

**SASSNITZ**

Welcome to Sassnitz, the port town between the rocky limestone cliffs and the sandy beaches of Rügen island! The impressive limestone coast with its primeval beech forest is located at the Jasmund National Park and stretches along thirteen kilometres from Sassnitz to the famous Königsstuhl rock. This unique landscape with spectacular views onto the sea is part of the World Natural Heritage list. It starts directly at the edge of town, which makes Sassnitz an ideal starting point for cycling and hiking tours into the nature.

Sassnitz originates from a small fishing village and a nearby farming village, which were merged into a town and turned into a popular spa resort at the 19th century. It is well-known for its beautiful villas built in the style of the seaside-resort architecture. The harbour is humming and buzzing from maritime activity. Artisan workshops, ship chandlers and sail makers, museums and shops with regional products are to be found beside a fish shop & fish restaurants where guests can eat fresh fish from local fishermen. A stroll along one of the longest outer moles of Europe with its 1444 metres will be rewarded by a fish roll filled with tasty marinades or smoked fish.

**STRALSUND**

Already from a distance, visitors coming to the Hanseatic City of Stralsund are impressed by its arising silhouette, which represents a mixture of old churches and Gable Houses as well as futuristic buildings like the Ozeaneum, Europe's museum of the year 2010. The powerful position of Stralsund during the Hanseatic Period is visible throughout the whole city centre with its narrow streets, romantic monasteries and the medieval urban layout. Even today visitors can follow the traces of merchants, Swedes and Prussians. Labelled as UNESCO World Heritage since 2002, Stralsund once again underlines its uniqueness by combining the perceptible history with the cultural treasure of Brick Gothic. The city with its appreciable maritime flair is waiting for new explorers!

**SZCZECIN**

Water, lots of green spaces and freedom – this is Szczecin. A modern city with a multitude of interesting leisure-time options, and whose versatility holds a few surprises in store. A conglomerate of islands, canals, beaches and bays.... a real “floating garden.” This is a city that can change one's perspective on life and how to live it.

Located in north-western Poland, not far from Germany, and just across the Baltic from Sweden and Denmark, Szczecin attracts tourists with its nautical atmosphere, proximity to the sea, and multicultural history. The city derives its unique charm from 15 municipal parks, a multitude of canoe trails amidst the flood waters of the Oder river, numerous lakes ideal for sailing, ubiquitous magnolias, and its historic architecture.

The Oder floodplain is an amazing area of wetlands and flood waters spreading south of Szczecin, between the eastern and western Oder river. It is an enchanting place for recreation, with its picturesque canals, clear waters and wild nature – water birds, beavers, otters and rare plant species (nearly 300 different species of birds, reptiles, amphibians and mammals can be found there). The best way to explore the area is by kayak, which allows you to discover unspoiled corners, observing their wildlife inhabitants unnoticed. No wonder the region is often called the Szczecin Amazon.

**KARLSKRONA**

The city centre of Karlskrona is uniquely situated on an island in the middle of an archipelago, 6 km from the mainland. This gives a unique, spacious sense to the city - and breathtaking views that you will enjoy already entering the city from the seaside. Gunpowder towers and fortifications make a splendid backdrop, mixed with yellow ferries, white sails and even submarines visible in the waters around the city. Karlskrona is an exciting encounter with Sweden's naval history. In 1680, King Carl XI ordered the construction of the city as Sweden's naval base, due to its location. The naval presence has ensured distinctive architectural qualities, and UNESCO has named Karlskrona a World Heritage City. Enjoy the pompous Great Square with its two churches, visit the spectacular fortifications Kungsholm Fortress and Drottningsskär Citadel or spend some time at the ever interesting Naval Museum. Despite its militant past, Karlskrona is a peaceful town, with an open and friendly atmosphere where you'll find peace of mind.

**KALMAR**

Kalmar is one of Sweden's oldest cities, situated in the south-eastern part of Sweden. A few minutes walk from the cruise berth or the tender bridge lies the 17th-century city centre. Discover the city's rich historical heritage with its impressive city wall, imposing buildings, numerous canons, picturesque stone-built houses, cobblestone streets and Sweden's finest baroque church. The magnificent Kalmar Castle is host to an 800-year-old history filled with feasts, court intrigues and assaults.

Today it is Scandinavia's best preserved Renaissance palace with the old town nearby. All the unique architectural details, facades and well preserved buildings will help you get acquainted with Kalmar's soul and strongly beating heart. Kalmar is a perfect example of how relics of the past can blend with modern architecture and thanks to its well preserved historical surroundings; Kalmar has been awarded the Europa Nostra prize twice.



**Small Cruise Ships  
in South Baltic  
Destinations**


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## PILOT TRIP PORT CITIES

### GDYNIA

Gdynia is a young, dynamic and rapidly developing city. It is referred to as "a city built on sea and dreams" since its foundation was the aftermath of Poland regaining independence after years of enslavement. On the sands of the Baltic Sea beach, a modern harbour city was built "from scratch". Gdynia is a city raised and developed by craftsman, fishermen and tradesmen. Today we can see the continuations of these fundamentals on the streets of Gdynia perfectly connected with youth, modernism, design and activity. For many years Gdynia has been famous in Europe for hosting outstanding cultural events, such as the Open'er Festival, Ladies' Jazz Festival, Globaltica Word Cultures Festival, and Gdynia Blues Festival. Another example of a famed cultural event in Gdynia is Gdynia Film Festival – the largest film festival in Poland and the only one which for decades has been promoting Polish cinematography in Europe on a large scale. Gdynia has also perfect conditions for amateur sailors, with a modern marina at their disposal. Cyclists, Nordic walkers, swimmers, horse riders and divers will also feel at home. Gdynia is a great place to relax and to have fun.

Gdynia is a part of agglomeration of three cities (Gdynia, Sopot, Gdańsk), called in Poland "Tricity". They are connected with each other by Sea and by Tricity landscaped park, which provides plenty of opportunities for sports and tourist activities. In each city you can find unique attractions and characteristic features.

### WISMAR

Welcome to Wismar – a UNESCO World Heritage site and Hanseatic City on the German Baltic Sea. Wismar, with a population of 43,000 inhabitants, is located in the state of Mecklenburg-Western Pomerania.

Wismar itself is a window to a historical place, untouched by time. The enchanting city's appeal lies in the fact that it is a medieval township with monumental brick churches and charming gabled houses. Short ways and a harbour with direct access to the tourist places in town provide literally a 'Gangway into the UNESCO World Heritage' for cruise liners.

Culture and leisure activities, delectable gastronomy and comfortable accommodation – everything that a visitor looks for – is in abundance here and tourists have a chance to choose from a variety of options.

### ROSTOCK

Even in the middle of the historic city center, you can often feel a stiff breeze blowing in from the Baltic. Three church towers dominate the skyline, fixed points for navigation that help sailors pilot into protected harbor. During the Hanse Sail event, you can get a feeling for how the harbor must have been bustling in medieval times. The historic city center is located directly on the city harbor. You can easily visit everything on foot. In preparation of Rostock's 800th in 2018, the city center is spruced up as never before. More than 25 years of renewal and reconstruction show how wealthy Rostock was in the Middle Ages, how promising East Germany's soviet era socialism experiment began with the "Lange Strasse," what high standards were set with the "Northern Old Town in the 1980s" and with what sensitivity old and new have been joined together since 1990.

The power and prosperity of Rostock - in medieval times the "Jerusalem of Baltic Sea region" - is evident today in its imposing brick churches, restored monasteries, city gates and typical northern German architecture. You will encounter a community of "Rostockians" both busy and relaxed. The oldest university in northeastern Europe is located in the very heart of the city center. Take a break there, have a coffee at university square and observe the vibrant boulevard. Holidaymakers and tourists enjoy not just the sun, white sand and fresh sea air, but Rostock's surroundings as well. The cathedral Bad Doberan is just a few minutes away by public transport or by car, the neighboring village of Heiligendamm, the first seaside resort on the Baltic Sea, abandoned castles, lovingly restored manor houses or the unspoiled nature of the two national parks are all right around the corner.



### SCHEDULE

1. 01.08.2017 20:00 **Gdynia** – departure
2. 03.08.2017 10:00 **Wismar** – arrival  
04.08.2017 10:00 **Wismar** – departure
3. 04.08.2017 15:00 **Rostock** – arrival  
05.08.2017 20:00 **Rostock** – departure
4. 06.08.2017 10:00 **Sassnitz** – arrival  
07.08.2017 10:00 **Sassnitz** – departure
5. 07.08.2017 16:00 **Stralsund** – arrival  
09.08.2017 10:00 **Stralsund** – departure
6. 09.08.2017 20:00 **Szczecin** – arrival  
11.08.2017 10:00 **Szczecin** – departure
7. 12.08.2017 10:00 **Karlskrona** – arrival  
13.08.2017 10:00 **Karlskrona** – departure
8. 13.08.2017 15:00 **Kalmar** – arrival  
14.08.2017 10:00 **Kalmar** – departure
9. 15.08.2017 10:00 **Gdynia** – arrival



DEPARTURE

ARRIVAL

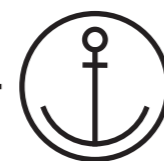
The cruise market is a constantly growing but highly competitive market - also in the Baltic Sea. The market is dominated by a few large operators, operating large vessels on established routes and offering standardized touristic activities. In consequence, only the large harbours are capable to provide the necessary infrastructure. Furthermore cities are only marginally profiting from the cruise ships and tourists as the operators offer touristic modules themselves (often including activities outside the area) and most money is spent on the ships. Smaller cruise ships are seen as promising "niche" / market segment with potentials also for small and medium sized harbours in the southern Baltic Sea. This is where Johann project comes in.



OUR PARTNERS



OUR MISSION



OUR OFFERS

Six exciting destinations from Germany, Poland and Sweden have joined forces in order to develop this new touristic product: **Small Cruise Ship Tours in the Baltic Sea.**

They all have the same history and traditions, with cutting edge facilities prepared for a model approach to small cruise ship tourism. From heritage and walking tours in ancient ports to a dip in a modern Baltic spa, South Baltic Destinations are ready to expand the market for the small cruise ship industry. However, each destination has its own charm and attractiveness, what makes the combination especially interesting for tourists.

Within JOHANN cities, ports and tourism managers are working closely together with shipping lines and cruise operators with the aim to prepare the cities and ports and to promote them towards the operators.

The pilot trip shall be the basis for a SWOT analysis of South Baltic destinations as basis for improvement measures that will be developed in JOHANN and beyond. Pilot cruise will be hosted at HORYZONT II ship. Home port of Horyzont is Gdynia (Poland). The latter was built by Gdansk Shipyard in year 2000. Horizon class is L2AUT and overall length is 56,34 m.

At the end of JOHANN private cruise lines will operate SCS heritage tours in SBSR.

JOHANN contributes to touristic and economic development in the area – outside the main and well known attractions.

