

TOGETHER WE BOOST RURAL GROWTH AND INNOVATIVENESS OF SME'S

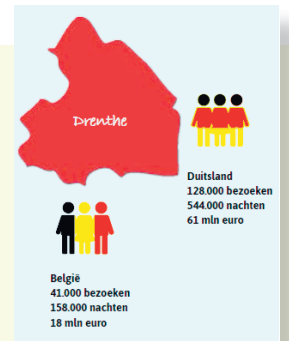
Southwest Drenthe - Lessons Learned

Regional Branding

Regional branding and joint promotion unites. Hospitality and storytelling strengthen the personal approach.

Bike hotels

Drenthe is a UCI bike region, popular with German and Belgian tourists. Accommodation focussing on this group makes it more attractive.



79 mlj €

Events & Festivals

Cultural events and festivals extend tourist season.

O-Bike & App

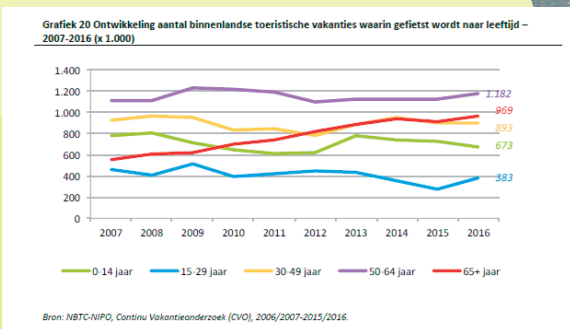
Flexible bike rentals attract more cyclists and can be used by commuters/in combination with public transport.

50+

Market Research

60% book via accommodation websites. Further activities in the region influence choice but info is scarce.

60%



PROJECT PARTNERS:
Municipality of Medina del Campo (ES)
Savonlinna Business Services Ltd (FI)
Local Government of Nagykanizsa (HU)
DELTA 2000 Consortium Ltd (IT)
Province of Drenthe (NL)
Harghita County Council (RO)
Newcastle University (UK)



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