



EUTO 2010 Netherlands / South Limburg

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 tourist destinations

↳ Crossing borders in the way we market destinations

Program of the EUTO conference

Time-schedule:

Sunday 19-09-2010, evening, arrival at one of the airports:

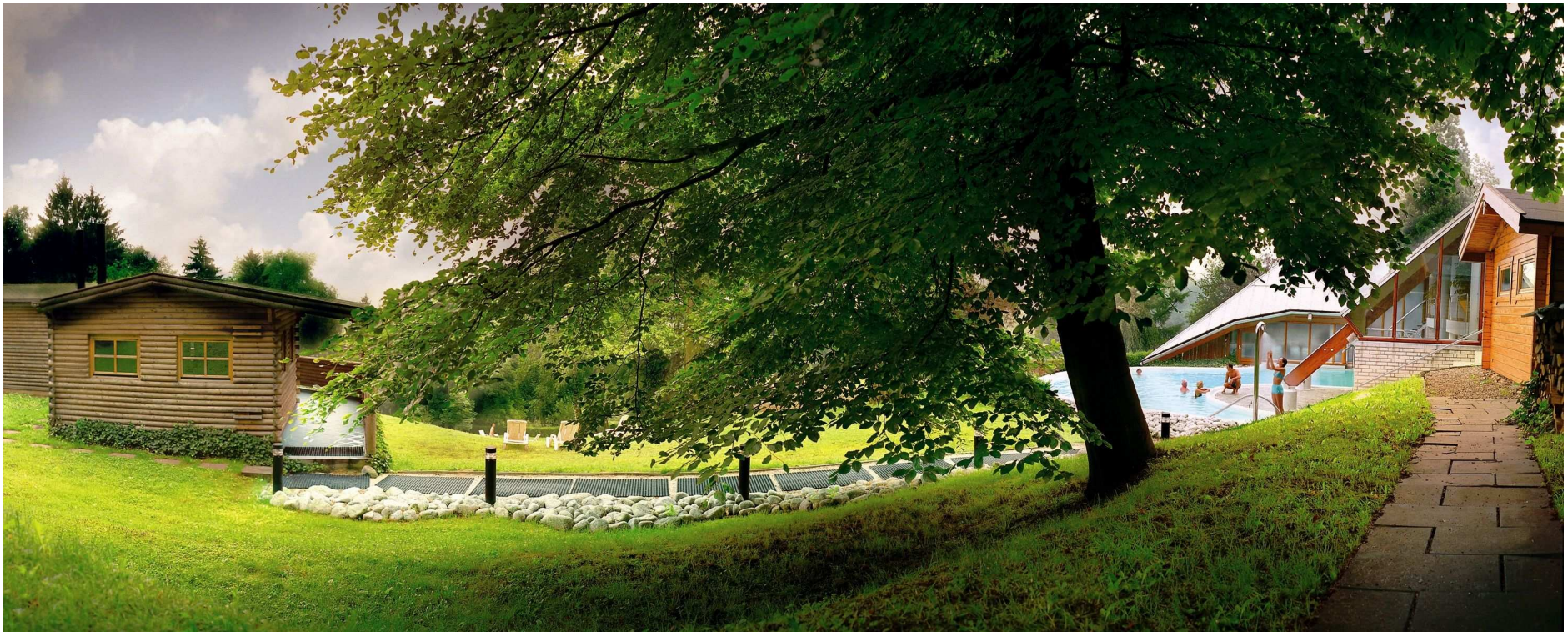
- ✧ Düsseldorf Weeze / Ryan Air Airport (1,5 hours)
- ✧ Düsseldorf International (1 hours)
- ✧ Brussels-Charleroi / Ryan Air Airport (1,5 hours)
- ✧ Brussels International (1,5 hours)
- ✧ Maastricht Aachen (20 minutes, but limited connections)
- ✧ Eindhoven Airport (1 hours, but limited connections)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

Delegates arrange own transport to the hotel.

In the evening a welcome drink will be organised for EUTO guests in Valkenburg.

Monday September 20th : escape & health tourism

**In Valkenburg a/d Geul, Wellness Resort Themae:
escape tourism & health tourism**



Monday, September 20th

In Valkenburg a/d Geul

In the morning:

- 08.30 - leave the hotel**
- 09.00 - visit to the Limburg Shop**
- 09.30 - walk to Thermae 2000**
- 09.50 - word of Welcome**
- 10.00 - speakers on the following themes:**

10.00 – 10.30 > Wellness tourism

10.30 – 11.00 (2 speakers on the theme)

Short break - coffee/tea/water

11.30 – 12.00 > Religious tourism

12.00 – 12.30 (2 speakers on the theme)

12.30 – 13.00 > Health tourism

13.00 – 13.30 (2 speakers on the theme)

Monday, September 20th

In Valkenburg a/d Geul

In the afternoon:

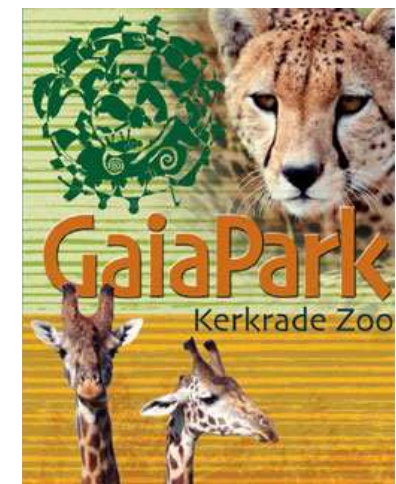
- B* 13.30 - lunch
- B* 14.30 - 15.30 - tour Thermae 2000 led by a guide
- B* 15.30 - 18.45 - own wellness experience in Thermae 2000
- B* 19.00 - dinner arranged by delegates at their own costs
possibility to dine at Thermae 2000.

(the meeting of the EUTO board is planned at 15.45 hours)

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

Parkstad Limburg in the Netherlands

Theme: the transformation of an industrial area into a tourist area



Tuesday, September 21th

Area Parkstad Limburg

In the morning:

- ↳ 09.00 - pick up at the hotel by bus
- ↳ 09.30 - Arrival at Discovery center Continium in Kerkrade
- ↳ 09.30 - speakers on the following themes:

09.30 – 10.00 > The Eden Award and winning project Park Gravenrode in 2009
10.00 – 10.30 (2 speakers on the theme)

Short break - coffee/tea/water

11.00 – 11.30 > Industrial tourism
11.30 – 12.00 (2 speakers on the theme)

- ↳ 12.30 - Lunch at Continium

Tuesday, September 21th

Area Parkstad Limburg

In the afternoon:

- ↳ 13.30 - Explore the Continium Discovery Center**
- ↳ 14.30 - bus transfer to GaiaPark Kerkrade Zoo**
- ↳ 14.45 - short tour GaiaPark led by Mr. R. Huppertz, director**
- ↳ 15.45 - bus transfer to Mondo Verde World gardens**
- ↳ 16.00 - short tour Mondo Verde led by Anya Niewierra**
- ↳ 17.00 - bus transfer tot Snow World Indoor ski resort**
- ↳ 17.15 - ride on the ski lift and going downhill on the ski slope**
Break - short break at the alm hut on the lope.
- ↳ 18.15 - bus transfer to Valkenburg**
- ↳ 20.00 - dinner at Holland Casino in Valkenburg**

Wednesday September 22th
Hasselt in Belgium/Flanders,
Themes: how television (series) can boost tourism & food tourism



Wednesday, September 22th

The city of Hasselt in Belgium/area Flanders

(an area which is well known for it's local food products)

In the morning:

B **09.00 - pick up at the hotel by bus**

B **10.00 - Arrival at the Belgian Limburg Province House**

B **10.00 - speakers on the following themes:**

10.00 – 10.30 > TV series as a major Marketing tool

10.30 – 11.00 (2 speakers on the theme)

Short break - coffee/tea/water

11.30 – 12.00 > the individual experience at the bed & breakfast accommodation

12.30 – 13.00 (2 speakers on the theme)

B **13.00 – 14.00 – lunch at the Province House (typical Limburg dishes)**

Wednesday, September 22th

The city of Hasselt in Belgium/area Flanders

In the afternoon:

- B* 14.00 – 15.45 - walk along typical locations in the city of Hasselt
- B* 15.45 – 16.30 - bus tour through the Haspengouw with several stops along the way.
- B* 16.30 - arrival at Tongeren city in Flanders.
- B* 16.30 – 17.30 - guide tour through Tongeren
- B* 17.45 – 18.45 - bus transfer to Valkenburg
- B* 20.00 - dinner in Valkenburg.

Thursday, September 23th

Venlo Floriade, Netherlands

Theme: how major events can influence tourism



Hoge Veluwe en Kröller-Müller



Thursday, September 23th

The city of Venlo / Floriade areas and The Veluwe

In the morning:

- ♫ 08.00 - Check out of the hotel.
- ♫ 08.15 - Pick up at the hotel by bus
- ♫ 09.45 - Arrival at the Floriade Areas and visit to the event site.
- ♫ 10.00 - speakers on the following themes:

10.00 – 10.30 > Floriade 2012 in Venlo

10.30 – 11.00 > World Championships Cycling Limburg 2012

Short break - coffee/tea/water

11.30 – 12.00 > Capital of culture Europe (how cultural events can change into tourist destinations

12.00– 12.30 (2 speakers on the theme)

- ♫ 12.30 - Lunch

Thursday, September 23th

The city of Venlo / Floriade areas and The Veluwe

In the afternoon:

- B* 13.30 - Guided preview tour of Event site Floriade
- B* 14.00 - pick up by bus
- B* 15.30 - 17.00 - Arrival at the National Park Hoge Veluwe plus guide tour
- B* 17.00 - 17.15 - bicycle tour to Kröller Müller Museum
- B* 17.15 - 18.15 - visiting the Kröller Müller Museum, with exhibition Van Gogh paintings
- B* 18.15 - pick up by bus
- B* 19.00 - check in hotel in Apeldoorn
- B* 20.00 - dinner at the hotel

Friday, September 24th

Amsterdam

Theme: tourism in the Netherlands, crossing borders between bad and good images, sponsored by VVV Nederland



Friday, September 24th

The Capital Amsterdam

In the morning:

- ♬ 09.00 - check out and pick up at the hotel
- ♬ By rail to Amsterdam
- ♬ 10.00 - Arrival at the Amsterdam Tourisme & Congres Board
- ♬ 10.00 - speakers on the following themes:
 - 10.00 – 10.30 > The city of Amsterdam and I Amsterdam
 - 10.30 – 11.00 (2 speakers on the theme)
 - Short break - coffee/tea/water
 - 11.00 – 11.30 > crossing borders between bad and good images
 - 11.30 – 12.00 (2 speakers on the theme)
 - 12.00 – 12.15 > completing the evaluation form
 - ♬ 12.15 – 12.30 - Presentation by Italy – hosts of the EUTO Study Visit 2011
 - ♬ 12.30 – 13.30 - Lunch

Friday, September 24th

The Capital Amsterdam

In the afternoon:

- 📅 13.30 – 14.15 - transfer to and check in hotel**
- 📅 14.15 – 19.00 - free time to visit Amsterdam with free tickets for various attractions/exhibitions**
- 📅 20.00 - final dinner**

Saterdag, September 25th

Free time and departure from Amsterdam

VVV ZUID
LIMBURG

125 jaar!
Liefde voor het leven

