

Together with Tourism Meetjesland and 20 event organizers we developed the Meetjesland Tour. We started this project in 2009. Some event organizers were very critical in the beginning. This year (summer 2010) was everyone very enthusiast from the start as they saw that visitors appreciated the project a lot. **Clustering of events is the philosophy of this project**. With the clustering we want to achieve a better and more precise image of the region and inhabitants and tourists learn more about the events in the Meetjesland. This project means a win for our organization and Tourism (promotion of the region) and for the event organizers (more product familiarity). For this purpose Tourism Meetjesland developed two brochures with a description of all the organized events and Streekplatform+ an exhibition stand that travels on these events. In the stand we promote tourism, regional heritage, regional products and of course all the events.

