



## **EUTO 2010 Netherlands / South Limburg**

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Tourist Board South Limburg, Netherlands**



# South Limburg: the appendix of the Netherlands and the center of the the 3-country region



3-country region or 'Eu-region'



# Theme EUTO 2010: **Crossing Borders**

- ↳ **Crossing borders** between countries
- ↳ **Crossing borders** between themes
- ↳ **Crossing borders** by transforming industrial areas into touristic destinations
- ↳ **Crossing borders** by using new ICT developments in working process
- ↳ **Crossing borders** in the way we market destinations



# Sunday September 19th, evening: **arrival**

**South-Limburg has various international airports surrounding the region:**

- ✍ Düsseldorf International (1 hour)**
- ✍ Düsseldorf Weeze / Ryan Air Airport (1,5 hour)**
- ✍ Brussels-Charleroi / Ryan Air Airport (1,5 hour)**
- ✍ Brussels International (1,5 hour)**
- ✍ Maastricht Aachen (20 minutes but limited connections)**
- ✍ Eindhoven Airport (1 hour, but limited connections)**
- ✍ Amsterdam International / Schiphol (2,5 hours)**

**Monday September 20th, morning: welcome ceremony**

## **In Valkenburg a/d Geul**

- ↳ Short visit to Valkenburg and the Limburg Winkel (VVV Shop)**
- ↳ Welcome**
- ↳ Developments in Tourism in Europe**
- ↳ Other speakers on the theme**

**Monday September 20th, afternoon: anti stress tourism**

**In Valkenburg a/d Geul**

**Theme: escape tourism & health tourism**

**Location:**

**Holland Casino in Valkenburg, next to Thermae 2000, the oldest and largest official Spa & Wellness Resort in the Netherlands**

**Speakers on:**

- 👉 Wellness tourism**
- 👉 Religious tourism**
- 👉 Spiritual tourism**

**In the afternoon: wellness experience in Thermae 2000 Spa**

Monday September 20th, afternoon: **anti stress tourism**

In Valkenburg a/d Geul, Therae: **escape tourism & health tourism**

Sauna en Wellness - Gun jezelf Sauna en Wellness bij Therae 2000# - Windows Internet Explorer

http://www.thermae.nl/#

stand Bewerken Beeld Favorieten Extra Help

Favorieten | Aanbevolen websites | Gratis Hotmail | Web Slice-galerie

Sauna en Wellness - Gun jezelf Sauna en Wellness bij...

Pagina Beveiliging Extra



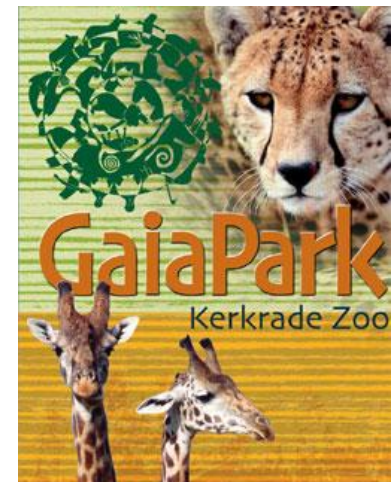
Therae 2000

Therae 2000 is dagelijks geopend van 09.00 - 23.00 uur. Kinder vanaf 10 jaar zijn van harte welkom.

Tuesday September 21st, **all day:**

## Parkstad Limburg in the Netherlands

**Theme:** how an industrial area can become the fastest growing touristic destination in the Netherlands an winner EDEN Award 2009



**Tuesday September 21st, morning:**

**Theme: transforming industrial areas into tourist destinations with nature and sustainability as central theme**

**In Parkstad Limburg**

**Gaia Park Kerkrade Zoo Conference Room in Dinodome**

**↳ Alderman of Kerkrade/Landgraaf: ‘The Creation of Park Gravenrode, EDEN Award winning destination in the Netherlands 2009’**

**How did the communities of Kerkrade and Landgraaf manage the transformation of a former industrial coal mine site of 700ha into a nature park with various attractions. Making it the fastest growing tourist destination in the Netherlands. All this in 13 years.**

**↳ Speaker from Brussels: EDEN Award, role and results**

**↳ Other speakers on the theme**

**Tuesday September 21st, afternoon**

**In Parkstad Limburg / Park Gravenrode Landgraaf & Kerkrade (EDEN Winner)**

**Visiting the attractions of Park Gravenrode:**

- **Gaia Park Kerkrade Zoo and Dinodome:** opened in 2005 and since 2006 every year awarded as the most popular Zoo in the Netherlands
- **Snowworld:** the largest indoor ski village in world, build on a former coal hill
- **Mondo Verde:** the largest new build gardens in the Netherlands. Mondo Verde shows replica of several gardens out of the world
- **Continium:** a discovery center, showing manhood in future

Rest of the week

Hasselt in Belgium/Flanders,

Theme: how television (series) can boost tourism



## Rest of the week

In Hasselt , Belgium/Flanders (50 minuted from Valkenburg):

Theme: how television and TV series can influence tourism. Location: probably Jenever Museum Hasselt

- ✍ **Tourisme Limburg/BE: TV series as a major marketing tool**
- ✍ **VVV Zuid-Limburg: Tien Torens Diep, a youth series on a popular youth book about 3 children living in a coal mine area in 1952. Cooperation between Tourist Board , municipality and TV production company**
- ✍ **Other speakers on the theme**

**Visiting the Jenever Museum**

Rest of the week:  
visit to **Liège in Belgium/Wallonie**  
**Theme:** how transport can influence tourism



## Rest of the week

In Liege, Belgium (30 minutes from Valkenburg):

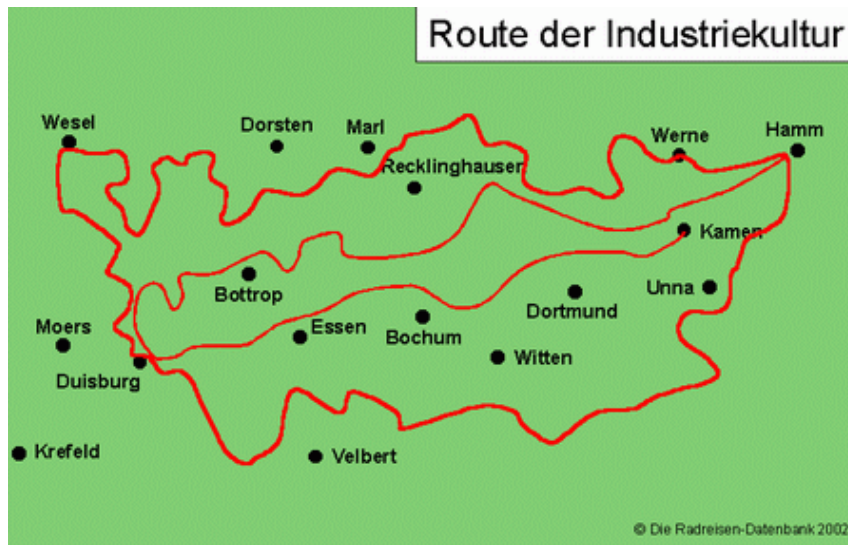
**Theme: how developments in transport can influence tourism, also in relation to the Copenhagen Treaty**

- ↳ **Hasselt, free public transport for all**
- ↳ **TGV in Europe and its influence on tourism**
- ↳ **Ryan Air and other low cost airlines changing tourism in Europe**
- ↳ **The influence of changing accessibility for tourist destinations**
- ↳ **Old transport systems become tourist attractions**
- ↳ **Other speakers on the theme.**

**Visiting the new modern TGV station in Liege**

# Rest of the week: Aachen, Germany

**Theme:** borders as a tool to influence tourism



## Rest of the week

**In Aachen, Germany (30 minutes from Valkenburg):**

**Theme of the day: borders as a tool to transform industrial agglomerations into touristic destinations**

- ↳ Euregionale 2008**
- ↳ Grünmetropole**
- ↳ Vogelzang: a NAZI school becoming an awareness monument**
- ↳ Other speakers on the theme**

**Visiting attractions along the Grünmetropole**

## Rest of the week

### Venlo Floriade, Netherlands

**Theme:** how major events can influence tourism



# Rest of the week

In Venlo / Floriade areas, Netherlands (50 minuts from Valkenburg)

Theme of the day: international events as a tool to transform a region, to change an image and to improve economy

- ✍ **Floriade 2012 in Venlo**
- ✍ **World Championchips Cycling Limburg 2012: how 'hilly' Limburg uses cycling events to boost the image of the most southern province of the Netherlands**
- ✍ **NBTC: Dutch Events changing Holland**
- ✍ **Other speakers on the theme**

Visiting the Floriade site

## Rest of the week

Major tourist destinations in the Netherlands including Amsterdam

**Theme:** tourism in the Netherlands, offered by VVV Nederland



VVV ZUID  
LIMBURG



125 jaar!  
Liefde voor het leven