

Site visit Through Fryslan (Dylan & Nynke)

Introduction

Friesland Convention Partners is a foundation dedicated to business tourism in Friesland. For the issue "How can we (Friesland Convention Partners) attract more international conventions to Friesland?" a concept was developed that will serve as the appropriate solution. During the business analysis we examined the internal and external environment of the foundation and based on this information we worked towards a creative, interactive and unique concept. By introducing the international conference market to Friesland and showing them all the possibilities, Friesland will be put on the map. Using a test phase, we investigated the feasibility and interest among the target group. To introduce international congress applicants to Friesland, we set up a site visit. By taking congress applicants on a two-day tour of Friesland and showing them various locations, all possibilities within Friesland are shown. Friesland is a unique province where there are many options for business, but also new and creative forms for congresses. In this document the choices made during the development of the site visit are justified and substantiated.