



# UBC - Kiel Sailing Network

## Sailing Camp – Marketing Seminars – Baltic Regatta

### Project outline

The City of Kiel (Germany) is home of the world's largest sailing event Kieler Woche and the Camp 24/7. Run by Kiel Marketing since 2002 the unique Camp 24/7 gave more than 70.000 participants an opportunity to get familiar with sailing in over 30 different courses. The sailing camp is an ideal platform to show children, adolescents and family's the proper handling of the ocean while leading them to water sports. An extensive, free-of-charge land programme rounds up this genuine Baltic Sea project.

Based on this professional experience, the Union of the Baltic Cities Business & Tourism Commission and Kiel Marketing have set up the UBC – Kiel Sailing Network project which is composed of the following modules

- Get the Camp 24/7 for a week in your city
- Young sailors exchange program
- Seminars on the connection of water sports and marketing
- Implementation of a Baltic Sea Regatta

With support of experts from Kiel Marketing and starting from 2015 we'd like to send a spin-off sailing camp on tour to present the concept in the different cities – always in collaboration with local authorities and associations. The sailing camp would stay in each city for a period up to one week, inviting local schools to participate in the program.

To kick-start the cooperation and create an even closer bond between the participating cities, we suggest a youth exchange program based on the concept of the sailing project Camp 24/7.

In 2015 the UBC Business & Tourism Commission in cooperation with Kiel Marketing and the hosting city will run 2 to 3 seminars on the connection of waters sports location marketing tourist attraction and investment promotion. Participants will get the chance to present their cases. The exchange and the development of similar projects in UBC member cities is made possible. The construction of a network and the close cooperation between interested cities is sought.

The project funding for each stopover can be generated by the involvement of local partners from the public or private sector.

As a further development to the cooperation and the sailing camp, we are contemplating to implement a sailing regatta between the participating cities in order to show the close bond between the partners. Starting from Kiel, the yachts will sail from participating city to city. For the interested spectators, it will be possible to follow the race via live tracking system and join the teams at each stopover.

In November 2014 a meeting in Aarhus International Sailing Centre (Denmark) is planned to discuss the implementation of the project with interested cities.

In the long term the cooperation could lead to a common EU project with the purpose to develop a toolbox about how to use water sports for location marketing, tourist attraction and investment promotion.

### Union of the Baltic Cities

The Union of the Baltic Cities (UBC) is the leading city network in Northern Europe, representing over 100 cities of the 10 countries of the Baltic Sea Region. The UBC Business & Tourism Commission

links professionals from across the Baltic Sea Region and provides services that drive growth and effectiveness for their members through innovation, entrepreneurship and the transfer of knowledge and technology.

### **Kiel-Marketing**

Kiel-Marketing is the marketing and tourism agency of the City of Kiel. The legal company is responsible for the brand KIEL.SAILING CITY, tourism and business location promotion, events and city management, international sailing and maritime events.

### **Contact**

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