



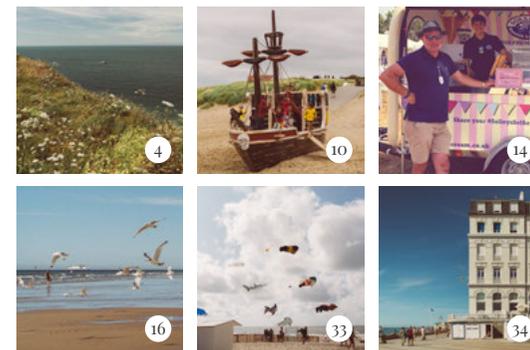
PROFIT MAGAZINE

INSPIRATION FOR ENTREPRENEURS ON THE COAST

BIG DATA	→ 7
CROSS-BORDER NETWORK EXPERIENCE	→ 14
INNOVATION PLANS	→ 16

“From an SME’s perspective, long term public sector investment is a vital component that contributes to an innovative and profitable coastal economy in the long term.”

LISETTE IN 'T VELD • WOWIE & GERMAIN → 16



4 → 9 PROFIT process explained

10 → 13 Action Plans

14 → 15 Inspiration Trips

16 → 31 Innovation Plans

32 → 33 Conclusions

34 Contact



PROFIT PROCESS explained

The PROFIT partnership is an international cross-border cooperation between the Belgian Coast (Westtoer & ISTO), Zeeland (HZ university of Applied Sciences & Economische Impuls Zeeland), U.K. (Visit Kent & Visit Essex) and Pas-de-Calais (ADRT Pas-de-Calais Tourisme & CCI Littoral Hauts-de-France).

All partners face the challenge of continuing investment in regional

development. The partnership took up the challenge of stimulating profitability in Small and Medium tourism Enterprises through a public-private collaboration/partnership. The PROFIT project stimulates new investments in the region by working together on DNA, on big data, on management skills and on the development of new products and services for our SMEs. →

“Can we use the ‘Vitamin Sea’ narrative for our future tourism plan?”

DRIES DEBRUYNE • INNOVATION MANAGER OF BLUE CLUSTER



DNA

Collaboration with SMEs to further develop the region based on DNA & identity of the region

6

Defining the coastal DNA for all of our regions has had a major impact

- ★ **On the regions**, as a basis for product development and wider regional development
- ★ **On SMEs**, to distinguish themselves from competitors, identify shared identities and build upon their strengths
- ★ **On our own organisations**, to redefine and validate our strategic orientations
- ★ **On a global level**, based on the DNA of the Belgian Coast, ISTO created the DNA for ‘Tourism for All’ in line with the UN Sustainable Development Goals. The DNA will be used in over 40 countries.

This study brought together a wide range of actors: tourism bodies (local and regional), SMEs, travel trade professionals, visitors and local people. It has become the basis for a renewed public-private collaboration in all of our regions to further invest in regional development.

It made us also realise that it can be interesting to take a wider approach to promotion and place making with the DNA approach helping us to re-position our coastal destinations.

All regions developed specific narratives that have become the structural basis of new strategic visions for the coast and are now being used in marketing and communication throughout our wider organisations.

Many SMEs in the 2 Seas area adopted the regional narratives and DNA in their activities. This allowed them to showcase not only their business but also their wider connection with the destination. The project gave partners the opportunity to share tools, frameworks and inspiration with SMEs on how to use DNA in their planning and strategies in order to increase their profitability. Results can be seen in the Innovation Plans presented in this magazine.

Thanks to this public-private partnership, the image of all of our coastal areas is being further developed in a strong and unambiguous way. We can say that a legacy has been created. The DNA process is now central to cultivating innovation and creativity, helping the tourism sector to build on a shared approach to attract visitors to a vibrant, innovative and cultural destination.



The DNA of the different regions and the ISTO DNA can be found on www.profitourism.eu

“With these valuable analyses we eventually can forecast booking behaviour and make our marketing even more effective.”

TWAN VERMEULEN • CAMPSITE DE PEKELINGE, OOSTKAPELLE, ZEELAND



Big data, big learnings

The benefits to businesses and destinations in collating data from many different sources helps give a greater insight into the visitor

The term Big data often leads to big expectations, revealing the ultimate insights into consumer behaviour. But what are the opportunities for tourism SMEs? This was the central question during all kinds of data experiments in PROFIT. Some experiments led to very useful insights, others led to nothing.

Large companies already collect a lot of data about their customers. By mapping “big data” patterns new products and services can be developed. But such data analyses are not easy to read. Most businesses know what they have to offer to customers and focus on what the visitor could do while exploring their business, but are unaware of what else the same visitor does as part of that trip - and knowing that is essential in tourism. A guest usually does not visit a region because of a single company, but because of the combination of accommodation, restaurants, shops, attractions, landscape, transport, etc. In order to gain insight into behavioural patterns and interests of guests, it is necessary to gather data from multiple entrepreneurs and other sources and analyse them in conjunction. That was the ambition of the big data activities

in PROFIT, that were carried out for all regions by HZ University of Applied Sciences in Zeeland, the Netherlands, with exception of 2 pilots lead by Westtoer (Belgium).

Various data experiments were carried out: Facebook Insights, Google Analytics, Bookings data, Booking reviews, Femtocells & wifi-scanners, Telenet wifi logins, Weather & last minute bookings data, Search and booking behaviour ...

Through all experiments, a lot of knowledgewas gained around what is possible and what is not regarding big data within tourism SMEs. Many entrepreneurs initially thought that “big data” was not for them, but now realise that the data that they already possess can offer many valuable insights to their own businesses. To create valuable insights at a destination level, it is important to have a clear strategy the knowledge needed and a coherent data acquisition plan, to ensure that the data needed is available for analysis. By doing so, destinations can develop further into a situation in which data analysis helps to describe, understand and predict consumer behaviour. A complete overview of all experiments and lessons learned has been written down in an extensive report.



The extensive report with lessons learned can be found on www.profitourism.eu →

7



Service Design Thinking

Towards a design thinking methodology for the tourism sector in the 2 Seas region

Objective | A new approach for the development of tourism products and services that brings guests, SMEs and experts together to share new insights and take a fresh approach – co-creation.

The PROFIT project has, for the very first time across the entire partnership network, allowed for the implementation of a design thinking methodology aimed at inspiring tourism and hospitality companies and encouraging the emergence of new offers for products and services that are in step with the values (the DNA) of the destinations.

WHAT EXACTLY IS A DESIGN THINKING METHODOLOGY?

Design Thinking is an innovative methodology that allows ideas and projects to be transformed into concrete actions and tangible pilots. This flexible method of developing innovative projects is centred on the end user and is adapted to the conception of co-created and ad-hoc solutions.

The Service Design process has enabled us to explore the needs of visitors in our areas and to combine them with the expectations of SMEs. They were assembled in 21 ideas with concrete action plans to develop new products & services for SMEs.

WHAT WERE THE STAGES OF THE DESIGN THINKING PROCESS?

The first step of this approach was aimed at identifying the target audiences and developing a better understanding of their expectations and requirements through visitor focus groups. Subsequently, during creative seminars that brought together participating tourism companies, the results of these visitor focus groups were presented and experts in a variety of fields (digital, product development, marketing, communications...) offered their advice on what would be feasible.

In a third stage we brought together clients and tourism companies so that they could all reflect on the various ideas that emerged during the previous stages. Every idea was analysed on the basis of its technical and financial feasibility and on its capacity to meet the needs of the tourist. Finally, a detailed action plan was established for every idea that was retained.

Result: 21 ideas & concrete Action Plans to develop new products & services for SMEs based on the regional DNA & specific challenges. A number of ideas are currently being worked up.

Innovation Programme

Responding to the needs of our SMEs and the specific challenges for our coastal destinations

Objective | Generating profit and investing in new regional developments based on a public-private partnership.

Based on the topics "Product Development", "Digital Marketing", "Business Management" & "Collaboration" an Innovation Programme for SMEs was developed. A series of Master Classes inspired SMEs to work with their DNA, creativity, Big Data and the various Action Plans already developed in PROFIT. Through individual coaching, SMEs worked with innovation experts on their personal innovation challenge and were able to transform a specific idea into concrete action. The individual innovation challenges were further refined during Expert sessions after speaking with a team of experts. Finally, these were written down in tailored Innovation Plans by a business advisor/personal coach.

These Innovation Plans have been a great starting point to help businesses prioritise ideas that will lead to generating more profit for entrepreneurs. Specifically, entrepreneurs received guidance on the DNA of the region, seasonal expansion, product development, business management, collaboration,

big data and marketing. To implement their personal innovation challenge and innovation plan, SMEs need to invest in their business. These investments will further develop the coastal region as a 4-season destination.

Result: Individual & inspirational Innovation Plans created by SMEs in cooperation with the PROFIT partnership and innovation experts in all regions.

In this magazine you can find an overview of

- Inspirational ideas & concrete Action Plans to develop new products & services for SMEs based on the regional DNA & specific challenges.
- Individual & inspirational innovation Plans developed by SMEs in cooperation with the PROFIT partnership and innovation experts in all regions.

If you want to find out more, don't hesitate to contact us or visit our platform
→ www.profittourism.eu



Tourism Action Plans

PAS-DE-CALAIS

Sporting concierge service

This service is aimed at developing the image of an attractive sporting destination for families and will lead to the establishment of a network of tourism and sport professionals. This innovative new service will facilitate the organisation of sporting activities for visitors and their families of all competence levels.

The Club Opale Famille

The Club Opale Famille or Family Pass is a card allowing access to renowned establishments, special offers and attractive prices especially for families. Holders of this pass will have access to information before, during and after their stay with the creation of a community of families who are members of the club.

VIP Events packages

A package bought online and handed to clients by our partner hosts. This package contains various VIP vouchers, enabling clients to enjoy unique and exclusive experiences and get more out of their event than they would with a standard ticket.

Sensory Discovery Programme

A programme of discovery across the Côte d'Opale using all 5 senses. For visitors who love the area, this offer represents original and unexpected ways of discovering the region.



KENT

Becket: man of Kent festival

Increasing the appeal of Kent through a variety of brand related events. Ensures the success of the core event whilst tapping into wider interest groups, engages multiple local stakeholders, and stimulates demand for a wide range of products and services, raising overall awareness of the ties between personalities/events and the destinations.

The Kent tippie trail

The "Kent 'Tippie Trail'" action plan has been a stimulus that has enabled Visit Kent to bring together a partnership of like-minded venues in the form of vineyard trails. A network of gin, beer, ale, wine providers that link up to create a physical trail which positions Kent as an experiential visitor experience.

The secret Kent tour

A website and app dedicated to the best things to do in Kent, that enables visitors and locals to discover the small businesses, organisations and enterprises that are just off the mainstream map. Raises awareness of those experiential destinations and services that builds upon the mainstream attractions in the county and meets the needs of visitors and potential visitors seeking experiences.

The key to Kent card

A card individually curated by local accommodation providers to issue to guests. The card entitles guests offers and discounts at selected venues, bars, activities and retail outlets – their 'key' to the best of Kent.



ESSEX

Appetising Essex: food & drink trail(s)

A map of different food & drink trails in the county with an overarching theme of local & sustainable products for 'foodie' Millennials. Customers getting to know well-kept secrets in the county, appealing to a sense of experience, based on a shared publicity effort from local SMEs to put businesses on the map.

Happy families: activity trail(s) for families with children

A collection of themed trails for different occasions & interests connecting larger and smaller family-friendly attractions/retail/food/activity providers. This will be combined with a 'treasure hunt' type games for children, each trail being 'led' by a different cartoon character. The trails will be accessible via a dedicated mobile-friendly website. →



Essex-wide interactive transport map

An interactive map & routeplanner linking all forms of transport into the county with key hubs and attractions enroute. It opens up the county to visitors by pointing out and building transport links to less well connected areas and attractions. It provides the opportunity for new experiences.

Secret Essex: instagram campaign for millennials

Production of high quality visual content of hidden/secret/desirable locations and spots for paid ads on Instagram to specifically defined Millennial audiences.

ZEELAND

12

Floating accommodations with an ocean experience

Guests ask for unique experiences, like special accommodations. Combining this demand with the DNA of Zeeland led to the idea of floating accommodations, being placed at a unique spot on one of Zeeland's waterways. The accommodation will be built in a sustainable way, using the DNA elements of Zeeland and lies at a location that can only be reached at low tide.

Open tables

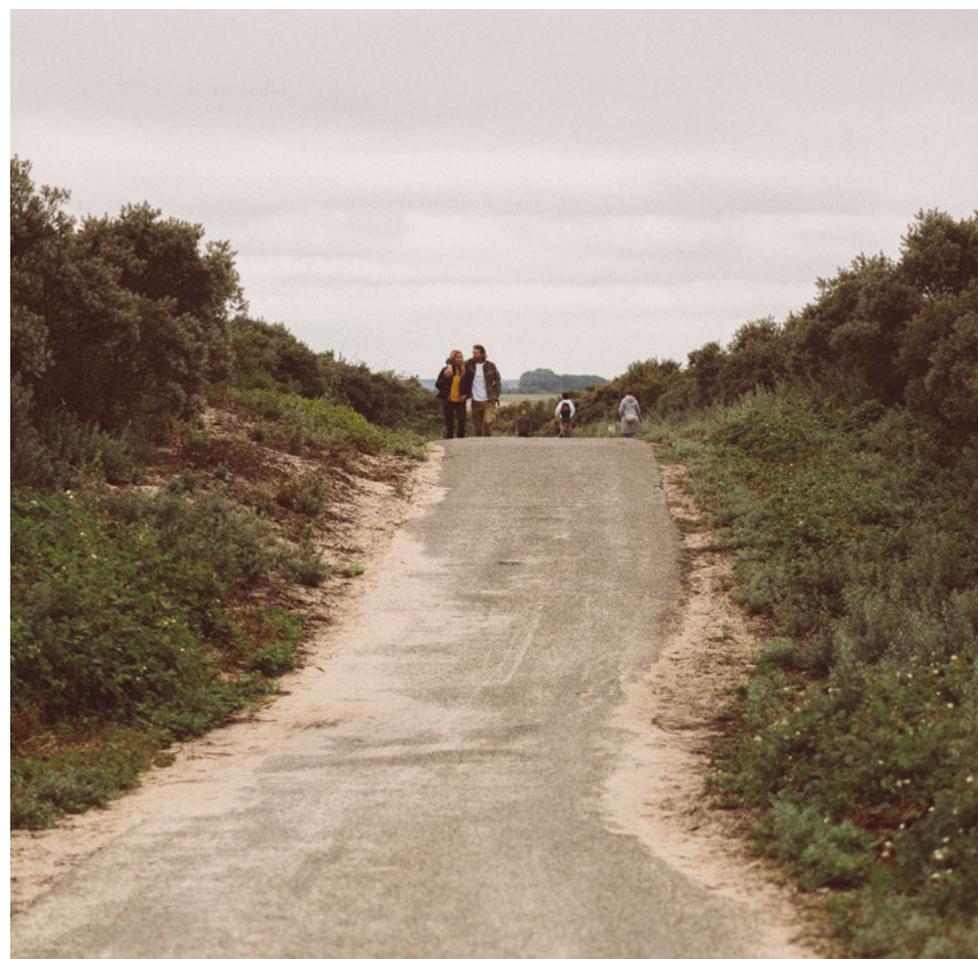
Cooking at a location (for instance camping, an orchard or a barn), during which the guests will be provided with explanations about regional products and their preparation, from a cook or expert.

Food excursion 'Eating & Walking'

A combination of cycling and hiking, experience with picking fruits/harvesting regional products (for example apples, berries, fish/shellfish and crustaceans) and jointly preparing them. This offers guests an experience of the DNA of the area, including a pro-active experience of local products.

Accommodation in nature

Overnight stays in nature locations (sleeping in the open air on the beach; in the middle of a tidal region). An exclusive experience is offered to guests, a unique location combined with nature, without any facilities. This is an opportunity for the entrepreneur, to offer a special form of accommodation to guests with a high promotional value due to the exclusivity.



BELGIAN COAST

Midweeks at the Coast

Specific offers (new offer or additional benefit) for visitors to the Coast during the midweek outside the summer season. This is a great opportunity for local entrepreneurs to respond to guests asking for extra experiences in the off season.

Storytelling

Conversations with consumers have shown that most of the visitors do not know about social tourism facilities. An image campaign will help to tell the true story of Tourism for All SMEs to the public, show who they are and what the Tourism for All sector has to offer.

Event screening service for holiday centres & other SMEs

A digital platform with a customised activity calendar for Tourism for All SMEs. The Service design process showed that customers want customised information about the destination and region from the SME on site.

Tourism arrangements based on local products

Tourist packages based on local products to further develop the link with the local DNA. The SMEs will mainly focus on the strengths of the local area and their local products. This would play out in the way they present themselves towards possible customers and would also incorporate the aspect of sustainable tourism.

Solidarity School Trip Foundation

The creation of a foundation for parents and/or schools to use, which would make it (also) possible for children from less fortunate families to participate in school excursions. •

Find out all specific details at www.profittourism.eu

13



Cross-border network experience

ABOUT – Building relationships with SMEs and the importance of SMEs learning from one another

On a regional level we are building on a stronger relationship between public and private actors through various actions and have developed new formats for SMEs to share experiences and stories between colleagues e.g. a Coastal Café in an informal setting, a Coast Magazine where all opportunities for regional SMEs are combined, a Coastal Facebook, a Tourism Academy ...

On an international level, we have organised a series of exchange events. One of the most inspiring events were the PROFIT Inspiration Trips.

Through Cross Border Inspiration Trips we learned about how to develop new tourism products and nurture innovation. These trips gave participants the time and space to be inspired by the best and most

innovative handpicked SMEs in each of the PROFIT partner regions.

The participating SMEs benefitted from a ready-made cross border tourism business cooperation where case studies visited inspired participants, giving them access to new ideas and information... The objective of the inspiration trips was to encourage innovation within the participating tourism SMEs.

The advantages that the PROFIT tourism SMEs benefitted from included:

- ★ rapid increases in knowledge and capability to accelerate own plans as a result of inspiration cases visited without the associated financial outlay if they had had to do it alone;
- ★ that inspiration from non-competitive partners can be a driver for change and business flexibility;
- ★ providing an understanding from the perspective of visitor demands and innovative services and design in the partner regions;
- ★ facilitating knowledge sharing in a non-competitive environment across the 2 Seas regions that shares many common factors;
- ★ accelerating the learning process, reducing the time required to implement a new product and/or services;
- ★ reducing costs for the joint development of new products and complementary tourism services;
- ★ facilitating networking between inspiration SMEs during visits;



“The 3 day Inspiration Trip has unlocked what I estimate will be a £700k private investment into the local economy”

KEITH MORRISON • SOLLEY'S ICE CREAM

- ★ in certain cases accelerating investment plans upon return home as a result of inspiration;
- ★ stimulating thinking about other policy makers and SMEs that could benefit from similar visits in future;

Specifically, we have heard about a wide range of impacts reported from the participating businesses. These included the lessons learnt from planning approaches in Zeeland (NL) to working at a provincial, municipal level with enterprises to embrace future sustainable development and growth of their sector. In the UK, a number of the businesses commented on the excellent targeted digital and use of social networks to promote businesses and cater efficiently for different target groups. UK visits to Kent and Essex also demonstrated a unique use of the locations' DNA to build an image for the business online and during a stay. The disappearance of plastics was also clearly apparent from the UK visits also had an inspirational impact on our delegates forcing them to ask themselves how they too could do better. In France, it was inspiring to see the low carbon hotel. Combining the use of ground heat, solar and wind was a truly innovative step for a medium sized hotel. In Belgium Flanders, it was the Ostende hotels, themselves a beneficiary of an inspiration trip to New York that demonstrated the benefits of knowing customers and targeting product and service design to the target visitor.

TESTIMONIAL

Keith Morrison – Solley's Ice Cream

KEITH MORRISON produces award winning farmhouse ice cream near Dover in Kent. The Profit Inspiration trip was a game changer for Keith. During a visit to a fruit farm in Zeeland that had diversified into an all-weather tourism facility, Keith commented, "It was like someone had stolen my brain and rebuilt it in Holland!"

He was really impressed by all the PROFIT cross-border inspiration delegates and by how amazingly open and transparent they were to share information, aspects that are still difficult to come by in the UK. Speaking to a group of Visit Kent stakeholders after the visit Keith said "Whether it be finance, costs, family squabbles, planning issues, board tensions we got the lot and it was brilliant!"

Overall the issues are similar across the 2 seas region – attention to detail, knowing your audience, innovative service above everything – 'quality'. The direct outcome from this three day flying visit has inspired Solley's to move forward with their plans for the future more rapidly. Keith concluded, "Since returning I have held a formal board meeting and outlined my inspired vision for the farm going forward. The plans attracted huge excitement and support and, I have started the planning process. I am assured we can open our new visitor centre, ice cream parlour, 120 seater restaurant, all weather play centre and business venue within three years. Personally, if we do it in five I will be delighted but the 3 day Inspiration trip has unlocked what I estimate will be a £700k private investment into the local economy. Thank you PROFIT". •



Watch video here:
<https://youtu.be/BleJfksO4LA>



Innovation Plans

BELGIAN COAST

1 La Concierge: Property Management Services

A start-up with the aim of supporting second home owners through tailor-made service packages. The innovation challenge is to offer services in the broadest sense of the word. On the one hand, this start-up wants to get more second home properties onto the tourist rental market. On the other hand, La Concierge focuses on supporting the owner through a range of services including quality control, inspections, maintenance, works and repairs... so that they can fully enjoy their investment by the sea. Unique on the West Coast. More info www.laconcierge.be.



16

3 Horizon vzw: Construction level -1

In the context of seasonal expansion, Horizon vzw wants to offer more all-weather facilities to the resident guest. With attention to the environment, the value of the site and the unique view of adjacent buildings, an underground construction was chosen for the design of the new multipurpose room. The costs for this expansion are borne by providing a second underground floor for parking facilities. Optimal use of space and a smart financing model are the innovations of the future.



2 WoWie & Germain: holiday home 10 metres from the beach



From a tearoom that has been vacant for 10 years, the property has been transformed into a unique trendy holiday home. The innovative concept places a strong emphasis on seasonal expansion through the design and experience by the sea. There will be a close cooperation with local traders and neighbouring entrepreneurs, and a “shop-local” concept with top products from the region including additional information & links with the environment.

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4 Hotel Cosmopolite: Cigar Lounge

Hotel Cosmopolite opts for a seasonal expansion through the development of unique lifestyle experiences. A state-of-the-art Enomatic wine system was purchased for the existing Wine and Cigar Lounge, so that quality wines are now permanently available per glass. The new VIP packages for ladies, gentlemen and business people provide a reason to come. The hotel is therefore aiming at tapping into new target groups who come to discover Nieuwpoort during the low season.



5 Concept store Kabine 2.0

Opening two concept stores on the coast in one year is a challenge anyway. The idea of not being able to be in two places at the same time also increases the pressure to engage the right team. For this expansion, Kabine recruited a new team that is in line with both the concept of the business and the management culture. A good example of innovation in the field of personnel management.



6 Holiday Suites: The Comfort Boulevard



Holiday Suites focuses on unburdening business customers. At the Business suites, starter packages with extra service tailored to the customer will be offered. A Food & Beverage Wall with local products is the first investment that will be implemented in the short term. In this concept, extra attention is paid to working closely with like minded quality businesses in the neighbourhood, without hiring extra staff.

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7 Beachclub Anemos: Multibeach 360° | 24/7

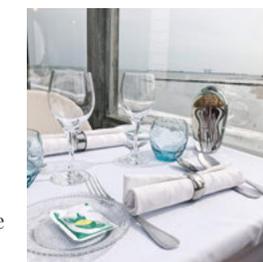


Beach club Anemos designed a multifunctional beacon on the beach that can facilitate sustainable and innovative cooperation between government and private sector. Thanks to some innovative “out of the box thinking” about new techniques in function of sea and beach experiences, the club wants to help make the coast future-proof. Specifically, the ambition is to build an original wooden tower on the beach that can combine public-private functions. In addition to the obvious importance of integrating sustainable materials and eco-friendly facilities, new forms of cooperation are being developed to optimize existing services. This should result in both seasonal expansion with safe surf sports throughout the year and threshold-lowering, new and comfortable sea and beach experiences.

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8 Brasserie Oosterstaketsel: Exclusive service at Sea

With a vision on sustainability and greater continuity, the DNA of the business is redefined. The core product is being refined and a choice has been made for the expansion and restoration. The Brasserie will place increasing emphasis on exclusivity (in terms of service and range) and unique experience. Also, after analysing the company data, the staff of 25 people will be reduced to 10 people through a restructuring exercise. →



17

9 Restaurant Villa De Torre: innovative HR management

For Fish & Seafood restaurant Villa de Torre in De Haan, the focus was on cooperation between the manager and his employees by, on the one hand,



professional personality analysis and, on the other hand, drawing up profile sheets for the recruitment of responsible employees,

focused on the specific sustainability vision and objectives of the manager.

10 Hotel Rubens: Enjoy the lobby – the municipality my hotel

The expansion from 1 to 3 accommodations offers the possibility to offer guests a specific experience based on their profile. The shopping street between the 3 entities is involved in the ‘experiential’ process. Businesses situated on the walking route from the hotel lobby, as it were. Offering various accommodation formulas, coupled with the service experience of the participating businesses, makes this new form of tourist experience the trend for tomorrow. The central check-in will also allow the company to work more efficiently.



14 Lakeside Paradise: Wavepark – Free Floating Lodge – Cross-country ski run



Lakeside Paradise is launching a series of ambitious innovation projects. Research is ongoing and plans for the construction of a wave park are being explored with artificial waves. A CO2 neutral and ecologically responsible ice rink with curling facility will be introduced from the autumn holiday up to and including the February half term holiday; in addition, there is a chance that Nordic skiing/ cross-country skiing can also be done along the shores of Duinenwatermeer from the autumn. The innovations would serve as leverage to offer a unique experience to the Belgian East Coast throughout the year. With these projects, Lakeside Paradise wants to focus on the exclusive and thorough development of the Coast as a 4-season destination and to attract an international audience.

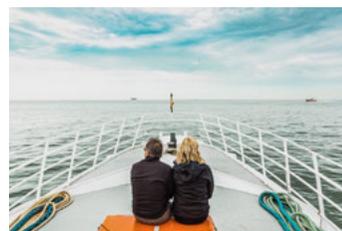
15 Amanté Beach: Enjoy the Beach Way of Living

Amanté Beach consists of 3 beach outlets. The innovation challenge is to make a classic company future-proof with special service and experience within strict regulations. It was decided to work towards customer profiles in a dynamic way without excluding visitors. Whilst other beach experiences according to the target group are now being offered in the 3 areas: Amanté Kids, Amanté Relax, Amanté Sports. Amanté Beach will now focus on collaboration with exclusive accommodation via a pre-reservation system for a relaxing beach experience.



11 Captain Blue: You experience it at sea

Shipping company Franlis opts for a complete reconversion to a service provider of an active experience at Sea. This reconversion is underpinned by a complete rebranding, the development and implementation of an ecological vision, the offering of new services and the identification of new target groups. The rebranding has since been implemented with the new name Captain Blue and a completely new website captainblue.be.



12 Hotel Ambassador: Clean the Beach – Experience the Coast in the green

In this hotel, sustainability is linked to an optimal holiday experience, without sacrificing hotel service. Raising awareness and respect for De Panne’s beach and nature is one of the themes that will be worked out in the future together with the municipality. In addition, a mobility package (including an accommodation, public transport and cycling and walking offer) is offered in spring and autumn as part of the seasonal expansion and green sustainable experience.



13 Hotel Apostrophe & Hotel Astoria: innovation in the heart of De Haan

Both hotels offer their guests unique and new experiences with innovations throughout the year. Hotel Apostrophe has a big exchange library and launched a book travel competition this summer (see Facebook). Hotel Astoria will soon test a breakfast box, giving guests the freedom to have breakfast outside the restaurant. Eating breakfast in nature is no longer a fantasy. In addition, the hotels will be experimenting next autumn with a “sun guarantee” with a wink. You will receive a free surprise drink in the event of a rainy stay!



16 Spermaliehoeve: International language camps in an oasis of peace

Youth stay Spermaliehoeve wants to introduce children from abroad to the farm life by the sea. A range of therapeutic language camps for children (national and international) is developed to allow them to learn different languages, customs and cultures. Responding to the unique DNA of the company, they also learn more about the origin of their food.



17 Nieuw Tempelhof: Climate walk on the farm

Nieuw Tempelhof is developing a climate walk on the farm to emphasise the sustainable nature of agriculture and tourism. The holiday farm offers an answer to the many environmental issues of visitors through an educational experience-oriented walk. The climate walk will be launched in the spring of 2020. →



ZEELAND

18 Mijn Lievelingsplek

Mijn Lievelingsplek (“My favourite spot”) is the cooperation of 17 small farm-based campsites in Zeeland, all run by women. They have joined forces to have a stronger marketing approach. Their innovation challenge concerned the rebranding of their product towards a new market – German visitors that don’t know the brand “minicamping”. Their innovation plan includes many practical ideas for marketing, which are already being implemented by these very enthusiastic women.



19 Het Kaslokaal



Het Kaslokaal is a newly established tea garden, based in Oostkapelle, run by father Jaap and daughter Daniëlle Korshuize. In a former greenhouse, the restaurant offers a range of biological

foods and drinks, with some of the foods being grown inhouse. Their innovation challenge concerned the reduction of waste as part of their sustainable business strategy. Their innovation plan describes the steps to be taken, together with suppliers and other restaurant businesses, to reach this ambitious goal.

20 De Plantage

De Plantage currently is a multifunctional business in Kruiningen run by the Bruijnzeel family: an orchard growing apples and pears, a shop with local products and a small site for campervans. They would like to reduce the fruit growing business and develop distinguishing tourism accommodations in the orchard, thus contributing to tourism in a less-visited area of Zeeland. Their innovation plan outlines the ideas and opportunities, in relation to regional tourism policy and spatial planning.



21 Klompenmakerij Traas

Passing on old crafts and traditions and cultural heritage are central focus points at Klompenmakerij Traas (Clog Workshop). The challenge is to expand the current clog workshop with extra activities, which will allow us to provide guests with a more contemporary experience. The new activities to be developed will continue to be based on the authentic craftsmanship, but will be innovated and include more of an experience. Visitors can enjoy a walk on the clogs and even produce a personalised clog as a souvenir.

22 Klok’uus

A tourist attraction with a wide range of both indoor and outdoor activities, using the local DNA and the natural environment. The company offers a unique farm experience, with a catering facility which serves



up regional products. The company has developed a new type of children’s party, where nature education plays a major role.

24 Campsite Schippers

A campsite which works on a circular business plan for the future. Campsite Schippers believes in the



economy of meaning, in which people can contribute to a better environment for both people and nature.

For example, the campsite is currently working on the construction of a circular shed near the entrance building, where old materials are reused.

26 Mini campsite Boudewijnskerke



A mini campsite, looking to expand its activities for the current market segments. The focus is thereby on the children target group and the increased involvement of the environment’s natural DNA. The innovation plan is focussed on realising

a sensory garden, where visitors go to perceive the natural environment through hearing, seeing, feeling and tasting. →

23 Villa Magnolia

Villa Magnolia is a luxury country estate hotel, focussed on a diverse market segment.



The company boasts a high customer appreciation score. In order to maintain and further expand this excellent position, some careful thought has been devoted to any possible new development directions with a variety of new and distinctive concepts, which can be used to serve other target groups, whilst still being complementary and offering economies of scale.

25 Beach pavilion Puur

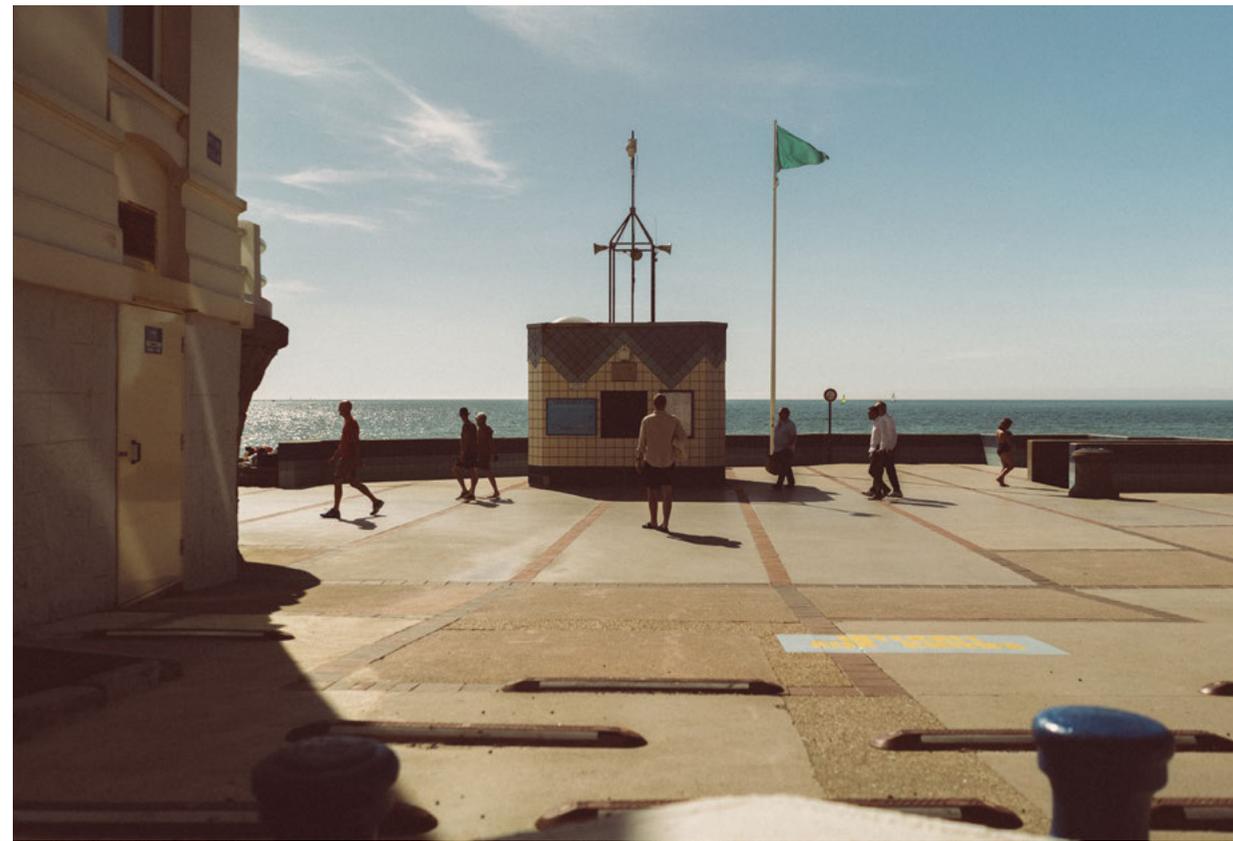
A beach pavilion active in the field of sustainable entrepreneurship. The company is working on various different ways of implementing sustainability in its business operations. The innovation plan has offered new insights for the reduction of plastic waste streams. This is done, for example, through the purchase of bio-based packaging and more recycling of materials.



Awareness is created among both the restaurant staff and guests. They can read all about this on the menu and the website.

Zeeland prepared 35 innovation plans for entrepreneurs.

Curious about the other plans?
Please contact Kim Provoost, Impuls Zeeland:
kimprovoost@impulszeeland.nl.



PAS-DE-CALAIS

27 Nature Guide (Ambleteuse)



Mme Géneau owns a small business of nature guides on the Côte d'Opale. She provides discovery circuits of 4km to 5km that last around 2h30 and feature discoveries, explanations

and a little gourmet stop. To breed customer loyalty and extend her clientele into the Parisian market, she wanted to create « nature escapes boxes» that included a guided nature trip and a themed service to accompany them, such as a gastronomic meal, photography lesson, demonstration of Tibetan standing bells, meditation... The establishment of a network of partners across the Côte d'Opale, centred around well-being, lies at the heart of her innovative project.

28 Holiday Suites (Boulogne Sur Mer)

The Holiday Suites holiday park wanted to diversify its offering by proposing, most notably, car-free breaks that can be communicated and highlighted on the basis of an « index of car-free stays ». By using a vehicle less and taking advantage of more accessible touristic offerings that are available on foot, by bike or by public transport, the index goes up. This offer meets the growing need from urban clientele and, in particular, the Parisian client for disconnecting and returning to nature.



29 Mr. Garet (Saint-Etienne au Mont)

Mr GARET has hired out a small holiday rental (5 people) for 20 years and wants to develop his business around an Eco-gîte concept in order to share his values and passion for nature with his clients. Adapted for permaculture, he would like to show his guests a self-sufficient way

of life featuring activities that are educational and entertaining: living in step with nature, working with animals, identifying local wildlife, promoting awareness of energy use, learning to consume fewer resources... An experience that makes perfect sense!

30 CES – Calais

Calais' Centre Européen de Séjour accommodates 25,000 room nights per year, mostly from a clientele of English, Belgian and French groups: schools, works councils, sports clubs and associations. In order to diversify its clientele and fill the accommodation during low season, the centre is seeking to develop its business travel breaks by showcasing the advantages the destination offers for relaxation. To do this the centre would like to create links with local wellbeing partners: gardening, yoga, sophrology...

31 Centre Educatif d'Hardelot

The Hardelot educational centre, managed by Kent County Council (Great Britain), offers an immersion into French culture for British schoolchildren aged 8 to 11. The centre is seeking to boost visitor numbers during October to February and at weekends from March to October. In order to do this, the centre would like to provide the opportunity to learn French through fun activities linked to exploring the forest thanks to a forest school concept: identifying trees and plants, learning to build a cabin...



32 Florence PECRIAUX

Florence Pecriaux is a sophrologist. She would like to develop a Zen Festival on the Côte d'Opale in order to provide a destination for the 3 Rs: « retreat, recharge, reconnect ». She has approached the Tourist Office of the Terre des 2 Caps in order to organise this festival.



33 The Tourist Office of the Terre des 2 Caps – Wissant

The Tourist Office of the Terre des 2 Caps would like to establish a Zen / wellbeing festival in the Côte d'Opale. The aim would be to generate emotions and spark the visitors desire to return.



The area is seeking to stand out from other well-known destinations (Baie de Somme, most notably) and bring in additional revenue. This festival is planned for May/ June 2020.

34 Pays d'Opale Tourist Office – Guînes

For several years the intercommunal tourist office of Pays d'Opale has led the way in the development of Nordic walking trails. In order to reaffirm its position as a leader in this sport, the tourist office would like to develop trail routes through the National Forest of Guînes and to distinguish itself in particular with the establishment of children's' trails and forest bathing activities. This offering will be rounded off with an Ironman event in 2021 (run, bike and swim).

35 Mr DELAMAERE and Mme COSTENOBLE – Saint-Omer Capelle

Mr Delamaère and Mme Costenoble are retired farmers who rent out holiday homes that currently sleep up to 9 people. Due to a strong demand for holiday homes with greater capacities that are suitable for get-togethers for family and friends, they wish to create an extension that can be adapted depending on demand and offer other services that meet the needs of their clients: play areas, bike hire, collecting plants from the garden.



36 Château de la Marine – Wimille



The Château de la Marine provides high-end guest rooms in a leafy setting. In order to further develop this business, its future owners would like to extend the property by creating 4 new guest rooms and establish a

mushroom growing room within the bunker located on the site. In the longer term, a shop within the château will allow them to sell their produce to passing visitors. This produce will also be showcased in the meals served at the table d'hôtes.

37 Mr and Mme DEBEUSSCHER – Nortkerque

Mr and Mme DEBEUSSCHER manage a gîte for groups of up to 14 people in a traditional village that lies within a wetland area. Situated inland from the Côte d'Opale, the owners would like to explore ways of encouraging more clients to stay. They would like to create a rose garden and provide circuits to explore the village, its inhabitants and its history. Initially, 3 discovery booklets will be available that contain puzzles, encounters, tastings of local products... →

38 Mme CONDETTE



Madame Condette would like to establish a holiday rentals business with a strong focus on wellbeing and recharging the batteries for a short-haul urban clientele.

39 Mme DELATTRE – Recques-sur-Hem

Mme Delattre is a gîte owner and farmer specialising in the production of linen that she showcases in the decor of her gîte (curtains, sheets, towels...). In order to stand out from her competitors she would like to share her knowledge of linen production by offering activities, presenting how the raw material is harvested, demonstrating its production in the fields from mid-June to late August...This entertaining activity will be aimed primarily at families.

KENT

40 Action Watersports



A small family owned business employing 5 – 9 employees in Lydd in Kent providing a range of watersports activities. The innovation challenge is to scale up the business model efficiently during a period of expansion with new activities coming on stream whilst maintaining quality services, streamlining operations in-house to keep on track with innovation being the key to spending the right time on the right priorities particularly in the field of digital marketing allowing the team more time to focus on the customer and allow staff to work better as a team, boosting moral and encouraging employee advocacy.

41 Barnsole Vineyards

Barnsole is a boutique vineyard, a winery, and two passionate wine makers who strive to produce premium quality English wines. The innovation challenge focuses on capturing footfall through social sharing. As the wine season is approaching, Barnsole will be launching officially, which, in turn, means a greater number of visitors to the site in person, and also to the various social media platforms. This potential increase in footfall brings with it the need to develop digital platforms and build them into the experience in order to maximise benefits from this surge in visitor numbers. Social sharing will enable the brand to form a solid presence before, during and after the launch, and act as vital platforms to advertise the campaign upon.



42 BB4 Hospitality

BB4 hospitality is a hospitality SME providing countryside self-catering cottages – Mocket Farm Cottages and the Ferry House Inn – a pub, restaurant and accommodation (including self-catering and B&B). based on the Isle of Sheppey in Kent employing 20 – 49 people. The innovation challenge seeks to improve the digital and audio-visual content online and on social networks.



To establish a strong digital strategy in order to better communicate and engage with existing visitors, in addition to attract new visitors and increase visits and bookings through sharing and reviews.

43 Belmont House and Gardens

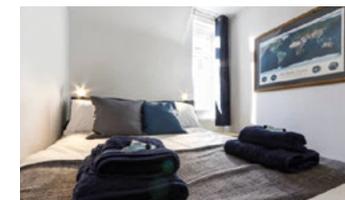
Belmont House and Gardens is an attraction of historic and architectural interest near Faversham in Kent employing 10 – 19 people. The innovation challenge seeks to build upon an existing strong solid social media and content strategy by optimising alternative organic channels in order to reach new people on social media



by creating fresh, engaging, and visually appealing content. To establish Belmont House and Gardens as a must-visit property with key audiences to increase visitors within these demographics – in particular families.

44 Blue Fox

Blue Fox is a hospitality services company employing 4 people in Canterbury. Manages hassle-free, short-term rentals and Airbnb hosting. The innovation challenge focuses on streamlining processes internally in order to develop a strong strategy that is effectively aligned to both the team and business objectives to become a leader in the hospitality services sector and grow sustainably and future-proof the service and maximise time spent on both product and process improvement.



45 Canterbury Brewers & Distillers

Canterbury Brewers & Distillers is a Microbrewery and restaurant located in Canterbury in Kent employing 10 – 19 people. The innovation challenge focuses on the need to improve product development by establishing a strong brand and clear positioning within the market, in addition to a consistent digital marketing strategy to increase its digital presence. The business has recently undergone a lot of change including a change in location. Current digital marketing is inconsistent and there is plenty of opportunity to update its digital presence to reflect the new offer, and establish a strong



positioning and brand to better reflect the current business offer with the view to increase clarity for visitors and customers.

46 Bluetown Remembered

An iconic heritage museum, music hall theatre, cinema, events and local history museum all based in one location, in the heart of Bluetown near Sheerness. It has 2 full time employee and is heavily reliant on a volunteer workforce. The innovation challenge for Bluetown Remembered are:

1. **Raising profile of the area**, to raise the profile of the attraction
2. **Product development** to increase revenue and engage new customers by creating experience led products, promoting activities regularly on social networks and development a partnership approach to destination marketing.



47 Macknade Fine Foods



Macknade Fine Foods (MFF) is one of the country's leading food halls, built on a 170 year history of food, farming and retailing. It is a medium sized business – 50 – 99 employees. The innovation challenge is to make MFF a destination store to visit and increase sales among new and returning customers. With such a gorgeous high-end experience in-store, and a strong base of customers and loyalty card holders, it's time to build a strong visual-led digital brand to reach new audiences and keep the store front-of-mind for existing ones. →



48 Romney Marsh Shepherd Huts

Naturally authentic farm based accommodation, offer comprising of 2 shepherds huts. Internal decor to a high standard and supported by the farm's other business – Romney Marsh Wools – soft furnishings and toiletries. All of these products come directly from the farm's flock of Romney Marsh sheep adding to the authenticity of the brand. Based in Romney Marsh, near Aldington, Ashford it employs 1 full time employee and 6 part time. Innovation Challenge focus is Product Development and the use of digital marketing to raise the profile of the huts to a domestic and international market. The alternative accommodation market is well established and the idea of staying on a farm whether it be a converted farm building, shepherd hut, yurt or tepee is very much of interest to the domestic and international visitors as they strive to find an ever more immersive experience. The challenge for many SMEs/ rural based accommodation providers is extending stays beyond one night.



49 Romney, Hythe and Dymchurch railway

Since 1927, the Romney, Hythe & Dymchurch Railway has been an integral part of the landscape of the Romney Marsh. Known as "Kent's Mainline in Miniature", one-third full size steam & diesel locomotives have powered their way along the 13½ miles of track from the Cinque Port town of Hythe, terminating in Dungeness; a National Nature Reserve. With 4 stations in between, all within walking distance of a beach, the railway provides visitors with an opportunity to explore this unique corner of Kent.

The innovation challenge seeks to increase current levels of engagement via new approaches to digital marketing across different social media channels, enabling the brand to be positioned front-of-mind for

days out and visits. By increasing these levels of engagement, their locations should be more visible and memorable, and a key choice for things to do in the destinations. Innovation like this is necessary in a world where digital is already driving and transforming trends.



50 Vine and country tours

Vine and country tours provides bespoke food and drink experiences built around Kent and East Sussex wine producers. Specialising in one day tour offer to regional vineyards, food producers, cider makers and brewers its USP is bespoke planning, on-site quality catering delivery and team knowledge of viticulture. The innovation challenge for Vine and Country Tours are:

1. **Differentiation** in the marketplace
2. **Products refinement** – offering a bespoke service by capitalising on the team's in-depth knowledge and connections across the local food and drink industry.
3. **Raising business profile** in the short term with the UK domestic market and longer term with the best prospect international visitor market/ meetings and incentives.



ESSEX

51 Marks Hall Estate



A striking heritage landscape that extends over 2,200 acres of Essex countryside currently visited for its gardens or as a wedding venue. This innovation plan looks at major new development strategy, a brand review

and infrastructure development including new visitor facilities. The new additions will create differentiation from other Essex attractions but strive to work with as many other local attractions in the area.

52 Compasses at Pattiswick

A unique and stunning wedding and events venue, they were once a local pub but have diversified. The innovation plan looks at how they plan to increase their business by developing a new website and engaging with potential customers through a blog, use of videos and social media.



53 Brentwood Brewery co.

A local brewery that offers experiential tours to visitors. It has a broad customer appeal and they want to innovate to ensure the business thrives and has the opportunity to expand. In order to do this they will review performance business strategies and explore options to collaborate with others.



54 Browning Brothers



A unique and alternative outdoor events space with a focus on glamping. They want to improve the perception of Essex and grow visitor numbers to their business and the local area by collaborating with others to develop new stories.

The plan identifies how to create a sense of place for their business and how to tactically deliver their unique personal story e.g. via blogs, becoming an influencer, photography.

55 Escape Live

A popular entertainment venue that is great for groups and rising in popularity. The plan is to use social media to improve brand awareness and differentiate from competitors. The plan is to expand their customer



base and target the corporate market for team building days. →

56 West Street Vineyard



A vineyard that offers tours and tastings as well as an exquisite restaurant set in a stunning rural landscape.

The challenge has been to

ensure that their website and online presence conveys their brand values. The plan sets out how videos and imagery can help support the messages and story of the vineyard and all it has to offer its customers and how digital marketing can be used more effectively to communicate with their customers.

57 Wivenhoe House Hotel

A four star luxury hotel located on the University of Essex campus that is also home to the Edge hotel school, the first of its kind in the UK. The hotel itself is partly in an eighteenth century listed house complemented by a contemporary extension. The hotel wishes to innovate and develop a vision for its next steps. The innovation plan looks at the steps and need for a strategic plan that articulates what needs to be done in order for the hotel to thrive and be successful in a changing and challenging market.



61 Topsail Charters

A family run heritage attraction that offers Thames sailing barge cruises, private hire and public trips. The business has a broad customer appeal however there is the need to grow

certain areas of the businesses for example the private hire. They want to innovate to ensure the business stays relevant whilst acknowledging its historical roots. The plans looks at ways to address this for example competitor analysis, ensuring staff are maximising the potential of bookings, and reviewing their marketing tactics.

62 Camelia Hotel



An award winning contemporary boutique hotel located along Thorpe Bay Seafront. The hotel wants to innovate to increase visitor numbers and to up sell to encourage guests to use their restaurant. The innovation plan looks at the role that the website and social media can play.

58 Waldegraves Holiday Park



A family owned holiday park that specialises in family holidays with the aim to provide people of all ages with all the facilities and entertainment they need to have a good time and return. The challenge is to develop new experiences in order to keep the business running all year. The plan looks at how they will achieve this through collating customer data and insights, and working with local partners to develop new packages, as well as developing a 12 month marketing plan.

63 Essex & Suffolk Community Rail partnership

A public transport operator that wants to increase passenger numbers on specific coastal lines.



They do this via event trains throughout the year and working with others on projects. The plan looks to innovate their current digital marketing activities to obtain a wider and more targeted reach to help spark more interest, generate more sales, and educate and

communicate to the local community.

64 The Gibberd Garden Trust



An established visitor attraction that has been operating for 25 years. The extraordinary spaces combines gardens with art and culture.

They want to innovate to ensure a long term sustainable future. The plan provides a strategic framework and suggestions for collaboration.

59 Gleneagles Guest House

A coastal guesthouse in the popular resort of Southend. They want to innovate to remain in the top 4 guesthouses and compete with the OTA's. The plan looks at achieving this through developing a stronger brand and working with other local businesses and supporting the development of the local DNA.



60 Old MacDonalds Farm and Fun Park

A family run visitor attraction that has developed over the past 12 years. It offers a great family day out with plenty to do and see. The farm want to innovate in order to maintain and improve the customer care for their visitors. The plan focuses on its internal customer care ensuring that the staff are supported and managed in the most effective way.



65 East Anglian Railway Museum

They offer a space that hosts experiences, not simply a train ride. They are continually designing new experiences that are unique to them, that successfully appeal to new market audiences. The innovation plan looks at how they can utilise their existing stories and heritage to leverage new opportunities and seek new links with new audiences and develop venue hire.





Speed up investments and profit

This project has been a perfect example of cross border working, it had its challenges due to its size and scope and being made up of many different activities. However it is a great example of the power of collaboration, highlighting that great things can be achieved by working together.

Whilst the regions involved in the project are diverse and have cultural differences we have learnt that we have so much in common and face the same challenges and issues and have similar priorities when developing and promoting our destinations. These areas of priority were identified early on within the project which has allowed us to concentrate on these specific themes throughout all the work streams, connecting each of the activities, and has enabled us to share our learnings and experiences along the way.

By working together in partnership not only did we learn a lot from each other but the project would not have been the success that it has been, it has allowed us to accelerate the project and create economies of scale which means that many of the things we achieved were down to working in partnership and not in isolation.

The approach we took was to discuss all activities together and develop a shared methodology for each activity. We adapted some of the tactical delivery to ensure that it was best suited to our own SMEs and regions, however with the same methodology

and same evaluation templates we were able to compare and contrast our results which we did regularly. We learnt many lessons along the way especially how to adapt the activity to what works for our SMEs and what would give us the best results rather than just delivering what we initially set out to do. The project was about the SMEs and ensuring they are growing which meant that we were heavily reliant on their engagement and participation. Throughout the project all regions witnessed a greater engagement with their SMEs and that there is now a much better working relationship, creating a long lasting benefit of the project that will improve the way we work in the future. We engaged the SMEs from the beginning and took them on the PROFIT journey.

At the beginning of the project, three years ago, we set out some ambitious targets and whilst we have succeeded in meeting those targets more importantly we have made a real impact to the businesses in our area and in many cases facilitated their growth, which will lead to increasing their profits. The common investments in the development of more efficient management and of new products and services have delivered satisfying results and will be continued after this project.

It had also not been anticipated at the beginning that we would all learn so much from one another and that this project would change the ways in which we work, therefore creating a real sustainable legacy. •





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When you look for Coastal opportunities on future collaborations & innovation and for more information in your region.

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