

Each year we develop with partners a summer action to promote the region. In 2010 we linked our summer action to the Meetjesland tour. We developed 4 postcards with an overview of the events and some promotional text about “going out in the Meetjesland”. People have to realize there is very much to do in the Meetjesland. They don’t always have to go to the cities to enjoy a nice day or evening. Visitors could write a postcard to family, friends, neighbours and colleagues to promote their region. Streekplatform ensured the dispatch. **With this action visitors become ambassadors of the Meetjesland.**

With the personal communication of visitors we increase substantially our reach as we communicate not only with the visitors but also with the people they know. We have sent in total 3000 postcards on the several events.

[To view all the postcards click here](#) .