



idea

TOURISM ARRANGEMENTS BASED ON LOCAL PRODUCTS (SINGLES AND SMALL GROUPS)
 PROTOTYPE WITH INTEGRATED ACTION PLAN

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more info:
WWW.PROFITTOURISM.EU

1. WHAT?

Develop the link with the local DNA. The SMEs will mainly focus on a combination of where the local area and local products are central. This would play out in the way they present themselves towards possible customers and would also incorporate the aspect of sustainable tourism.

- ▶ Work together with local producers, suppliers and tourism services to create a truly 'local offer'. Put up arrangements where activities in the area are promoted, facilitate the stay for the customers.
- ▶ Create an offer with a focus on heritage, old crafts, ecology, forgotten products, artisan products, ...
- ▶ Involve locals.
- ▶ Pick up regional innovations (VR on sea, ...)



2. ASSETS & PROFITABILITY

- ▶ The destination becomes more attractive. Different SMEs become more aware of what the region (and its DNA) can mean for them and what they can contribute with their activities.
- ▶ Win-win situations are created. Local and regional partnerships grow.
- ▶ All-in packs for a week, weekends, day immersed in the local experience



3. SUCCESS FACTORS

- ▶ Number of SMEs that make use of it
- ▶ Visits on the websites
- ▶ Number of (new) customers that make use of the 'local arrangements'
- ▶ Satisfaction survey SMEs
- ▶ Number of newly offered/ realised activities at SMEs in partnership with other local organisations

4. PARTNERS

- ▶ SMEs
- ▶ Regional and local tourism services
- ▶ Local suppliers and producers of goods
- ▶ Local suppliers of activities
- ▶ Local event organisers
- ▶ Local shops, artisans, craftsmen, artists, ...
- ▶ Rental companies



5. COMMUNICATION

Communication

- ▶ Google
- ▶ Facebook
- ▶ Uit in Vlaanderen (magazine)
- ▶ Magazines/ Press
- ▶ Communication agencies
- ▶ Touristic governmental agencies

External:

- ▶ Promo by SMEs through digital canals
- ▶ Communication by bloggers
- ▶ Communication by local partners/ touristic services
- ▶ Provoke/ incentivice reviews

Goals

- ▶ Proactive offer
- ▶ From prospect to ambassador
- ▶ Customer confidence relationship
- ▶ Surprise & delight
- ▶ Offer within a diverse range of budgetcategories
- ▶ Stimulating reviews
- ▶ Bonding

9. CHALLENGES

- ▶ Financing of the whole
- ▶ Allowing for a large diversity in the offer (weather, budget, child- and family friendly, culture, culinary, ...)

10. FINANCIAL

Costs

- ▶ Cost of personnel (1FTE)
- ▶ Promotional budget

Income

- ▶ Commission on the extra customers for the 'organisers/suppliers' of activities.
- ▶ A group purchase benefit for the SMEs

6. FOR WHOM?

- ▶ Small groups of friends (all ages)
- ▶ Broad public
- ▶ Link offer with target public (Families, Singles, families, foodies, healthies, ...)

7. HOW DOES IT WORK?

Develop the link with the local DNA. The SMEs will mainly focus on a combination of where the local area and local products are central. This would play out in the way they present themselves towards possible customers and would also incorporate the aspect of sustainable tourism.

8. TIMING

- ▶ Work together with local producers, suppliers and tourism services to create a truly 'local offer'. Put up arrangements where activities in the area are promoted, facilitate the stay for the customers.
- ▶ Create an offer with a focus on heritage, old crafts, ecology, forgotten products, artisan products, ...
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1. Creation of a broad vision
2. Appoint staff to work out the offers, contact partners,
3. set up the criteria of the different partnerships
4. Work out the way in which this will be communicated
5. Validation and go

11. MONITORING & MEASURING

- ▶ Number of SMEs that make use of it
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- ▶ Number of (new) customers that make use of the 'local arrangements'
- ▶ Satisfaction survey SMEs
- ▶ Number of newly offered/ realised activities at SMEs in partnership with other local organisations