



visit
Kent



PaS de Calais



GREET THE WORLD

Interreg Programme – CRT Lead Partner

Strategic Objectives:

- *To prepare the Cross Channel region to "greet the world" and welcome visitors to the Olympic and Paralympics games and other major cultural and sporting events and to facilitate visits between Kent and Nord-Pas de Calais.*
- *To equip tourism professionals with a better understanding of their area and an ability to welcome international visitors*
- *To engage the local community in the development of the destination*

Project Summary

To achieve the objectives the Greet the World project will focus on 3 major themes:

Come and Play:

This activity aims to prepare the cross-Channel region for the impact of and opportunities around major events. The partners will aim to develop the necessary tools to effectively welcome visitors:

- Joint Cross-Channel "Access" website
- Joint exhibitions
- Sport and Cultural events campaign (including dedicated golf campaign and regular common events brochures in the lead up to 2012)
- Press and Public Relations
- Video and Photos and database
- Olympic Torch
- Signature Greet the World

Nice to meet you:

To be a warm welcoming and memorable destination:

- Training and exchange of experiences
- Olympic Greeters
- Hospitality guide
- Green tourism label
- Big Weekend
- Banners and Flags

Come again:

This activity aims to improve customer loyalty through evaluating and measuring the economic impact from visitors as well as their overall perception and satisfaction with the visit.

- Campaign evaluation and research
- Return visit Campaign
- Sports events impact research

Come and Play

Activity	Timing
<p>Joint Cross-Channel "Access" website In order to facilitate access between the two regions, the partners will create a Cross-Channel "Access" website. This website will bring together all of the key information to facilitate visits in the Cross-Channel region.</p>	2011
<p>Jointly participation to 12 exhibitions (over 3 years)</p> <ul style="list-style-type: none"> • Tourissima, France • Kent 2020, UK • 50 Plus, Holland • Vakantiebeurs, Holland • Zenith, Belgium • Countryfair, Holland 	Feb 2010, 2011 and 2012 – France April 2010, 2011, 2012 - Kent Sept 2010, 2011, 2012 – NL November 2010, 2011, 2012 - Be
<p>Sport and Cultural events campaign The partners will undertake a range of activities over the three years of the project, including a dedicated golf campaign, regular events brochures tied in with local publishers (KM Group and Voix du Nord) and developing packages with tour operators.</p>	On going
<p>Press and PR A media-relations and publicity campaign around the major cultural and sporting events will be delivered in the 'London/ Paris/ Brussels triangle'. Press trips will be designed around major events and the partners will involve tourism professionals in ensuring a high quality experience.</p>	On going
<p>Video and photos and database A special photo and video library will be set up in order to create effective communication tools around major events (photos feature space will be purchased and a competition launched to gather videos).</p>	On going
<p>Olympic Torch Kent and Nord-Pas de Calais partners are working closely with their local authorities to support a campaign to welcome the Olympic torch into their areas. As such, the partners will emphasise the quality of their destination and its shared history whilst demonstrating their ability to spread the 'values of the torch' throughout the region</p>	Ongoing
<p>Signature – Greet the World Creation of a common signature for the project to be used on all the communication tools from the separate activity areas</p>	2010

Nice to Meet you

<p>Training and exchange of experiences Training and experience exchanges for professionals to share best practice techniques and gain product, market and language knowledge.</p>	ongoing
<p>Olympic Greeters The CDT Pas-de-Calais and Kent have already developed their concept of « greeters » in the previous Interreg programme. The CDT Pas-de-calais is leading on this action and will share its experience with the CDT 59 who will develop their own greeters</p>	2010
<p>Hospitality guide A common guide for professionals only in order to inform the professionals on the possible new nationalities that they will welcome and to adapt the tourism product and services to the needs</p>	2011

of these new customers	
Green Tourism Label Creation of a guide on « sustainable tourism for dummies » for the professionals To promote and highlight the sites that are part of this sustainable development action To benefit from the Kent experience in terms of sustainable development To make professionals understand the importance of sustainable development	2011
Big Week End Out On your doorstep, this campaign is aimed at residents and encourages them to explore and become ambassadors for the region French partners will organise their first Big Day Out with help from Kent Big Day out will become Kent's big Weekend in March 2011	March 2011
Come and Play	
Campaign evaluation and research This activity aims to improve customer loyalty through evaluating and measuring the economic impact from visitors as well as their overall perception and satisfaction with the visit. The partners will produce a questionnaire for the website which will be used to gather data on visitors. This new database will form the core of an e-campaign to attract visitors back to the cross channel region.	2011
Return visit campaign A communication campaign will be carried out to encourage repeat bookings using targeted offers. The website and any completed questionnaires will enable the partners to put together personalised special offers to encourage customer loyalty.	2011
Sporting event impact research KCC, along with the CRT, will make use of its significant experience of tourism monitoring and will deliver the evaluation activities and any corrective action with the CRT. KCC will also commission the Sports Event Impact research to assess the value of the Olympics in the cross channel region and share the results with the partners	2011

Programme Steering Group:

- Kent County Council
- Visit Kent
- Comité Départementale du Tourisme du Nord
- Comité Comite Départementale du Tourisme du Pas-de-Calais
- Comité Régionale de Tourisme

Programme Partners

- Sport and Leisure Olympics

Cost:

4.4 m €