Presentation PITCH Van Gogh Europe
Promoting International Tourism for Culture and Heritage

Brussels, 19 April 2016
Van Gogh Europe partners believe

Collective projects, designed on European and/or regional level, will contribute to quality, content, preservation and development of Van Gogh’s heritage and the development of participating organizations, cities and regions.

Top quality is a precondition
DOMINEES HUIS / HUIS BEGEMANN

This was the house of the parents of Van Gogh, where he in December 1883 arrived in Nuenen. Margot Begemann lived next to Van Gogh's father's house. She and Van Gogh fell in love with each other, but the relationship was never to fully develop. They drifted apart following Margot's dramatic (and unsuccessful) suicide attempt.

MINISTER'S HOUSE / THE BEGEMANN HOUSE
Smart cooperation

- Between French, Belgian and Dutch marketing partners
- Between museums and heritage sites
- Based on a strong European story with world’s most admired artist
- Introducing new transnational cultural touristic packages
Our strategy:

• **Attract Vincent Van Gogh visitors**, who nowadays often go museums in Amsterdam and Paris, **to (rural) regions** with Van Gogh heritage (Mons, Noord-Brabant, Arles, St Rémy)

• Thus, **rural areas** with Van Gogh heritage (with declining visitor numbers, especially in the low/mid season) **benefit from tourism opportunities**

• **Strategic cooperation** with the Van Gogh museum and Kröller Müller Museum
Targets & goals PITCH

- At least 8 transnational packages developed
- B2B with 3 intercontinental markets (USA, Japan, China) & 5 European markets (France, Belgium, Holland, Italy, Germany)
- At least 1 touroperator selling the product
- Cross-selling at all VGE locations
- Development VGE website & social media
Targets & goals PITCH

- 2% increase international visitors in 2017 (current 1.259.000)
- 10% increase in 2018
PITCH VGE will;

- Strengthen the cooperation of all partners of the foundation Van Gogh Europe in the future

- Making more collaboration possible on scientific and cultural issues

- Be a stepping stone for European heritage label and…
  Maybe the first transnational story-based unesco worldheritage?
What if?

Vincent van Gogh created the European flag?