



BRANDTour

Interreg Europe



European Union
European Regional
Development Fund

BRANDTour

Building Regional Actions for New Developments in Tourism

Manon Luijten, Tourist Board South Limburg

Babette Vanom, Tourist Board South Limburg

24 October 2017 | Palma di Mallorca (ES)

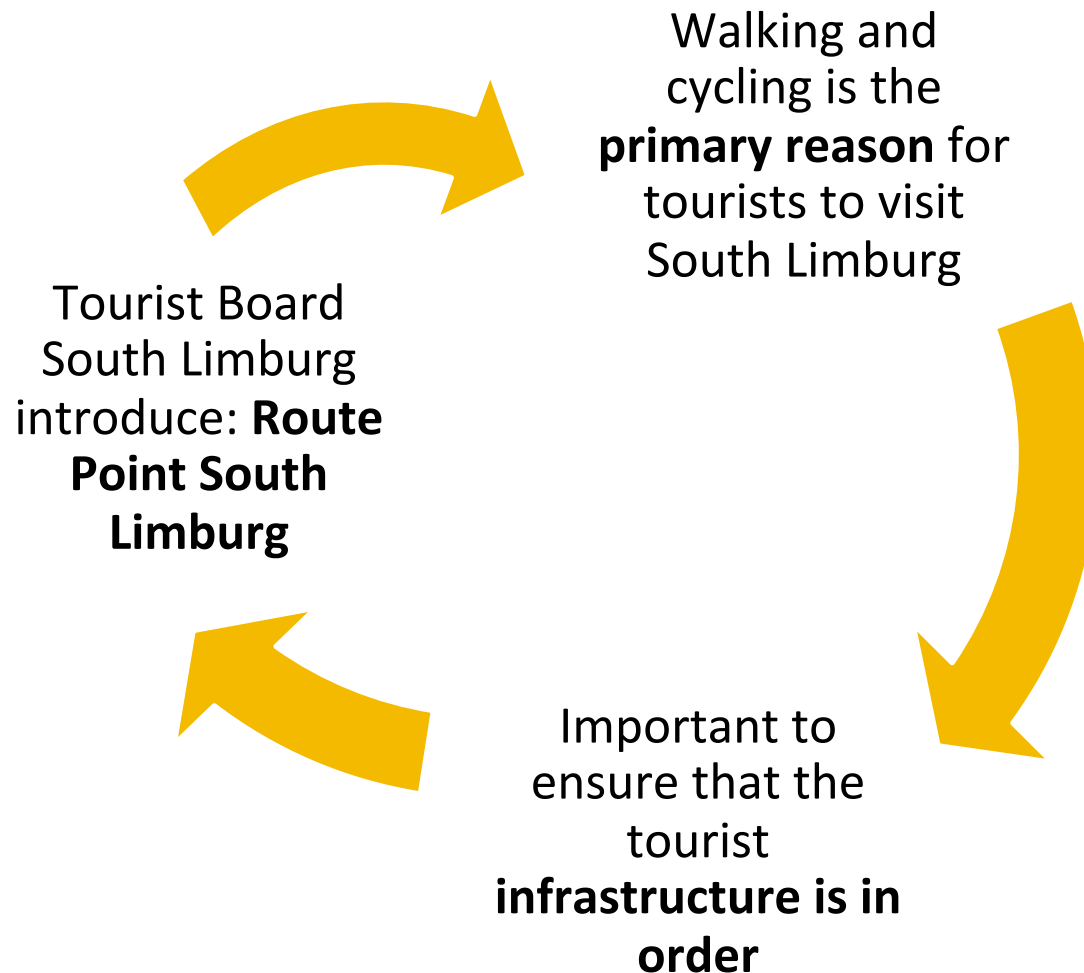
Promotion of tourism products to enhance the visibility, image and market uptake of destinations:

GP1: Route point South-Limburg: network of cycle and hiking routes

GP2: #visit Zuid-Limburg: use and monitoring social media

Route Point South Limburg

Context



Route Point South Limburg

Context

A **special department** has been created that is focused only on the recreational route structures for cycling (recreational and racing), walking, running, horse riding, driving, and mountain biking in the region.

Operates **independently** but **benefits from the promotional power and professional network** of the tourist organization.

Five **responsibilities and objectives**:

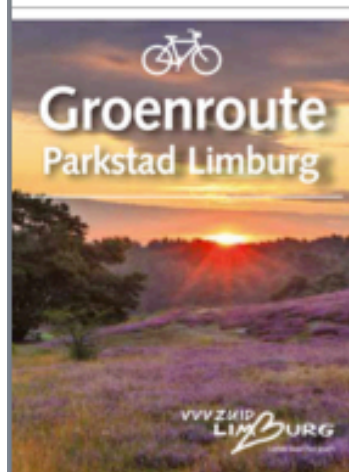
1. Coordinating the monitoring and maintenance of all signposted routes in South-Limburg
2. Developing maps
3. Project management focused on identifying, driving, and developing new forms for route structures with an emphasis on sustainable innovation
4. Identifying new IT developments (online digitization)
5. Economizing the routes (where possible by businesses)
6. Setting up an efficient complaints procedure

Route Point South Limburg

1. Coordinating the monitoring and maintenance of all signposted routes in South-Limburg
 - 1 FTE
 - Volunteers

Route Point South Limburg

2. Developing maps (regional, thematic)



Route Point South Limburg

3. Project management focused on identifying, driving, and developing new forms for route structures with an emphasis on sustainable innovation



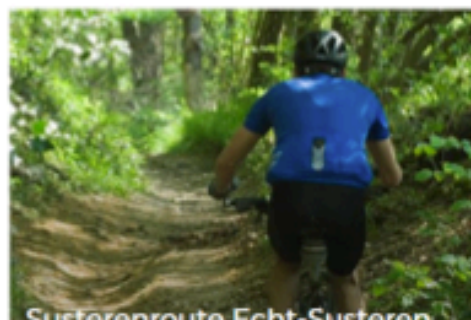
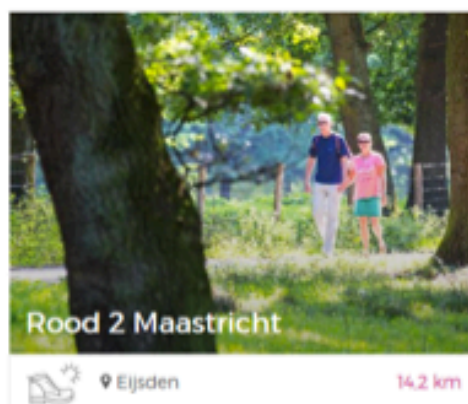
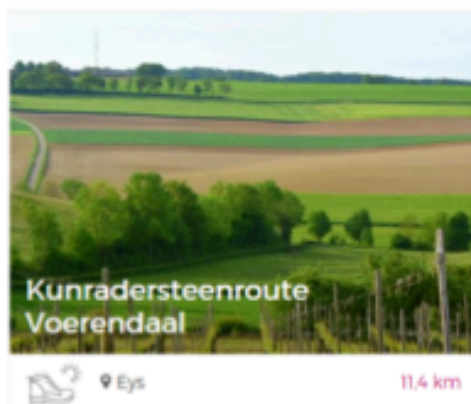
Route Point South Limburg

4. Identifying new IT developments (online digitization)



Routes in Zuid-Limburg

407 resultaten gevonden



Route Point South Limburg

5. Economizing the routes (where possible by businesses)



Te doen

Omgeving

Overnachten

Eten & Drinken

Agenda

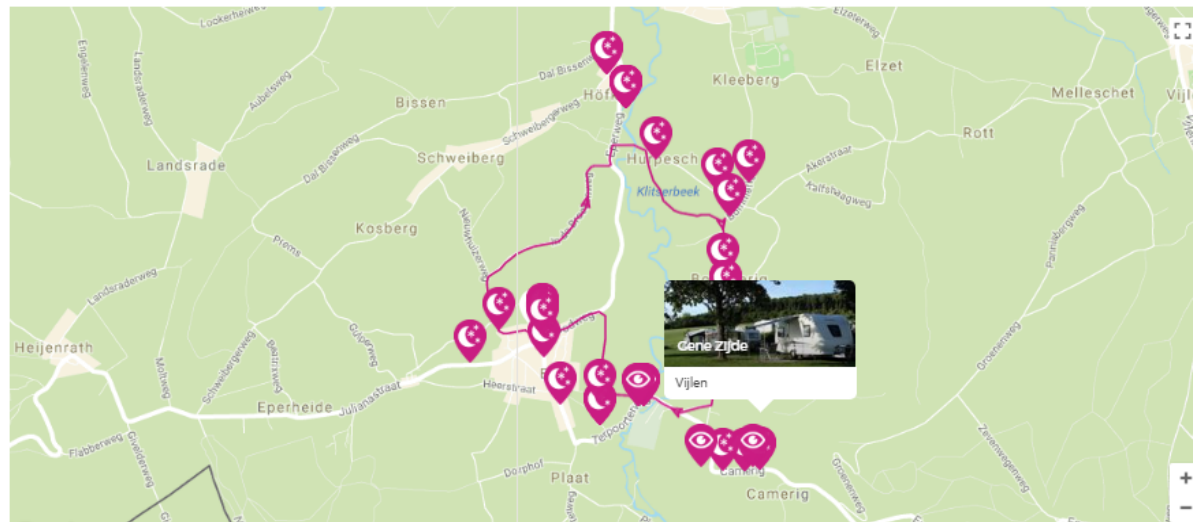
Blogs

Shop & Tickets

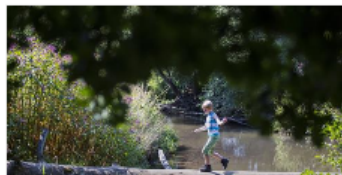
Epen Wi22 Gulpen-Wittem

[Download deze route >](#)

Op de kaart



Te doen in de omgeving



Route Point South Limburg

Stakeholders and resources

Route Point South Limburg is **funded** by:

- the **nineteen municipalities** → *the number of kilometres routes in each municipality determines how much they need to pay.*
- the **proceeds** from the **maps and projects**.

The region opted for a **junction network** for cycling and walking routes in South-Limburg.

A large part of the work is being done by **volunteers** from associations

Route Point South Limburg

Succes

2016:

- **Published seven maps:** *1 mountain biking map, 1 driving route map, 1 cycling junction network map, and 4 walking routes maps.*
- **16.581** maps were **sold** yielding a **€33,000 profit** of which **40%** of the sales price was **reinvested in maintaining** the routes and infrastructure.
- **407 routes** have been made available **online**
- **135.000 unique visitors**
- **265.000 pageviews**

2017:

- 80.000 pageviews in August 2017. Compared to August 2016 is this an **increase of 33%** (60.000 pageviews)

Route Point South Limburg

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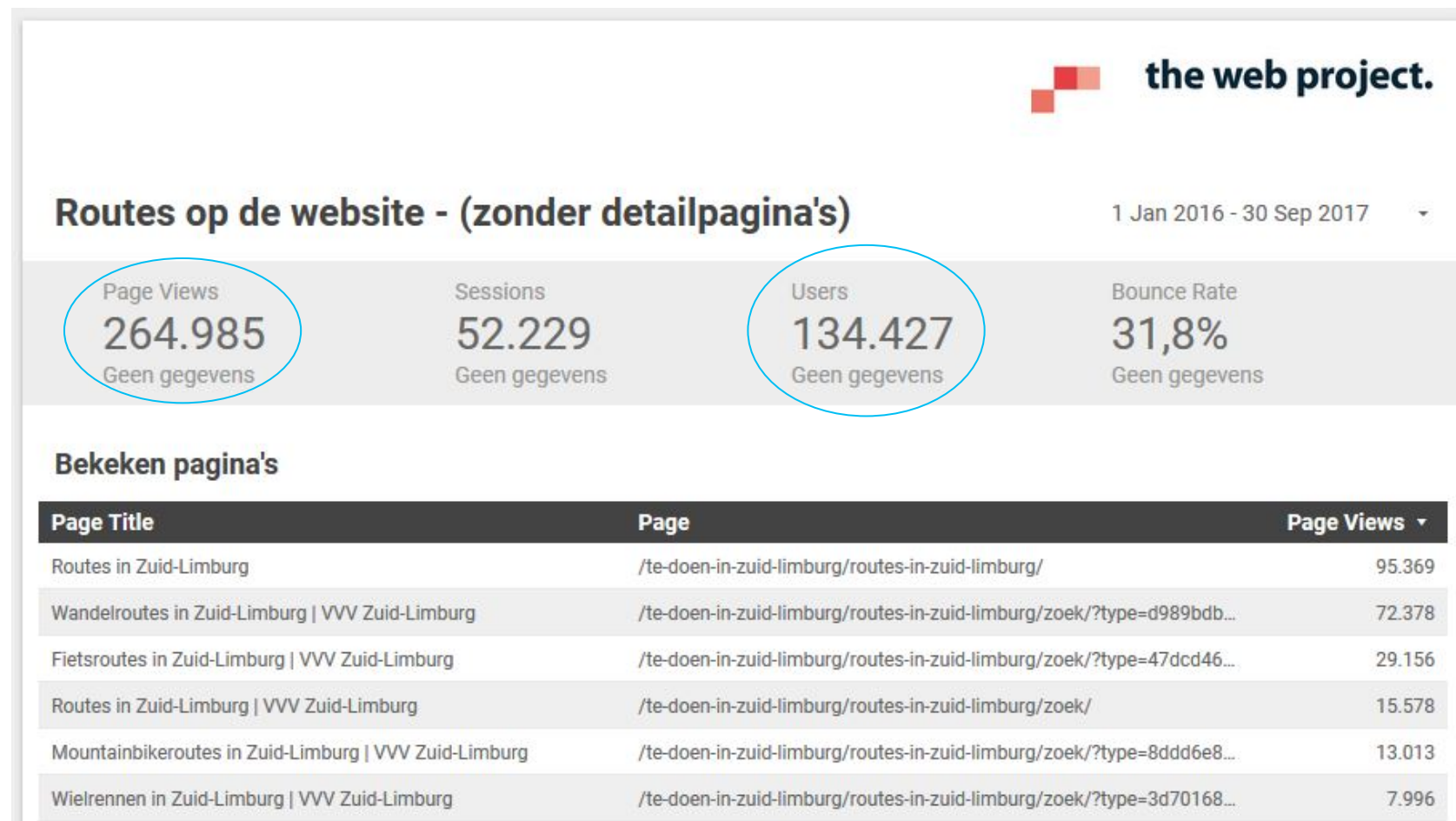
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Route Point South Limburg

Succes

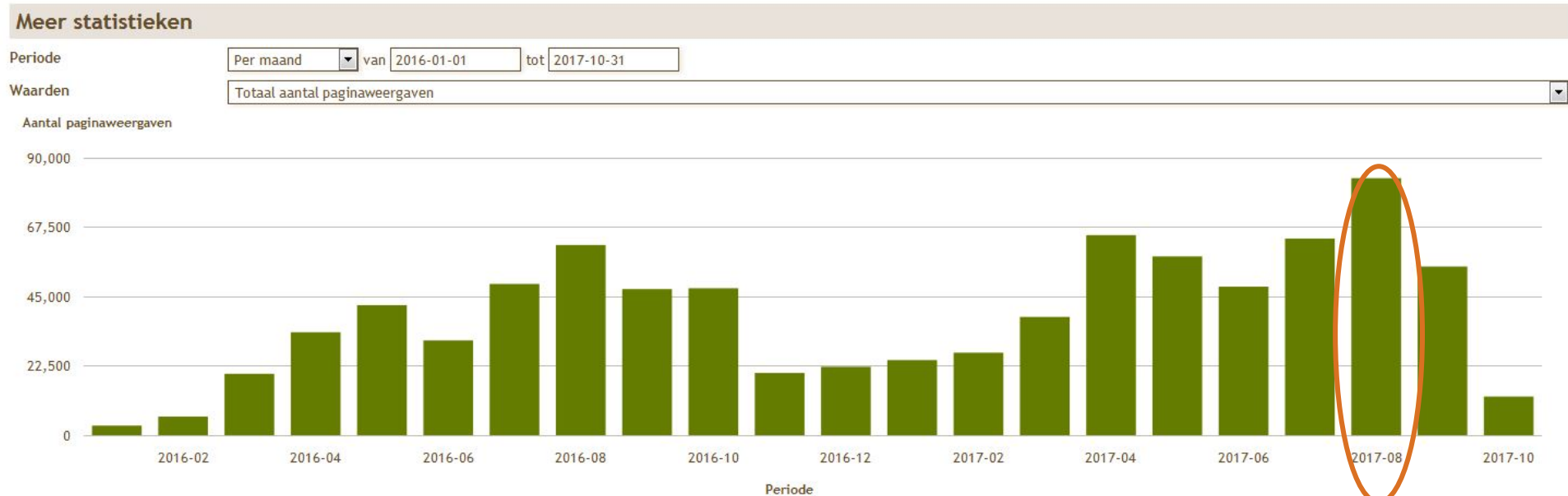
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Route Point South Limburg

Succes

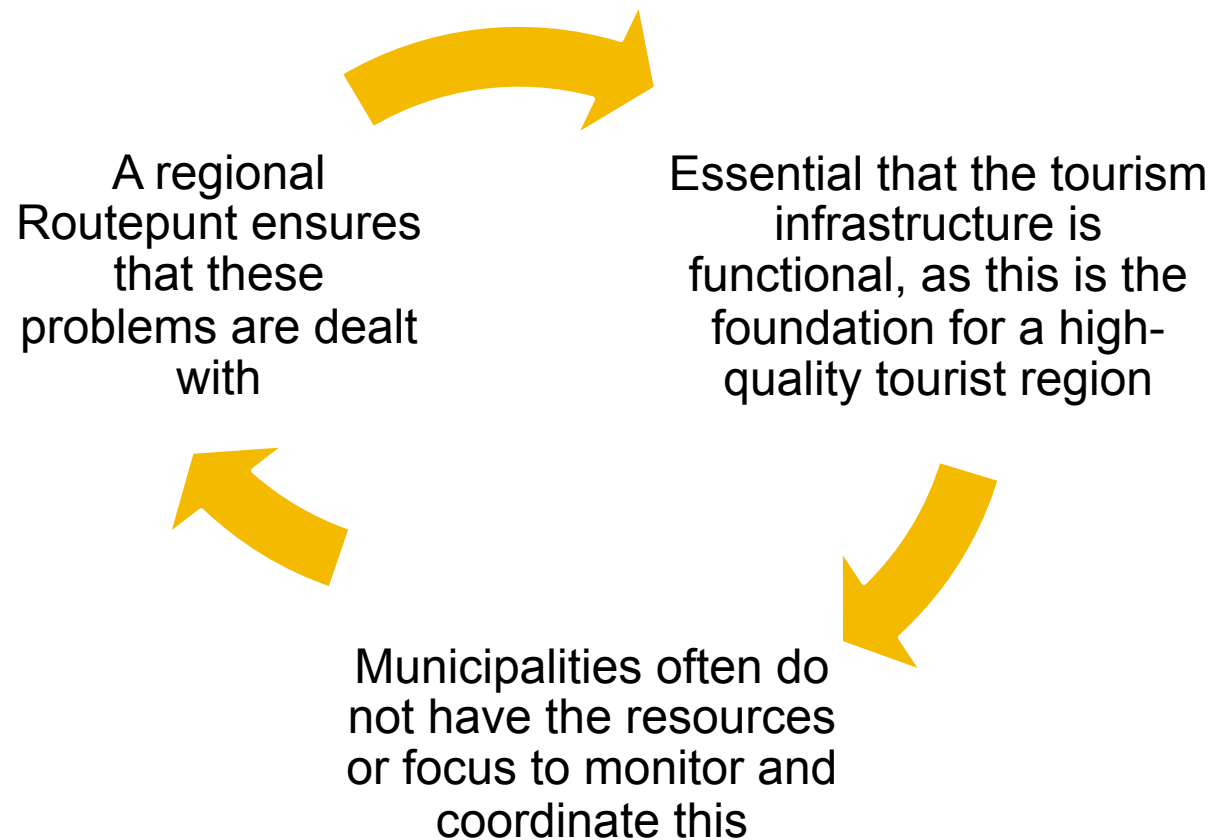
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Route Point South Limburg

Learning

Dependent of the nineteen **municipalities** who has to follow and implement the agreed quality criteria.



Social Media: use and monitoring

Context

Promoting South Limburg by using the social media channels 'Visit Zuid-Limburg' and monitoring all posts that refer to the region

- Social media activities have become more **complex** and **extensive** than ever before!
- **67.4%** of internet users primarily use the internet to access a **social media network**.
- **Competition** to attract tourists is increasing
- The **modern traveller** knows everything.
- This is predominantly happening on **mobile screens**

Social Media: use and monitoring

Promoting our region through promoting:

- Events and the agenda
- Webpages op our site www.vvvzuidlimburg.nl
- Our participants (SME's)

How?

- content planning and reoccurring posts
- 3 posts a day
- landscape photo's
- video and vlogs
- route of the week
- Win a ticket day

Social Media: use and monitoring



Visit Zuid-Limburg

12 maart · 🌐

Vandaag was het dan toch écht de eerste zonnige zondag. Heerlijk wandelen en terrasweer in Zuid-Limburg! Waar heb jij de zondag doorgebracht?



Klik en sleep om rond te kijken

👤 32.718 mensen bereikt

Bericht promoten

👍❤️👎 726

88 opmerkingen 82 keer gedeeld



Visit Zuid-Limburg

8 oktober om 9:20 · 🌐

GOODMORNING 📸 Spiekend door het 'kijkluik' tref je dit prachtige landschap van het Noordal aan #visitzuidlimburg ❤️



👤 45.783 mensen bereikt

Bericht promoten

👍❤️👎 2 duizend

135 opmerkingen 188 keer gedeeld

Social Media: use and monitoring



Social Media: use and monitoring



Visit Zuid-Limburg

Gepubliceerd door Babette Vanom [?] · 17 augustus ·

Boswachter José neemt je mee... Op pad door de allermooiste natuurgebieden in Zuid-Limburg, met deze keer de [Brunssummerheide](#). Ontdek de paars bloeiende heide en de vele diersoorten in haar vlog en blog: <http://bit.ly/2i8HPdG>



Genereer meer vind-ik-leuks, opmerkingen en deelacties
Promoot dit bericht voor € 50 om maximaal 7.000 mensen te bereiken.



Je video is populair in [Limburg](#)

Bericht promoten

314

17 opmerkingen 84 keer gedeeld



Visit Zuid-Limburg

15 november 2016 ·

Het is weer 'win een ticket-dag' bij VVV Zuid-Limburg! Like en reageer t/m aanstaande vrijdag 18 november op dit bericht en mail tevens uw naam en e-mailadres naar marketing@vvvzuidlimburg.nl. Maak kans op entreetickets voor één van de volgende [Kerststad Valkenburg](#) attracties:

- 2 tickets voor Kerstmarkt Fluweelengrot -
- 2 tickets voor Kerstmarkt Gemeentegrot -
- 2 tickets voor Kerst in MergelRijk -
- 2 x Route d'Amuse -... [Meer weergeven](#)



57.309 mensen bereikt

Resultaten bekijken

848

246 opmerkingen 202 keer gedeeld

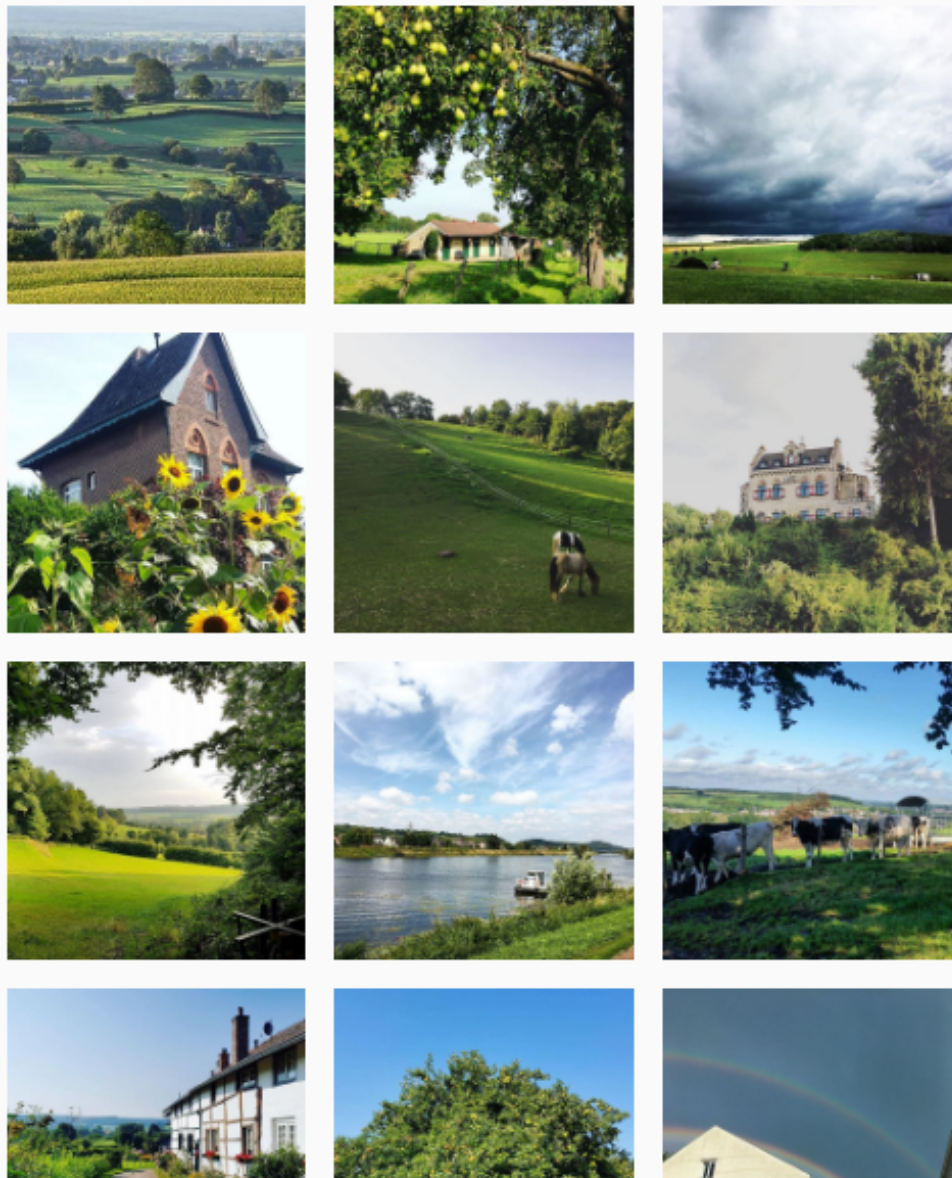


visitzuidlimburg

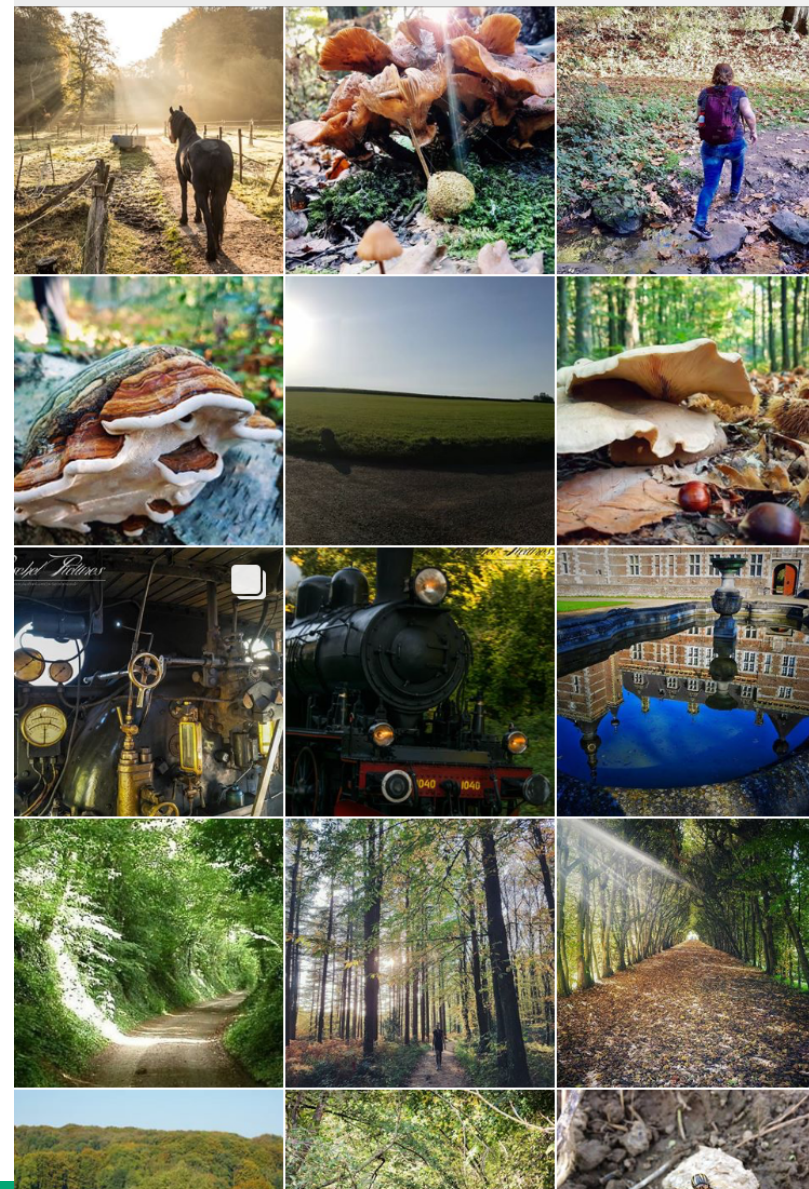
[Profiel bewerken](#)

234 berichten 2.050 volgers 435 volgend

Visit Zuid-Limburg Official Instagram account of (VVV) Zuid-Limburg (NL) | Tag us or use #visitzuidlimburg to share your journey. We love to repost beautiful pics! www.vvzuidlimburg.nl



#visitzuidlimburg



Social Media: use and monitoring

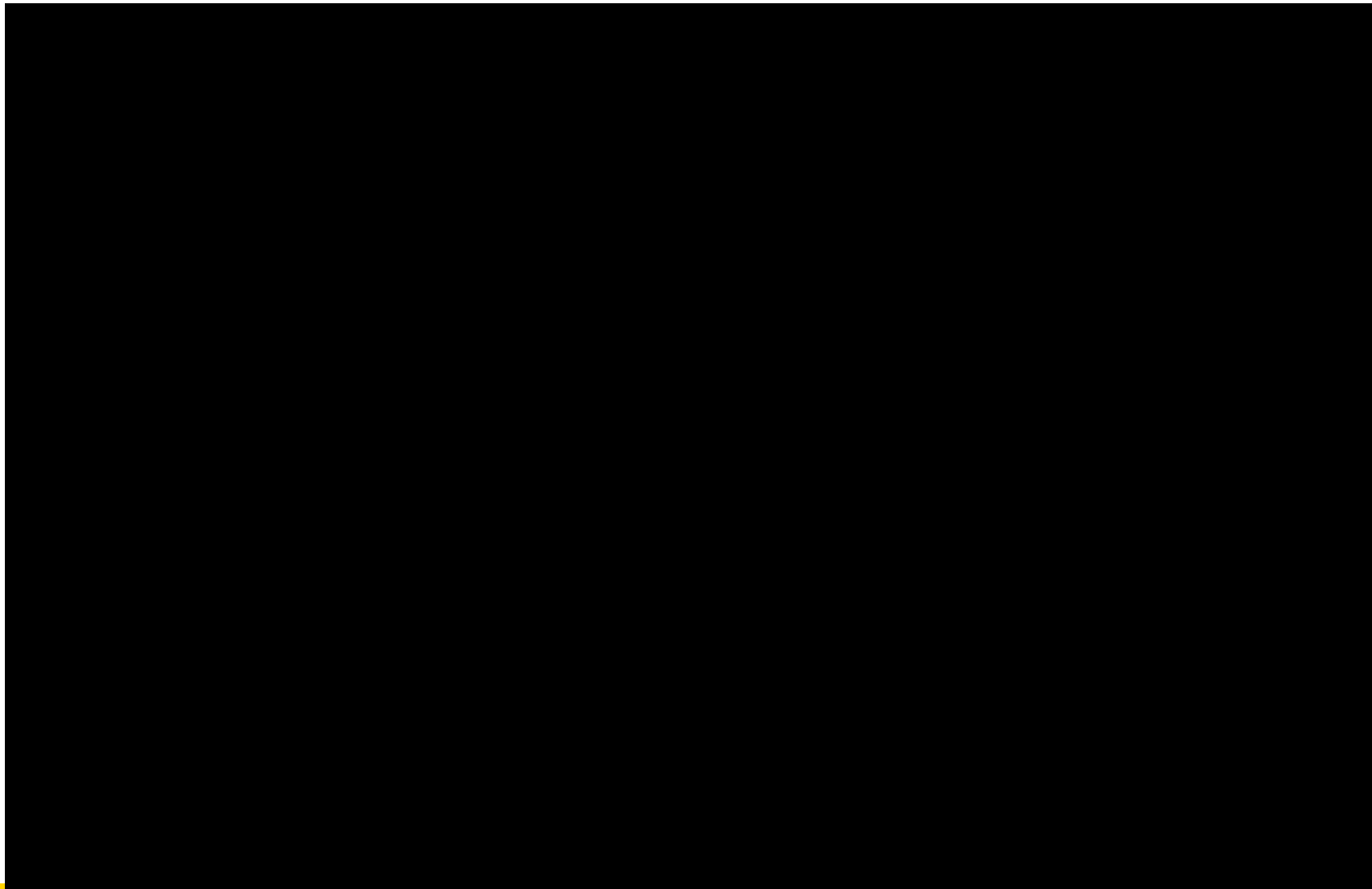
BUT...

Everyone can do this!

It goes far beyond just posting a message ~~(one-way)~~.
It is about the **interaction, involvement, and engagement** with
the consumer or follower (two-way).

The most important thing is not placing the content, but
monitoring it.

Tourist Board South-Limburg has recently implemented a **monitoring system** for this called '*OBI4wan*' to create: **interaction, loyalty, and engagement**



Social mentions - 378

Online mentions - 15

BRANDTour - 0

Blogsabbatical - 30

Anya Niewierr - 38

Meer - 711

378

3.905

189

31

0

126

6d

Zoeken...



Ella Pelzer - €10

Facebook comment: **Visit Zuid-Limburg** Lijkt me heerlijk om.hiermee kennis te maken



18-10-2017 16:14:35

assietmetpassie - €116

Af en toe zondigen mag en houdt het leven ook leuk.

Taartje op m'n verjaardag! #birthday #zondigenmagsoms #nopaleo #limburgsevlaai #zomerindeherfst #heerlijkdagje #ZuidLimburg @kasteelvaalsbroek



18-10-2017 16:12:34

wier11 - €68

#nature #beautiful #family #sun #summerinautumn #zuidlimburg #happy #holiday #beautifulpic #view #tree #enjoythelittlethings #walking



18-10-2017 14:23:38



YourDutchGuide - 58 / 76 - €6

The completely whitewashed town of Thorn has 2300 inhabitants and was once a Kingdom. <https://www.yourdutchguide.com/thorn-the-white-washed-town-in-limburg/> @vvv_zuidlimburg #holland <https://t.co/HtOCT>



18-10-2017 14:15:17



Bijzonderplekje - 6.539 / 5.528 - €560

Hoe heerlijk! Het grote genieten in #Maastricht 😊 #limburglonkt @visitmaastricht @happybsnl #visit ZuidLimburg <https://t.co/S66Uko6DnU>



18-10-2017 13:49:58



happybsnl - 197 / 204 - €28

RT @Bijzonderplekje: Ons #limburglonkt avontuur start bij Piece of Cake in #Maastricht. Wat een leuke plek! 😊 @visitmaastricht #visit ZuidLimburg @happybsnl <https://t.co/vkfzmNplyT>



18-10-2017 13:48:49



JouwBuitenlust - 575 / 933 - €56

Vanaf 1 november hebben wij weer een wildkaart met wild uit #Vijlen #ZuidLimburg!

<https://www.buitenlust.nu> <https://t.co/E7Pw2dnJoP>



Social Media: use and monitoring

So now we can immediately:

- **analyzing and answering customer reactions & questions**
- **share** relevant content about our: *region, municipalities, organization, market and competition* → Also for **BRANDTour**
- **reporting** statistics and show it to our participants and stakeholders

For the future:

User Generator Content: integrating posts that users place on social media in our own website or newsletters.

This shows people that we as a tourist board are not the only ones promoting the region, but that others also give positive reviews about the region.

Social Media: use and monitoring



EuProjectsCom 🔍 · 35 / 383 · € 2

BRANDTour "Building Regional Actions for New Tourism Development"
Meetings with tourism agencies @RegioInterreg @CreteRegion @AlexakisGeo <https://t.co/oZuQBwg9hv>



 09-08-2017 16:18:58 **BRANDTour** ✕



BRANDTOUR_eu 🔍 · 6 / 0 · € 2

Meeting Representatives of the municipalities of South-Limburg

#**BRANDTour** #branding #Clusters #PolicyInstruments #Limburg #competitiveness <https://t.co/GuiX5xoYKK>



 24-07-2017 08:54:24 **BRANDTour** ✕



VWZL_corporate 🔍 · 412 / 389 · € 46

RT @**BRANDTOUR_eu**: "First Stakeholders Group Meeting in South Limburg"

#**BRANDTour** #tourism #branding #Clusters #PolicyInstruments #Limburg #project <https://t.co/fFcKnIO0Wh>

 20-07-2017 10:23:40 **BRANDTour** ✕



elhatziyanni 🔍 · 108 / 255 · € 12

RT @**BRANDTOUR_eu**: "First Stakeholders Group Meeting in South Limburg"

#**BRANDTour** #tourism #branding #Clusters #PolicyInstruments #Limburg #project <https://t.co/fFcKnIO0Wh>

 13-07-2017 14:50:33 **BRANDTour** ✕



YouBrandInc 🔍 · 34,298 / 37,729 · € 3,848

RT @**BRANDTOUR_eu**: "First Stakeholders Group Meeting in South Limburg"

#**BRANDTour** #tourism #branding #Clusters #PolicyInstruments #Limburg #project <https://t.co/fFcKnIO0Wh>

 13-07-2017 10:56:33 **BRANDTour** ✕



J Heich 🔍 · 5,395 / 2,141 · € 604

Social Media: use and monitoring

Succes

Followers:

Increase relative to 01-2017: + **43%**

Increase relative to 01-2016: + **92%**

Followers	January 2016	January 2017	September 2017
Facebook	26.000	35.000	50.000
Instagram	0	1.300	> 2.000

Interaction:

The 'IPM' (Interaction Per Month) measures the success of the account.

> Per thousand followers

> Facebook: 4 is average, < 2 ≠ succesfull

> Instagram: + 20 = succesfull

Visit Zuid-Limburg	
1.354 comments	
+ 13.732 reactions	
+ 1.386 shares	
÷ 80 posts	
÷ 49.611 fans	
IPM	4,15

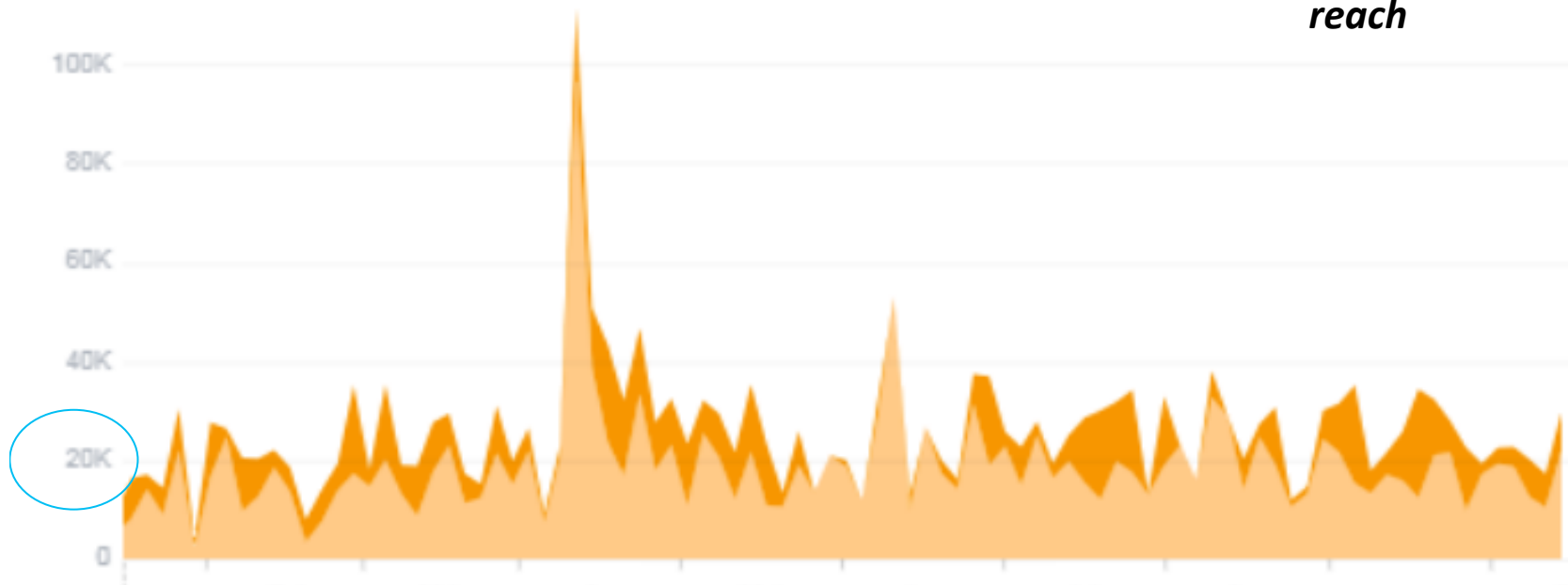
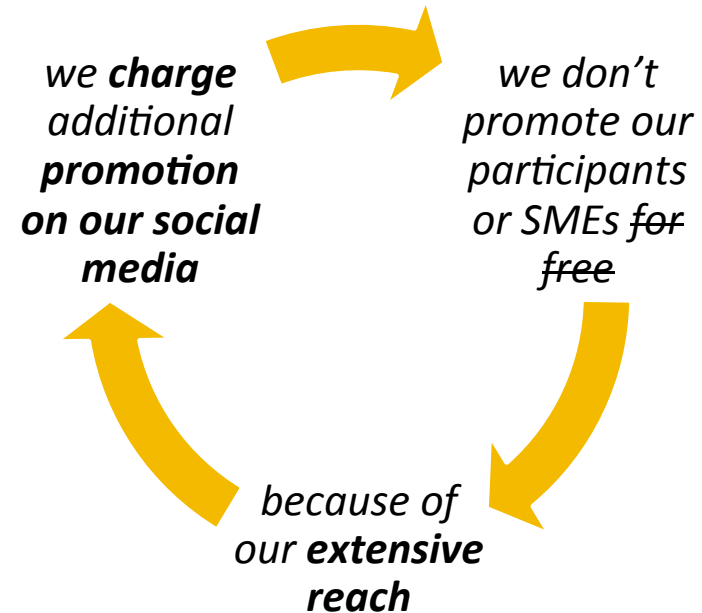
Visit Zuid-Limburg	
1.214 loves	
+ 10 comments	
÷ 10 posts	
÷ 2.050 followers	
IPM	59,71

Social Media: use and monitoring

Succes

Reach 2017:

- **20.000**
- Research shows:
“reach = 15% of your followers”
- Visit Zuid-Limburg **scores 40%**



Social Media: use and monitoring

Succes

Revenue:



Visit Zuid-Limburg • € 3.345 → Open in webcare

Visit Zuid-Limburg "Het is weer **Win-een-ticket-dag** bij VVV Zuid-Limburg! Deze week maak je 3 x 4 vrijkaarten (geldig t/m 31-12-2017) of 2x **een** 10-badenkaart (10x entree) voor het Mosaqua Subtropisch Zwemparadijs, reageer en vergeet vooral niet je contactgegevens voor aanstaande vrijdag 7 juli 12:00 uur te mailen naar marketing@vvvzuidlimburg.nl.

Kom ook genieten in ons Subtropische Zwemparadijs "Mosaqua" in Gulpen! Ga mee op reis door onze Jungle; zwem tussen de wilde dieren, of maak **een** van 3 vrolijke peuterbaden, 2 grote baden met glijbanen, **een** grote ligweide, gezellige terrassen en de speel- en sportvoorzieningen. Kortom **een** compleet dagje uit bij goed of slecht weer!
<http://bit.ly/2sVEKj3>

Dit promotiebericht is niet van Facebook en zij zijn in geen enkele vorm onderdeel van dit bericht.

 29-06-2017 14:57 Tag toevoegen



Visit Zuid-Limburg • € 2.040 → Open in webcare

Visit Zuid-Limburg "Het is weer **Win-een-ticket-dag** bij VVV Zuid-Limburg! Deze week maak je kans op 2x2 tickets voor Vols Tropical 2017 (normaal € 13,50 per stuk), reageer en vergeet vooral niet je contactgegevens voor aanstaande vrijdag 14 juli 12:00 uur te mailen naar marketing@vvvzuidlimburg.nl.

Op zaterdag 22 juli wordt het Pr. Willem Alexanderplein in Vaals voor Vols Tropical omgetoverd tot **een** waar vakantieoord met palmbomen en zomerse cocktails. Coverband Vegas en T-Spoon zullen zorg voor **een** vakantiesfeer, die nergens anders te vinden is in Zuid-Limburg. T-Spoon zal met hun zomerhits Sex on the beach en No Time 2 Waste en Mercedes Benz zorgen voor **een** oergezellige ambiance. Dus trek die zomeroutfit aan en vier de zomer op 22 juli in Vaals! <http://bit.ly/2s4LtGh>

 29-06-2017 13:21 Tag toevoegen



Visit Zuid-Limburg • € 1.435 → Open in webcare

Visit Zuid-Limburg Het is weer **Win-een-ticket-dag** bij VVV Zuid-Limburg! Deze week maak kans op 5 x 2 kaarten voor de zinderende opening van WMC 2017. Like, reageer en vergeet vooral niet je

Social Media: use and monitoring

Learning

- Changing algorithms
- Information overload: consumers are overwhelmed with social media messages
- Advertisement budget
- Type organization
- Invest in **TIME!**

Follow us!

@visit Zuidlimburg



#visit Zuidlimburg

Thank you!

More info available at:

www.vvvzuidlimburg.nl/corporate/routepunt

www.facebook.com/visit Zuidlimburg

www.instagram.com/visit Zuidlimburg

<https://www.ob4wan.com/en/>

routepunt@vvvzuidlimburg.nl

babette.vanom@vvvzuidlimburg.nl

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