

Wadden Sea World Heritage at the ITB 2017

Draft Concept and structure



United Nations
Educational, Scientific and
Cultural Organization



The Wadden Sea
World Heritage Site
since 2009



WADDEN SEA
WORLD HERITAGE



Common
Wadden Sea
Secretariat

ITB –Facts & Figures

- 5 Continents
- 187 Countries
- 1000 Qualified Top Buyers
- > 10,000 Exhibitors
- > 26,000 Convention Visitors
- > 60,000 Private Visitors
- > 120,000 Trade Visitors
- 160,000 Square meters
- 7 Bn. Euro Turnover



**THE WORLD'S
LEADING TRAVEL
TRADE SHOW®**
8-12 MARCH 2017

At ITB Berlin new trends are highlighted as well as the facets of ecologically-friendly, socially responsible tourism.

The focus is on travel which facilitates experiencing nature and discovering personal insights of the host country's culture, while simultaneously making a contribution towards environmental protection and the well-being of the population. This has made "Adventure Travel, Responsible Tourism" at ITB Berlin an international forum for sustainable tourism.

Source: www.itb-berlin.de



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Why participating?

It is our responsibility to strengthen people's appreciation and respect of the World Heritage, and keep the public broadly informed of our World Heritage Site and of the activities that take place in Denmark, Germany and The Netherlands.

The ITB provides an opportunity to present ourselves as an active member of the World Heritage Family 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).

We show how tourism and nature conservation actually cooperate across national borders in the Wadden Sea World Heritage, and how this could serve as an example for other natural areas in the world.



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The underlying concept and how it was filled with life in 2016

Our booth shows a coherent **overall concept** and is authentic in terms of its theme:



Supporter of the UNESCO
World Heritage and
Sustainable
Tourism Programme

Partnerships are at the center of our work:



Nationalpark
Wattenmeer



Member of the World
Heritage Family



showcasing initiatives, best practice examples and partner products:

UNESCO Marine World Heritage, Multimar Wattforum, Naturerlebnis Langeoog, The Dutch Wadden Sea regions, Regiomaris, Schutzstation Wattenmeer, Axels Delikatessen from Meldorf, Edition Wattenmeer

... even the details like Give-Aways or events fit into the overall concept, the theme is clearly communicated and visible for the visitor.



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The Concept Idea 2017



Partnerships are at the center of our work. We continue to cultivate strong partnerships and help raise awareness of the importance of our Outstanding Universal Value.

During the ITB the WS/WH offers a stage where initiatives, best practice examples and partner present how they are connected to the WS/WH.

We will demonstrate that in the Wadden Sea World Heritage we contribute to the UNESCO World Heritage Vision and Mission by connecting with the motto of UNESCO World Heritage and Sustainable Tourism Programme as overall **theme**:



PEOPLE
PROTECTING
PLACES



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The Concept Idea 2017



PEOPLE
PROTECTING
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World
Heritage
Convention

Partnering with different WH sites:

We also are giving other WH sites that are interested the possibility to present how they contribute to sustainable tourism as an important vehicle for managing cultural and natural heritage.

The Wadden Sea World Heritage as part of a “big family”.



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Booth Design

- a) Accessibility → Open and accessible.
Visitors can easily orient themselves and feel invited to enter the booth.
- b) Structure → Clear structured.
Different (partner) areas are recognizable.
- c) Main counter → Central contact point always staffed with contact person who can be recognized at first sight.
- d) Variability → As variable as possible.
From trade visitor days to general public days it can be adapted to the needs of both visitor groups.

Booth Size **42 m²**
Exhibition space **34 m²**



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Partner Opportunities in 2017

Be part of our stand as **Co-Exhibitor**:

A cost-effective participation option with extensive pre-, during- and post-show support allowing focus on promoting YOUR story of and contribution to the Wadden World Heritage. Co-Exhibitors retain their own identity while benefitting from being part of a more visible, collaborative effort under the umbrella of the Wadden Sea World Heritage.

Use the opportunity to place your WH related PR materials in a **personalized brochure rack**. Information can be displayed on both sides via leaflet dispensers. Individual branding is possible on own expense with two DIN A1 poster.

Due to the limited space the placements of other furniture (counters, extra brochure racks, etc.) is **not** possible. If you would need additional exhibition space **additional square meter** can be requested and will be charged at **€ 300.00 per sqm**. Request for additional space **latest by 14th of November**.

For a **net** contribution of **€ 1,000,-** the following basic services are included:

- ✓ Complete Fair Organization by CWSS
- ✓ Logistics on site
- ✓ Basic entry in the ITB Berlin Virtual Market Place / Exhibitor Online catalogue
- ✓ Set-up of 1 brochure rack
- ✓ Exhibitor pass for one person
- ✓ Display of WH related PR material during whole show
- ✓ Possibility to hold events/presentation on the booth space
- ✓ 30 minutes slot main stage / 12th Pow-Wow for Tourism Professionals (subject to availability)

Registration is on a first come, first served basis and SPACE IS LIMITED!

Enrollment opens 7th November; until 12th December.



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Partner Opportunities in 2017

free of charge

Be an **Activity Sponsor** :

During the 2 public days (**Saturday/Sunday**) use our booth to demonstrate through customized events and activities the affiliation to the Wadden Sea World Heritage.

What do we offer?

- Area for your activities / customized events at the Wadden Sea World Heritage exhibition space in Hall 4.1.b
- Display of your information and PR material for the weekend (due to limited space, the CWSS reserves the right to limit the display)
- Integration in the ITB-B2C campaign in print, online and newsletters
- Logo placement and promotion at the ITB program side of the Wadden Sea World Heritage webpage
- In addition, we provide a 1- day- ticket for the trade fair to each sponsor

What we expect in return?

Organize and implement a cultural, culinary, fun or other activities at our booth for the ITB weekend, show your solidarity with the and support of the Wadden Sea World Heritage. Thrill the ITB visitors and create an event that carries the fascination of the Wadden Sea World Heritage experience.



Partner Opportunities in 2017

free of charge

Be present at the **Expert Forum & Experience Arena:**

During or at one of the 3 trade visitor days (**Wednesday/Thursday/Friday**) use the booth meeting area for discussion, planning, and collaboration. Use this opportunity for knowledge exchange by bringing together professionals from the tourism industry, academic staff and wider groups & communities to exchange ideas, evidence and expertise. Through workshops, presentations, get-togethers share information and experience and discuss the critical areas of the daily work in the Context of World Heritage. This partner opportunity specifically also addresses academics interested in presenting their state of research & science.

What do we offer?

- Area for your workshop/presentation at the UNESCO World Heritage exhibition space in Hall 4.1.b with seating for up to 10 persons, equipped with beamer & screen;
- Display of your information and PR material during attendance (due to limited space, the CWSS reserves the right to limit the display)
- Integration in the trade visitor program in print, online and newsletters
- Logo placement and promotion at the ITB program side of the Wadden Sea World Heritage webpage
- 1 free day ticket for the trade fair access

What we expect in return?

Organize and implement a workshop or presentation, show how your work is connected with the Wadden Sea World Heritage.



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Side Events

Activities during trade visitor days (Wednesday to Friday):

- 12th Pow-Wow for Tourism Professionals: presentations at main stage
- Master Class / 60 Minutes at main stage during 12th Pow-Wow for Tourism Professionals
- Expert Forum & Experience Arena: Slots of 45/60 minutes session at booths for partners
- Meeting point during the ITB Career Center Day (Thursday) for partners to recruit students for master thesis, study project etc.
- High-End panel discussion at ITB Convention (tbc)

Activities during Public visitor days (Saturday & Sunday):

- sponsored activities of local stakeholders to present their products related to World Heritage, e.g. Junior Ranger kids program, etc.

Photo Exhibition Flyway:

„Millions on the move - Birds connect the Arctic, Wadden Sea and Africa”



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THERE IS A PLACE – WHERE HEAVEN
AND EARTH SHARE THE SAME STAGE

ITB 2017 –
Get on stage!

Photo: Jans Webber

OUR
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WORLD HERITAGE

Experience and help preserve a natural wonder
www.waddensea-worldheritage.org

