



# South Limburg Good Practices

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***“The valorization of attractions through marketing, territorial branding and quality schemes”***

- 1. Christmas in South Limburg**
- 2. Blog sabbatical ‘Limburg Ionkt’**

## Context

- Themed promotional campaign “Christmas in South Limburg”

**Let's take a look...**



## Context

### Why?



# Context

## How?

- online marketing
  - social media
  - print media
  - generating free publicity
  - press and influencer trips,
  - online and offline advertising
  - product development
- Budget: €15.000,-

# Kerst! In Zuid-Limburg

Het wordt weer kouder. Het schemert steeds vroeger. Tijd voor de open haard, kaarsjes en gezelligheid. En de unieke kerstfeer in de zuidelijkste provincie van Nederland!



## Kerstevenementen

## Kerst Tips!

### Culinaire Kerstochten

Wil je genieten van heerlijk eten in combinatie met een leuke kerstwandeling? In Kerststad Valkenburg kun je kiezen uit verschillende Route D'Amuse tochten waarbij men onderweg geniet van 5 heerlijke amuses in het gezellige Geulstadje. Tijdens Wintjerdruim in de historische binnenstad van Sittard, kun je de culinaire pareltjes ontdekken tijdens de Amuse Tocht Sittard. Geniet van een verrassende wandeling door de historische Sittardse binnenstad aangevuld met hoogstaande winter amuses. > [www.kerstinzuidlimburg.nl](http://www.kerstinzuidlimburg.nl)



Tip!

### Kerst Wellness & Spiritualiteit

Louter weg van alle drukte tijdens kerst en op zoek naar ontspanning en onthoesting? In Zuid-Limburg vind je meerdere wellness mogelijkheden zoals Themas 2000, Wellness Sittard & Spa en Wellness St. Gerlach. Of bezoek in alle rust het Zuid-Limburgse religieus erfgoed. Op zoek naar een beetje geluk? Steek dan een kaarsje op. Wie weet helpt het! > [www.vvvzuidlimburg.nl/wellness](http://www.vvvzuidlimburg.nl/wellness)



Tip!

### Bestel uw tickets via Tickli

Bestel snel, veilig en gemakkelijk uw kersttickets via Tickleshop Limburg [www.tickli.nl](http://www.tickli.nl). Hier kunt u onder andere antrekkartjes kopen voor de ondergrondse kerstmarkten in Valkenburg, kerstconcerten en meer. [www.tickli.nl/kerst](http://www.tickli.nl/kerst)



[www.kerstinzuidlimburg.nl](http://www.kerstinzuidlimburg.nl)

- Kerstmarkt Lupa Outdoors Vijvercentrum**  
6 nov - 25 dec / Schimmert
- Kerstmarkt Santa's Gift Factory**  
18 nov - 25 dec / Valkenburg
- Kerstmarkt Aken**  
18 nov - 25 dec / Aken (D)
- Kupferstädter Weihnachtstage**  
18 nov - 25 dec / Stolberg (D)
- Kerstdinnershow Holland Casino**  
9, 10, 16 en 17 dec / Valkenburg
- Winterland Hasselt**  
19 nov - 8 jan / Hasselt (B)
- Kerstfair de Biesenhof**  
20 nov / Geleen
- Kerstdorp Leik**  
25 nov - 30 dec / Liège Ché de Noël (B)
- Kerstmarkt Monchaux**  
25 nov - 16 dec / Monchaux (D)
- Kerstmarkt de Laathof**  
26 nov - 11 dec / Eijsden
- Kersthappening in Roosteren**  
27 nov / Roosteren
- Kerstfair Stadbroekermolen**  
27 nov / Sittard
- Nostalgieke Kerstmarkt**  
5 & 4 dec / Vaals
- Kerststallen tentoonstelling**  
4 - 29 dec / Abbeador Weert

- Kerstmarkt in Neerbeek**  
10 dec / Neerbeek
- Wintertocht WSV Echt**  
11 dec / Echt
- Kaerserlei**  
11 dec / Eijsloo
- ste Int. Kerstwandeltocht**  
11 dec / Puth
- A Christmas Fantasy**  
11 dec / Schimmert
- Kerstmarkt Urmond**  
11 dec / Urmond
- Overdeels Kerstmarkt**  
14 dec / Muntsgelseen
- Traditioneel Kerstconcert CMK913 Kerkrade**  
15 dec / Rodshul Kerkrade
- Kerst vier je samen**  
16 - 18 dec / Kerkrade
- NK Ice Carving**  
17 dec / Hoorlon

- Kerstmatinee Toonhanshoor**  
17 dec / Orca Uno Vrouwe Basiliek Maastricht
- Kerstmarkt Heerkerbeide**  
17 & 18 dec / Hoorlon
- Kerst Wandehoort Obbicht**  
17 & 18 dec / Obbicht
- Christmas with Amira**  
17 & 21 dec / Valkenburg
- Kerstviering met Nachtwacht 'De Badker Kleppertjes'**  
18 dec / Bleek
- Kerstconcert Mannenkoor Becker Liedertafel**  
18 dec / Assa Cultureel Centrum Bleek
- Pittoreske Kerstmarkt**  
18 dec / Kasoelpark Born
- Kerstconcert Fanfare Kunst en Vriendschap**  
18 dec / Parsij

- Limburgse Kerst Philharmonie Zuidnederland**  
18 dec / Maastricht
- Kerstconcert met Wibi Sourjadi**  
18 dec / Valkenburg
- Kerststallenloop Schimmert**  
19 dec - 1 jan / Schimmert
- Kerstvoetocht Valkenburg-Banneux**  
24 dec / Valkenburg
- Extra rondleidingen Kluis op den Sjaanberg**  
27 - 30 dec / Walram
- se Oudejaarsloop**  
31 dec / Hoorlon
- Winterwandeling Jo/Ne Vijlen**  
7 & 8 jan / Vijlen



• Kerstevenementen  
• Kerst Must Do's

**Must do's** Bekijk alle Kerst Must do's op de achterzijde >



# Christmas in Zuid-Limburg

a festive fantasy

[read more](#)

Welcome to Zuid-Limburg! Relax and enjoy life in the southernmost province of the Netherlands. Experience its warm hospitality, be surprised by its culture, and delight in its extraordinary natural beauty. An unforgettable experience guaranteed!

## Context

### Who?

- the organizers of the Christmas events
- the accommodations
- retail, especially in the city centres
- the attractions
- the municipalities

## Results and success

*Several price winning awards:*

- Valkenburg European City of Christmas 2018
- Valkenburg included on CNN Travel's "12 best place to spend Christmas" (several years running)
- Valkenburg : Event City of the Year (2015)
- Heerlen : Event City of the Year (2016)



## Results and success

### *Website results:*

- The number of website visitors at [www.kerstinzuidlimburg.nl](http://www.kerstinzuidlimburg.nl) grows each year
- 123.866 unique visitors in 2016 → a growth of **252%** compared to 2015



## Results and success

### *Overnight stays in Valkenburg:*

Overnight stays	1992	2006	2010	2014	2016
<i>Spring (Jan-Apr)</i>	170,106	188,988	228,080	216,627	218,944
<i>Summer (June-Aug)</i>	677,449	431,976	428,190	393,223	381,645
<b><i>Christmas (Oct-Dec)</i></b>	<b>149,212</b>	<b>238,214</b>	<b>252,998</b>	<b>239,957</b>	<b>257,193</b>
<b>TOTAL</b>	998,759	861,184	911,278	851,821	857,782

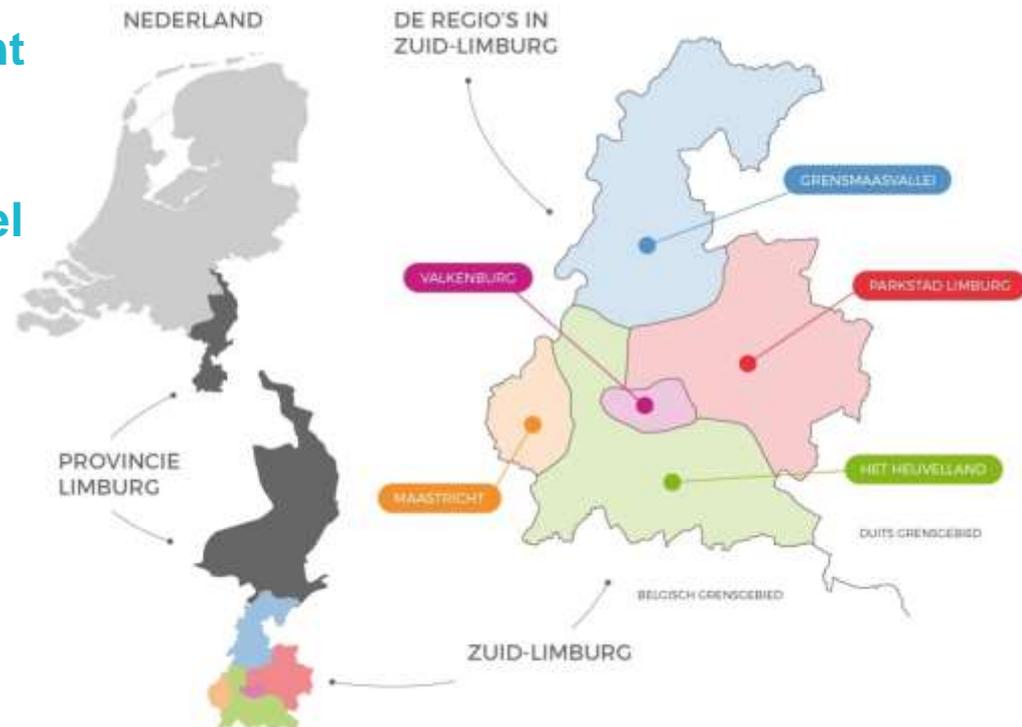
## Lessons learned/potential for learning

- Event organizations start promoting the events late
- Convincing the organizations to sell their tickets online via Tickli (our online ticket shop)
- Crowds during the weekends: we want to promote mid-week visits
- Increasing awareness of other Christmas activities outside Valkenburg

## Context

### Why?

- To **attract more visitors** to the region and to **extend their stay**
- Collaboration with the **city Maastricht**
- New PR campaign to communicate our message on a more **personal level**



# Context

## What?

- **One blogger**, not from the region itself have made a **road trip through** South Limburg for **three months**, from 28 August 2017 to 5 November 2017
- The entire blog sabbatical will **be slow-paced**, one activity per day for a total of sixty or seventy activities.
- Interested candidates have applied for the **sabbatical vacancy** by submitting an inspiring vlog.
- The blogger has been given a **Volkswagen minibus** to use during the road trip.
- The blogger has been given **full travel freedom**, but **we coordinated the overnight stays** on campsites, holiday homes, B&B's, or hotels.
- The blogger has been **joined by guests**. These guests may include journalists, influencers or celebrities. The guests will generate their own content, thereby helping us **spread our campaign message**
- The blogger has been received a **salary**.



# Context

## Who?

### SME's (tourism entrepreneurs)

- Contributors of Tourist Board South Limburg
- Accommodations, activities, restaurants

### Residents

- Proud of their region
- Well know our DNA
- Majority of the online audience

### Main stakeholders

- Government, municipalities
- Marketing organizations and partners

### Primary target group

- Confident women
- Between ages of 25 – 50
- Combine job with household
- Living in the big cities in the Netherlands

## Resources needed

**Budget: €50.000**

- Media and communication
- Meetings
- Influencers
- Advertisement
- Practical matters

**And...**

**collaboration and contribution of  
the tourism entrepreneurs**



## Results and success

Budget: €50.000

- **32 entries** on the **application video**
- more than **500 posts** about the **region South Limburg**
- over **10.000 views** on all **blogs**
- increase of **+300%** in the numbers of **followers** on the channels of the blogger
- the hashtag **#limburglonkt** have been used over **500** times



## Hashtag-cloud

#streetartheerlen #vvezuidlimburg  
 #gronsveld #netherlands #routezuidlimburg #bloggersgezocht  
 #limburg #thecityof #autumn #super\_holland  
 #blogger #travel #nederland #busjegeluk #luik #instagood  
 #at\_maastricht #zuidlimburg #il #maastricht #holland #vlog  
 #maas #hotel #liège  
**#limburglonkt** #geluk  
 #bloggen #vacature #valkenburg #visit Zuidlimburg #wellness #recht  
 #ilimburg #like4like #visitmaastricht #maastrichtmarketing  
 #travelblogger #vijlen #blogsabbatical #wijn #prixderome  
 #visitlimburg #zinin #liefdevoorlimburg #liberationconcert  
 #cesmaastricht #heuvelland

## Results and success

**Budget: €50.000 → PR value: over €600.000,-**

- unique concept that has never before been implemented in the region
- the partnership with and involvement of local businesses
- the partnership with the City of Maastricht, which has its own Tourist Board
- the partnership with famous media platforms and influencers, which provided an international platform.



# Difficulties

## Coordination takes a lot of time and energy

- briefings for the blogger and the entrepreneur
- full programme with ad-hoc changes
- approaching the guest influencers
- the length of the sabbatical for the blogger itself (10 weeks)



## ***“The valorization of attractions through marketing, territorial branding and quality schemes”***

- Through a unique offer that matches the DNA and by focusing on specific themes/periods it is possible to extend a season and even to move the high-season
- Through collaboration with SME's, the use of online marketing channels (sharing) and influencers; the story of a region will be told by others and that's make territorial branding possible



# BRANDTour

Interreg Europe



European Union  
European Regional  
Development Fund

# Thank you!

[www.kerstinzuidlimburg.nl](http://www.kerstinzuidlimburg.nl)

[www.limburglonkt.nl](http://www.limburglonkt.nl)

#visitzuidlimburg

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