



PARTNERS IN MARKETING

November 2009 - PIM organizes workshops for Tourism Flemish Brabant

Tourism Flemish Brabant promotes the region 'Green Belt' as a touristic attractive region and is working on a qualitative and customer-friendly touristic welcome. Tourism Flanders selected the Green Belt as pilot region for revision and professionalizing of the regional touristic network.

The starting-point is to improve the quality of the touristic services and implicates elements such as location, opening hours, work force, collaboration, touristic 'look & feel', services, accessibility, complementary points of information in attractions and the hotel and catering industry, virtual welcome and visitor flows. The tourist has to be stimulated to discover the region and expects a dynamic, interactive welcome with emphasis on experience and adventure.

In 2008, Partners In Marketing inventoried the touristic hot-spots in the region and evaluated the quality of the touristic welcome. On the basis of this comprehensive inventory, tangible recommendations for the further development of the touristic welcome were formulated. The advice was formulated starting from the needs of the tourist and has to result in a strong regional network of customer-oriented touristic information offices.

Within the scope of professionalizing the touristic welcome, several workshops were organized for the 3 different sub regions of the Green Belt. The objective is to reflect upon the opportunities for a market-oriented touristic welcome in the own sub region and in the region Green Belt.

