



Pomorska Regionalna  
Organizacja Turystyczna

## **PROT: over 20 years of cooperation for the benefit of the region's brand**

**For over two decades, Pomorskie Tourist Board has been consistently building the position of Pomorskie as one of the most important tourist regions in Poland and the Baltic Sea basin, combining promotion, industry cooperation, and the development of sustainable tourism.**

The Pomorskie Tourist Board (PROT) acts as a regional coordinator of promotional and development activities in the field of tourism, bringing together local governments, the industry, and institutional and private partners.

It was established in 2003 on the initiative of 23 founding members and operates as an association. Since its inception, the organization has systematically developed its structure and scope of activities, integrating promotional and development activities in the region. Under the Pomeranian Province Tourism Development Strategy, PROT has been assigned the role of coordinator in the areas of regional promotion, tourist information, product commercialization, and cooperation with the industry. The organization's activities include the implementation of national and international projects, promotional campaigns, participation in tourist fairs, and cooperation with regional and foreign partners. Particular emphasis is placed on markets with which Pomorskie has direct transport links, including Germany, Scandinavia, the UK, and the Czech Republic. The aim of these activities is to strengthen the region's recognition and build its competitive position on the international stage.

An important element of PROT's activities is the development of original tourism products, such as the [Pomorska Karta Turysty](#), day trips around the Tri-City and the pomorskie region as part of [Pomorskie Tours](#), and the [Pomorskie Prestige](#) project – a platform that connects a carefully selected range of companies providing services for tourists with customers, while also providing a space for cooperation and exchange of experiences for representatives of the catering, hotel, handicraft, and spa industries. Since 2012, the organization has also been running the Pomorskie Tourist Information Center in Gdańsk - a modern space aimed at tourists and residents of the Pomorskie region.

PROT's mission is to integrate activities for the development and promotion of the region and to jointly build a strong Pomorskie brand. The organization's vision is to make the Pomeranian Province a leading center of sustainable tourism in the Baltic Sea region, where the development of the industry harmoniously coexists with the local heritage, natural environment, and the needs of the residents.

The position of the Pomorskie Tourist Board is confirmed by the granting of the status of Policy Area Coordinator in 2025 as part of the European Union Strategy for the Baltic Sea Region. This distinction emphasizes the role of the Pomorskie Tourist Board as an experienced and reliable partner in the implementation of projects of regional and international importance.



**For more information, please contact:**

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