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Building Regional Actions for New Developments in Tourism

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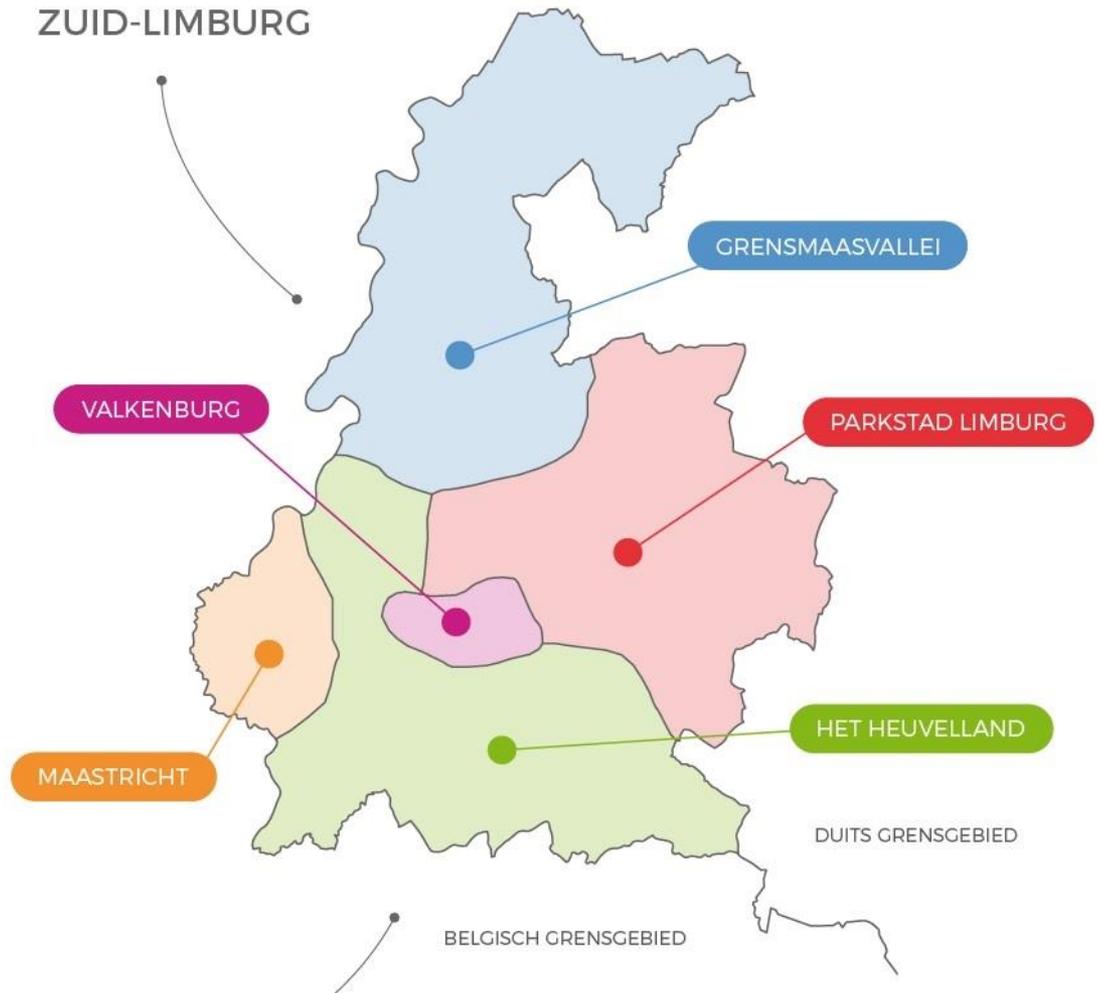
24 October 2017 | Palma di Mallorca (ES)

NEDERLAND

DE REGIO'S IN
ZUID-LIMBURG



PROVINCIE
LIMBURG



DUIJS GRENSGEBIED

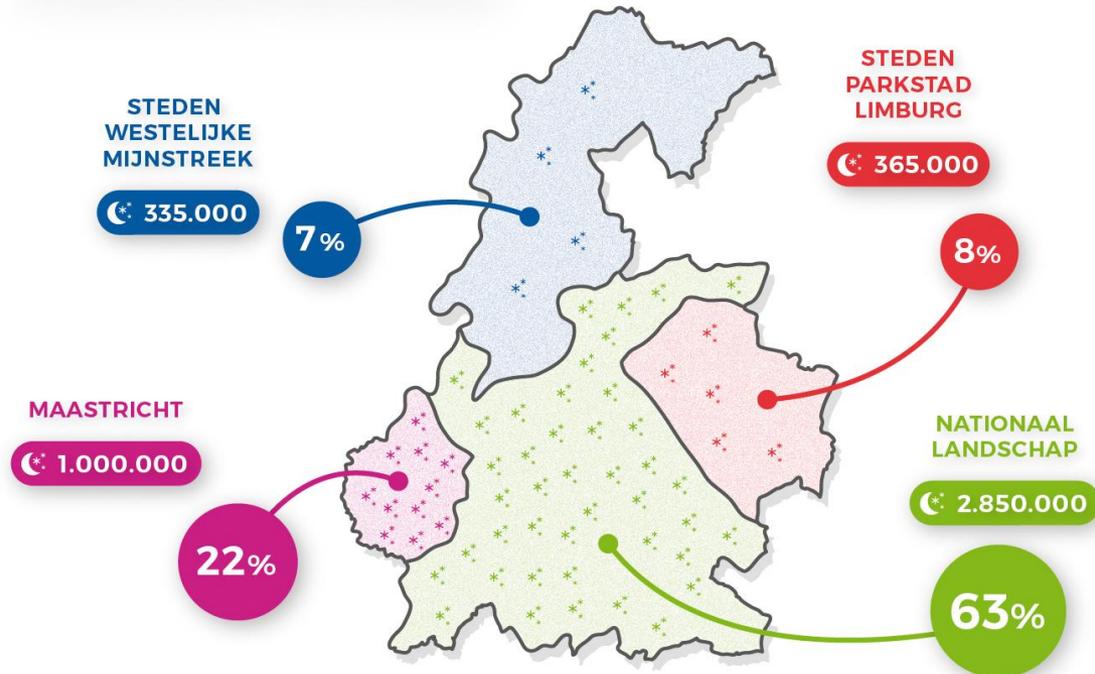
BELGISCH GRENSGEBIED

ZUID-LIMBURG



OVERNACHTINGEN IN ZUID-LIMBURG PER REGIO

IN AANTALLEN EN VERHOUDINGEN





Innovation of the offer by clustering the tourism SME's and products

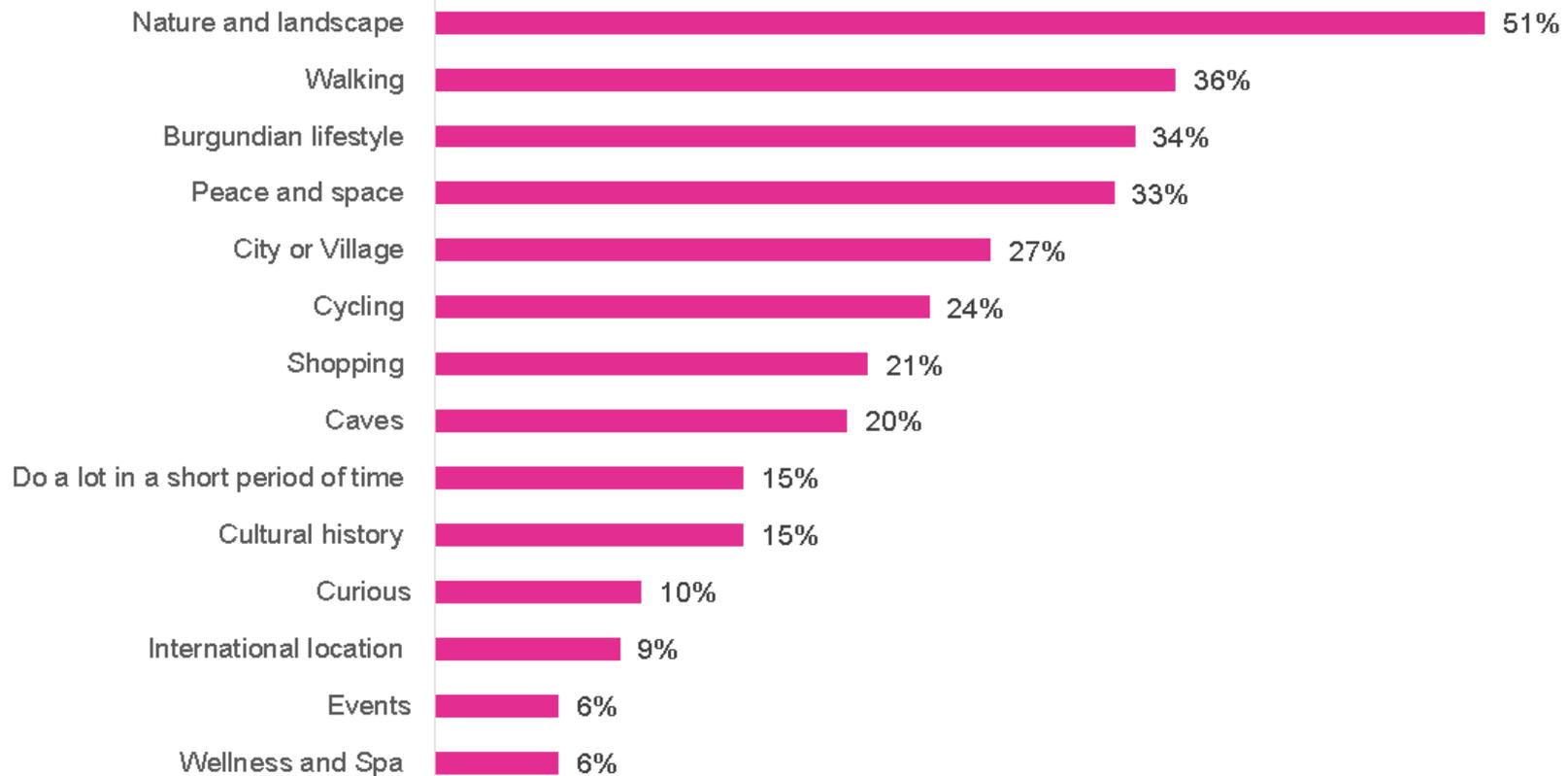
Landscape Foundation South Limburg

Landscape Foundation

Context

Motives to visit South-Limburg

■ Percent



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Context



Landscape foundation

Context

- Research has shown that **59%** of Limburg's tourists see its **nature and landscape** as the **main motivation** to return more often.
- **63%** off all **overnight stays** (2.8 million) take place in **rural areas**.
- The **farmers** take care of the **maintenances**
- Annually, the **farmers** receive a grant of 1.5 million euros as **compensation** for their **expenses**

But... this money is running out and there is no provincial budget for new requests...

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Objective and stakeholders

Putting **agriculture** high on the **political agenda!**

- Initiator: Tourist Board South Limburg
- Facilitator: The Province of Limburg (Gouvernement)
- In **cooperation** with:
 - Agriculture and Horticulture Union
 - Natural Limburg
 - Foundation for Conservation of Small Landscape elements
 - Agrarians/farmers
 - Hotels/restaurants

Conclusion:

A **landscape foundation** has been set up with **long-term financing** that is meant to **safeguard** the vulnerable **landscape of South Limburg** for at least **thirty years**. The Province of Limburg is the main facilitator and the director of this foundation.

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Timescale and Resources

- February 2017 – **still ongoing** (approx. 30 years is desirable)

The following **steps** have been taken in order to **put** this topic on the Province's **political agenda**:

- **Brainstorm session/meeting** with all parties concerned in order to formulate recommendations.
- **Stock-taking of local produce.**
- **Legislative and logistics purposes:** collective willingness on the part of the hotels and restaurants, agrarians and the authorities as main facilitating party.
- A **project manager** has been appointed at the Province of Limburg.



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Evidence of success

Still ongoing...

Short term: the **grant** for the **upcoming years** has been fixed.

Long term: the **Landscape foundation**: a **long-term financial plan** facilitated by the authorities

- A 'Area agency' has been created: to set up a **budget** for the future **promotion of local produce** in South Limburg.
- It is on the **political agenda** now: we are often asked to **present our vision**.
Farmers are asking for our help in promoting their sector.



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Difficulties/lessons learned

During the brainstorm the two topics were discussed separately:

Landscape	Local produce
Insufficient awareness of its value and importance on political level	Caterers has to put more local produce on their menus
Long-term finance plan to securing the support of the authorities for farmers	Stock-taking
	Infrastructure and logistics

- Not only the Province has to contribute; the **municipalities** have to prioritize landscape maintenance more
- ‘Marketing’ of the farmers is difficult for them



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