



BRANDTOUR INTERREG EUROPE

ACTION PLAN

SOUTH LIMBURG WINE REGION

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1. Introduction

Research shows that in order to enhance high-end tourism and thus achieve economic benefits in South Limburg, diversification of the tourist offer is necessary.

This document initiates the action plan for South Limburg in the framework of the Interreg Europe's BRANDTour project and aims to further develop South Limburg into a top innovative economic region through the exploitation of one of its top sectors: Agriculture & Food. As viticulture is a unique and versatile element in South Limburg its DNA (compared to other regions in The Netherlands), this has been chosen as the focus of this report. Within this plan several actions to leverage this unique DNA-theme will be discussed, as well as their impact on the addressed policy instruments (chapter 3).

The execution of this plan could not have been possible without the valuable cooperation with the regional stakeholder group composed by the Province of Limburg, the Municipality of Gulpen-Wittem and all (non) tourist-oriented small and medium sized enterprises (SMEs) related to viticulture and wine in general.

The precise actions of this plan will be set up before the end of 2019 and will be implemented and monitored throughout 2020. This action plan is part of the provincial policy: *Visie Vrijtijdseconomie Bestemming Zuid-Limburg 2030* and serves as a basis for the development of the other themes and action plans in this vision. It is also part of a breakthrough project from the 2016-2020 Tourist Vision of the municipality of Gulpen-Wittem. The objective is to realize this plan to promote wine tourism to the region and use marketing and branding to stimulate wine as a regional product in cooperation with a cluster, generate attention and inspiration, and implement a wine route. Finally, the plan will form part of Visit Zuid-Limburg (Tourist Board South Limburg) its marketing and content strategy for 2020, which outlines all activities executed by the marketing department.

1.1 National context

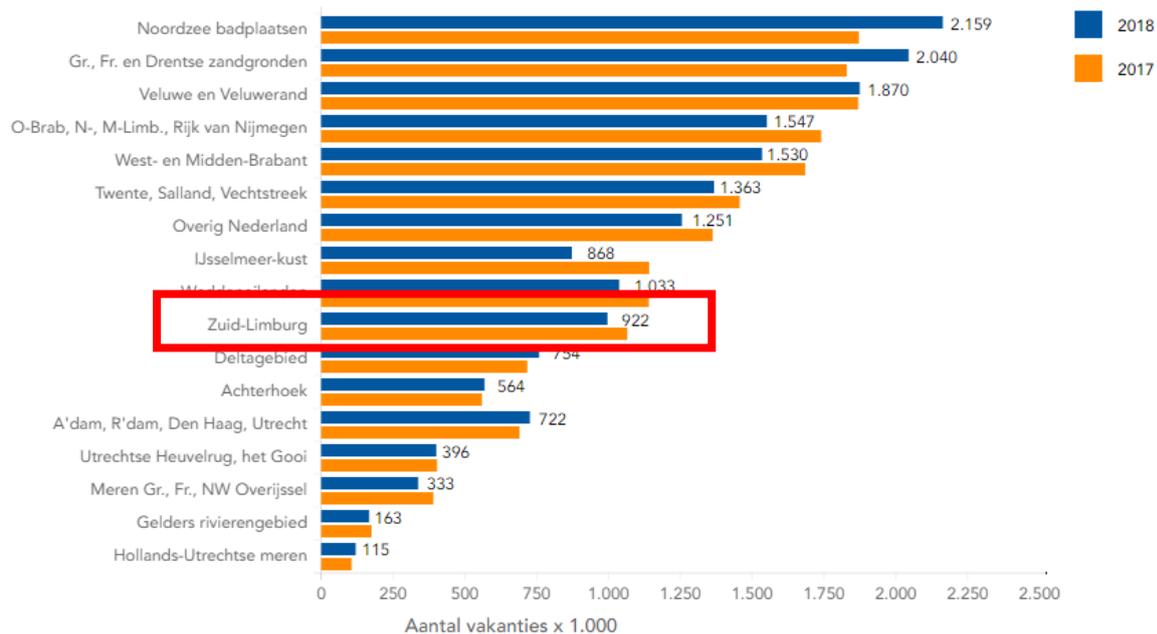
According to recent figures of the World Tourism Organization (UNWTO) The Netherlands welcomed about 19,014,000 international tourists in 2018 (UNWTO, 2019). This was an increase of 6.1% in comparison with 2017 and 2.7% of the total of international tourists in Europe in 2018. Germany, Belgium and Great Britain are the most important countries of origin (NBTC Holland Marketing, 2019). This number of welcomed international tourists places The Netherlands, although the small size of the country in comparison with others in the list, at a 12th place. The monetary value of the international tourist arrivals in The Netherlands was 18,641,000,000 USD; 3.3% of the total monetary value of international tourist arrivals in Europe (UNWTO, 2019).

The contribution of the tourism and recreation industry to the Dutch society is large. The expenditure of both day – as overnight guests accounts yearly for billions of euros. In addition to this, the sector also plays a substantial role in job creation (NBTC Holland Marketing, 2019).

Tourism expenditure (x mld. €)	
Incoming tourism	32.5
Domestic tourism	45.3
Total economic impact tourism & recreation	87.5
Contribution to Gross Domestic Product	4.4%
Jobs in tourism	791,000
Contribution to total amount of jobs in The Netherlands	7.5%
Tourism volume of work (fte)	474,000

The top 5 most visited cities in The Netherlands based on hotel guests are: 1. Amsterdam, 2. Rotterdam, 3. Den Haag, 4. Utrecht, 5. Maastricht (South Limburg) (NBTC Holland Marketing, 2019).

The Dutch like to travel a lot, both in- and outside The Netherlands. In 2018, 22.2 million (55.6%) holidays undertaken by Dutch people were to a foreign country and 17.7 million (44.4%) undertaken holidays by Dutch people took place inside their own country. These domestic holidays are often short stays (2-4 days). (NBTC Holland Marketing, 2019). By classifying these domestic holidays on tourist area, the following graph becomes visible:



(NBTC-NIPO Research, CVO, 2019)

1.2. The tourism model of South Limburg

Tourism in South Limburg is expanding. This is endorsed by several key figures related to tourism here below (Visit Zuid-Limburg, 2019).

	2015-2016	2016-2017	Difference
Overnight stays Dutch guests	4.7 million	4.8 million	+ 3%
Overnight stays foreign guests	1.5 million	1.5 million	+ 6%
Total overnight stays	6.2 million	6.3 million	+ 3%
Amount of foreign guests	405,000	537,000	+ 25%
Jobs in tourism	20,253	21,063	+ 4%
% of total employment	7.5%	7.8%	+ 4%
Expenditure	€2.1 billion	€2.2 billion	+ 5%
Average Dutch holiday expenditure	€229 per holiday	€241 per holiday	+ 5%
Daily Dutch holiday expenditure	€42 per day	€50 per day	+ 5%

Tourism is an old top-sector in Limburg and one that is in need of constant innovation. The Province of Limburg and all 16 municipalities in South Limburg are working together to promote tourism under our flag: Visit Zuid-Limburg.

To let tourism in South Limburg flourish, the tourism model of Visit Zuid-Limburg is focused on 'valuable' tourism, implying the act of securing a healthy touristic future for South Limburg. This implies the collaboration on all policy areas and between all sectors and taking into account the capacity and acceptance of the destination. To speak in the words of Visit Zuid-Limburg's General Director Anya Niewierra: *135 years of tourism has brought us prosperity but should on the long term particularly add worth and happiness to the area and its inhabitants.*

Making tourism future-proof for South Limburg will be done by focusing on multiple main points:

- The protection and enhancement of our landscape, in which there is chosen for an innovative climate transition which doesn't affect the landscape
- Storytelling surrounding our unique geological treasures
- Making our rich history and heritage easily accessible and show it to the public
- Cherishing our culture & traditions and developing new events that fit within our DNA
- Internationally and strategically disclosing our hike – and bike routes
- Stimulating sustainable and innovative entrepreneurship with local products in restaurants
- Including our inhabitants in our strategy and view them as inspiratory and ambassador, along with solving their difficulties as a result of growing tourism such as the nuisance of scooter groups, motors and car rallies.
- Counteracting seasonality of demand by persuading new qualitative visitors from The Netherlands, Nordrhein-Westfalen (Germany) and Belgium all year round
- Cooperating on all policy areas and with other sectors

The main market segment of tourism in South Limburg is nature and landscape (50%), hiking (32%), serenity and space (31.3%) and 'love of the good life' character (29.7%) (ZKA Leisure Consultants, 2018).

2. General information

Project: South Limburg Wine Region

Partner organisation: Visit Zuid-Limburg (Tourist Board South Limburg)

Other partner organisations involved: Province of Limburg & Municipality of Gulpen-Wittem

Country: The Netherlands

NUTS2 region: Limburg

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3. Policy context

The Action Plan aims to impact:	<input type="checkbox"/>	Investment for Growth and Jobs programme
	<input type="checkbox"/>	European Territorial Cooperation programme
	<input checked="" type="checkbox"/>	Other regional development policy instrument
Name of the policy instrument addressed:		
	<ul style="list-style-type: none">• Smart Specialisation Strategy RIS3 South	

The application form addresses the policy instrument: *Smart Specialisation Strategy RIS3 South*. However, during phase 1 of the project it was decided, in consultation with our Manager Authority (Province Limburg) and the stakeholders during the stakeholder meetings, that we should focus on another policy instrument: *Visie Vrijetijdseconomie Bestemming Zuid-Limburg 2030 (Vision Free Time Economy Destination South Limburg 2030)*. The role and influence of Visit Zuid-Limburg in this current policy instrument is much larger. Over the *Smart Specialization Strategy RIS3 South*, specified in the application form, we as organization have no influence. The joint policy instrument explains how Visit Zuid-Limburg, the 16 municipalities of Zuid-Limburg and the province of Limburg are jointly working on a future-proof tourist-recreational destination: South Limburg.

All municipalities in South Limburg are working together on the touristic promotion and marketing under the umbrella of Visit Zuid-Limburg and with success. The municipalities and province now also want to take up their (own) policy for the leisure economy together and work together on the development and management of the South Limburg destination until 2030.

This policy instrument is realized in the period from June 2018 to May 2019. The content of the vision was supervised by the theme group on leisure economics (the director of Visit Zuid-Limburg is part of) and the process was supervised by the supervisory committee. So Visit Zuid-Limburg was involved throughout this process. Also other interested parties (stakeholders) are involved through a number of meetings.

Our role is therefore that we are a great knowledge partner. Thanks to BRANDTour's ILEs, we have been able to share a lot of knowledge about the other regions in the project with the theme group on leisure economics. The good practices regarding “wine, regional products and clustering” were received as the best (more details explained in the action plan). It has been decided that these topics fit in well with the strategy and we have been commissioned to elaborate and implement this, in collaboration with several municipalities. In this action plan the steps and actions are elaborated.

Introduction

According multiple policy instruments, *Agriculture & Food* is extremely important to the South-Netherlands, and thus to the province of Limburg. By strengthening the cluster and by seeking synergy in what we call ‘cross-overs’, we will enhance our future competitiveness on the international market. In addition to the efforts to be made on existing clusters, the provincial strategy is to further develop a number of new or emerging clusters and promote cross-overs between clusters. It is believed that there is a great deal of growth potential in cross-over between the two clusters *Agriculture & Food* and *Tourism*. Viticulture is a unique and versatile element in South Limburg its DNA. However, it is still

developing and yet not as far as other branches within the agriculture cluster, where in general the region is very good at according to various (recent) regional policy plans. Pillar three in the policy instrument describes “The experience of Zuid-Limburg's unique themes”. It is our core task to make them more experienceable. The wine theme is part of this and can serve as an example/basis for other narratives/storylines. Also several municipalities have included promoting wine tourism in their tourism vision and ask for our knowledge and advice.

Moreover, there are yet little crossovers between the *Agriculture* cluster (viticulture) and *Tourism*. Although viticulture still has little identity and there is little demand from SMEs and the hospitality industry, the demand from the consumers (tourists and inhabitants) to explore this theme is increasing. The goal of this action plan is thus to enhance the crossover between the two cluster in order to stimulate the demand from SMEs and the hospitality industry. To satisfy the demand of the consumer, innovative products and marketing actions have been developed. Being innovative in the way that it is the first (educational) learning project about viticulture/wine (wine route e.g.) in the Netherlands.

This action plan serves as a basis for the development of the other themes and action plans in the Visie Vrijtijdseconomie Bestemming Zuid-Limburg 2030 (policy instrument).

4. Details of the actions envisaged

Action 1. Create a wine cluster

Background

It is important to create a cluster between tourist-oriented and non-tourist-oriented SMEs that relate to the theme of wine, as this format allows all stakeholders to express their wishes and needs and to identify opportunities together. Moreover, it promotes synergy between public and private stakeholders and creates a focus on thematic and experience-oriented tourism in the future.

The government of Latvia has set a great example of creating a cluster around a specific theme. Their health cluster brings together many different businesses and institutions in the private sector and municipalities and ministries operating in the public sector.

The province of East Flanders in Belgium created a gastronomic cluster with its ‘Tasteful East-Flanders’ campaign and ‘The Butcher’s Hall’ project. The province brought together businesses in the food sector and included them in government projects and campaigns.

Tuscany did the same with their ‘Valdichiana Living’ project.

These examples can teach us how to effectively coordinate networks. A common territorial instrument might be one step ahead of where we are now but is a good consideration to keep in mind for the future. The message we want to convey is that these businesses are not alone and that more can be achieved by working together. Visit Zuid-Limburg act as the umbrella organization for the promotion of the wine region. We give all stakeholders (the cluster) the opportunity to benefit from our knowledge, reach and findability.

Action

Firstly, a focus group/stakeholder meeting is organized around the wine time to speak with important, regional ‘culinary’ entrepreneurs that are affiliated with Visit Zuid-Limburg and that are working with

regional products and have regional wine (from Limburg) on their menus. Furthermore, input will be collected at different, already existing groups, like industry – and knowledge organizations.

Subsequently, an intern who is writing her final graduation thesis for Visit Zuid-Limburg on this theme will conduct a study to identify the wishes and needs of above mentioned partners and the opportunities which they present. Moreover, the intern will research the success factors of other, comparable wine regions in Germany, France (Moselle and Alsace), Belgium and England by means of a benchmark study. The support for such initiative will be determined through in-depth interviews, with different questionnaires for the different target groups: municipal officials, winemakers/vineyards and other wine-related stakeholders and partners. Thereafter, the answers from the in-depth interviews will be processed by means of an encoded transcript. The choice is made to conduct qualitative research as well described as exploratory but without seeking to develop a theory or formulate a hypothesis.

Company visits to the partners (as described here above) are also another important element, as it is necessary to experience the tourist-related activities of these businesses in order to promote them. The company visits are based on geographic position (because of the different municipalities Visit Zuid-Limburg works for), type of business (traditional or innovative) and activities at the winery (guided tours, tastings, sleeping possibilities etc.). Our region has 32 vineyards of which half are hobby vineyards where no activities are possible. The main focus is on the other half.

Several stakeholders meetings will be scheduled to keep all parties involved informed of the developments. Moreover, the results of above mentioned research and the action points established by this research will be evaluated and provided with feedback.

Players involved

This cluster will include:

- Municipalities: municipality of Gulpen-Wittem because they have included the promotion of wine tourism in their vision for tourism as a breakthrough project. Other municipalities and civil servants in the tourism sector will join at a later stage.
- Winemakers and vineyards: larger and more active winemakers for whom this is their livelihood and who understand marketing, but also smaller winemakers where the production of wine is simply a hobby.
- Restaurants and cafés that serve regionally produced wines.
- Exporting (food)traders such as wholesalers (HANOS, Sligro, Daily Fresh etc.)
- SMEs that exploit wine-related tourist activities, such as wine tours, wine festivals, etc.
- Initiatives and foundations already exist, as for example ‘*Stichting Promotie Limburgse Wijnen*’ (Foundation for the promotion of Limburg wines).

Timeframe

The set-up of this action will take place at the beginning of 2019. An estimation of 1 year (12 months) will be needed for the successful implementation of this action. The distribution of activities over this timeframe will be as following:

2019

- Set out a concrete partnership with the municipality of Gulpen-Wittem.
- Stakeholder meetings and first inventory of support for this project

January – March 2019

- Development of the cluster

February – June 2019

- Graduation research
- April – May: in-depth interviews

Mid 2019 – 2020

- Company visits
- Feedback and evaluation of meetings

2020

- Product development and promotional communication
- Expanding the partnership with other municipalities (deployment clusters)

Here below you see a visualization of above outlined expected timeline in which the focal point becomes visible.

2019	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Establishing partnership												
Stakeholder meetings												
Development cluster												
Graduation research												
In-depth interviews												
Company visits												
Feedback & evaluation												
2020	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Company visits												
Feedback & evaluation												
Product development & promotion												
Expanding partnership/clusters												

Costs

The costs of creating a cluster are not exceptionally high. Direct costs linked to the implementation of this action will be mainly the costs of the meetings (small cost item), the salary of the intern (approx. €500) and the travel expenses for the company visits (the guided tours and tastings will be offered by the entrepreneurs).

The total estimated costs for this action are no more than €2,000.

Funding sources

Funding sources for the development of action 1 will be provided by the subsidy Visit Zuid-Limburg receives from the municipality of Gulpen-Witterm each year. This subsidy is received in exchange for Visit Zuid-Limburg its role as knowledge- and implementation partner for projects and campaigns. The partnership with Gulpen-Witterm does not carry any costs. Normally, our hourly rate for municipalities is between 25 and 35 euros per hour (depending on the function of the employee carrying out the requested task) but this is covered by the covenant (the subsidy regulations, which is reviewed every 4 years).

Action 2. Developing and implementing wine routes

Background

The intention is to develop and implement an “informative/fun facts” wine route. Based on the cluster and the research it is decided whether this will be a walking or cycling route. The first route will be launched in the municipality of Gulpen-Witterm due to their breakthrough project. This route will tie together several vineyards in the village of Wahlwiller which was designated as ‘wine village’ in 2006. Along the signposted route information signs will be placed which will allow visitors to explore the regional wines with additional information (storytelling) whenever they wish and without the need for a guide. We intend for this to show other municipalities the impact and benefits of the theme ‘wine’ (also through the cluster that is being created) and that they will, as a result, also join the municipality of Gulpen-Witterm to help us develop and implement the wine routes. In the future, these routes will be bundled to turn South Limburg into the ‘South Limburg wine region’.

Via Francigena, a themed, educational walking route that runs through several municipalities in Tuscany, Italy, was able to teach us a great deal. To implement this route, a cluster of small businesses who do not focus on marketing and promotions was brought together. In a similar way, we are going to offer smaller wine farms the knowledge and a platform that allows them to contribute to this project. The government also plays an important role in the construction and implementation of various facilities. We want to implement this plan of action together with our municipalities.

Another good practice of which we learned a lot is the Camí de Cavalls in Menorca, which demonstrates how a route can create diversification in tourist activities. The Balearic Islands developed a specific theme unique to their product, which in this case is the island of Menorca. Businesses along the route offer different types of facilities and activities such as guided tours, food & beverages and accommodation. Moreover, the route has become an interesting location for hosting sports events.

We strive to achieve above cross-over with our wine route and cluster as well. Wine is a theme that is unique to our region. With these wine routes, we want to diversify tourist-related activities and reach a specific target group to promote an outstanding offer for tourists in the future

Action

Topics to discuss with the cluster

- Is there support to develop such a wine route and in what way can they contribute?
- Will it become a walking route or cycling route?
- How will the route in Gulpen-Witterm be set out? Which vineyards will be linked to the route?

- Create an inventory of municipalities who are interested in the wine route.
- Who is the target group?

Designing signs

- Set guidelines to determine what is possible with regard to signs in the landscape (size, shape, materials).
- Find out where to place these signs (what is private property and what is municipal property?).
- Collect input and information from the wine farms to design the signs.
- In which way will the signs be linked to online information? (work with QR codes).
- Signposts.

Route

- Signposts: how many? Also via print products (map) or only along the route?
- Checking the route and entering it into the online route system.
- Organizing the maintenance of the route.
- Organizing the date of the launch.
- Promotional communication.

Players involved

This action includes the following players:

- Municipality of Gulpen-Wittem → legislation, regulations and placement.
- Wine farms along the route (five vineyards for this pilot)
- Cafés and restaurants along the route.
- Tourist-focused SMEs along the route (among 20 enterprises for this pilot)
- Designer to design the signs.
- Printing company to develop the signs.
- Other interested municipalities in the region.

Timeframe

The preliminary research in order for this action to launch will take place during 2019. The actual implementation of this action will be distributed over the year 2020 and be delivered around the end quarter 3.

2019

- Investigate whether there is support for developing an educational wine route

January – May 2020

- Determine the guidelines and the route

June – July 2020

- Collect information and input

August 2020

- Design and print signs

September 2020

- Placement of signs
- Launch of the route during the local wine festivals

2019	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Preliminary research												
2020	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Determination guidelines and route												
Collect info and input												
Design and print signs												
Placement signs												
Launch												
Roll out multiple routes across multiple municipalities												

Costs

For this action, the following costs are budgeted:

- Educational signs: €700 per sign (based on at least five vineyards)
- Smaller signposts: €10 per sign (based on at least 30 signs)
- Design by designer: €1,500
- Placement by field staff (materials): €100
- Maintenance of the route: €0 (this will be done by volunteers)
- Products (map/brochure): €2,000
- Launch event: €500

The total costs for this action are thus estimated around €8,000.

Funding sources

The costs of this action will be shared by the municipality of Gulpen-Wittem and Visit Zuid-Limburg. The municipality of Gulpen-Wittem will pay for the signs and Visit Zuid-Limburg will pay for the design, printed materials and all promotional communication. The costs of the launch event will be shared.

Other costs for future routes are worked out on the basis of interest and financed by that municipality.

Action 3. Promotional communication

Background

The cluster will determine whether there is sufficient support to promote and market the region as a wine region. This is where the opportunities and tasks lie for Visit Zuid-Limburg as well. The route is only one component of the marketing and many other types of communication will be issued through various online channels.

We learned the most from the good practices in the first and second semesters. Almost all good practices were marketing and branding-related and each region used these tools in its own way. Our marketing plan mostly reflects that of East Flanders and we have therefore taken a close look at their promotional communication.

We were especially impressed by the postcards of the individual businesses which had their stories printed on the back, as this gives a 'face' to the various SMEs. These postcards are free to take for visitors to the Butcher's Hall. We want to implement a similar concept to create attention and interest for the people 'behind' the wine region by creating postcards of the various winemakers and their stories. These must then be displayed in a prominent location where visitors with interest in this theme are likely to come.

Another example from East Flanders are the maps of the Beer Plan with the seven routes along the breweries and pubs, which are a great communication tool and supports the development of a themed route. In Tuscany, the Wine Architectures were presented in the same way with a route along several wineries. However, these are all examples of routes with no signposting. We want to create a route that is signposted. As South Limburg is a smaller region, signposting the route is possible, making maps supplementary instead of leading. In addition, East Flanders opted for routes along existing junctions. This is also an option for our route if we decide to create a cycling route. The cluster will indicate their preference for a cycling or walking route and whether the vineyards will be identified and marked clearly enough. With these carefully laid out routes and promotional communication, the region will be clearly earmarked by theme and products such as a beer region or wine region.

Extra touches include a Father's Day gift and a 'which type of beer are you?' quiz. This is fun content that is likely to go viral faster and stimulates engagement which means that it ceases to be top-down communication from the sender alone. These are examples of fun-based triggers that can reach other target groups. During our study visit to the town hall of Riga in April 2018 we saw an example of how Tourism Latvia used influencers in a playful way to put the city of Riga and the country of Latvia on the map. They organized an exclusive dinner to showcase and generate interest in their country and its regional products. This simple action was all about experience and storytelling and managed to attain extensive reach (earned media). We do not want to be the party to always send the message from the top-down. The purpose of these promotional communications is to generate earned media through gamification, user-generated content and influencers.

Action

Print media

- Development of print material for the wine route, always ensuring to create the link with our online presence through QR codes and hashtags. Coupons can also be included in this brochure.
- Advertising in (free) local and national papers and journals.
- Branded content: creating editorial content next to advertisement.
- Books: there are several published books about the wine routes in the Netherlands. We have to ensure that our wine route is included in these books.

Online media

- Developing a platform where people can find everything about wine in South Limburg.
- Developing a special landing page for the route.

- Including the route on the tourist websites of the municipalities the route goes through (we manage these pages).
- Film: produce a promotional film.
- Social media: use our social media channels to spread relevant content and ask our stakeholders also to share this.
- User-generated content: sharing relevant content created by consumers (e.g. via hashtags)
- Newsletters
- Social diary: enter relevant wine-related events into the social diaries of the region.
- Tickli: selling tickets for wine events or wine-related activities through our own ticket shop.
- Gamification: using game elements (quiz, interactive files, etc.).

Press and influencers

- Using influencers to promote a wine weekend or wine trip in South Limburg.
- Organize a press trip with European food journalists in collaboration with the Province of Limburg.
- Create a wine-related press file using tools such as Meltwater (monitoring/engagement tool) and by participating in trade fairs and workshops.

Players involved

The coordination of the promotional communications is organized by Visit Zuid-Limburg. Marketing actions can be launched in consultation with SMEs and influencer trips and press trips can be organized. We will also be entering into partnerships with several media partners.

Timeframe

Marketing actions and promotions will be prepared and carried out throughout 2020 with additional focus before and during the launch.

Costs

This action is the most expensive of the action plan. The following costs are budgeted:

- Online developments: €500 (provisional sum for the website, re-directs, Google Analytics dashboard, QR codes, etc.).
- Influencers: €500 (payment and travel expenses of the influencer, bartering the remainder of the programme with businesses).
- Press trip (ten European journalists): €7,500 (with subsidy from the provincial government of Limburg).
- Advertisements and publications: €2,500
- Film: €2,500
- Print products: €2,000

The total estimated costs for this action will be around €18,000.

Funding sources

The press trip through Europe can be coordinated in partnership with the Province of Limburg, hence we will receive a subsidy of €7,500 for the implementation. We are also expecting funding from businesses who are asked to provide overnight stays, dinners, activities, and guided tours in exchange for the resulting promotion for their business.

5. Follow up and monitoring of actions' progress

To ensure an effective and successful implementation of this action plan, it is necessary to design several follow up and monitoring activities, as well as the development of relevant key performance indicators (KPIs).

Firstly, stakeholder meetings are set up periodically to keep all parties involved informed about the developments and to ensure that everyone is on the same page as regards the implementation of (marketing) activities and communication to the consumer. Furthermore, a dashboard will be created through Google Data Studio which will monitor all data retrieved from sources as Google Analytics (the landing page of the wine theme on the Visit Zuid-Limburg website) and Facebook (messages posted about wine/viniculture in South Limburg that are linked with the UTM code of the wine theme). Lastly, through the monitoring/engagement tool Meltwater all press releases about 'South Limburg Wine Region' will be collected, which makes it possible to monitor the total media coverage and total monetary press value related to this theme.

Key performance indicators

In addition to the monitoring activities previously outlined, a set of relevant key performance indicators (KPIs) will be developed. These are defined in order to put a value on the results of the campaign and to control if the previous stated objectives are being met. Moreover, the monitoring of KPIs enables us to interactively anticipate on unforeseen changing circumstances or challenges that might appear in a way that corrections can be made almost immediately and effectively.

Here below KPIs are selected on repeatability and effortlessness, meaning that they can be easily retrieved from existing reports or in-house sources and thus don't require much effort, time and money. Moreover the general guidelines when developing monitoring indicators are being followed: specific, measurable, achievable, replicable and timely.

The selected KPIs for this action plan are:

Action 1. Create a wine cluster

- Number of municipalities indicating to be interested to be involved in the project
- Number of municipalities involved in the project
- Number of (non) tourist-oriented SMEs related to viniculture/wine (including wineries/vineyards) indicating to be interested to be involved in the project
- Number of (non) tourist-oriented SMEs related to viniculture/wine (including wineries/vineyards) involved in the project

Action 2. Developing and implementing wine routes

- The number of created wine routes
- The number of downloads of the routes on RouteYou (the route platform Visit Zuid-Limburg is making use of)

- The number of sold brochures of the wine route

Action 3. Promotional communication

Google Analytics

- The number of page views on the landing page created for the wine theme
- The number of sessions on the landing page created for the wine theme
- The average time visitors spend on the landing page created for the wine theme (session time and bounce rate)

Tool for webcare & monitoring (Meltwater)

- The number of press releases about 'South Limburg Wine Region'
- The monetary value of media coverage of 'South Limburg Wine Region'
- The number of people reached by diverse media writing about 'South Limburg Wine Region'

Facebook statistics

- The average number of people reached per post about the wine theme divided over all messages posted related to this theme (compared to the total average of messages on our Facebook page)
- The average number of engagement actions per post about the wine theme divided over all messages posted about this theme (compared to the total average)
- The average number of likes, comments and shares per post about the wine theme divided over all messages posted about the theme (compared to the total average)
- The average number of clicks on a link per post about the wine theme divided over all messages posted about the theme (compared to the total average)
- The average number of negative feedback (hiding the message, reporting as spam, hiding all messages, don't like the page anymore) per post about the wine theme divided over all messages posted about the theme (compared to the total average)

Date: _____

Signature: _____

Stamp of the organization (if available): _____