

INVITATION

“Off the beaten path” Tourism Development Mission to the Netherlands on 4-5 March 2024

We would like to invite you to join this interactive mission. It will give you a “look thru the eyes of Western European tourists” and gives inspiration to improve your own “tourism product”. The Tourism Development Mission will be organized by AZNL Business Hub and EastguidesWest.

Are you a tourism professional, e.g. government official responsible for tourism development, tour guide, tour operator or teacher at a tourism school? And do you want to explore how you can create an interesting tourism product for the European Travel Market? Please be welcome to join this mission to the Netherlands, before ITB in Berlin, from 5-7 March 2024. We do our utmost to match the wishes/needs of the participants as much as possible when determining the final program.

Draft program

<i>Sunday 3 March</i>	Travelling to the Netherlands Pick up at Düsseldorf International Airport Transfer to Hotel
<i>Monday 4 March</i>	1) Product re-design: how to create a valuable tourism product? Meetings with relevant tourism stakeholders Visit to Designer Outlet Roermond
<i>Tuesday 5 March</i>	2) “Going off the beaten path” Visit to several tourist attractions Closing diner
<i>Wednesday 6 March</i>	Transfer to Düsseldorf International Airport Travelling to ITB Berlin or country of origin

Participation costs

The costs of the participation in this mission will be **€ 1.950,-** per participant (excl. VAT). Included are three nights in 4* hotel, breakfast/lunch/diner, collective local transport, participation in collective program, local support by the organization.

Traveling costs (flight from/to the Netherlands) and individual costs (e.g. visa, interpreter, individual transport) are for your own account.

Interested to participate in this unique mission? More information and application please contact Mr Elwin Hulscher via: elwin@aznlhub.com and/or +31 (0)6 53 16 96 36.

Application deadline: Friday 2 February 2024.