



idea
OPEN TABLES
 PROTOTYPE WITH INTEGRATED ACTION PLAN

project submitted by:
 PROFIT

more info:
WWW.PROFITTOURISM.EU

1. WHAT?

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.



2. ASSETS & PROFITABILITY

- ▶ The mutual companionship (with other guests), new information about regional products and the surroundings/region, new dishes and the culinary experience provide guests with a regional experience.
- ▶ For the entrepreneurs that supply is the regional products, it provides extra guests and additional promotion.
- ▶ It also offers entrepreneurs the opportunity of cooperating with others from the same region.
- ▶ Entrepreneurs may also find that it offers the possibility of an extension of the season.



3. SUCCESS FACTORS

- ▶ Enthusiastic cooks/experts, who are capable of explaining the products, and how they are prepared, in an interesting manner.
- ▶ Unique locations, where the dinners can take place.
- ▶ Covered locations, so that the guests can also enjoy their meal during bad weather.
- ▶ A sufficient number of guest registrations, so that the entrepreneurs can count on the receipt of a minimal income.



4. PARTNERS

- ▶ SMEs in the touristic sector (accommodations)
- ▶ SMEs in the agrarian sector
- ▶ Cooks/catering sector
- ▶ Dutch Tourism Associations (VVV) / promotion channels



5. COMMUNICATION

- ▶ Offline promotion: By way of catering companies (direct promotion to guests), by way of flyers at the accommodations, ZeelandPas (tourist passport), direct promotion to the guests by the accommodations (reception), regional press, tourist magazine.
- ▶ Online: By way of accommodation websites, VVV Zeeland, websites of participating agrarian companies.



6. FOR WHOM?

- ▶ Empty nesters are the primary target group. Especially in the spring (March/April/May) and the fall (September/October).
- ▶ Other target groups can also make use of this product.

7. HOW DOES IT WORK?

- ▶ Impuls Zeeland and Know-how Centre for Coast Tourism jointly organise a masterclass for tourism entrepreneurs, the hotel and catering industry. In the masterclass, a number of different combinations (location, regional products, cook, menu, regional information) are determined for each location, including all the required data.
- ▶ These ideas are detailed in a promotional text, which is distributed to potential guests via different online and offline channels. On the basis of this, guests can register for an activity.
- ▶ At their own pleasure, guests can go to the location of the open table. Guests pay for their holiday accommodations subsequently, whereby the payment is settled between the corresponding entrepreneurs.

8. TIMING

- ▶ The master class takes place in the fall of 2018.
- ▶ Planning and details for the open tables/product offer will be ready in January 2019.
- ▶ Promotional activities start as of February 2019.
- ▶ The first "open table dinners" will be available as of March 2019.

9. CHALLENGES

- ▶ It is difficult for agrarian entrepreneurs to make free time available in the harvest season and during their regular work.
- ▶ Regional products may not be available, due to a failed harvest/weather circumstances.
- ▶ An insufficient number of multilingual cooks may be available for explanations.
- ▶ Insufficient registrations or too large groups.

10. FINANCIAL

- ▶ Guests pay for the open table meal (rates to be determined by the entrepreneurs during the master class). The price will depend on the products that are used and the deployment of a cook.
- ▶ Costs for promotion on communications: The open table dinner can be partially included in regular online promotion campaigns by VVV Zeeland; a budget will have to be planned for offline (for instance flyers) promotion.
- ▶ The costs of preparations (organisation of consultations with participating SMEs/parties) will be for the account of Impuls Zeeland/Know-how Centre for Coast Tourism.

11. MONITORING & MEASURING

- ▶ Number of open table restaurants
- ▶ Number of participants at open table meals
- ▶ Variety of regional products
- ▶ Satisfaction of the guests with open table meals (taste, presentation/explanation, experience of the cook) will be measured via a survey.
- ▶ Satisfaction with the open table meals (extra income, investments) to be measured via a survey of participating SMEs.