

Route suggestions for the BSR cities based on demand – supply analysis



Baltic Sea Region
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Introduction

"ONE BSR Market Research: US Tourism Demand for the Baltic Sea Region" conducted by the *dwif consulting* in 2013 indicated several criteria, which should be followed when planning tourism routes in the Baltic Sea Region for the tourists from the United States of America.

In this paper route suggestions are given according to the following criteria:

1. Average of 3 cities per itinerary;
2. Good transport connections;
3. Tour operators' suggestions;
4. Including popular cities (Berlin, Copenhagen, Stockholm, St. Petersburg) as they are important for route attractiveness;

or

5. Avoiding popular cities (Berlin, Copenhagen, Stockholm, St. Petersburg) as they might already be visited before & including unknown cities as they might be intriguing.



Helsinki Routes

Copenhagen – Stockholm – Helsinki

New York – Copenhagen by air 8h 55m / Washington – Copenhagen by air 8h 55m / Chicago – Copenhagen by air 9h 30m
 Copenhagen – Stockholm by air 1h 10m / by train 5h 15m
 Stockholm – Helsinki by air 1h 10m / by sea 17h 30m
 Helsinki – New York by air 8h 45m / Helsinki – Chicago by air 9h 25m

Copenhagen – Malmo – Stockholm – Helsinki

New York – Copenhagen by air 8h 55m / Washington – Copenhagen by air 8h 55m / Chicago – Copenhagen by air 9h 30m
 Also direct flights available from Fort Lauderdale Hollywood and San Francisco
 Copenhagen – Malmo by train 35m
 Malmo – Stockholm by air 1h 5m / by train 4h 30m
 Stockholm – Helsinki by air 1h 10m / by sea 17h 30m
 Helsinki – New York by air 8h 45m / Helsinki – Chicago by air 9h 25m

Oslo – Stockholm – Helsinki (– Tallinn)

New York – Oslo by air 8h / Los Angeles – Oslo by air 10h 55m
 Also direct flights available from Fort Lauderdale Hollywood, Oakland and Orlando
 Oslo – Stockholm by air 1h / by train 6h
 Stockholm – Helsinki by air 1h 10m / by sea 17h 30m
 Helsinki – New York by air 8h 45m / Helsinki – Chicago by air 9h 25m
An extension Helsinki – Tallinn – Helsinki can be added (travel duration between Helsinki and Tallinn is 2h by sea)

Stockholm – Helsinki – St. Petersburg

New York – Stockholm by air 8h 25m / Chicago – Stockholm by air 9h 15m / Los Angeles – Stockholm by air 11h 15m
 Also direct flights available from Fort Lauderdale Hollywood and Oakland
 Stockholm – Helsinki by air 1h 10m / by sea 17h 30m
 Helsinki – St. Petersburg by air 1h 10m / by train 3h 35m / by sea about 15h
 As currently there are no direct flights from St. Petersburg to the USA, a cruise Helsinki – St. Petersburg – Helsinki can be considered

Helsinki – Tallinn – St. Petersburg

New York – Helsinki by air 8h 45m / Chicago – Helsinki by air 9h 25m
 Helsinki – Tallinn by air 30m / by sea 2h
 Tallinn – St. Petersburg by air 50m / by train 6h 30m
 As currently there are no direct flights from St. Petersburg to the USA, a cruise Tallinn – St. Petersburg – Helsinki can be considered

Helsinki – Tallinn – Riga (– Vilnius – Warsaw)

New York – Helsinki by air 8h 45m / Chicago – Helsinki by air 9h 25m
 Helsinki – Tallinn by air 30m / by sea 2h
 Tallinn – Riga by air 55m / by bus 4h 20m
 Riga – New York by air 8h 45m
An extension to Vilnius and Warsaw can be added:
 Riga – Vilnius by air 55m / by bus 4h
 No direct flights from Vilnius to the USA
 Vilnius – Warsaw by air 1h 5m / by bus 9h 45m
 Warsaw – New York by air 8h 20m / Warsaw – Chicago by air 8h 55m



Hamburg Routes

Berlin – Hamburg – Copenhagen

New York – Berlin by air 8h 15m / Chicago – Berlin by air 9h 10m / Miami – Berlin by air 10h 35m
 Berlin – Hamburg by train 1h 40m
 Hamburg – Copenhagen by air 50m / by train 4h 45m
 Copenhagen – New York by air 8h 55m / Copenhagen – Washington by air 8h 55m / Copenhagen – Chicago by air 9h 30m
 Also direct flights available to Fort Lauderdale Hollywood and San Francisco

Warsaw – Berlin – Hamburg (– Copenhagen)

New York – Warsaw by air 8h 20m / Chicago – Warsaw by air 8h 55m
 Warsaw – Berlin by air 1h 25m / by train 5h 40m
 Berlin – Hamburg by train 1h 40m
 Hamburg – New York by air 7h 50m
 An extension to Copenhagen can be added:
 Hamburg – Copenhagen by air 50m / by train 4h 45m
 Copenhagen – New York by air 8h 55m / Copenhagen – Washington by air 8h 55m / Copenhagen – Chicago by air 9h 30m

Stockholm – Copenhagen – Hamburg

New York – Stockholm by air 8h 25m / Chicago – Stockholm by air 9h 15m / Los Angeles – Stockholm by air 11h 15m
 Also direct flights available from Fort Lauderdale Hollywood and Oakland
 Stockholm – Copenhagen by air 1h 10m / by train 5h 15m
 Copenhagen – Hamburg by air 50m / by train 4h 45m
 Hamburg – New York by air 7h 50m

Oslo – Copenhagen – Hamburg

New York – Oslo by air 8h / Los Angeles – Oslo by air 10h 55m
 Also direct flights available from Fort Lauderdale Hollywood, Oakland and Orlando
 Oslo – Copenhagen by air 1h 10m
 Copenhagen – Hamburg by air 50m / by train 4h 45m
 Hamburg – New York by air 7h 50m



Warsaw Routes

Warsaw – Berlin – Hamburg (– Copenhagen)

New York – Warsaw by air 8h 20m / Chicago – Warsaw by air 8h 55m
 Warsaw – Berlin by air 1h 25m / by train 5h 40m
 Berlin – Hamburg by train 1h 40m
 Hamburg – New York by air 7h 50m
An extension to Copenhagen can be added:
 Hamburg – Copenhagen by air 50m / by train 4h 45m
 Copenhagen – New York by air 8h 55m / Copenhagen – Washington by air 8h 55m / Copenhagen – Chicago by air 9h 30m

Copenhagen – Gdansk – Warsaw (– Berlin)

New York – Copenhagen by air 8h 55m / Washington – Copenhagen by air 8h 55m / Chicago – Copenhagen by air 9h 30m
 Also direct flights available from Fort Lauderdale Hollywood and San Francisco
 Copenhagen – Gdansk by air 55m
 Gdansk – Warsaw by air 1h / by train 4h 5m
 Warsaw – New York by air 8h 20m / Warsaw – Chicago by air 8h 55m
An extension to Berlin can be added:
 Warsaw – Berlin by air 1h 25m / by train 5h 40m
 Berlin – New York by air 8h 15m / Berlin – Chicago by air 9h 10m / Berlin – Miami by air 10h 35m

Warsaw (– Vilnius) – Riga (– Tallinn – Helsinki / St. Petersburg)

New York – Warsaw by air 8h 20m / Chicago – Warsaw by air 8h 55m
 Warsaw – Vilnius by air 1h 5m
 Vilnius – Riga by air 55m / by bus 4h
or Warsaw – Riga by air 1h 20m
 Riga – New York by air 8h 45m
An extension to Tallinn, Helsinki and St. Petersburg can be added:
 Riga – Tallinn by air 55m / by bus 4h 20m
 Tallinn – Helsinki by air 30m / by sea 2h
or Tallinn – St. Petersburg by air 50 m / by train 6h 30m
 As currently there are no direct flights from St. Petersburg to the USA, a cruise Tallinn – St. Petersburg – Helsinki can be considered

Berlin – Warsaw – St. Petersburg (–Helsinki)

New York – Berlin by air 8h 15m / Chicago – Berlin by air 9h 10m / Miami – Berlin by air 10h 35m
 Berlin – Warsaw by air 1h 25m / by train 5h 40m
 Warsaw – St. Petersburg by air 1h 50m
As currently there are no direct flights from St. Petersburg to the USA an extension to Helsinki can be considered:
 St. Petersburg – Helsinki by air 1h 30m / by train 3h 35m / by sea about 15h
 Helsinki – New York by air 8h 45m / Helsinki – Chicago by air 9h 25m



Riga Routes

Stockholm – Riga – St.Petersburg (– Helsinki)

New York – Stockholm by air 8h 25m / Chicago – Stockholm by air 9h 15m / Los Angeles – Stockholm by air 11h 15m

Also direct flights available from Fort Lauderdale Hollywood and Oakland

Stockholm – Riga by air 1h 15m / by sea 17h 30m

Riga – St. Petersburg by air 1h 20m / by bus 10h 30m / by train 14h 55m

No direct flights from St. Petersburg to the USA

An extension to Helsinki can be added:

Helsinki – St. Petersburg by air 1h 10m / by train 3h 35m / by sea about 15h

Helsinki – New York by air 8h 45m

(Helsinki –) St. Petersburg (–Tallinn) – Riga (– Vilnius – Warsaw)

New York – Helsinki by air 8h 45m

Helsinki – St. Petersburg by air 1h 10m / by train 3h 35m / by sea about 15h

St. Petersburg – Tallinn by air 50 m / by train 6h 30m

Tallinn – Riga by air 55m / by bus 4h 20m

or St. Petersburg – Riga air 1h 20m / by bus 10h 30m / by train 14h 55m

Riga – New York by air 8h 45m

An extension to Vilnius and Warsaw can be added:

Riga – Vilnius by air 55m / by bus 4h

No direct flights from Vilnius to the USA

Vilnius – Warsaw by air 1h 5m / by bus 9h 45m

Warsaw – New York by air 8h 20m / Warsaw – Chicago by air 8h 55m

Stockholm (– Tallinn) – Riga (– Vilnius – Warsaw)

New York – Stockholm by air 8h 25m / Chicago – Stockholm by air 9h 15m / Los Angeles – Stockholm by air 11h 15m

Also direct flights available from Fort Lauderdale Hollywood and Oakland

Stockholm – Tallinn by air 55m / by sea 17h

Tallinn – Riga by air 55m / by bus 4h 20m

or Stockholm – Riga by air 1h 15m / by sea 17h 30m

Riga – New York by air 8h 45m

An extension to Vilnius and Warsaw can be added:

Riga – Vilnius by air 55m / by bus 4h

No direct flights from Vilnius to the USA

Vilnius – Warsaw by air 1h 5m / by bus 9h 45m

Warsaw – New York by air 8h 20m / Warsaw – Chicago by air 8h 55m

Helsinki – Tallinn – Riga (– Vilnius – Warsaw)

New York – Helsinki by air 8h 45m

Helsinki – Tallinn by air 30m / by sea 2h

Tallinn – Riga by air 55m / by bus 4h 20m

Riga – New York by air 8h 45m

An extension to Vilnius and Warsaw can be added:

Riga – Vilnius by air 55m / by bus 4h

No direct flights from Vilnius to the USA

Vilnius – Warsaw by air 1h 5m / by bus 9h 45m

Warsaw – New York by air 8h 20m / Warsaw – Chicago by air 8h 55m





Warsaw (– Vilnius) – Riga (– Tallinn – Helsinki / St. Petersburg)

New York – Warsaw by air 8h 20m / Chicago – Warsaw by air 8h 55m

Warsaw – Vilnius by air 1h 5m

Vilnius – Riga by air 55m / by bus 4h

or Warsaw – Riga by air 1h 20m

Riga – New York by air 8h 45m

An extension to Tallinn, Helsinki and St. Petersburg can be added:

Riga – Tallinn by air 55m / by bus 4h 20m

No direct flights from Tallinn to the USA

Tallinn – Helsinki by air 30m / by sea 2h

or Tallinn – St. Petersburg by air 50 m / by train 6h 30m

As currently there are no direct flights from St. Petersburg to the USA, a cruise Tallinn – St. Petersburg – Helsinki can be considered



St. Petersburg Routes

Stockholm – Helsinki – St. Petersburg

New York – Stockholm by air 8h 25m / Chicago – Stockholm by air 9h 15m / Los Angeles – Stockholm by air 11h 15m
 Also direct flights available from Fort Lauderdale Hollywood and Oakland
 Stockholm – Helsinki by air 1h 10m / by sea 17h 30m
 Helsinki – St. Petersburg by air 1h 10m / by train 3h 35m / by sea about 15h
 As currently there are no direct flights from St. Petersburg to the USA, a cruise Helsinki – St. Petersburg – Helsinki can be considered

Stockholm – Tallinn – St. Petersburg – Helsinki

New York – Stockholm by air 8h 25m / Chicago – Stockholm by air 9h 15m / Los Angeles – Stockholm by air 11h 15m
 Also direct flights available from Fort Lauderdale Hollywood and Oakland
 Stockholm – Tallinn by air 55m / by sea 17h
 Tallinn – St. Petersburg by air 50 m / by train 6h 30m
 St. Petersburg – Helsinki by air 1h 10m / by train 3h 35m / by sea about 15h
 Helsinki – New York by air 8h 45m
 Also St Peter Line cruise is operating in this route

(Helsinki –) St. Petersburg – (Tallinn – Riga – Vilnius – Warsaw)

New York – Helsinki by air 8h 45m
 Helsinki – St. Petersburg by air 1h 10m / by train 3h 35m / by sea about 15h
 St. Petersburg – Tallinn by air 50 m / by train 6h 30m
 Tallinn – Riga by air 55m / by bus 4h 20m
 or St. Petersburg – Riga air 1h 20m / by bus 10h 30m / by train 14h 55m
 Riga – New York by air 8h 45m
 An extension to Vilnius and Warsaw can be added:
 Riga – Vilnius by air 55m / by bus 4h
 Vilnius – Warsaw by air 1h 5m / by bus 9h 45m
 or Riga – Warsaw by air 1h 20m
 Warsaw – New York by air 8h 20m / Warsaw – Chicago by air 8h 55m

Berlin – Warsaw – St. Petersburg (–Helsinki)

New York – Berlin by air 8h 15m / Chicago – Berlin by air 9h 10m / Miami – Berlin by air 10h 35m
 Berlin – Warsaw by air 1h 25m / by train 5h 40m
 Warsaw – St.Petersburg by air 1h 50m
 As currently there are no direct flights from St. Petersburg to the USA an extension to Helsinki can be considered:
 St. Petersburg – Helsinki by air 1h 30m / by train 3h 35m / by sea about 15h
 Helsinki – New York by air 8h 45m / Helsinki – Chicago by air 9h 25m



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