



BRANDTour

Interreg Europe



European Union
European Regional
Development Fund

South Limburg Good Practice

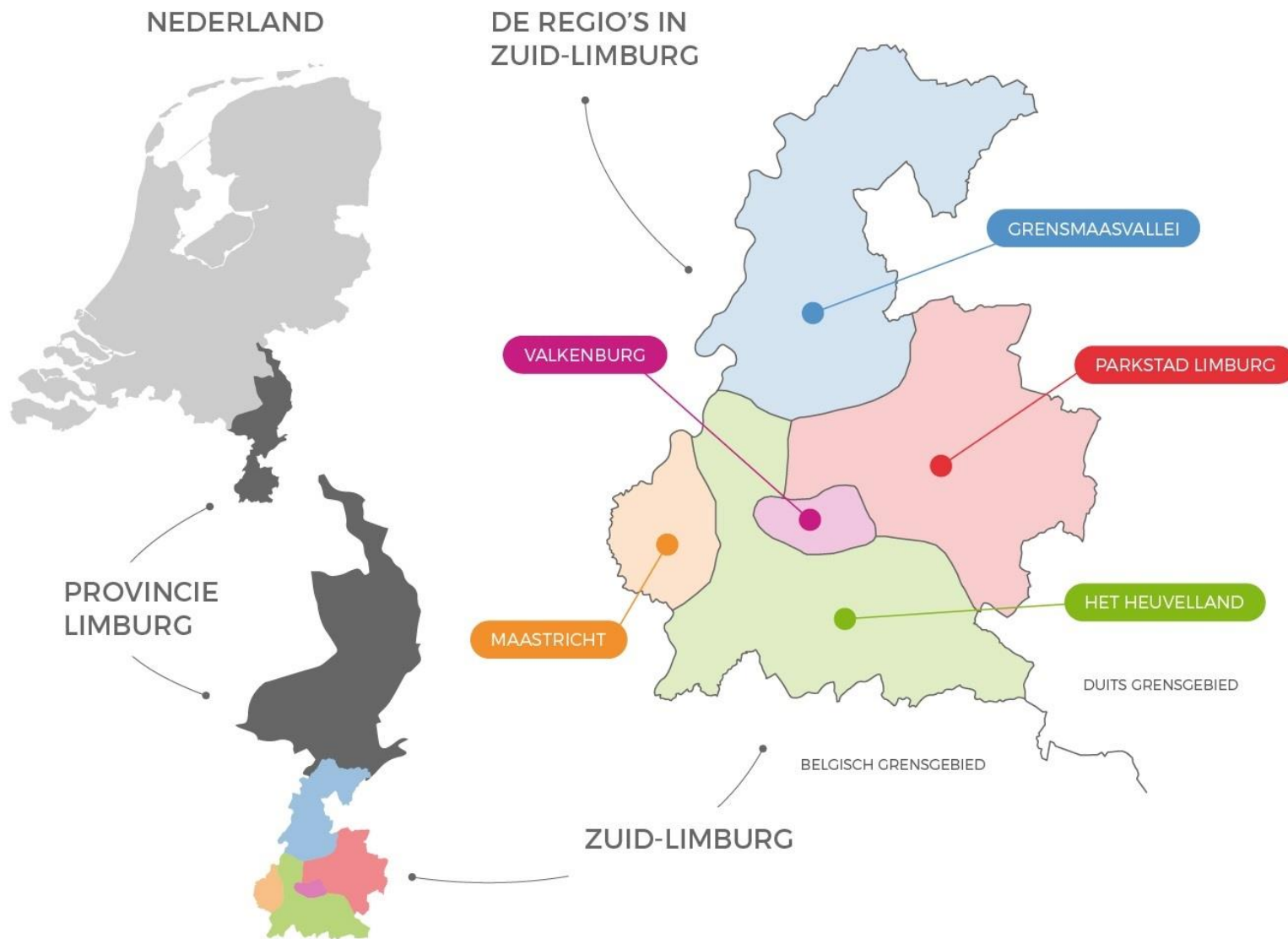
Babette Vanom
Tourist Board South Limburg

19th June, 2018 | Heraklion (CR)



IBA Parkstad

Increase synergies between tourism private and public stakeholders

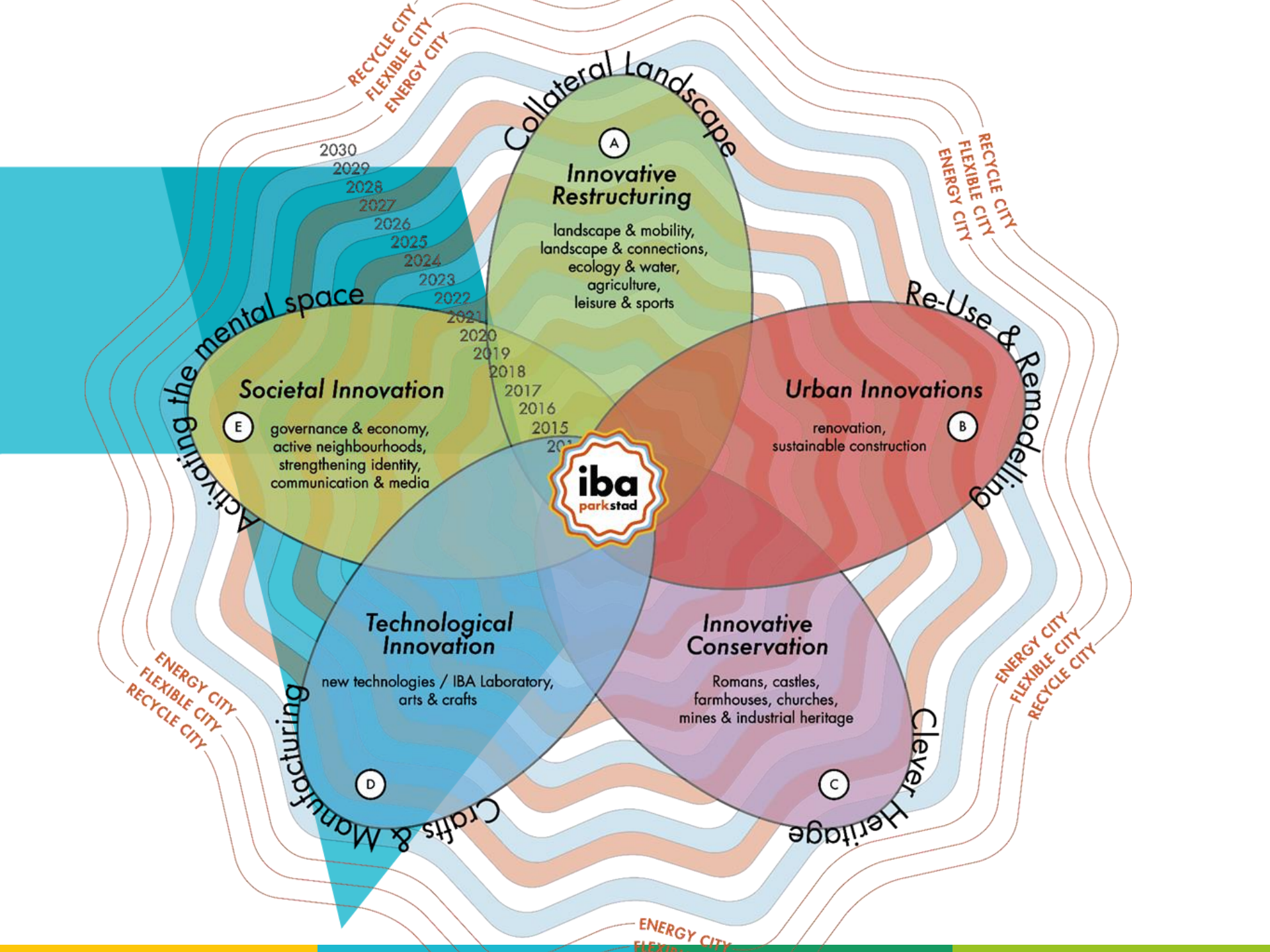


What is IBA Parkstad?

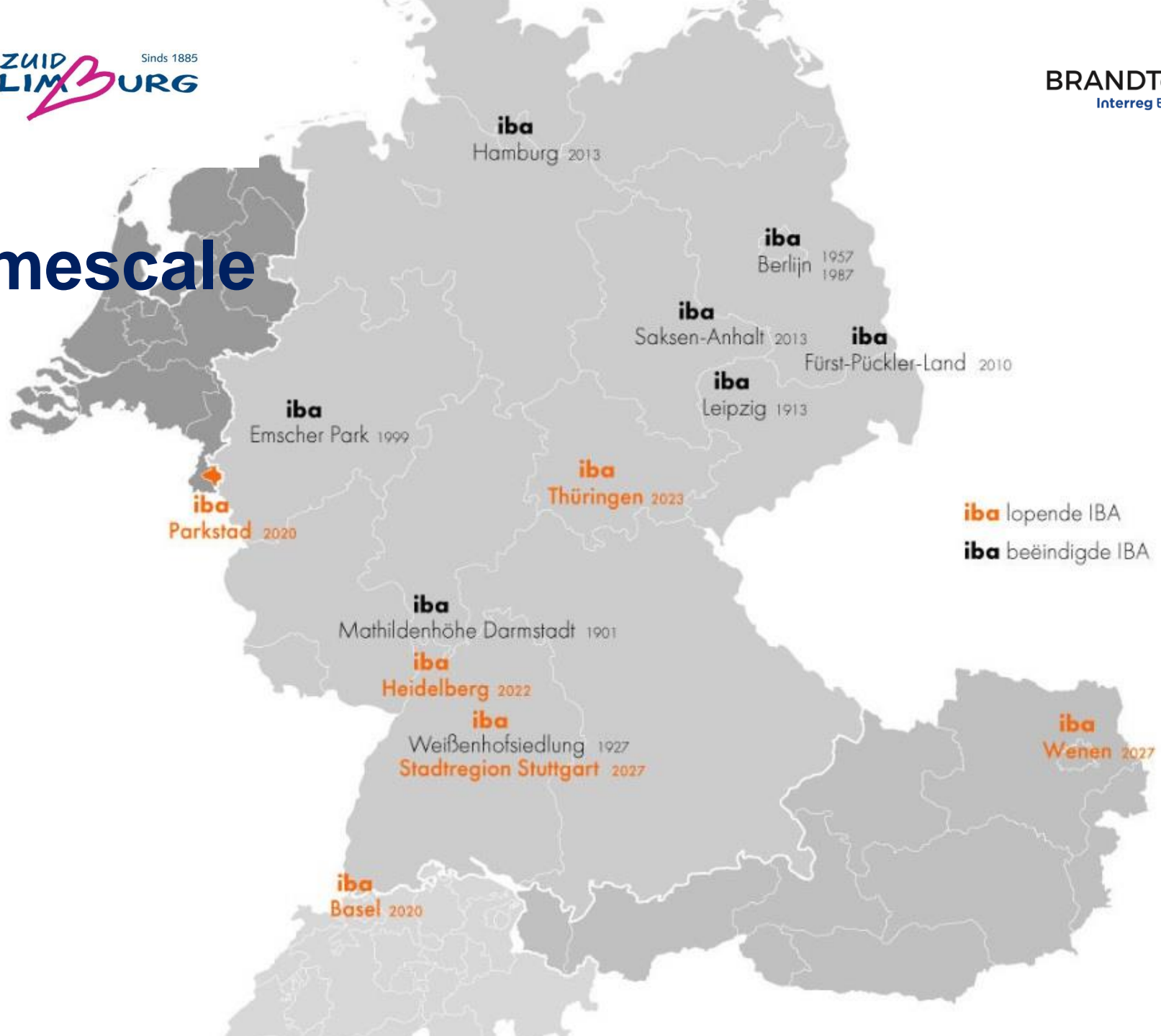
- It's about people
- It helps the region blossom again
- IBA and the people will make Parkstad a strong and proud region

Main Stakeholders

- Residents
- Entrepreneurs
- Municipalities
- The Provincial Government of Limburg
- other partners in civil society (e.g. Tourist Board South Limburg)

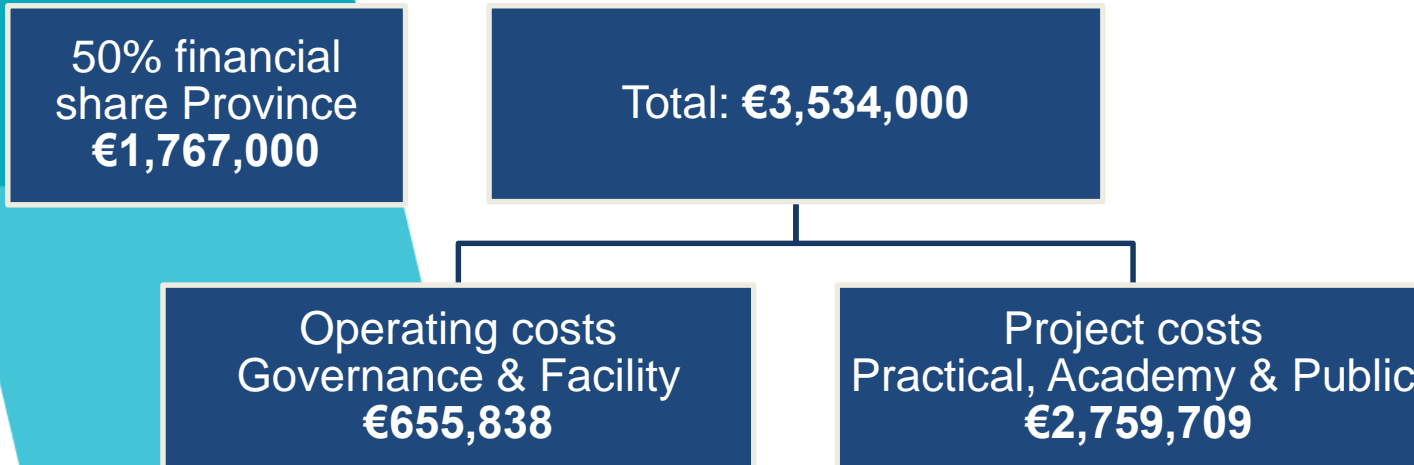


Timescale



iba lopende IBA
iba beëindigde IBA

Costs



Successes

- Implementation programme
- Fifty projects in 2016: fifteen were designated as key projects and Tourist Board South Limburg plays a role in ten of those projects.
- Example projects: Leisure Ring & Leisure Lane

VVVZUID
LIMBURG

Sinds 1885



BRANDTour

Interreg Europe

The role of Tourist Board South Limburg

- WTTC award 2016
- Cross-border
- Leisure Ring
- Leisure Lane





BRANDTour

Interreg Europe



European Union
European Regional
Development Fund



Thank you!