

Cold Coast Collective – A Tourism Development Network for Northern Europe

In the fall of 2017, a delegation from Varde Municipality presented the idea of a Coastal Tourism Network of Europe at European Week Regions and Cities, Brussels. Due to the positive feedback, we received; we can now present the Cold Coast Collective.

Who we are

The Cold Coast Collective is a network, which intends to bring together strong coastal tourism organizations and representatives from European cold-water destinations. Hence, the Cold Coast Collective has a geographical focus on northern Europe.

The network consists of members from different sectors; research institutions, municipalities and private organizations, which all have a broad knowledge and a great desire to promote and support the future development of coastal tourism.

The Cold Coast Collective is an informal network primarily based on close relations and tight engagements between the members. The members act within an informal frame and we want to minimize the bureaucracy. In the network we will discuss, connect, and act together on matters related to coastal tourism. In addition, the members of the network are willing to engage themselves in meaningful projects with each other.

We are a non-profit network - an eventual budget will be based on allocated funds and grants. All granted funds will be used to achieve the goals of the network.

Our purpose

The purpose of the network is to:

- ❖ Create cooperative relations as a tool for developing ideas, visions and projects together.
- ❖ Share knowledge regarding coastal tourism between the members of the network.
- ❖ Create a joint voice in order to carry the matter of coastal tourism into the political arena.
- ❖ Work towards better funding for coastal tourism in order to secure future development.

Our focus

The members of the network have identified six key working areas:

- ❖ Cold-water destinations
- ❖ Capacity building
- ❖ Digitalization
- ❖ Skills development
- ❖ Sustainable development
- ❖ Development of “the reason to go” experiences

The areas of focus will be clarified at the first official network meeting in the spring 2018 hosted by the Municipality of Varde.

Framework of the network

A focus within the network is strong relations among the members, therefore as a member of the Cold Coast Collective you strive to build strong relations e.g. by travelling back and forth to get to know each other better, developing projects and sharing knowledge.

During the first year, the Municipality of Varde will take the leading role in order to set the frame of the future collaboration of the network. The Municipality of Varde will assume the coordinating role however, we are dependent on help and input from the members.

You as a member and whom you will join in the network

You are a local authority, a research institution or a private organization, which have a great interest in coastal tourism and the development of it. Geographically, you are located in the northern Europe and have a coastline filled with tourists.

Today, the Cold Coast Collective includes following members:

- ❖ University of applied science of Satakunta, Finland
- ❖ Visit Pori, Finland
- ❖ Municipality of Varberg, Sweden
- ❖ Region Halland, Sweden
- ❖ Municipality of Arendal, Norway
- ❖ Ostsee-Holstein-Tourismus, Germany
- ❖ Institut für Management und Tourismus, Germany
- ❖ Municipality of Jammerbugt, Denmark
- ❖ Municipality of Ringkøbing-Skjern, Denmark
- ❖ Municipality of Varde, Denmark

Contact

If you find the Cold Coast Collective interesting and relevant to your organization, please do not hesitate to contact the Municipality of Varde for more information about the network and the possibilities to become a member.

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Municipality of Varde

The Municipality of Varde is located in the southwestern part of Denmark and stretches over 1256 km² - making it the fifth largest municipality in Denmark.

Last year tourists spend more than 3,9 million nights in the Municipality of Varde. We have many first class beaches, wild nature and great cultural activities, however we believe we can develop and that is why we want to create a network, which have focus on the development of the coastal tourism.