

# PROFIT from the experiences of other businesses! Join (one of) our **inspiration trips!**

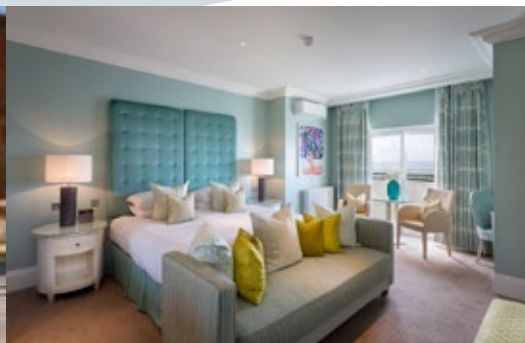
**Interreg**   
2 Seas Mers Zeeën  
**PROFIT**  
European Regional Development Fund



## Monday 21st January - Wednesday 23rd January 2019

Trip to **Essex and Kent** (United Kingdom), learning about the following topics:

- How to create experiences to attract repeat visits?
- How to grow your business throughout the seasons?
- How to appeal to a family market?
- Innovation using the very best of local produce and resources
- What are the benefits of art and culture on local communities?
- Regenerating vintage tourism for today's audiences
- Transforming 'old energy' into 'green energy' – an innovative new tourism attraction
- Changing perceptions of hotel accommodation through experiences





## Monday 4th February - Wednesday 6th February 2019

Trip to Zeeland (the Netherlands), the Belgian coast and Pas-de-Calais (France), learning about the following topics:

- How can you apply regional DNA in your tourism business?
- How to work on innovation and investments?
- How to upgrade occupancy rate from 50% to 70%?
- How to monitor, learn from and use your own data in your business?
- How can you focus on leisure/ MICE/ city trip... in one business?
- How to invite customers to have a sustainable behaviour during their stay?
- How to work with local producers?
- How to translate the values of the destination in a tourism attraction?
- How to work with inhabitants to create a tourism product?



## Join us!

These inspirations trip are available for a limited number of tourism SME's in the 2 Seas region, with a maximum of 30 participants. Participation is free of charge and includes transport, overnight accommodation and meals. Detailed information about the programme of the inspiration trips is available at [www.profittourism.eu/inspirationtrips](http://www.profittourism.eu/inspirationtrips)

