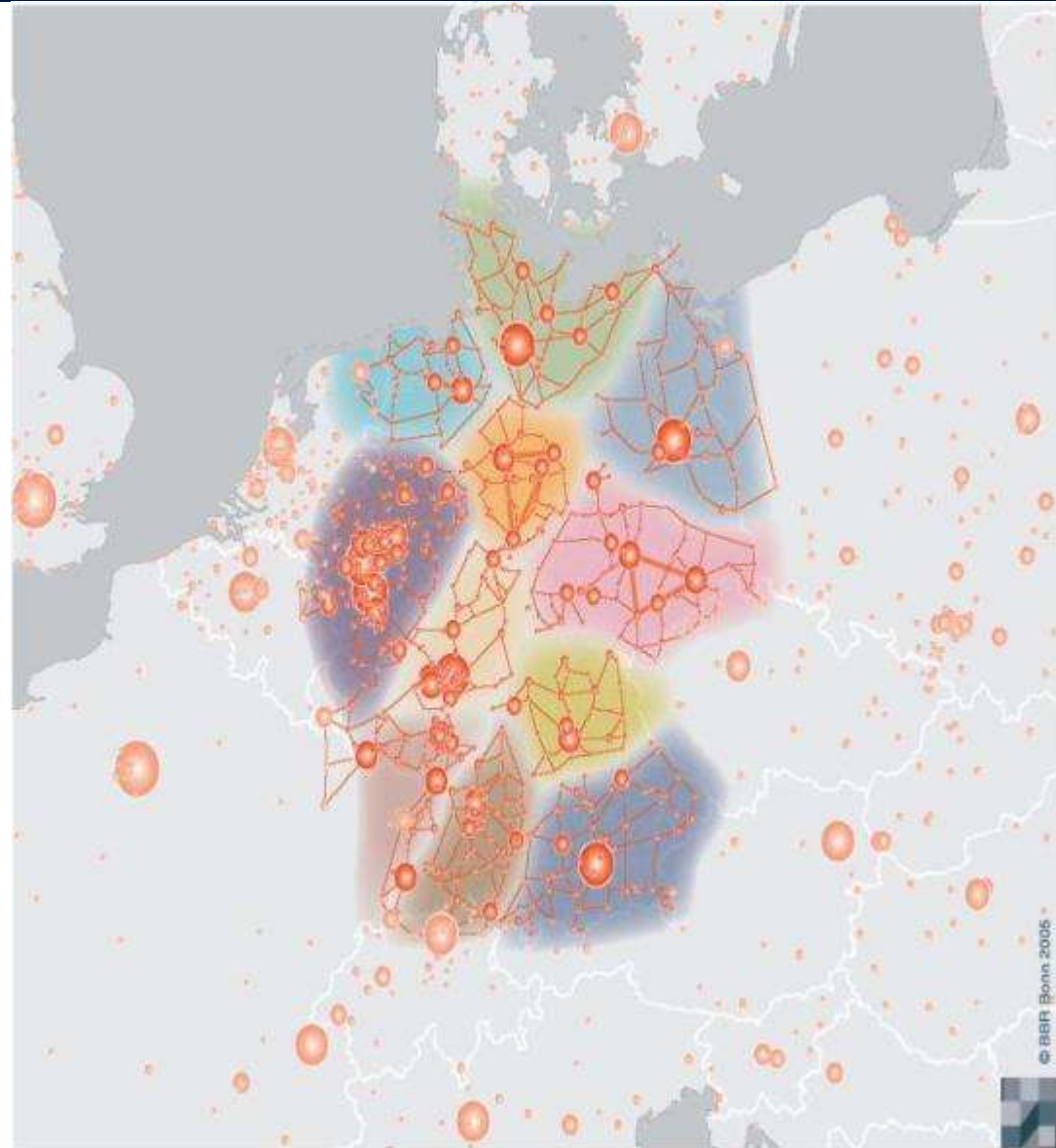
300.000/100.000 inbound

Region Building from a Global Perspective



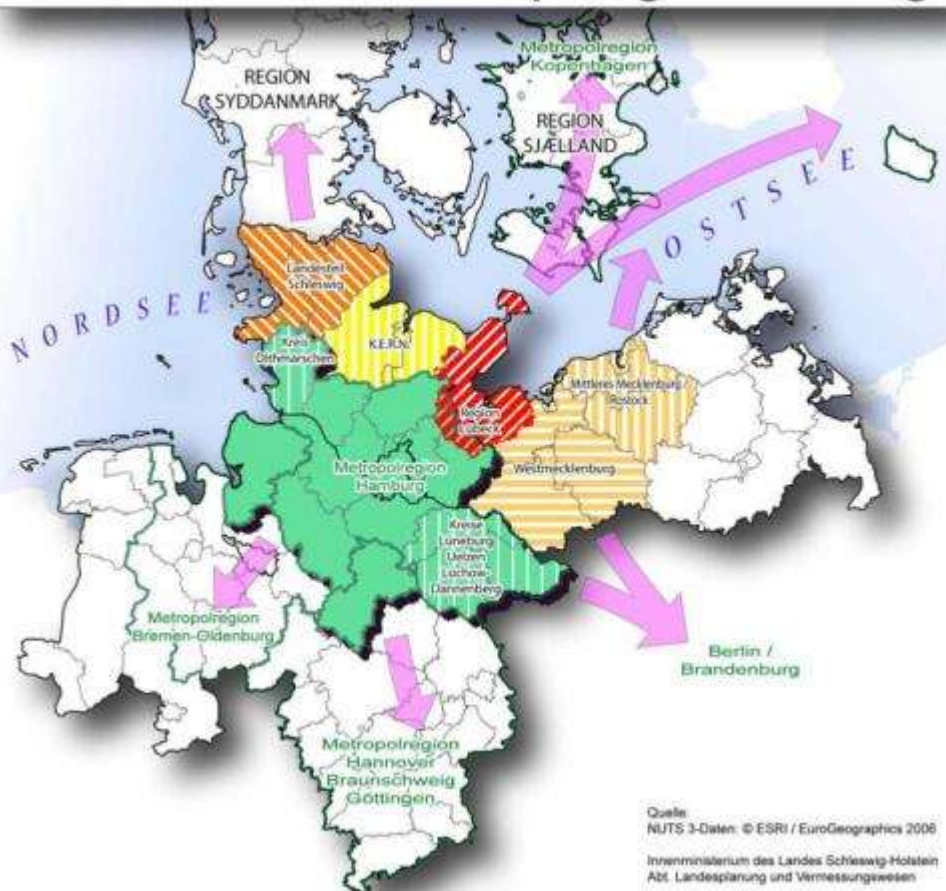
European Megatrend: Metropolitan Regions

- Globalisation entails Regionalisation
- Each region has to Face International Competition
- Size Matters !
- Step 1: Forming Metropolitan Regions
- Step 2: Stretching out



Inter-Regional Cooperation Project

Großräumige Partnerschaft Norddeutschland / Metropolregion Hamburg



Step2 – Idea:

Forming „Regions of Responsibility“ of Metropolitan Regions and their neighbouring areas by networking

(German Ministers' Conference for Urban Development and Spatial Planning, 30 June 2006)

Participants:

- Hamburg/Metropolitan Region
- Schleswig-Holstein
- Mecklenburg
- Denmark

Project Working Groups

- Campus Nord
(University Network like Øresund University)
- Qualified workforce in technical sectors
- Fehmarn Belt Bridge: Mental Bridge
- Maritime Industry
- Logistics
- Life Science
- Regional Food Initiatives
- Tourism
- Marketing
- Public transport connexion with centers
- Role of rural regions

Step 3: Linking City Regions



Die Brücken als Verbindung Skandinavien/Europa (Quelle: Sund og Bælt A/S)

Which is the correct regional focus ?



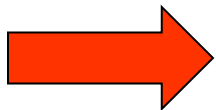
Advantages of a larger perspective:

- From international perspective one region anyway
- Joining forces of more and less structured regions
- Central governments in DK + D will support initiative
- Allies in S + N for lobbying in Berlin + CPH
- Test case for EU Regional Policy after 2013: new approach to cohesion

INTERREG application

Tourism as a Means of Region Building ?

- Denmark Till Hamburg/Hamburg Till Denmark: little knowledge about each other
- STRING Metropolitan Forum 2003/4: first encounter of WoCo + HHT



SWAP INHABITANTS !

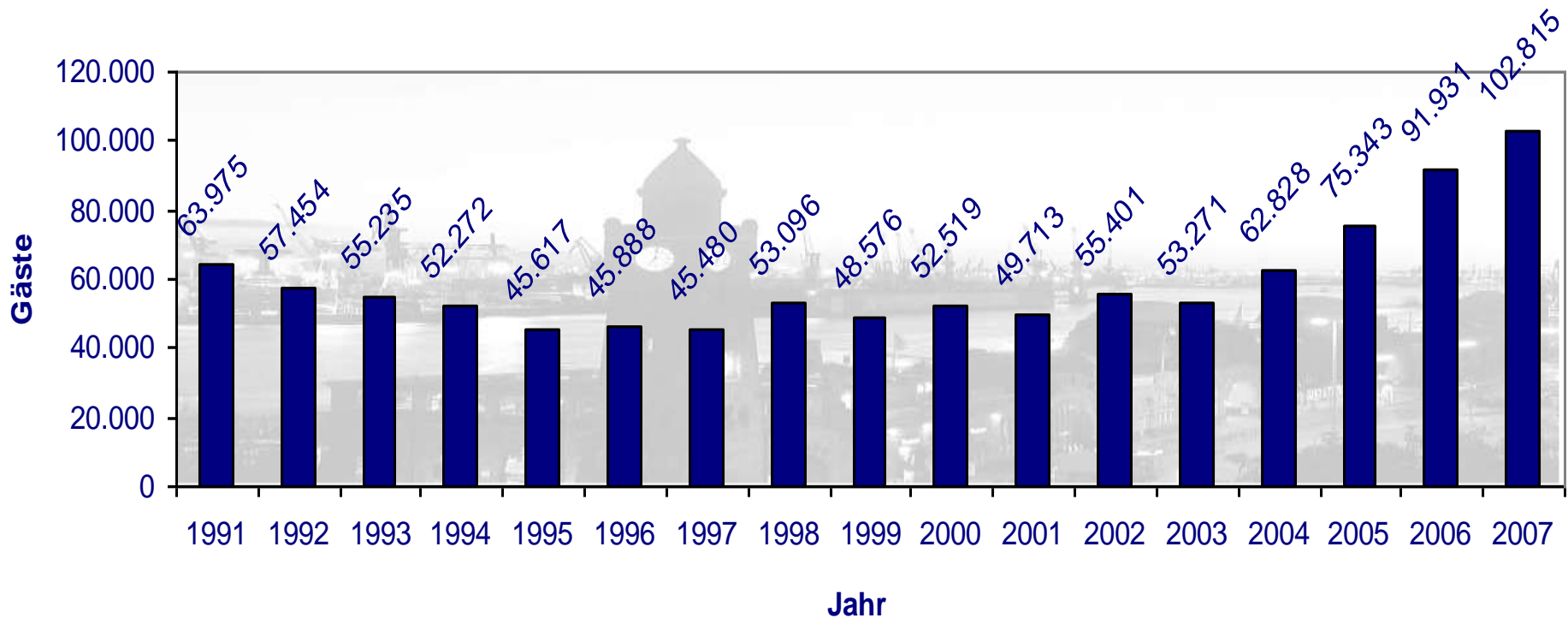
- Learn from Øresund experience: Scientific support of meta-regional process (Science Corridor)
- Start with tourism: quick return + region building effect

Questions for this Meeting

- Where are we today in figures? Which is the potential?
- What do North Germans/Danes/Swedes know about one another?
- What would make them „visit“ one another?
- What could be projects and milestones?
- Are the tourism structures fit for a „swap of inhabitants“?
- Who could be interested to join in and co-finance such a long term approach (2009-2019?)
- Is (additional) EU-funding possible? Who would make an application?
- Do we need a legal framework for our approach?
- Can we organise a political kick-off/set signal?

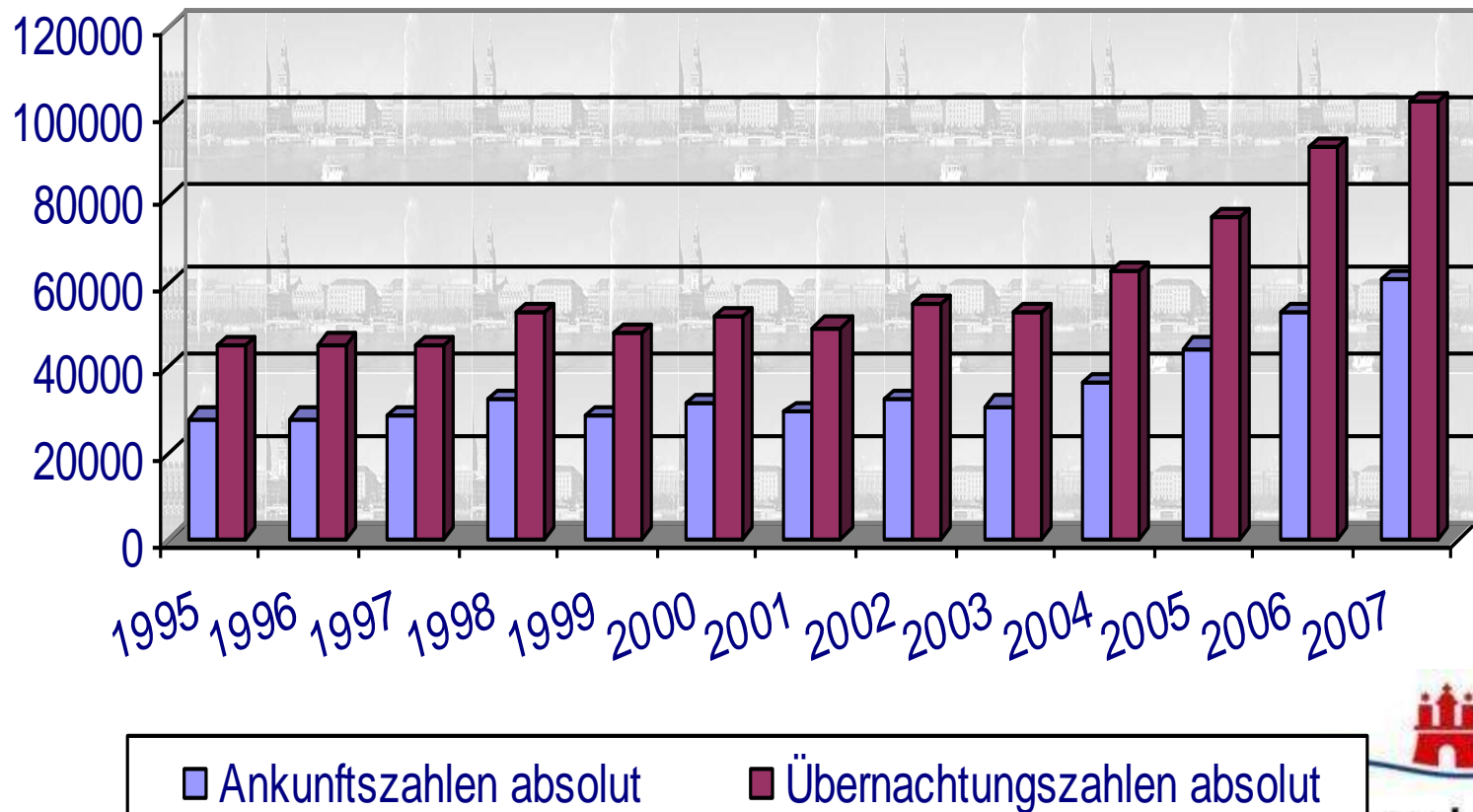
Overnight Stays from Denmark in Hamburg

Übernachtungen aus Dänemark in Hamburg, seit 1991



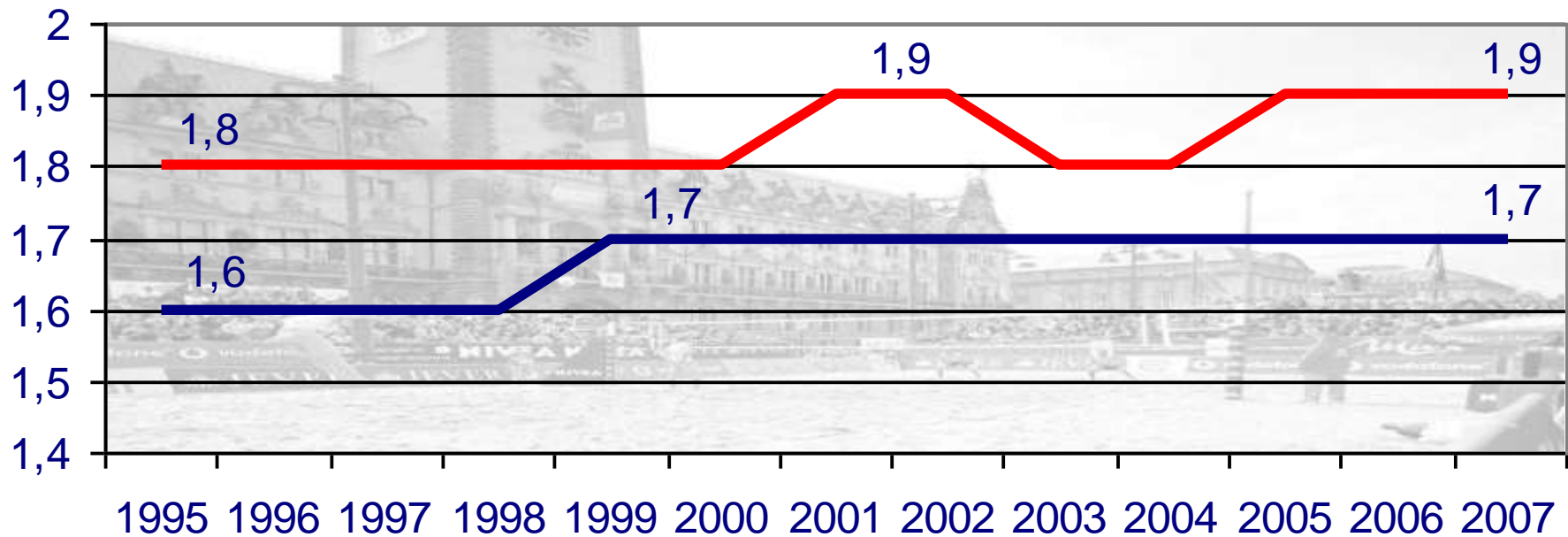
Arrivals from DK vs. Nights

Übernachtung und Ankünfte aus Dänemark in Hamburg (absolut)



Average Stay from DK in Hamburg

Aufenthaltsdauer dänischer Gäste in Hamburg

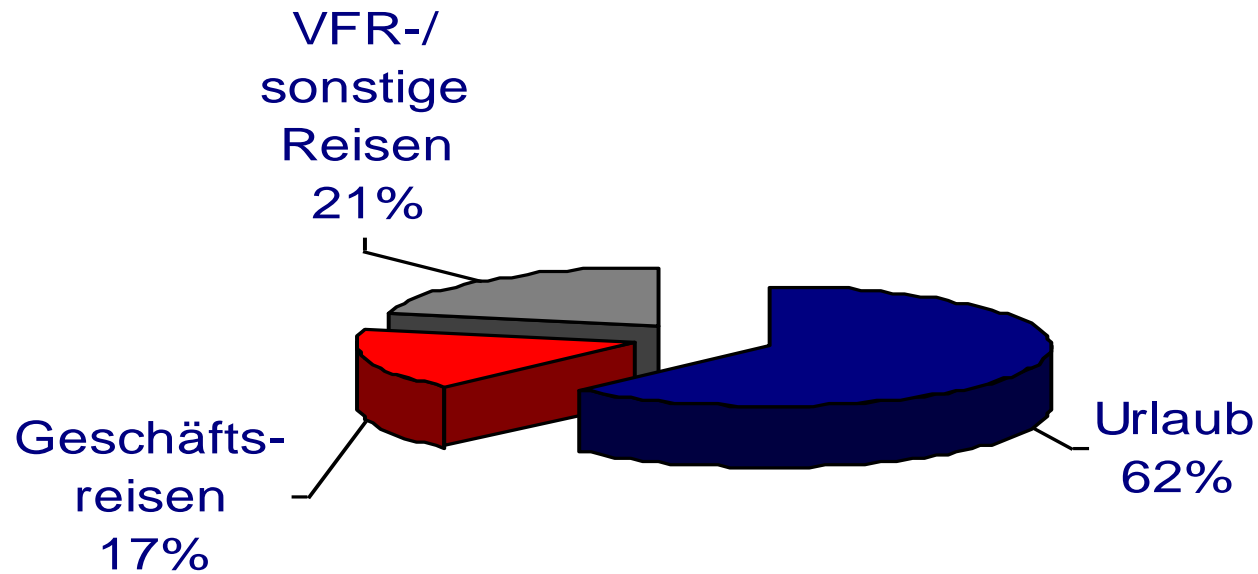


— Dänemark — Ausland im Durchschnitt



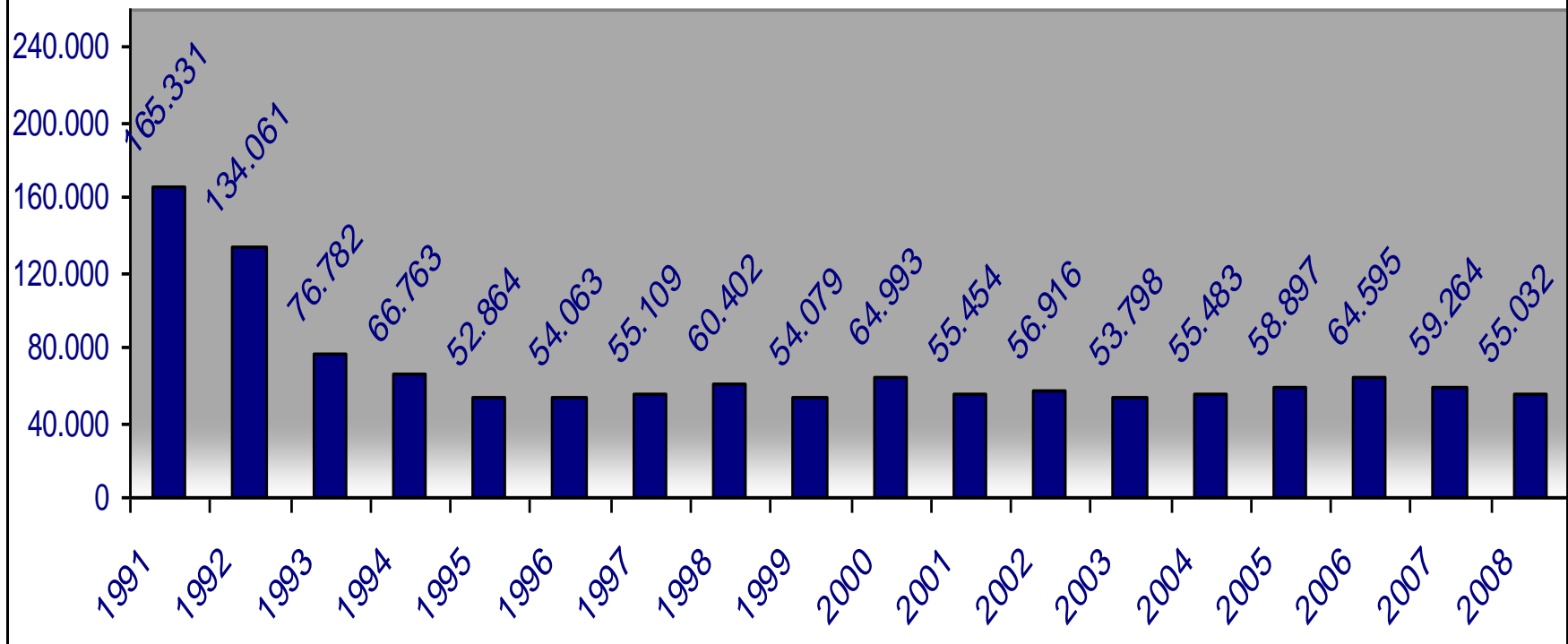
Hamburg

Purpose of Trips to Germany from DK

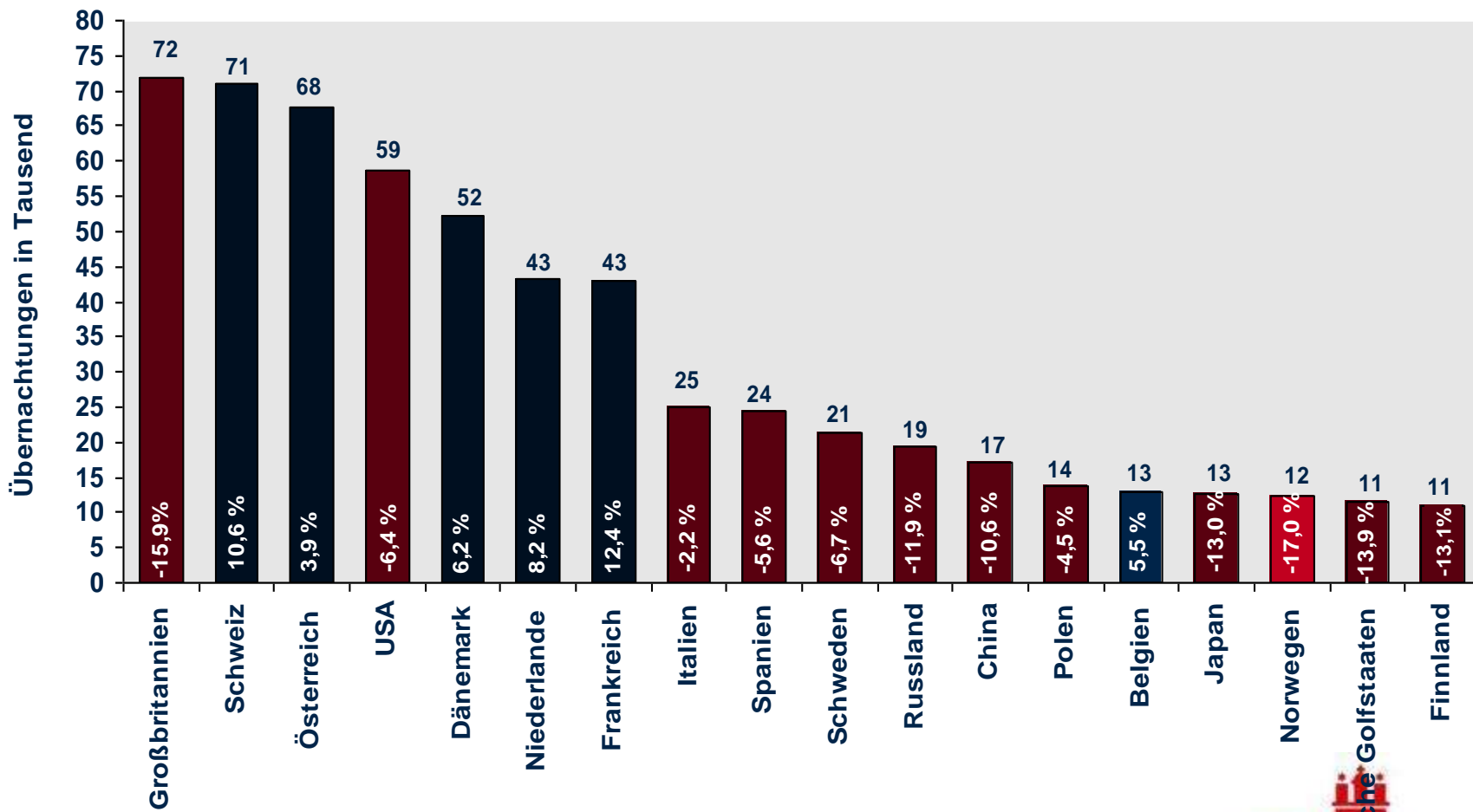


Visitors from Sweden in Hamburg

Übernachtungen aus Schweden in Hamburg, seit 1991



TOP 18 in Hamburg (1-6 2009)



Thank you for your attention !

