

Good Practice template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

1. General information	
Title of the practice	[100 characters] <i>Inspiration software (and screens)</i>
Does this practice come from an Interreg Europe Project	Yes or no No [Technical: Good Practices outside the IR-E projects relevant to the topics and validated by the Policy Learning Platforms experts will also be included in the database]

In case 'yes' is selected, the following sections appear:

Please select the project acronym	
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Specific objective	<i>Inspiration software (and screens)</i>	
Main institution involved	Tourist Board South Limburg	
Location of the practice	Country	Drop-down list The Netherlands
	NUTS 1	Drop-down list South-Limburg
	NUTS 2	Drop-down list
	NUTS 3	Drop-down list

2. Detailed description	
Detailed information on the practice	<p><i>A touchscreen provides interactive access to tourist and recreational data.</i></p> <p><i>Development has arisen from an entrepreneurial need. No more leaflet racks in reception areas of accommodations but digital access to information via a beautiful touchscreen. However, there is a clear need among entrepreneurs to refer guests to the attractions, activities and experiences in the region.</i></p> <p><i>VVV supplies license, data and format via a subscription for 1, 2 or 3 years. The entrepreneur has the possibility to extra profile his company via a content wheel with space for his own content. It is also possible to implement a homepage in the corporate identity of the entrepreneur. Software is fully customized and data link partly realized from our website. Software is made up of 4 information layers that show the guests quickly and purposefully the possibilities of what to do in the region.</i></p> <p><i>The entrepreneur is completely relieved of all worries, the screens with the Inspiration software are controlled from 1 central point (Tourist Board South Limburg). Changes in data can be quickly adjusted (2 people). Data is partly multilingual. The Tourist Board supplies the software. Subscription costs are based on the use of number of screens and duration. Costs of hardware are for the account of the entrepreneur. The entrepreneur is guaranteed from up to date information at his own location and meets the needs of his guests by offering this service.</i></p>
Resources needed	<i>Cooperation between different parties: Tourist Board South Limburg, software developer (Omnivision), hardware supplier (Prestop) and the entrepreneurs.</i>



	<i>The investment was approximately €20.000,-. The intention is to earn this back in 3 years by using subscription forms. The prices of the subscriptions are between 460 and 600 euros yearly.</i>
Timescale (start/end date)	<i>2017 – ongoing. Started on April 1, 2018 with active offering within our workfield.</i>
Evidence of success (results achieved)	<i>The inspiration software is now running at various companies/entrepreneurs in South Limburg. The first experiences are good, both for the guests, who can quickly and purposefully satisfy their information needs, and for the entrepreneur, who can make the information service available to guests 24/7 up to date. In this way, the Tourist Board can anchor its services even more strongly within its entrepreneurial field.</i>
Difficulties encountered/ lessons learned	<i>The costs of the hardware (screens) are for the entrepreneur himself. This is a large investment for an entrepreneur. Only the larger accommodations are interested and in South Limburg there are mainly smaller hotels and holiday homes. In addition, some small accommodations choose to give personal information instead of digital information.</i>
Potential for learning or transfer	<i>Other regions can learn from this GP how to offer up-to-date touristic information and content to entrepreneurs for their guests in a renewed, experimental way.</i>
Further information	www.vvvzuidlimburg.nl
Contact details <i>[Technical: the contact details will be visible only to "Policy Learning Platforms registered members"]</i>	
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Expert opinion	<i>[500 characters] [Technical: to be filled in by the Policy Learning Platforms experts]</i>