

Newsletter REACT August 2016

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Beach potential in Lillebelt

In January 2016 Destination Lillebelt started the work on “The Future beaches – A Beach Potential Report for Lillebelt”. Main aim was to review 19 beaches and point out the future potential.



Photo: AT Luftfoto

A working group of representatives from the three local municipalities took part in the process. The reviewing was built on knowledge gained from the REACT beach group such as theme selection, basic facilities and innovative projects. The work has been highly prioritized by the municipalities recognizing the need for future development of the beaches in the Lillebelt region. The report was handed in on the 24th of June 2016 and forms the baseline for the future development of beach activities in Lillebelt.

Kick-off and next step on REACT in The South Funen Archipelago.

The 26th of May 2016 Naturturisme I/S held Kick-off meeting for all tourism-companies in their area. Around 40 participants got a presentation of trends and a pep-talk on the value of cooperation in the tourism-business by Dorte Kiilerich from Living Concepts.



Afterwards project manager Nina B. Jacobsen told about REACT and the upcoming activities in The South Funen Archipelago.

The kick-off meeting did also leave space for a short “company-dating” session, where the businesses got time to meet and network. The participants were very positive and expressed curiousness to be part of the project.

The next step in The South Funen Archipelago is the start of “CATAPULT” which is the name of the concrete activities for the tourism businesses. The application date for the sessions and network activities is at the 12th of September 2016.

Workshop on value chains

Value chains are an important tool to strengthen the tourism businesses. In June all the REACT partners had a workshop on this theme, where the participants got tools to develop cooperation in value chains that can make a positive difference for local business owners.

The workshop was hosted by Dansk Kyst og Natur Turisme who is responsible for the work package on business development in REACT. The workshop was facilitated by Orange Elevator who presented four phases in the work with value chains:



The work in June is followed up by a guide for working with value chain innovation in practice as well as another workshop for all partners held in Plön, Germany in September. After this we will all be ready to work with the businesses.

Angler Workshop 28th of Juni 2016 in Sønderjylland



Destination Sønderjylland had invited angler unions to get their input and knowledge on the activities in REACT on the theme Angling. The Destination Sønderjylland is of that opinion that the efforts of the local angling enthusiast and tourism could be joined in cooperation.

14 anglers did meet up. It was a successful evening with discussion of a lot of topics and valuable input for the ongoing work in REACT.

The anglers did also work in smaller groups debating different subjects, e.g. fishing spots.

First rental station set up in corporation with Business Lolland-Falster and the REACT project.

Marielyst on Falster, is in July full of tourists - many who wish to rent a bike and investigate the local area.

Unfortunately for the tourist office on site, it has been impossible to help these guests as all rental bikes are booked in advance.



Project Manager Rikke Fabienke has as part of REACT been visiting different companies in the region to present the REACT project. It was therefore possible for her to contact Larssons Cykler and get them to cooperate with the tourist office in Marielyst on short notice. Erik Larsson now has 18 bicycles for rent in Marielyst in cooperation with Marielyst tourist office.

There are two ways to rent. On the picture you see bikes that are 100% self-service rental bikes, as Larsson Cykler cooperate with the company Rent a Bike, that have developed the app "Donkey Republic". Alternatively the customer can rent through the tourist office and pay on site, where the tourist office get a cut of the turnover.

We are now excited to see how the rental goes during the high and shoulder season, so that we can evaluate on the value chain cooperation.

Seeing how quick and efficient Larsson Cykler work, Rikke Fabienke has now put them into contact with yet another business potential: Guldborg Camping, who also have expressed a wish to have rental bikes for their guests. An update on this story will follow in the next newsletter.

REACT webpage

We will very soon be ready with the REACT project-webpage on www.reactbaltic.eu – it should have been ready this summer, but as usual with this kind of things, the technique did not want to cooperate.

You can follow us on Facebook.com/reactbaltic – where you will be informed as soon as the webpage is in the air.

For questions or comments on the REACT project please contact:

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