



TOURISMUSMARKETING FÜR DIE
GROSSREGION
 MARKETING TOURISTIQUE POUR LA
GRANDE RÉGION

AEHT-HEG Meeting
 in Saarbrücken, 20.04.2012

Kofinanzierer | Cofinanceurs



Touristische Projektpartner | Opérateurs du Tourisme



Interreg IV-A Projekt / Projet Interreg IV-A

„Aufbau eines transnationalen Marketingkonzepts für den Tourismus in der Großregion“

„Création d'un concept de marketing transnational commun pour le tourisme dans la Grande Région“

Gefördert durch den Europäischen Fonds für regionale Entwicklung im Rahmen des Programms INTERREG IV-A Großregion.

Projet cofinancé par le Fonds européen de développement régional dans le cadre du programme INTERREG IV-A Grande Région.

Die Europäische Union investiert in Ihre Zukunft.

L'Union européenne investit dans votre avenir.



TOURISMUSMARKETING FÜR DIE
GROSSREGION
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GRANDE RÉGION

Interreg IV-A Project:

"Creation of a trans-national marketing concept for tourism in the Greater Region"

Cofinanced by



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère des Classes moyennes
et du Tourisme



Rheinland-Pfalz



Wallonie



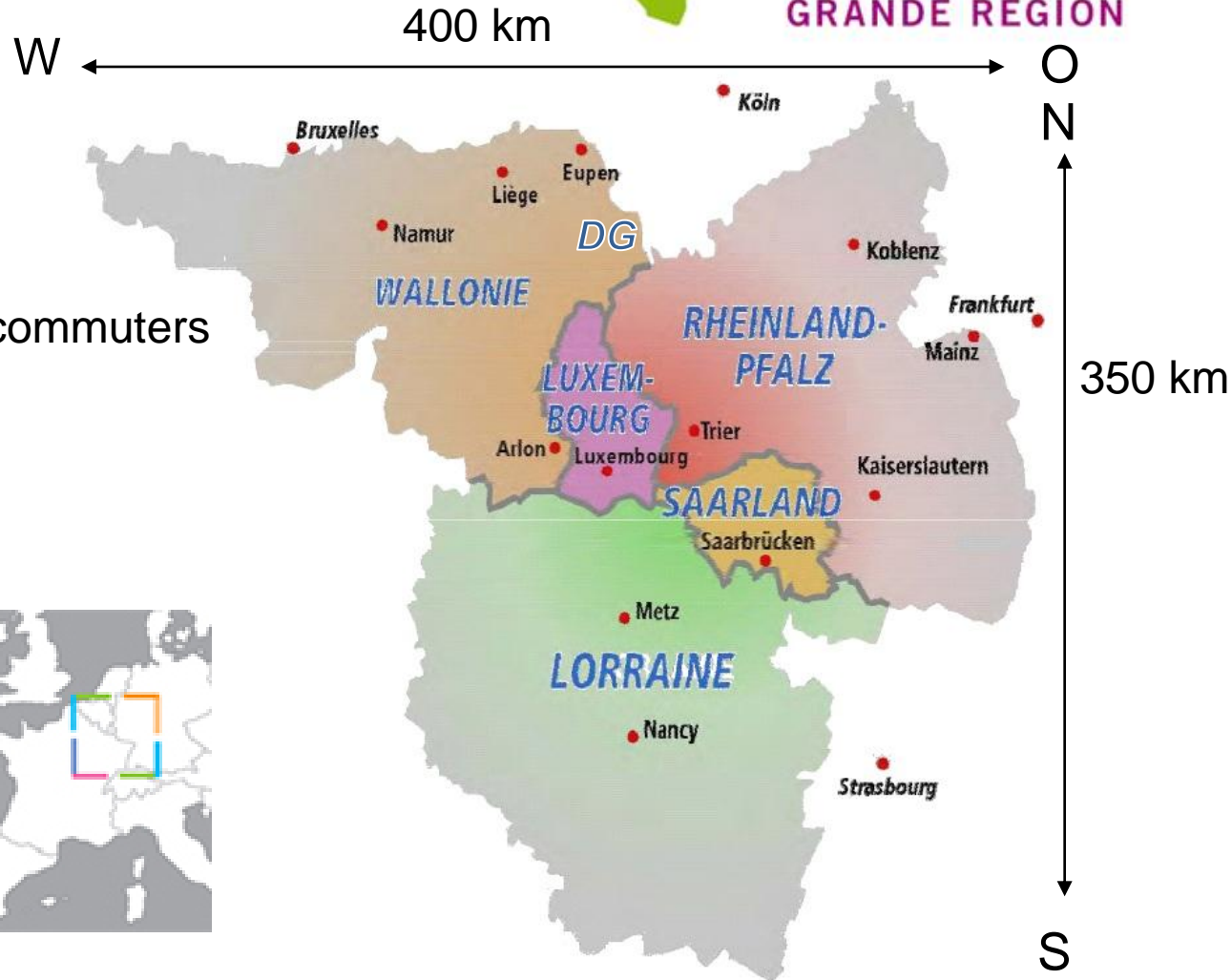
Project partners



Grand-Duché de
Luxembourg

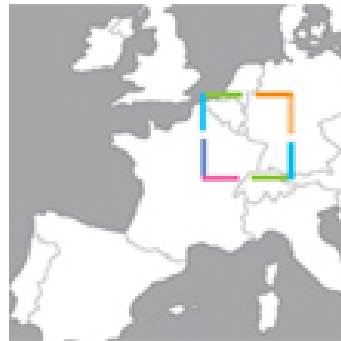


The Greater Region – political sub-spaces



The Greater Region

- 11,3 mn residents
- 200,000 cross-border commuters
- 65.400 km² land area
- (6) 5 regions
- 4 countries
- 3 languages

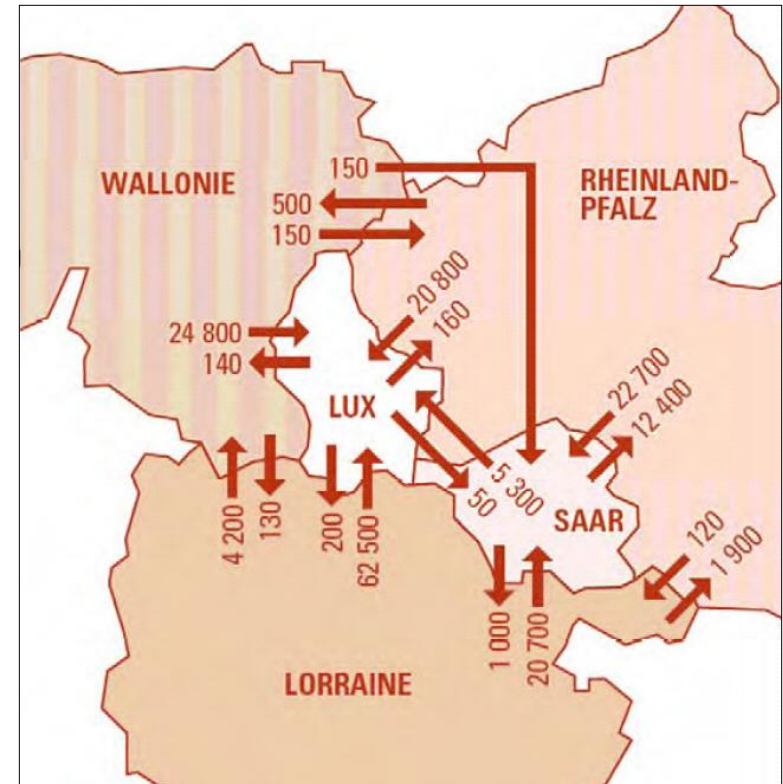


The Greater Region – population

Bevölkerungsverteilung 11,3 Mio Einwohner (2006)



- 4.7 million people in the general work force
- More than 200,000 inter-regional commuters
- Primary target area: Luxembourg (with more than 100,000 in-commuters)
- More than 43,000 in-commuters into the Saar
- Intense and continuously-growing integration of employment markets



The Greater Region – Multilingualism



The project– the facts



The idea

- Co-operative tourism marketing for the destination "Greater Region"
- The basis for filing applications in the context of the Interreg IV-A Program - itself subsidised by the European Fund for Regional Development (EFRD) - is the outlook "Zukunftsbild 2020" drafted by the summit commission, which states that "co-operative tourism marketing is a necessary measure".
- Measures for inward and outward marketing, as well as in the area of qualification and co-operative activities



The project – the facts



Objectives

- Creation of cross-border marketing activities
 - Innovative and strategic tourism marketing
 - Promotion of tourism development in the Greater Region
 - Economic effects (value creation)
 - Expansion of "soft" factors for individual locations
 - Creation of jobs and vocational training slots
- Development of co-operative promotional events
- Drafting of measures in a cross-border group of experts

The project – the facts



Project duration

March 2009 – February 2014

Total budget

2.5 mn Euro



Cofinanced by



Project partners



Projet Interreg IV-A Projekt I „Aufbau eines transnationalen Marketingkonzepts für den Tourismus in der Großregion“ | „Création d'un concept de marketing transnational commun pour le tourisme dans la Grande Région“
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The project – main focus



Inward and outward marketing

- Electronic travel guide + e-learning
- Data - market research - statistics
- City Trips
- Cultural Tourism
- Culinary Art

Qualification and co-operation activities

- Continuing education program for tour guides
- *Akademie Länderkunde* – with specialised excursions to gain expertise on distinct regional characteristics

Inward and outward facing marketing



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Electronic travel guide + e-learning

- Intranet for specialists in the tourism industry (over 1800 pages)
- Information on the project, thematically-organised section "Travel Guide", featuring the major points of interest in the Greater Region
- "E-Learning"
- Media sector
- Enhancement of service quality and consulting performance in the Greater Region
- Forum, Twitter → quick dissemination of messages and information



Advertising Flyer

For mailing to Tourist Information Centres + hotels and guest guide
and distribution at sector-specific events



The mascot "Regionello" serves as a guide through the e-learning content

Example:
E-Learning



Vous êtes ici : >> E-Learning >> Villes >> Eupen (Page 1 sur 1)

- Introduction à E-Learning
- Regionello
- La Grand Région
- Culture
- Gastronomie
- Villes**
- ▶ QUATTROPOLE
- ▶ SARREBRÜCK
- ▶ METZ
- ▶ LUXEMBOURG
- ▶ NANCY
- ▶ COBLENCE
- ▶ MAYENCE
- ▶ TRÈVES
- ▶ CHARLEROI
- ▶ NAMUR
- ▶ LIÈGE
- ▼ **EUPEN**
- > Musée historique d'Eupen
- > Loisirs
- > Examen intermédiaire 3
- Questionnaire finale
- Examens
- Jeux

La ville de Couven sur les bords de la Vesdre

Avec ses 18 500 habitants, Eupen est depuis 1983 le siège du gouvernement de la communauté germanophone de Belgique et le centre administratif de l'Euregio Meuse-Rhin. C'est ici que sont prises les décisions politiques qui concernent le destin des 74 000 Belges germanophones.

Comme le centre-ville d'Eupen a été épargné par les bombardements durant la Seconde Guerre mondiale, il éblouit par ses nombreuses et élégantes maisons patriciennes du 17 et 18^{ème} siècle. Le célèbre architecte Johann Joseph Couven (voir séminaire 2, chapitre 10) a également marqué le paysage urbain : ce n'est pas pour rien qu'Eupen est aussi nommé « la ville de Couven ».

Le musée historique d'Eupen, le musée d'art contemporain IKOB et le musée du chocolat valent certainement un détour. Non loin de là, une autre attraction à voir absolument : il s'agit des Hautes Fagnes, le seul biotope naturel encore conservé aujourd'hui. Eupen est pour cela le point de départ pour de nombreux parcours de randonnée pour découvrir la nature.



© VAO

Eupen



VOTRE CONTRIBUTION

Discutez sur le forum, publiez des photos et des fichiers audio relatifs à ce sujet et ajoutez des liens vers des vidéos Youtube

CONTRIBUTION AU FORUM

Allez dans le sujet xyz sur le forum pour en discuter.

[Plus d'infos...](#)

PHOTOS

Dernière publication

Aucune publication disponible

[PUBLIER UNE PHOTO](#)

VIDÉOS

Dernier lien Youtube

Aucune vidéo disponible

[AJOUTER UN LIEN VERS UNE](#)

AUDIO

Dernière publication audio

Aucune publication disponible

[PUBLIER UN DOCUMENT AUDIO](#)

[Retour](#)



[Continuer](#)

[PUBLIER DES BONS PLANS SUR CE SUJET](#) [DISCUTER SUR LE FORUM](#)

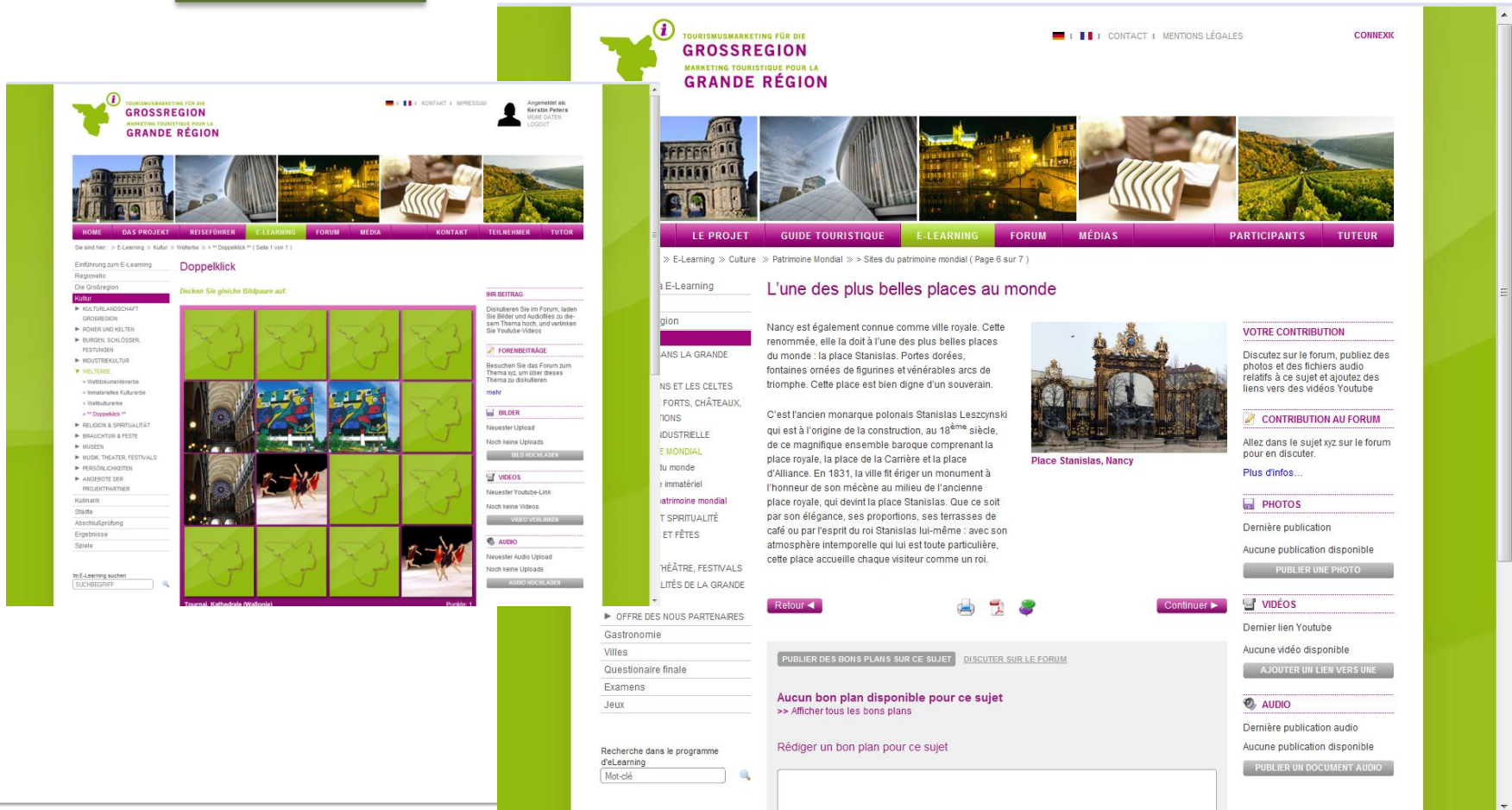
Aucun bon plan disponible pour ce sujet

>> [Afficher tous les bons plans](#)

Recherche dans le programme d'E-Learning

Mot-clé

Example: E-Learning



The screenshot displays the website interface for the Grosregion marketing project. The main content area is titled "Doppelklick" and features a grid of images related to the topic. The left sidebar contains a navigation menu with categories such as "Kultur", "Religion & Spiritualität", "Musik, Theater, Festivals", and "Angebote der ProduzentInnen". The right sidebar includes a search bar and a list of "OFFRE DES NOUS PARTENAIRES" (Gastronomie, Villes, Questionnaire finale, Examens, Jeux). The main content area shows a forum post titled "L'une des plus belles places au monde" (One of the most beautiful places in the world) about Place Stanislas in Nancy. The post includes a description of the square and a photo. Below the post, there are buttons for "Retour" and "Continuer". The bottom of the page features a footer with the Interreg IV-A logo and the European Union flag, along with text describing the project as a transnational marketing concept for tourism in the Grosregion.



Example:
Travel Guide



Vous êtes ici: » Guide Touristique » Culture » Culture industrielle » Fond de Gras

La Grande Region

Culture

- ▶ CULTURE DANS LA GRANDE RÉGION
- ▶ LES ROMAINS ET LES CELTES
- ▶ CHÂTEAUX FORTS, CHÂTEAUX, FORTIFICATIONS
- ▼ CULTURE INDUSTRIELLE
- ▶ PATRIMOINE MONDIAL
- ▶ RELIGION & SPIRITUALITÉ
- ▶ COUTUMES ET FÊTES
- ▶ MUSÉES
- ▶ ART
- ▶ MUSIQUE, THÉÂTRE, FESTIVALS
- ▶ PERSONALITÉS DE LA GRANDE RÉGION
- ▶ OFFRES DES OPERATEURS PARTENAIRES

Gourmet

Villes

Manifestations

Informations pratiques

Découvertes

Im Reisefuehrer suchen

Fond de Gras

Le parc industriel et ferroviaire de Fond de Gras dans le bassin minier luxembourgeois servait d'importante zone de transbordement pour le minéral extrait des mines alentours. Il est aujourd'hui à nouveau possible de visiter le site fermé dans la deuxième moitié du 20^{ème} siècle. Le nouveau musée de plein air montre des pièces provenant de l'apogée de l'industrie lourde à Differdange et Pétange. Le parc industriel et ferroviaire laisse revivre le temps de la mine en Grande Région.



© ONT

Fond de Gras, Luxemburg



NOUVELLES VIDÉOS

Aucune vidéo disponible

DERNIERS DOCUMENTS AUDIO

Aucun document audio disponible

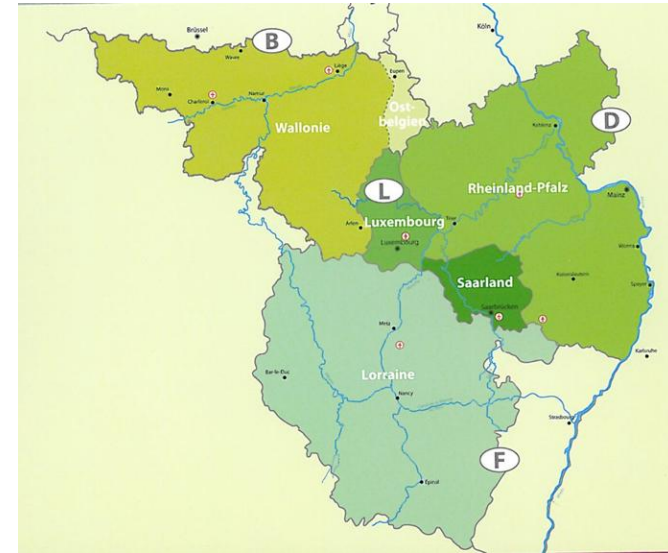
Inward and outward facing marketing



Data – Market Research – Statistics

Basis: Study conducted by the research institute N.I.T.

- Appraisal of available statistics and studies
- Collected from all regions: Guest arrivals, overnight stays, duration of stays and number of establishments
- In each region, further various data will be collected according to different criteria → Data difficult to compare



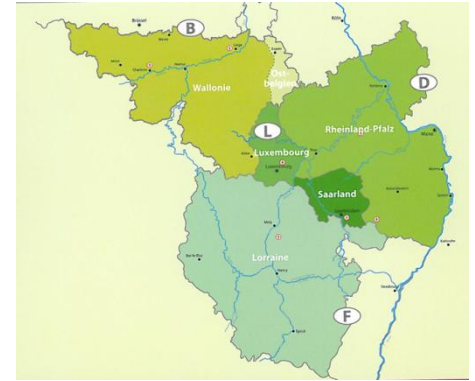
Inward and outward facing marketing



Data – Market Research – Statistics

What is there to do?

- process and supplement already-collected data
- compile a "Guinness Book of records" set in the Greater Region:
 - ... the steepest vineyard?
 - ... the smallest city?
 - ... the largest nature reserve?
 - ... the highest tower?
 - ... etc.

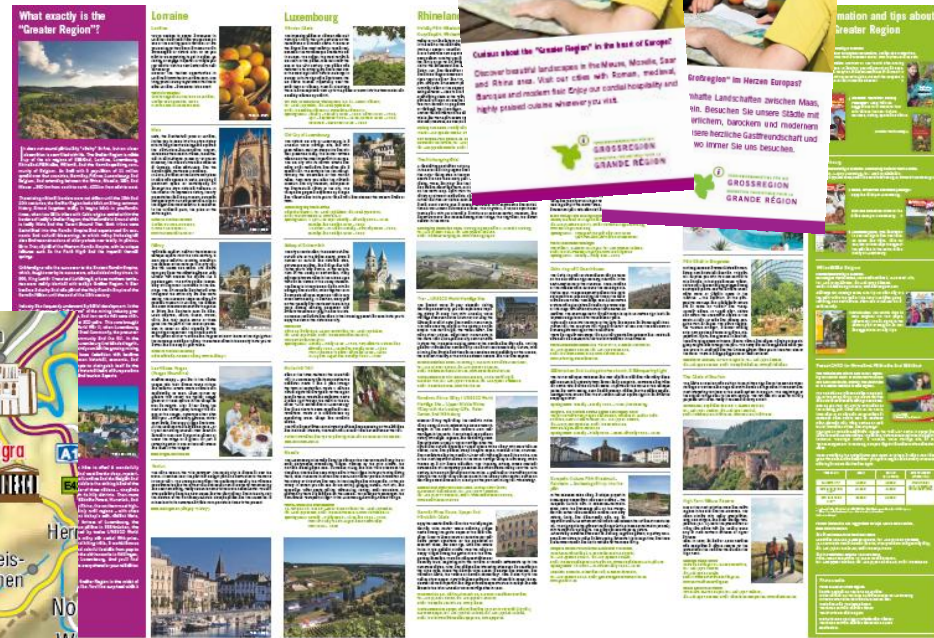
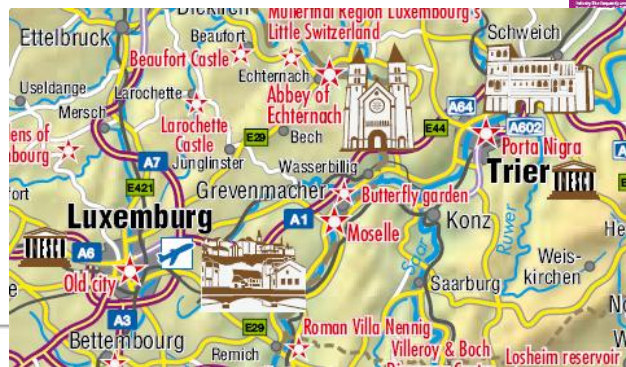


Inward and outward facing marketing



Tourism-oriented map of the Greater Region

- Overview map of the entire Greater Region
- All major excursion destinations and cultural points of interest
- Partners' contact addresses and brochures
- Published in four languages (DE, EN, FR, NL)



Inward and outward facing marketing



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Cultural Tourism

Newsmagazine "*Moderne Kunst und Architektur*" (art and architecture) + offers

- *Centre Pompidou-Metz*
- Art museums
- Artists from the Greater Region
- Art in the public sphere
- Outstanding architecture, etc.



Newsmagazine "*Parks, Gärten, Burgen und Schlösser*" (parks, gardens, palaces and castles)

Prompted by the BUGA 2011 in Koblenz

Distribution via arts and cultural centres in the Greater Region + Tourist Information Centres; also via free gifts, as well as at trade fairs and special events.



Inward and Outward facing Marketing



Cultural Tourism

The next themed projects (by years):

- 2012 Europe (Focal point: Luxembourg)
- 2013 Industrial Culture (Focal point: the Saar)
- 2014 Music (Focal point: *Adolphe Sax, Wallonie-DG*)



Inward and Outward facing Marketing

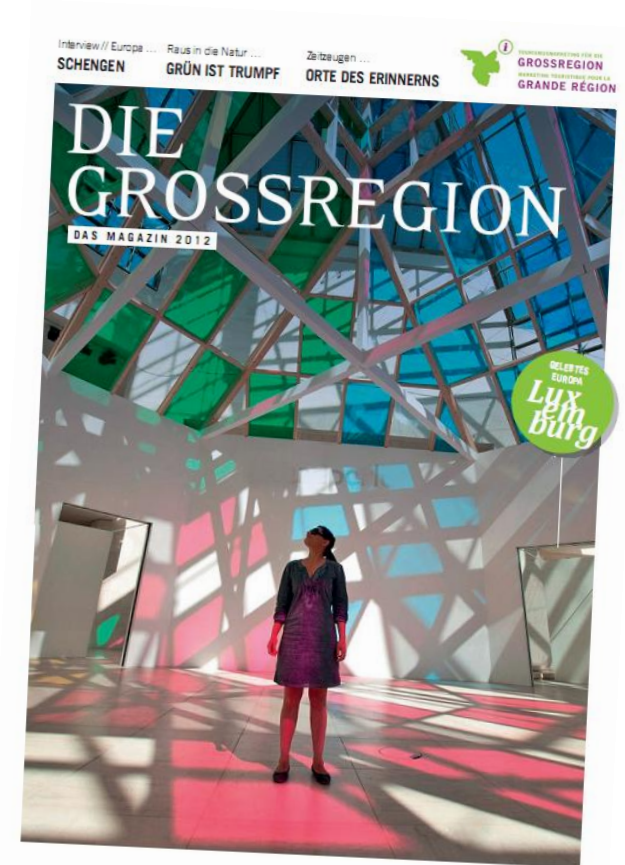


Cultural Tourism

Newsmagazine "Europe in the Greater Region"

- Emotional and broad iconography
- Special reports, interviews
- Bookable offerings
- Portraits of typical locations in which one can "feel" Europe
- Cross-border cycling paths and hiking trails
- Portrait of the "Schengen Region"
- Places of remembrance
- Famous Europeans

Distribution via arts and cultural centres in the Greater Region + Tourist Information Centres; also via free gifts, as well as at trade fairs and special events.



Inward and Outward facing Marketing



Cultural Tourism

TOUR BOX for the Greater Region

- A combination of travel proposals, admission tickets/coupons
- with and without overnight stays
- Themes: Palaces and castles, "Urban Adventure" and culture, Romans and Celts, etc.
- more than 30 attractions in the entire Greater Region
- Starting at 139 Euro (for parties of two, incl. overnight stay in a double room)



**GUTSCHEIN
VOUCHER**



Inward and outward facing marketing



Matrix for school classes: Offerings featuring extra-curricular locales for study/learning

ERLEBNIS GROSSREGION – ANGBOTE FÜR SCHULKLASSEN						
	Saarland	Lothringen	Wallonie	Ostbelgien	Luxemburg	Rheinland-Pfalz
GESCHICHTE I Vor- & Frühgeschichte	Museen für die Vor- und Frühgeschichte Saarbrücken www.museen-saar.de Museum für Archäologie www.museum-archaeologie.de Museum für Archäologie www.museum-archaeologie.de	Archäologische Museen Metz www.musee-archeologie-metz.fr Archäologisches Museum Metz www.musee-archeologie-metz.fr	Museen der Wallonie Namur www.musee-namur.be Museum für Archäologie Namur www.musee-archeologie-namur.be	Museen der Ostbelgien Verviers www.musee-verviers.be Museum für Archäologie Verviers www.musee-archeologie-verviers.be	Museen der Luxemburg Luxemburg www.musee-luxemburg.lu Museum für Archäologie Luxemburg www.musee-archeologie-luxemburg.lu	Museen der Rheinland-Pfalz Trier www.musee-trier.de Museum für Archäologie Trier www.musee-archeologie-trier.de
GESCHICHTE II Mittelalter & Neuzeit	Bauwerke Saarbrücken www.bauwerke-saar.de Museum für Archäologie www.museum-archaeologie.de	Bauwerke Metz www.bauwerke-metz.fr Museum für Archäologie www.musee-archeologie-metz.fr	Museen der Wallonie Namur www.musee-namur.be Museum für Archäologie Namur www.musee-archeologie-namur.be	Museen der Ostbelgien Verviers www.musee-verviers.be Museum für Archäologie Verviers www.musee-archeologie-verviers.be	Museen der Luxemburg Luxemburg www.musee-luxemburg.lu Museum für Archäologie Luxemburg www.musee-archeologie-luxemburg.lu	Museen der Rheinland-Pfalz Trier www.musee-trier.de Museum für Archäologie Trier www.musee-archeologie-trier.de
GESCHICHTE III Regiongeschichte & Politik	Bauwerke Saarbrücken www.bauwerke-saar.de Museum für Archäologie www.museum-archaeologie.de	Bauwerke Metz www.bauwerke-metz.fr Museum für Archäologie www.musee-archeologie-metz.fr	Museen der Wallonie Namur www.musee-namur.be Museum für Archäologie Namur www.musee-archeologie-namur.be	Museen der Ostbelgien Verviers www.musee-verviers.be Museum für Archäologie Verviers www.musee-archeologie-verviers.be	Museen der Luxemburg Luxemburg www.musee-luxemburg.lu Museum für Archäologie Luxemburg www.musee-archeologie-luxemburg.lu	Museen der Rheinland-Pfalz Trier www.musee-trier.de Museum für Archäologie Trier www.musee-archeologie-trier.de
KUNST & ARCHITEKTUR	Bauwerke Saarbrücken www.bauwerke-saar.de Museum für Archäologie www.museum-archaeologie.de	Bauwerke Metz www.bauwerke-metz.fr Museum für Archäologie www.musee-archeologie-metz.fr	Museen der Wallonie Namur www.musee-namur.be Museum für Archäologie Namur www.musee-archeologie-namur.be	Museen der Ostbelgien Verviers www.musee-verviers.be Museum für Archäologie Verviers www.musee-archeologie-verviers.be	Museen der Luxemburg Luxemburg www.musee-luxemburg.lu Museum für Archäologie Luxemburg www.musee-archeologie-luxemburg.lu	Museen der Rheinland-Pfalz Trier www.musee-trier.de Museum für Archäologie Trier www.musee-archeologie-trier.de
INDUSTRIEKULTUR	Museen der Saarland Saarbrücken www.musee-saarland.de Museum für Archäologie www.museum-archaeologie.de	Museen der Lothringen Metz www.musee-lothringen.fr Museum für Archäologie www.musee-archeologie-metz.fr	Museen der Wallonie Namur www.musee-namur.be Museum für Archäologie Namur www.musee-archeologie-namur.be	Museen der Ostbelgien Verviers www.musee-verviers.be Museum für Archäologie Verviers www.musee-archeologie-verviers.be	Museen der Luxemburg Luxemburg www.musee-luxemburg.lu Museum für Archäologie Luxemburg www.musee-archeologie-luxemburg.lu	Museen der Rheinland-Pfalz Trier www.musee-trier.de Museum für Archäologie Trier www.musee-archeologie-trier.de
TECHNIK & WISSENSCHAFT	Museen der Saarland Saarbrücken www.musee-saarland.de Museum für Archäologie www.museum-archaeologie.de	Museen der Lothringen Metz www.musee-lothringen.fr Museum für Archäologie www.musee-archeologie-metz.fr	Museen der Wallonie Namur www.musee-namur.be Museum für Archäologie Namur www.musee-archeologie-namur.be	Museen der Ostbelgien Verviers www.musee-verviers.be Museum für Archäologie Verviers www.musee-archeologie-verviers.be	Museen der Luxemburg Luxemburg www.musee-luxemburg.lu Museum für Archäologie Luxemburg www.musee-archeologie-luxemburg.lu	Museen der Rheinland-Pfalz Trier www.musee-trier.de Museum für Archäologie Trier www.musee-archeologie-trier.de
NATUR I Ökologie	Museen der Saarland Saarbrücken www.musee-saarland.de Museum für Archäologie www.museum-archaeologie.de	Museen der Lothringen Metz www.musee-lothringen.fr Museum für Archäologie www.musee-archeologie-metz.fr	Museen der Wallonie Namur www.musee-namur.be Museum für Archäologie Namur www.musee-archeologie-namur.be	Museen der Ostbelgien Verviers www.musee-verviers.be Museum für Archäologie Verviers www.musee-archeologie-verviers.be	Museen der Luxemburg Luxemburg www.musee-luxemburg.lu Museum für Archäologie Luxemburg www.musee-archeologie-luxemburg.lu	Museen der Rheinland-Pfalz Trier www.musee-trier.de Museum für Archäologie Trier www.musee-archeologie-trier.de
NATUR II Geologie	Museen der Saarland Saarbrücken www.musee-saarland.de Museum für Archäologie www.museum-archaeologie.de	Museen der Lothringen Metz www.musee-lothringen.fr Museum für Archäologie www.musee-archeologie-metz.fr	Museen der Wallonie Namur www.musee-namur.be Museum für Archäologie Namur www.musee-archeologie-namur.be	Museen der Ostbelgien Verviers www.musee-verviers.be Museum für Archäologie Verviers www.musee-archeologie-verviers.be	Museen der Luxemburg Luxemburg www.musee-luxemburg.lu Museum für Archäologie Luxemburg www.musee-archeologie-luxemburg.lu	Museen der Rheinland-Pfalz Trier www.musee-trier.de Museum für Archäologie Trier www.musee-archeologie-trier.de



ERLEBNIS GROSSREGION
MUSEEN, SEHENSWÜRDIGKEITEN UND ATTRAKTIONEN

Lothringen
Luxemburg
Saarland
Rheinland-Pfalz
Wallonie
Ostbelgien

ANGEBOTE FÜR SCHULKLASSEN
Primarstufe und Sekundarstufe I
(6-15 Jahre)

www.tourismus-grossregion.eu

Inward and outward facing marketing



Matrix for school classes

Contents

- Excursion destinations with paedagogical offerings:
- history, geography, art, politics etc.
- e.g. offerings from the *Völklinger Hütte*, the *Haus Ternell* (Hohes Venn), the *Centre Pompidou-Metz* and other European institutions in Luxembourg

Supplementary pamphlet: Detailed information, specific offerings, map

Kick-off Workshop with representatives from extra-curricular study/learning sites and Ministries of Education (in October 2011)

Presentation in early summer of 2012



Inward and outward facing marketing



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Culinary Art – Dining

Newsmagazine "*Gourmet – Kulinarische Entdeckungen in der Großregion*" (culinary discoveries in the Greater Region) with offers

- Portraits of 72 starred chefs from the Greater Region
- Recipes
- Culture and dining
- Culinary networks
- Special events for connoisseurs,
- "Gourmet Days" on a historic estate
- etc.



Distribution via partners' Websites and cultural centres in the Greater Region + Tourist Information Centres; also via free gifts, as well as at trade fairs and special events.

Inward and outward facing marketing



Culinary Art – Dining

The next themed projects (by years):

- 2012 Typical meals and beverages: "*Art de vivre* in the Greater Region“
- 2013 "Producers" – Enjoying the fruits of brewers', winemakers' and farmers' labours



Inward and outward facing marketing



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Culinary Art – Dining

Campaign "Typical meals and beverages"

- Supplement: "Regional specialities and tradition in the Greater Region"
 - "Connoisseurs' Tours"
 - Bookable offerings
 - Typical products and dishes
 - Daily newspapers and magazines within the region
- "Recipe Column"
 - Typical meals of the Greater Region - to go!
 - Supermarkets, speciality shops, trade fairs and promotional events, points of interest, Tourist Information Centres
- "YouTube" cooking show
 - Well-known chefs cooking typical regional dishes



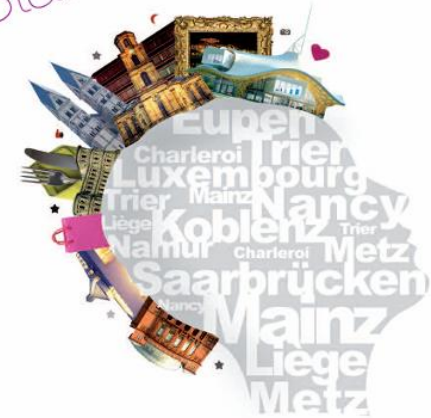
Inward and outward facing marketing



City Trips – Metropolitan Networks Workshop and Campaign

- May 2012: Workshop with the cities in the Greater Region
- Development of all-inclusive offerings and other arrangements in combination with culture and culinary art
- Free gift with tourism-oriented all-inclusive offerings
- Co-operation with QuattroPole:

*Tourisme urbain
Stadttourismus*



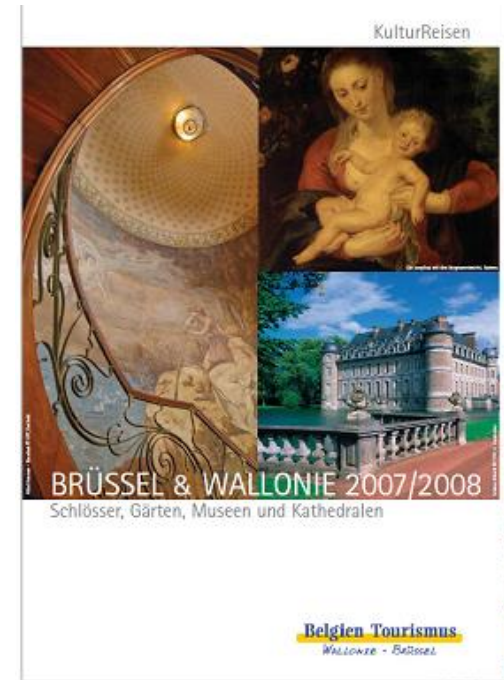
Saarbrücken, Metz, Nancy, Luxembourg, Trier, Koblenz, Mainz, Namur, Liège, Charleroi

Inward and outward facing marketing



Sales Handbook for Groups

- Culture-oriented round trips through the Greater Region
- Travel proposals and "building blocks" of travel arrangements
- Special events as an occasion for travel
- Co-operation with travel agencies
- Mailing to 5,000 contacts from travel and cultural establishments
- Set to be published: May 2012



Qualification and co-operation measures



Continuing education as a "Guest Guide for the Greater Region"

- Bilingual offering for guest guides and tour guides from the Greater Region, free of charge
- Creation of the curriculum by the continuing-education organisations *DSFT*(Berlin) and *Forem* (Marche-en-Famenne)
- Presenters: University instructors from the Greater Region
- The initial phase of the training course took place in March; the second phase will follow in the fall of 2012
- 11 modules: History of the Greater Region, Celts and Romans, Industrial Revolution, etc. ...
- This is a recognised CCI training course which leads to certification
- The recognition according to the respective European norm is pending

Qualification and co-operation measures



Akademie Länderkunde – excursions

One- and two-day excursions/ study trips to destinations within the Greater Region

Objectives:

- Specialised presentations
- Familiarity with the marketing strategies applied by the partner regions
- Familiarity with the partners

- Familiarity with new destinations and points of interest
- Dissemination of well-founded information on other sub-regions to guests
- Specialised exchange between participants in the tourism sector

Target audience:

Project partners and employees;
regional tourism organisations

Target audience:

Employees of tourist information centres + regional tourism organisations + guest guides

Specialised excursion (Saar): 07.-08.04.2011



Large-scale specialised excursion (Rhineland-Palatinate): 17.-18.10.2011



→ **Next date:**
26.-27.04.2012
Specialised excursion to
Luxembourg

Inward and outward marketing – Homepage



www.tourisme-granderegion.eu, www.tourismus-grossregion.eu

TOURISMUSMARKETING FÜR DIE
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GRANDE RÉGION

HOME DAS PROJEKT REISEFÜHRER E-LEARNING FORUM MEDIA KONTAKT TEILNEHMER TUTOR

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DIE GROSSREGION ÖFFNET SICH DIR *

* DAS PRINZIP IST GANZ EINFACH. WER WISSENSLÜCKEN FÜLLT, GIBT WISSEN WEITER, ERHÄLT INFORMATIONEN UND GEHEIMTIPPS VON ANDEREN NUTZERN UND ERWEITERT SO NICHT NUR DEN EIGENEN HORIZONT, SONDERN DEN EINER GANZEN REGION.

Kofinanzierer / Cofinanceurs
Saarland Lorraine Rheinland-Pfalz Wallonie DG

Touristische Projektpartner / Opérateurs du Tourisme
Saarland Lorraine Luxembourg Rheinland-Pfalz

Interreg IV-A
Größere-Grande Région

Interreg IV-A Projekt / Projet Interreg IV-A
„Aufbau eines transnationalen Marketingkonzepts für den Tourismus in der Großregion“
„Création d'un concept de marketing transnational commun pour le tourisme dans la Grande Région“
Gefördert durch den Europäischen Fonds für regionale Entwicklung im Rahmen des Programms INTERREG IV-A Großregion.
Projet cofinancé par le Fonds européen de développement régional dans le cadre du programme INTERREG IV-A Grande Région.
Die Europäische Union investiert in Ihre Zukunft!
L'Union européenne investit dans votre avenir.

Planned Measures

- Extension to the end customers' page
- Landing pages for product presentation and pamphlet ordering
- Campaign instrument
- Basis for online marketing + social-media marketing

PR Measures



TOURISMUSMARKETING FÜR DIE
GROSSREGION
MARKETING TOURISTIQUE POUR LA
GRANDE RÉGION

- "Corporate Design" line
- Corporate brochure
- Tourism-oriented map of the Greater Region (DE, EN, FR, NL)
- Project newsletter (print and e-mail version)
- Press relations
- Trade-fair booth
- Poster series + "roll-ups"



PR Measures



Trade fairs and promotional events (selection)

Appearance at the trade fair *ITB Berlin*, in the context of the Culture Lounge (09.03.-13.03.2011)

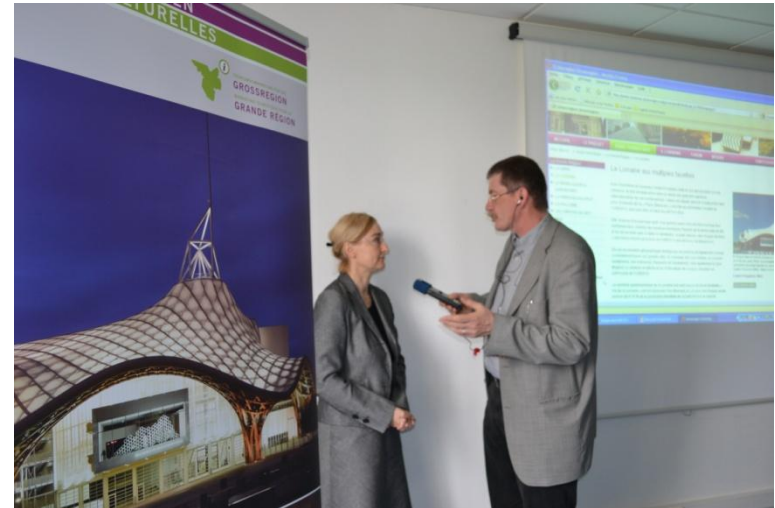


PR Measures



Press relations (selection)

Press Breakfast in Pont-à-Mousson (10.06.2011)



PR Measures



Trade fairs and promotional events (selection)

Info booth at the *Rheinland-Pfalz-Tag* to boost tourism in Rhineland-Palatinate (Prüm, 27.-29.06.2011)



PR Measures



Trade fairs and promotional events (selection)

Greater Region Forum at the Saar's post in Berlin (07.07.2011)

- Info booth
- Large-scale banner on the building's front (will remain on display even after the event itself)



PR Measures



Trade fairs and promotional events (selection)

Participation in major tourism trade fairs in the Greater Region

Presentation at the *Vakanz* (Travel/Leisure) in Luxembourg (20.-22.01.2012)



PR Measures



Trade fairs and promotional events (selection)

The Greater Region as a partner region of the *Freizeitmesse 2012* (Travel/Leisure) in Saarbrücken (27.-29.01.2012)



Incoming special event for the travel sector



Joint booth operated by all partners



Hall decoration

PR Measures



Presentations (selection)



Interreg IV-A Project "Tourism Marketing for the Greater Region" as an example of "Best Practices" at the *Grenzüberschreitender Erlebnistag* - a special event to promote cross-border travel - in Büdelsdorf (Schleswig-Holstein, 22.11.2011)

Oral presentation during a visit to the "Meuse Foundation" in Saarbrücken (10.11.2011)



Oral presentation at the "*Réunion des Maisons du Tourisme de la Wallonie*" in Jambes (28.11.2011)

PR Measures – Planned Measures



Planned trade fairs and promotional events in 2012

- Children's and Youth Book Fair (Saarbrücken, May 2012)
- Project Press Conference (Saarbrücken, June 2012)
- *Fête de la Grande Région* (Metz, August 2012)
- "Festival of Learning" (Saarbrücken, September 2012)
- Presentation at the IGR Forum (November 2012)

Tourism Marketing for the Greater Region –
Tourismusmarketing für die Großregion –
*Marketing touristique pour la Grande
Région*



TOURISMUSMARKETING FÜR DIE
GROSSREGION
MARKETING TOURISTIQUE POUR LA
GRANDE RÉGION

**Thank you very much
for your
attention!**

