

## Action plan East Flanders 2020-2021

### Part I – General information

Project: Brandtour

Partner organisation: Economic Council of East Flanders

Other partner organisations involved (if relevant): Tourism East Flanders

Country: Belgium

NUTS2 region: East Flanders

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### Part II – Policy context

The Action Plan aims to impact:

- ~~Investment for Growth and Jobs programme~~
- ~~European Territorial Cooperation programme~~
- Other regional development policy instrument**

Name of the policy instrument addressed:

Strategic Policy Plan for Tourism in East Flanders 2014-2019

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## **General background:**

East Flanders has some 2,800 companies in the tourism sector, mainly small organisations with less than 10 employees (89.7%). The sector employs 22,000 people and accounts for 4% of total employment. East Flanders welcomes about 1,200,000 incoming tourists a year, who spend an average of 2,500,000 nights in the province. East Flanders mainly attracts Belgian tourists, as well as tourists from the surrounding countries: The Netherlands, Germany, the UK and France. Spanish and American tourists have also found their way to the province.

## **Trends**

The Brandtour project allowed us to detect a number of important **trends** that are of great importance for the province of East Flanders, but also for most of the participating partner countries:

- 1.) The number of tourists is increasing year after year.  
The growing number of tourists puts greater pressure on society. The demand for sustainable tourism (point 4) is on the rise. Trips are becoming not only more frequent, but also shorter, and travellers often choose to remain close to home. In this framework, the over-50s are a key target group.
- 2.) The importance of stories and authenticity  
Tourists show great interest in discovering a region through stories and authentic experiences. When promoting destinations, 'visual story-telling' is gaining ground. Moreover, the importance of social media and sharing experiences with peers cannot be underestimated.  
Tourists want to be part of something; they seek unique experiences. Personal development and experiences are important drivers for tourism.  
In an increasingly globalised world, tourists attach great importance to the local roots of the places they visit. Crafts, local products, contacts with local residents and customs, conviviality and cocooning are becoming increasingly popular. In all of this, the experience economy is the starting point.
- 3.) Online, fast-paced communication  
When reaching out to your audience, it is imperative that an online community is set up, both for the region (regional marketing) and for the local tourism entrepreneurs. The influence of peers and influencers is very high.
- 4.) Sustainability is important  
Both tourists and local residents are attaching more and more importance to sustainable tourism. Tourism must be supported and sufficiently spread over time and space.

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## Opportunities

There are many **opportunities** in East Flanders to respond to these trends:

Today, East Flanders does not tap into its assets around experience to the full. Local food products (beer, chocolate, ham etc.) are a good example. Bringing tourists into contact with these products even more, particularly with the producers and the stories behind the products, offers a lot of added value. The key message? Come and *taste* East Flanders! But there's more... East Flanders has a world-class cuisine, with 18 Michelin stars within a very small surface area.

The many craftspeople in the province offer similar potential. The story and tradition behind their crafts is impressive. With this in mind, craft workshops aim to offer tourists a more authentic experience.

The unique landscape also offers a world of opportunities. A few examples? The hills and cobbled streets across the entire province, which come with a wealth of stories. Today, Ghent is the main tourist attraction. The city's cultural heritage is highly complementary to the rural and peaceful countryside gems. A city break can be perfectly combined with an extended stay to enjoy peaceful and relaxing walks or bike rides in nature. In other words, urban tourism goes hand in hand with rural visits.

In order to achieve all of this, a good public-private partnership is a must. Mutual cooperation between tourism providers (private-private) is also necessary. That allows for the gap to be bridged between the tourism sector and other economic sectors (food, crafts, agriculture, hotels and catering etc.).

## Policy instrument

In order to respond to these trends and opportunities, the Economic Council of East Flanders and Tourism East Flanders are working together to develop this action plan. Three concrete actions will be set up for the period 2020-2021, and they will be thoroughly monitored.

All this fit in with the Strategic Policy Plan for Tourism in East Flanders 2014-2019 and the renewed version for 2020-2025 that is currently being drawn up; which is being carried out by the Economic Council of East Flanders (strategic plan 2014-2019).

The policy instrument in the application form covers the years 2014 to 2019 and was adjusted thanks to the insights from the exchanging in phase 1. The action plan mainly changes the way the policy instrument is implemented. We are redefining objectives and strategic focus, and above we support new activities to fulfil the objectives in the policy instrument. The actions all serve the main objectives of the policy instrument, but the way the objectives are reached by implementing actions is changed. New activities are supported, new focus is created.

This action plan also is a source of inspiration for the new policy instrument (2020-2025) which is currently developed. The actions mentioned below are also part of this new policy instrument and the strategy for the next years.

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The policy strives for more prosperity in East Flanders for inhabitants and businesses alike, by stimulating and offering innovative, creative, sustainable and qualitative forms of recreation and tourism in the province.

This calls for a close collaboration with many stakeholders, including the 60 East Flemish municipalities, the catering federation, the Chamber of Commerce, knowledge institutions such as Ghent University, and the private tourism sector (cafés, restaurants, hotels, B&Bs, recreational parks, attractions, guides, bicycle rental companies etc.).

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## Part III - ACTIONS

### ACTION 1: GASTRONOMY AS AN ASSET

#### The background

*Policy instrument 2014-2019, influenced actions:*

*Action S4 D3.2 Stimulating the use of regional products by chefs*

*Action S4 D4.1 Distributing regional products to local initiatives*

As described above, the experience economy is on the rise. Tourists want to experience a region to the full through local dishes and culinary traditions. Cultural material heritage (e.g. in the East Flemish cities) is thus combined with immaterial heritage, namely gastronomy.

This allows East Flanders to diversify its tourism offer, both in time and space:

- In time: tourists can enjoy gastronomy at any time of the year. In 2019, the tourist influx peaked in the summer months. This peak can thus be smoothed out.
- In space: a lot of gastronomic offerings can be found outside the city, in the countryside. The number of tourists is thus better spread geographically across the province.

As mentioned before, there are plenty of good restaurants in the province, which offers top-notch gastronomy. It is very important for these restaurants to also engage in storytelling. To do so, they should include more local products and stories in their menus. As such, we can use gastronomy and local products to boost our local tourism.

During the Brandtour project we gathered a lot of interesting and inspiring insights to further shape this idea.

- Latvia: the 'best enjoyed slowly' campaign and initiatives by Live Riga. Visit to Valmiermuiza beer restaurant and to the Riga Central Market.

The good practice describes as main goal: *"the changing the identity of Latvia to adjust to changing tendencies (slow tourism), to promote Latvia as a sustainable tourism destination. The main objective of the concept of "Best Enjoyed Slowly" was to:*

- *extend the duration of stay for tourists in Latvia,*
- *advance the increase of tourism sector share in gross domestic product,*
- *promote the development of local tourism and growth of regional tourism product export."*

During the ILE (interregional learning event) in Latvia, we discovered many initiatives that put Latvia on the map as a world-class gastronomic destination. The city of Riga in particular is making an effort to achieve this. The organisation 'Live Riga' appoints hospitality ambassadors who work with local products. Through storytelling and social media campaigns, Live Riga is building the image of the city. The visit to the Valmiermuiza restaurant, among other things, was inspiring. The chefs serve modern dishes with traditional ingredients combined with matching beers (food pairing).

The second ILE in Latvia included a visit to Riga's Central Food Market, where local foods are used to tell a story for tourists to enjoy. At the market, local products are sold and processed into dishes.

All this is part of the 'Best Enjoyed Slowly' campaign, that aims to put Latvia on the map as a quality destination.

- Crete: Cretan Gastronomy Center: visit during the meeting in Crete.

The ILE in Crete included a visit to the Cretan Gastronomy Center, an initiative to promote local food from Crete. Here too, local food is used for regional marketing and to raise awareness among chefs and the population about the value of local products.

*"The Cretan Government has realized that it has to develop concrete synergies between the public and private sector in order to support the local SMEs and at the same time, preserve the traditions of the Cretan Gastronomy and food products. So aligned with the initiatives of the business sector, the "Agronutritional cooperation of Region of Crete" has been set up in 2012."*

- South Limburg: good practices blog sabbatical 'Limburg Lonkt' and #visit Zuid-Limburg social media monitoring: these good practices demonstrate the importance of influencers and good communication via social media.

South-Limburg described it as follows: *"We created an appealing new PR campaign to communicate our message on a more personal level. We are also working with 'influencers', people with their own online audience who blog, vlog, and post on Instagram and Facebook about the experiences they have, the food they eat, the purchases they make, the trips they go on, and the holidays they book. An influential blogger, not from the region itself, will therefore tell our story."*

## **Action**

Based on our experiences during this project, combined with the challenges and opportunities in East Flanders, we have defined four sub-actions, namely the recognition of hospitality ambassadors who work with local products and the storytelling around them, supplemented by awareness-raising among future chefs through the cookery schools. Regional marketing is also being given a boost through the promotion of local products. We encourage the local authorities to get the message across.

### **Action 1.1. 'Tasteful East Flanders' ambassadors**

For the period 2020-2021, the Economic Council of East Flanders will recognise at least 10 'Tasteful East Flanders' ambassadors, namely hotels and catering establishments; B&Bs and caterers using local products in their businesses. They may offer a menu that includes only East Flemish local products. An accompanying regulation defines the conditions to be recognised as an ambassador. Two events will be organised to introduce these ambassadors to the press and the general public.

Players involved:	Horeca Oost-Vlaanderen (Catering East Flanders): announcement of the regulations and call, awareness-raising Local restaurant owners and caterers: participation in the call Producers of East Flemish local products: product supply Local tourist services: announcement of the ambassadors
Timeframe:	First recognition and event in November 2020; second event in November 2021
Costs:	Promotional material, communication and organisation: 1,500 euro/year

Monitoring: 10 newly appointed ambassadors 'Tasteful East-Flanders'  
2 events on the topic 'gastronomy and tourism'  
120 SMEs involved

Policy instrument impact:

The conceptual idea of creating 'Tasteful East-Flanders' ambassadors was described in the policy instrument 2014-2019. This action implements the idea to concrete activities and events. In the 2020 version of the policy instrument (which was approved on 28<sup>th</sup> of November 2019), we added the action described above, under objective S2.5 D3.1 'Stimulating the distribution of regional products'.

### **Action 1.2. Storytelling East Flemish chefs**

Joining forces with famous East Flemish chefs and highlighting their love of local products (storytelling). Each chef talks about their passion for local products and comes up with a recipe. These recipes and stories are widely disseminated via social media and public events (by given the website, a little video or small cards). This action is also linked with the Flanders Kitchen Rebels campaign, in which young talented chefs open their doors to the general public.

We are setting up one event with institutional chefs to raise awareness on working with regional products.

Players involved: Horeca Oost-Vlaanderen (Catering East Flanders): issuing of the call, awareness-raising  
Famous chefs: tell their story and share their recipes  
Association of institutional chefs  
Producers of East Flemish local products: product supply  
Local tourist services: announcement of the initiative

Timeframe: Involve four chefs a year

Costs: Promotional material, communication and organisation: 3,000 euro/year

Monitoring: 8 chefs involved, telling their story on social media  
Reach of 16.000 people on social media

Policy instrument impact:

This is a new action, generated through the inspiration from the Brandtour project. We have learnt from other regions that story telling by chefs can be very successful. So this is a new strategic focus in our policy instrument. We added this action in the 2020 version of the policy instrument under objective S2.5 D2.3 'Regional products as asset in regional marketing'

### **Action 1.3. Awareness-raising at cookery schools**

Encourage the cookery schools in East Flanders to use local products in their courses, thus making future chefs more likely to incorporate these products into their dishes.

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Players involved:	Horeca Oost-Vlaanderen (Catering East Flanders): awareness-raising Cookery schools: awareness-raising among students on the use of local products (at a national/international exchange experience, they can bring these products with them) Producers of East Flemish local products: product supply
Timeframe:	A collaboration agreement with the four hotel schools in the province by late 2021
Costs:	Promotional material, communication and organisation: 3,000 euro
Monitoring:	4 collaboration agreements signed

Policy instrument impact:

This also is a new strategic focus in the policy instrument. We used to work only with existing restaurants. We learnt it is necessary to work with young chefs in schools too. So they learn – by implementing this action - how to use local gastronomy as a tourist asset.

We also added the action described above, under objective S2.5 D3.1 ‘Stimulating the distribution of regional products’.

**Action 1.4. Professionalisation of hotels and catering establishments**

Take the initiative to support the flourishing hotels and catering sector in East Flanders. Promotion of East Flemish hotels and catering establishments as a complement to local shopping and visits. Strengthen the future-proof skills (e.g. online presence) of entrepreneurs in the hotels and catering sector. Detect and disseminate good practices on boosting one’s online presence and on sustainability in hotels and catering establishments.

Players involved:	Horeca Oost-Vlaanderen (Catering East Flanders): help raise awareness, announcements, support
Timeframe:	One session per year on future-proof skills
Costs:	Promotional material, communication and organisation: 1,500 euro
Monitoring:	2 seminars on future-proof skills in hotel and catering sector 150 hotel and catering entrepreneurs attending

Policy instrument impact:

This action supports the implementation of the policy instrument which has a focus on future-proof skills for entrepreneurs. The strategic focus on the hotel and catering sector is new and was added in the 2020 version of the policy instrument as a new objective: S2.2 D2.2 ‘Flourishing catering sector in East-Flanders’.

**Players involved**

As mentioned above.

**Timeframe**

As mentioned above.

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### **Costs**

Total operating costs: 16,400 euro

Estimated staff costs: 32,000 euro (16,000 euro per year)

### **Funding sources**

Regular allowance for the Economic Council of East Flanders, paid by the Province of East Flanders.

### **Monitoring phase**

During the next two years (2020-2021) we will measure the following output:

- 10 newly appointed ambassadors 'Tasteful East-Flanders'
- 2 events on the topic 'gastronomy and tourism' with 120 SMEs involved
- 8 chefs involved in storytelling to tourists, telling their story on social media, which reaches 16.000 people on social media
- 4 collaboration agreements signed with cookery schools
- 2 seminars on future-proof skills in hotel and catering sector with 150 hotel and catering entrepreneurs attending

*During this two years, we will also monitor regular indicators such as number of tourist arrivals, length of stay, number of tourist beds, and communication reach.*

## ACTION 2 – SHOWCASE CRAFTSMANSHIP

### The background

*Policy instrument 2014-2019, influenced actions:*

*Action S2 D3.2 Working on initiatives that promote a positive image on SMEs and craftsmanship.*

The East Flemish manufacturing sector is considered a growth driver for prosperity and economic development in other sectors. Traditionally, construction companies and the textile and wood sector are solid economic players in our province. A lot of **craftspeople** work on a smaller scale. They are active in the production, transformation, repair, restoration of objects or provision of services. These artisanal activities essentially relate to manual work and an authentic character. In other words, the keywords are 'quality', 'tradition', 'creation' and 'innovation'. Crafts evolve with the times, without detracting from their essence. The current social climate offers craftspeople opportunities. Support for unbridled economic growth to the detriment of people, the environment and society is crumbling. Crafts offer an answer to this, with tailor-made and unique products; crafts sharpen the creative spirit, the product is sustainable, of high quality and locally anchored, and there is a direct link between producers and consumers. However, crafts also need to evolve. New products can be created by using digital technology (e.g. 3D printers) and by joining forces with customers, companies and designers. It therefore comes as no surprise that both citizens and tourists show great interest in the story behind these crafts. We focus on marketing this tourist potential among craftspeople.

The Brandtour project gave us many interesting and inspiring insights to further shape this idea.

- Balearic Islands: good practices 'Pesca-turismo' and 'Better in Winter'

Visit to the 'Pesca-turismo' good practice during the ILE in the Balearic Islands. There, a traditional sector (fishery) has become a tourist asset. It appeals to tourists because it is a unique experience and it offers a new business model for fishermen.

As mentioned in the good practice: *"The European institutions, the Spanish Government and the Balearic Islands regional Government are strongly committed to supporting this new activity because of its great attractiveness, its boost to quality tourism, and the social and economic welfare it provides to the local fishing communities."*

A similar exercise is possible in East Flanders with crafts. A traditional sector such as crafts can create a tourism offer that appeals to tourists and generates new income flows.

The 'Better in Winter' initiatives in the Balearic Islands were also an eye-opener. The Balearic Islands are committed to diversifying their tourism offer in time (Better in Winter) and space (also in rural areas). Craftspeople in the province of East Flanders are also spread across the province and can be visited throughout the year. This offers opportunities for similar diversification.

*"The promotional campaign "BETTER IN WINTER" was launched in March 2016 with the aim of developing a set of actions to give a boost to the medium and low tourist season. This new promotional strategy wants to make our visitors discover the Balearic Islands away from the summer bustle, looking for the most authentic and unknown aspects: gastronomy, heritage, culture, nature, sports, health, **arts**, popular festivals, **traditions**, shopping, etc. Winter is a time where the Balearic Islands are even more attractive."*

- Latvia: visit to craftsman 'The Balts' in Sigulda, including workshop (Enter Gauja)

The ILE in Latvia included a visit to a craftsman who works near the Castle of Sigulda. He sells jewellery and offers workshops, which have become a unique tourist attraction.

- Tuscany: 'Etruscans' digital platform good practice

The 'Etruscans' good practice in Tuscany shows how important it is to embrace modern technology to develop a specific tourism offer and make it more accessible.

*"A new iconography and innovative communication tools: videogames that can be potential platforms of information and promotion, as well as an example of success for educational and gamification projects; for younger people an audiobook with short stories to be used also as a merchandising gadget."*

## **Action**

### **Action 2.1. Promotion of crafts among the general public**

Development of a crafts route as a tourist concept (in collaboration with Unizo and Tourism East Flanders). Concretely, this crafts route will consist of a walk through the city with several stops at crafts workshops. The route connect different craftsmen (in different sectors) in the surroundings and will be made available to tourists both in digital and paper format. A digital game format is considered. The story behind the crafts will be illustrated through photos/videos. We encourage craftspeople to welcome tourists with open arms and offer workshops, if possible.

Players involved:	Crafts sector: supply content, join the communication efforts, welcome tourists, create products for tourists. Entrepreneurs' organisation Unizo: awareness-raising among craftspeople Local tourist services: announcements
Timeframe:	Creation of two crafts routes for tourists in the province by late 2021
Costs:	Promotional material, communication and organisation: 3,500 euro/year
Monitoring:	2 crafts routes for tourist 16 SMEs involved

Policy instrument impact:

The conceptual idea of working on crafts was mentioned in the policy instrument only in one sentence. Through the Brandtour project we have discovered the true tourist potential of crafts. This action elaborates this idea to a new tourism product. In the 2020 version of the policy instrument we created a new strategic focus on craftsmanship. The strategic focus consists of two objectives:

S2.3 D1.1 Promotion for crafts to consumers and tourists

S2.3 D1.2 Learning network and co-creation for crafts

The action mentioned above, elaborates the first objective.

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### **Action 2.2. Learning network and co-creation for crafts**

Development of a 'hand-made in Belgium' learning network (in collaboration with Unizo) for the further professionalisation of the crafts sector:

- Thematic content: shift from 'métier' to 'business model'  
Sharpen the entrepreneurship skills of these craftspeople
- Focus on co-creation between craftspeople  
Encourage craftspeople to join forces and co-create (including their own tourism experience)
- Issuing of labels (consumer-focused recognition)  
Issuing of labels to help tourists/consumers recognise the initiatives

Players involved:	Crafts sector: supply content, join the communication efforts, welcome tourists, create products for tourists Entrepreneurs' organisation Unizo: awareness-raising among craftspeople Local tourist services: announcements
Timeframe:	Two events a year, involve over 150 craftspeople by late 2021
Costs:	Promotional material, communication and organisation: 2,800 euro/year
Monitoring:	4 events on professionalisation of craftsmen 150 craftsmen attending an event

Policy instrument impact:

This action defines craftsmen as a new target group for the Economic Council. The action defines a new focus and objective in the policy instrument. As craftsmen was only minorly mentioned in the policy instrument 2014-2019, this action gives more attention to craftsmanship and creates more impact on using crafts as a real tourist asset.

This action is part of the S2.3 D1.2 objective in the 2020 version of the policy instrument.

#### **Players involved**

As mentioned above.

#### **Timeframe**

As mentioned above.

#### **Costs**

Total operating costs: 6,700 euro

Estimated staff costs: 20,000 euro (10,000 euro per year)

#### **Funding sources**

Regular allowance for the Economic Council of East Flanders, paid by the Province of East Flanders.

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### **Monitoring phase**

- 2 crafts routes for tourist, with 16 SMEs involved
- 4 events on professionalisation of craftsmen, with 150 craftsmen

*During this two years, we will also monitor regular indicators such as number of tourist arrivals, length of stay, number of tourist beds, and communication reach.*

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## **ACTION 3 – Open days at local producers' sites**

### **The background**

*Policy instrument 2014-2019, influenced actions:*

*Action S4 D2.2 Using regional products as a tourist asset*

As mentioned above, tourists are showing increasing interest in local food products. After all, that is the best way to get in touch with local traditions. Authenticity and strong stories lie at the basis of all of this. Tourists not only want to taste the products, they want to experience them too. Simply put, there is a need for visits and workshops.

The Brandtour project gave us many interesting and inspiring insights to further shape this idea.

- Tuscany: good practice 'Valdichiana Living' and 'wine architecture'

The 'Valdichiana Living' good practice shows how mutual collaboration between entrepreneurs allows for the development of a complementary tourism offer. Local food producers opening their doors is a key part of this.

'Valdichiana Eating' also gives us tips, information and the necessary insights.

*"That started the process to assert a territorial brand and enhance what is on offer in the area: environment, food and wine, life quality, local arts and crafts, spa, water, wellbeing, historical and architectural resources."*

In the good practice focusing on 'architecture in wine estates', the importance of tourists having access to local products is highlighted as a driver for the development of the tourism offer in the region.

*"It is a market that beyond wine production contributes to develop hosting activities. Today, the most important wine companies are those that are developing better reception and hosting facilities."*

- Latvia: Krimulda Vinery (Enter Gauja): visit during the meeting in Latvia

The ILE in Latvia included a visit to a small local distillery that offers an extensive programme for tourists (explanation on the products, smelling and tasting of the products and discovery of the production process).

- Balearic Islands: visit to the San Moragues olive grove in Mallorca

The ILE in the Balearic Islands included a visit to an olive grove in Mallorca. This visit was combined with a presentation on olive oil and its cultural importance for the island, followed by a tasting of local products. The products form a high-end offer aimed at a specific category of wealthy tourists seeking added value.

This initiative too is in line with the diversification of the tourism offer in time (Better in Winter) and space (also in the countryside).

### **Action**

#### ***Action 3.1. Local food in the spotlight: tourist events***

Organisation of an annual 'Tasteful East Flanders' tour, where regional producers open their doors to tourists. The idea is that on one given Sunday, 20 local producers will jointly open their doors. We will create cycling loops between the producers, allowing visitors to discover the region and its tourist attractions. In collaboration with Tourism East Flanders.

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Players involved:	Local producers: open their doors to tourists, join the communication efforts, welcome tourists, create products for tourists. Tourism East Flanders: communication and creation of cycling loops Local tourist services: announcements
Timeframe:	Tour once per year in August
Costs:	Promotional material, communication and organisation: 7,500 euro/year
Monitoring:	Two tourist tours at local producers 10.000 visiting tourists 40 SMEs involved

**Policy instrument impact:**

This is an action implementing a major objective in the policy instrument 2014-2019 described as 'positioning East-Flemish regional products as a tourist asset'. It is a newly developed action based on learnings from other Brandtour regions where visiting local food producers is really important. In the 2020 version of the policy instrument this action is part of S2.5 D4.1 Touristic valorisation of regional products.

***Action 3.2. Local food in the spotlight: enable permanent access to local foods***

Enable permanent access to local food businesses (i.e. the local producers open their doors on a regular basis e.g. every Friday or every first weekend within the summer) for tourists/citizens (e.g. visits and workshops) in collaboration with Tourism East Flanders.

Players involved:	Local producers: open their doors to tourists, join the communication efforts, welcome tourists, create products for tourists. Tourism East Flanders: communication Local tourist services: announcements
Timeframe:	Convince 20 producers to open their doors to tourists on a regular basis, by late 2021
Costs:	Promotional material, communication and organisation: 2,000 euro/year
Monitoring:	20 new local producers opening their doors to tourists

**Policy instrument impact:**

The impact is the same as described for action 3.1.

***Action 3.3. Stimulate the local economy via markets in the heart of the village***

Communication campaign on the weekly markets in the East Flemish municipalities focusing on consumers/tourists as well as any new and young market stall holders who are interested in joining the initiative. Strengthen the link between markets and:

- local hotels and catering establishments
- local small traders
- local food networks/local products

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- tourism

Players involved:	Market vendors: attend markets, join the communication efforts Tourism East Flanders: communication Local tourist services: announcements Local councils: approve and announce the organisation of markets Local food producers, hotels and catering establishments and small traders: take the initiative to support the markets
Timeframe:	Awareness-raising campaign by 2021
Costs	Promotional material, communication and organisation: 1,000 euro/year
Monitoring:	One awareness-raising campaign Reaching 10.000 people 30 SMEs involved

Policy instrument impact:

This is a new strategic focus added to the policy instrument. It is part of the main objective S2.2 D2.3 'Markets with local products are of great tourist value'. As for today, there is no action in East-Flanders to work with this target group. The 2020 version of the policy instrument foresees a new communication strategy to be launched, to support the realisation of the main objective of the policy instrument, which is more prosperity in East Flanders for inhabitants and businesses alike, by stimulating and offering innovative, creative, sustainable and qualitative forms of recreation and tourism in the province.

**Players involved**

As mentioned above.

**Timeframe**

As mentioned above.

**Costs**

Total operating costs: 21,000 euro

Estimated staff costs: 20,000 euro (10,000 euro per year)

**Funding sources**

Regular allowance for the Economic Council of East Flanders, paid by the Province of East Flanders.

**Monitoring phase**

- Two tourist tours at local producers with 10.000 visiting tourists and 40 SMEs involved
- 20 new local producers permanently opening their doors to tourists
- One awareness-raising campaign on local markets, reaching 10.000 people, with 30 SMEs involved

*During this two years, we will also monitor regular indicators such as number of tourist arrivals, length of stay, number of tourist beds, and communication reach.*

**Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Stamp of the organisation (if available):** \_\_\_\_\_