



provincie limburg

A Region with Taste



South-Limburg, most southern part of NL and the center of Europe



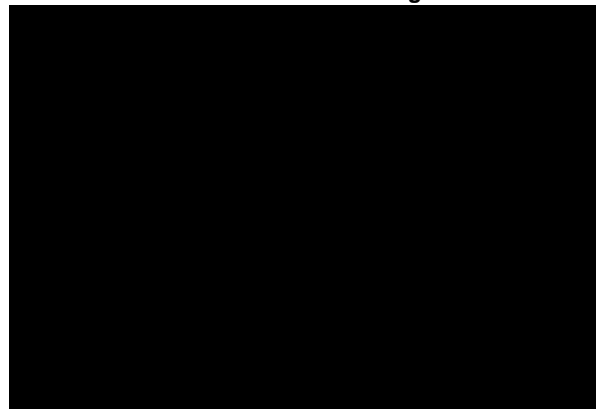
provincie limburg



South Limburg: the oldest tourist destination in NL



Video South Limburg



Facts

- 📏 **Surface** : 25 x 25 km
- 💰 **Turnover** : ± € 1.200.000.000 (industry-wide)
- 👥 **Employment** : 20.000 persons + 12.000 overflow
- 📅 **Day Tourism** : ± 30 million (estimation)
- 👤 **Guest come** : because of our landscape & culture
- 🏠 **Overnights** : 5 million (87% Dutch, mostly short breaks)
- 💵 **Spenditure** : highest in NL: € 44 pppn (NL = € 29)



What do Dutch people say about us?

“Foreign country within our country.”

“Little Europe.”

“They speak a German dialect.”

&

“They are Burgundian.”

But the reality was:

**Dutch food in a
Burgundian
atmosphere**

So our goal became:

**Regional food in a
Burgundian
atmosphere**

**To do so, we sought and found
partners across the border:**



Why across the border?

Across the border = more sexy

Across the border = more offer

Across the border = more money

Region with Taste (2010-2014), goals:

- 1. Strengthening the image of the Euregion**
 - As a region where food is part of the culture
 - As a gastronomic region
 - As a touristic region
- 2. Promoting the use of local food in hotels and restaurants**
- 3. Creating awareness about our foodculture in our home region**



Region with Taste, goals

3. Have the local agriculture produce for the local restaurants
4. Clustering Euregional products & distribution channels
5. Creating an economic boost in tourism by
 - + overnights
 - + expenditure
 - + repeating visitors



Action 1: making the offer visible

streekproduct	bestemming	Link met bestemming
Gulpenier bier	Gulpen	Brouwerij, Bierhuys
Brand Bier	Wijre en Valkenburg	Locatie brouwerij, locatie afname
Le Cœ Frisé Wijn	Epen	Wijngaarden
Chateau Gilbert Wijn	Wijnandsrade en Stokhem	Wijngaarden, wijnkasteel
Livar Kloostervarken	Abdij Lilbosch, Echt	Origine: Echt
Limburgs zuurvlees	Route D'amuse Valkenburg	Geserveerd tijdens Route D'amuse
	Chateau St. Gerlach	Originele recepten gevonden in Sittard
Konijn in het zuur	Vijlen	Bosrijke omgeving waar veel konijnen voorkomen
Speltbrood	Maastricht en Sittard	Bisschopsmolen in Maastricht, speltvelden in Sittard
Confits van de Auw Stoof	Schimmert en Heuvelland. Thema: Fruit	Evt. picknick-wandeling van Auw Stoof in Heuvelland met opname van productie in Schimmert
Vlaai	Eijsden; met de fiets of per pont naar de overkant. Combinatie met Maastricht.	Icoon van Limburg
Bemelerhof	Bemelen en Heuvelland	Hoogwaardige fruitproducten, met name sappen.
Brouwerij de Fontein	Regio Stein en Sittard Brouwerij en café	Lokaal speciaalbier.



Action 1: getting the offer visible

Selection of regional food products, criteria:

- Product from the region
- Touristic relevant experience
- Availability

Selection of hotspots

= Touristic attraction in relation to regional product

- Can it be visited
- Geographical location
- Touristic relevance

Making clusters



Action 2: Marketing- en Communication plan

Goal: Innovative concept

Use the conservative image of regional products in contrast to innovative marketing



How?

- Content not in print but in short video's
- Distributed over various technologies:
 - QR codes, Smartphone applications (mobile marketing), Social Media, online platform

With whom?

- Restaurants/accommodations



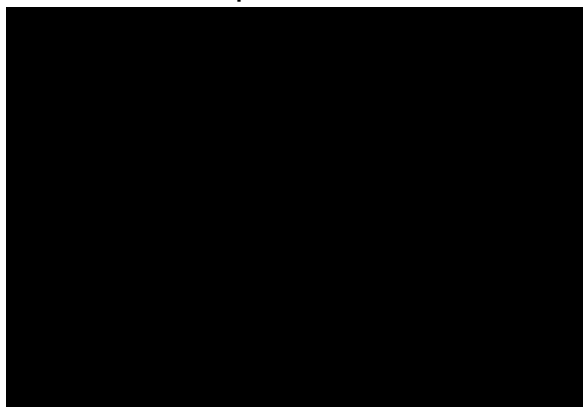
Mobile marketing example:

Tourist → Restaurant → regional menu → QR → Info → Region

- ❖ Tourist in Aachen eating a piece of Limburg pastry.
- ❖ Tourist gets "convinced" to scan the QR code
- ❖ Tourist receives on his smartphone:
 - Recipe
 - Info on region (film/photo's)
 - Discount voucher
 - User reviews



Example content video



Region info

- Choice between video's and pictures
- Max 30-60 sec
- No speaking, just music
- Possibly subtitles
- All tourist info from parkingplace to walking route, including points of interest

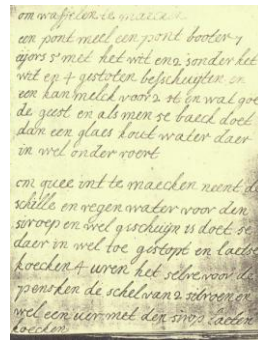


VVV ZUID LIMBURG
Liefde voor het west

Also:

- Vouchers i.c.w. accommodations
- User reviews

Mobile marketing example: recipe give away

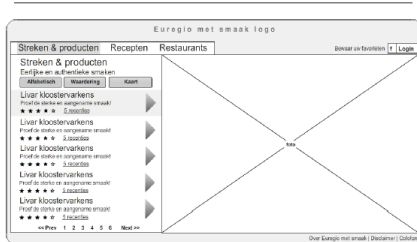


VVV ZUID LIMBURG
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Online platform

- Integrated website
- Same content as mobile

Streek & product [overview]



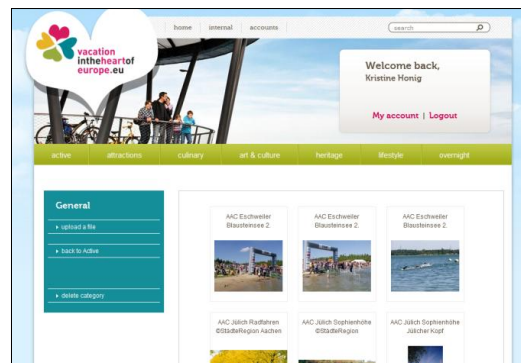
Printproduct: discovery map



PR/presse



PR, digital database



Touoperators



Touoperators



Mobile Website



Campaigns



Campaigns, various communication tools to create visibility



Events



Social Media



Developments

- **Awareness among SME's** is growing: more and more restaurants are using regional products
- Our **“wine industry”** is performing good on international competitions
- Our old **wheat called ‘Spelt’** became very popular again and can be bought at almost all local bakers



Developments

- Plans to build an **Agro Leisure Park** with a distribution centre for regional products
- New and more **regional food events** are organized
- Two communities became member of the **Citta Slow movement** (Vaals and Echt-Susteren)



Developments

- The project Region of Taste lead to **a permanent cooperation** between the Tourist Boards in the Euregion: **Heart of Europe**

Over this foundation i.c. we are now developing new initiatives as follow up of the project 'Region with Taste'



Meet my colleagues in the project Region with Taste: Tourism Province de Liège and Toerisme Limburg (B)



Therefore we want to participate in the

'Grand Tour of the Flavors of Europe',

As Limburg is...

A Region with Taste



**Thank you for your
attention!**

