



BRANDTour
Building Regional Actions for New Developments in Tourism

ILE Meeting East-Flanders

'The diversification of tourism products and services to provide more customised packages'

9th-10th October - Oudenaarde
Center Tour of Flanders, Markt 43, Oudenaarde

AGENDA 9th OCTOBER 2018

- 09.00** **Registration & Welcome Coffee**
- 09.30** **Opening Session** by a representative of the Economic Council of East-Flanders and Tourism East-Flanders
- 09.40** **Objective of this meeting – Tuscany Region**
- 09.45** **Workshop: Presentation of Good Practices - part 1 (15' each)**
- Balearic Islands: title to be confirmed
by Marga Picornell, Agency for Tourism of the Balearic Islands
 - Latvia: title to be confirmed
by Madara Luka, Ministry of Economics Latvia
 - Volterratur, a tourist consortium
by Alessia Geroni, Toscana Promozione Turistica
- 10.30** **Coffee break**
- 10.50** **Workshop: Presentation of Good Practices - part 2 (15' each)**
- Tickli, an online ticketplatform in South-Limburg
by Manon Luijten, Tourist board South-Limburg
 - Crete: title to be confirmed
by Eleni Hatziyanni or Sofia Yialama, Region of Crete
 - Flowering East-Flanders
by Mieke Belmans, Tourism East-Flanders

- 11.35** **Q&A Session - Open discussion with participants**
- 12.00** **Light lunch in Center Tour of Flanders**
- 13.15** **Guided VIP-tour in the Center Tour of Flanders**
on cycling cultural heritage and tourism
- 14.00** **Study visit part 1:**
Distillery Van Damme, Balegem ([link](#))
meeting on
a. the importance of regional products (and their European label and protection),
b. hosting tourists in a traditional environment (B&B)
c. hostmanship and tourist information points
- 16.30** **Study visit part 2:**
Castle of Leeuwegem, Zottegem ([link](#))
meeting on MICE tourism
- 18.00** End of study visit part 2 (transport back to the hotel)
- 19.30** **Social Dinner in restaurant Maison D, Ronse ([link](#))**

AGENDA 10th OCTOBER 2018

- 09.00** **Welcome Coffee**
- 09.15** **Evaluation of the Good practices**
- 09.30** **Project coordination matters and check of progress**
- 10.15** **Administrative and financial issues**
- 11.00** **Communication plan assessment and actions**
Brainstorm on the use of the communication budget
- 11.45** **Next ILE preparation**
- 12.00** **Light Lunch in 'de Passage', Ronse ([link](#))**
- 14.00** **Study visit 3:**
14.00 New tourist visitor and experience center in Ronse ([link](#))
Annelies Lenoir, Tourism Board of Ronse, tells us about this new center
- 15.00 Beer city golf project ([link](#))**
An innovative example of diversification of a tourist product
- 16.30** **Study visit 4: Brewery Roman, Oudenaarde ([link](#))**
On regional products, 'plan Beer', and company visits as a tourist asset
- 18.30** **End of study visit part 4 (transport back to the hotel)**
- 20.00** **Social Dinner in restaurant 'Huis van Parma', Oudenaarde**