

Tourism Strategy



Does your region have a strategic plan for tourism?

Yes

Date of the latest version:

2001

Main topics, most important objectives in this plan:

The Province of Noord-Brabant (regional government) wants to augment the tourist attractiveness of Noord-Brabant. The Province would like to enlarge the diversity of tourist facilities. The Province wants Noord-Brabant to be attractive for multiple-day stays.

Main objectives are:

- facilitate development of tourist facilities, especially related to cultural heritage and water tourism
- stimulate professionalism and co-operation within the tourist industry
- stimulate the development of the Board of Tourism Brabant to include a tourist expert centre in Noord-Brabant
- stimulate cross border projects, especially within the European Interreg program for Noord-Brabant and Flanders