

## South Limburg landscape foundation

Sustainable cooperation between agritourism and tourism



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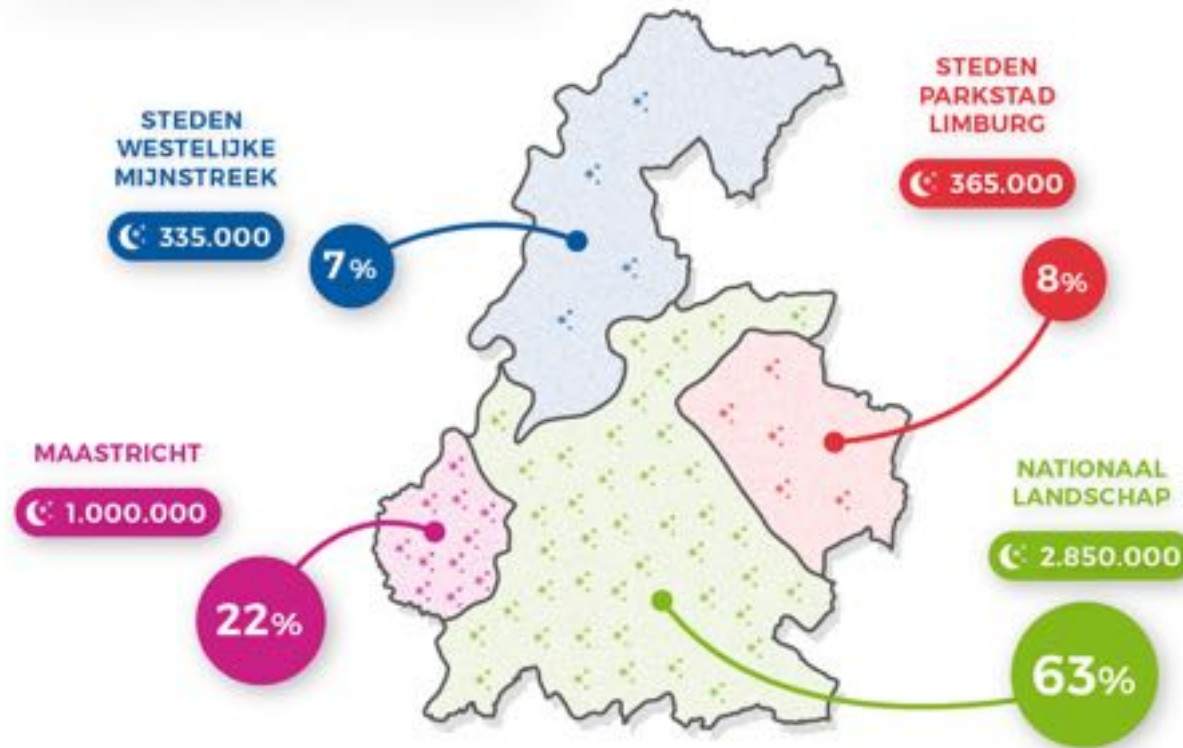


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# OVERNACHTINGEN IN ZUID-LIMBURG PER REGIO IN AANTALLEN EN VERHOUDINGEN

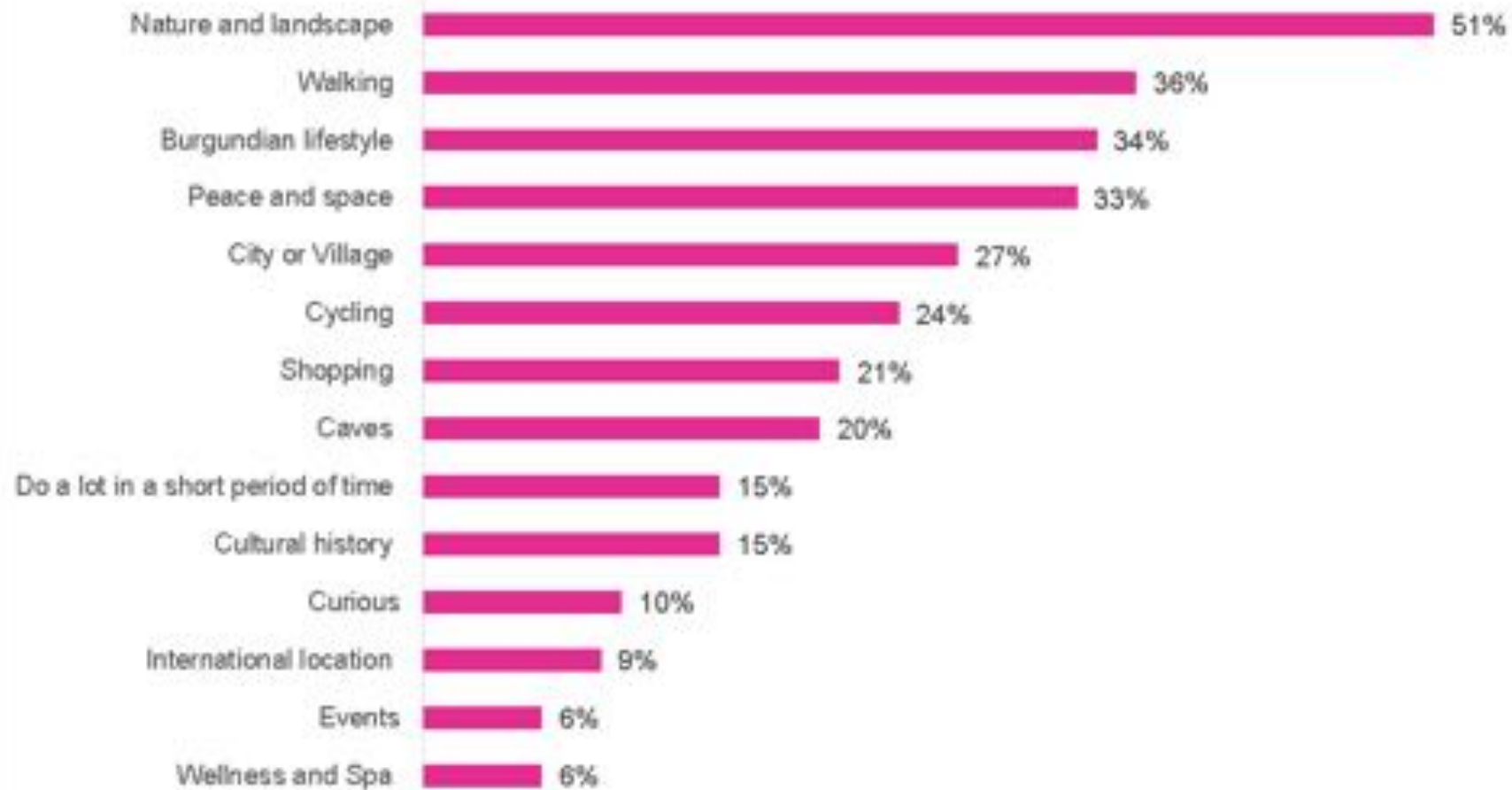


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## Motives to visit South-Limburg

■ Percent





# Context

- Research has shown that **59%** of Limburg's tourists see its **nature and landscape** as the **main motivation** to return more often.
- 63%** off all **overnight stays** (2.8 million) take place in **rural areas**.
- The **farmers** take care of the **maintenances**
- Annually, the **farmers** receive a grant of 1.5 million euros as **compensation** for their **expenses**

**But... this money is running out and there is no provincial budget for new requests...**

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# Objective and stakeholders

Putting **agriculture** high on the **political agenda!**

- Initiator: Tourist Board South Limburg
- Facilitator: The Province of Limburg (Gouvernement)
- In **cooperation** with:
  - Agriculture and Horticulture Union
  - Natural Limburg
  - Foundation for Conservation of Small Landscape elements
  - Agrarians/farmers
  - Hotels/restaurants

## Conclusion:

A **landscape foundation** has been set up with **long-term financing** that is meant to **safeguard** the vulnerable **landscape of South Limburg** for at least **thirty years**. The Province of Limburg is the main facilitator and the director of this foundation.

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# Evidence and success

## Still ongoing...

Short term: the **grant** for the **upcoming years** has been fixed.

Long term: the **Landscape foundation: a long-term financial plan** facilitated by the authorities

- A 'Area agency' has been created: to set up a **budget** for the future **promotion of local produce** in South Limburg.
- It is on the **political agenda** now: we are often asked to **present our vision**. Farmers are asking for our help in promoting their sector.

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# Difficulties/lessons learned

During the brainstorm the two topics were discussed separately:

Landscape	Local produce
Insufficient awareness of its value and importance on political level	Caterers has to put more local produce on their menus
Long-term finance plan to securing the support of the authorities for farmers	Stock-taking
	Infrastructure and logistics

- Not only the Province has to contribute; the **municipalities** have to prioritize landscape maintenance more
- 'Marketing' of the farmers is difficult for them

De groene kansen voor toeristisch Zuid-Limburg.  
Themamiddag 'Duurzaam Toerisme'



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## **South Limburg landscape foundation**

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**Thankyou for your attention!**