South Limburg landscape foundation
Sustainable cooperation between agritourism and tourism

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South Limburg landscape foundation
OVERNACHTINGEN IN ZUID-LIMBURG PER REGIO
IN AANTALEN EN VERHOUDINGEN

STEDEN WESTELIJKE MIJNSTREEK
335.000
7%

MAASTRICHT
1.000.000
22%

MIDDELENDIJKEN PARKSTAD
365.000
8%

NATIONAAL LANDSCHAP
2.850.000
63%

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Motives to visit South-Limburg

- Nature and landscape: 51%
- Walking: 36%
- Burgundian lifestyle: 34%
- Peace and space: 33%
- City or Village: 27%
- Cycling: 24%
- Shopping: 21%
- Caves: 20%
- Do a lot in a short period of time: 15%
- Cultural history: 15%
- Curious: 10%
- International location: 9%
- Events: 6%
- Wellness and Spa: 6%
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.
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.
Difficulties/lessons learned

During the brainstorm the two topics were discussed separately:

<table>
<thead>
<tr>
<th>Landscape</th>
<th>Local produce</th>
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<tbody>
<tr>
<td>Insufficient awareness of its value and importance on political level</td>
<td>Caterers has to put more local produce on their menus</td>
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<tr>
<td>Long-term finance plan to securing the support of the authorities for farmers</td>
<td>Stock-taking</td>
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<td>Infrastructure and logistics</td>
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- Not only the Province has to contribute; the **municipalities** have to prioritize landscape maintenance more
- ‘Marketing’ of the farmers is difficult for them
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Thank you for your attention!