



HORSE TOURISM FOR EVERYONE – Fostering inclusive & citizen-oriented horse tourism development in the South Baltic area

BASIC INFORMATION

Project total eligible budget: 2 488 316,00 EUR
ERDF: 1 990 652,80 EUR

Project start date: 01 Jan 2025
Project end date: 31 Dec 2027

Priority 3: Attractive South Baltic
Measure 3.1: Developing Sustainable, resilient, and innovative tourism

The project is co-financed by the European Regional Development Fund
under the Interreg South Baltic Programme 2021-2027.



PROJECT GOALS

The main goal of the project is to transform the Southern Baltic area into a year-round horse tourism destination.

This will be achieved, among other things, by supporting tourism service providers in creating and promoting offers that make horse tourism accessible to a wide range of tourists and residents.

BUILDING NETWORKS – Establishing regional partnerships for the development of horse tourism focused on social integration and collaboration for the exchange of experiences and joint actions.

IMPROVING INFRASTRUCTURE – Piloting and implementing next-generation horse trails to provide more multifaceted horse experiences (i.e., "scenic trails" leading through picturesque landscapes, trails with stops at interesting places).

PRODUCT INNOVATIONS – Introducing innovative horse tourism offers targeting new groups (e.g., horseback trips for companies), extending the season (e.g., "horses and gastronomy" packages), or tailored to residents' needs.

REPOSITIONING – Launching a joint marketing campaign to change the "exclusive" image of horseback riding both among visitors and residents while promoting the Southern Baltic Sea Region (BSR) as an inclusive "horse tourism destination for everyone".

PROJECT PARTNERS:

- **Pomorskie Voivodeship – Project Leader (Poland)**
- Pomorskie Tourist Board (Poland)
- Pałac pod Bocianim Gniazdem Foundation (Poland)
- Kretinga Municipality (Lithuania)
- Kretinga Museum (Lithuania)
- Rural Tourism Association of Mecklenburg-Vorpommern (Germany)
- Bernsteinreiter GmbH (Germany)
- Geopark Odsherred Foundation / Visit Odsherred (Denmark)
- Mörbylånga Municipality (Sweden)
- Öland Tourism Business AB (Sweden)

The project's activities will be implemented by partners in five regions of the following countries:

Poland – Pomorskie Voivodeship

Lithuania – Klaipėda District

Sweden – Kalmar Region (Öland Island)

Denmark – Zealand Region

Germany – Mecklenburg-Vorpommern State

The selected regions will jointly create models for potential followers in the Baltic Sea region. The partnership includes local and regional authorities, tourism organizations, and innovative SMEs from the horse sector. The project combines the experiences of all five countries of the Southern Baltic in an innovative, integrated, and collaborative approach to strengthening horse tourism.