

In the North East Friesland region we did a number of things to find out what the region has to offer:

- composed a group with stakeholders in the region.
- In different groups (with specialists and stakeholders) stardiagrams were made of the region. In this stardiagrams you can see which are the strong elements of the region and which are the weaker elements.
- A Swot analysis was made. To make this Swot we used various existing research reports of the region.

In the coming months we will do a image research with visitors and non-visitors. Furthermore we organise several meetings with the group of stakeholders, to make the branding plan a collective plan and mobilize support.

Inventory of the tourism in North East Fryslân

Research of image of North East Fryslân