

The Province of Liège

The unexpected destination!



Province
de Liège

Tourisme

Presentation by Ms Corinne Grenier Sales at the Incoming department



Province
de Liège

Tourisme

Targets?

- “Individual” tourists (couples, families, etc.)
- Companies (from the micro-company to the multinational)
- Organised groups (tour operators, wholesalers, coach operators, travel agencies ...)

Online platform for individuals



Province
de Liège

Tourisme

Individuals

The Federation has decided to embark its territory on e-marketing...

- Alongside its territory's service providers, for their benefit
- With a leading partner in “marketplace tourism”
- By using a poolable and evolving technology which is tried and trusted

Individuals

Concretely, the FTPL:

- Supplies the necessary online marketing tools to institutional structures (tourist offices and agencies) and all service providers
- Supplies a secure payment system to each one
- Trains all service providers
- Provides monitoring and support for everyone
- Ensures enhanced visibility for every offering by increasing marketing and promotional channels

All while guaranteeing independent management for all

Individuals

The greatest added value brought by the FTPL is its “Market Place”, where:

- Tourists obtain a varied offering for every type of tourist trade (hotel, gîte, campsite, museum, attraction, event, show, shop, etc.)
- Tourists only see the offerings available at the time of searching (real time), which can be booked in a few clicks
- Tourists create their stay according to their preferences by placing desired items in their basket
- Tourists only have to make one payment for their whole basket (regardless of the number of products)

A Convention Bureau for companies



Province
de Liège

Tourisme

The objectives of the Federation's Convention Bureau

- To structure offerings
- To professionalise service providers
- To promote and sell
- To advice and support customers

The Convention Bureau, along with the provincial institution, brings in business via

- Delegation hosting
- Conference, seminar organisation
- Accommodation booking
- Organisation of activities and tours

Some MICE assets



- Excellent quality/price ratio, especially in the 4-star category but also owing to the presence of **Crowne Plaza Liège**, one of Wallonia's only two 5-star hotels
- Two prestigious thermal and wellness baths (the only ones in Wallonia), **Spa and Chaudfontaine**, each have a hotel directly linked with the spa area and offer seminar rooms so that work and pleasure can be combined

Some MICE assets



© Jacques Croisier – Opéra Royal de Wallonie-Liège

- The region's true spearhead in terms of incentive, team building and corporate events is none other than the **Spa-Francorchamps Circuit**
- Prestigious or surprising premises for organising events, such as the **Casino de Spa** or the **Opéra Royal de Liège**. This “Special Venues” range is constantly evolving

Some unusual ideas



- **Les Mines Gourmandes**, a range of tours and gourmet stops in the fascinating world of the subterranean galleries of Blegny Mine (a UNESCO World Heritage Site)
- Take your seats in the **Meetingbus du Domaine des Hautes Fagnes** for an “out-of-the-ordinary” meeting in the heart of nature on Belgium’s roof
- An **unusual teambuilding with DAFT** in a real recording studio used by artists of (inter)national renown

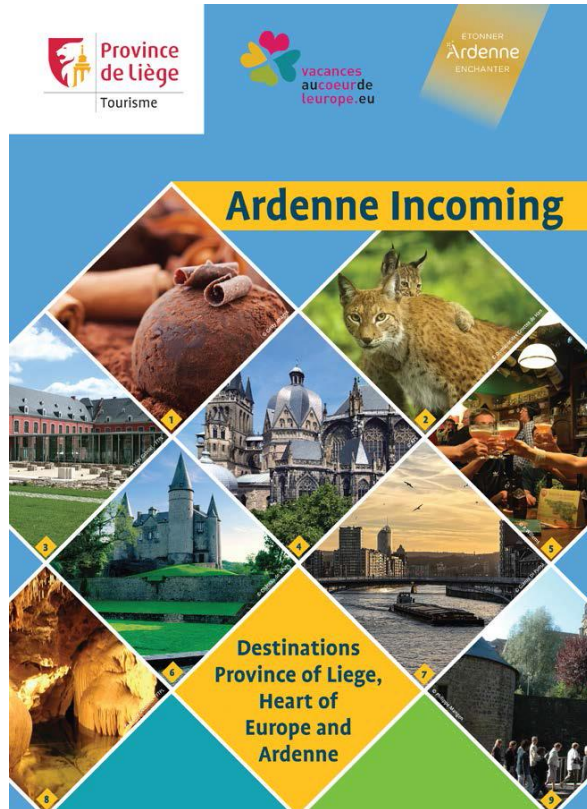
Groups



Province
de Liège

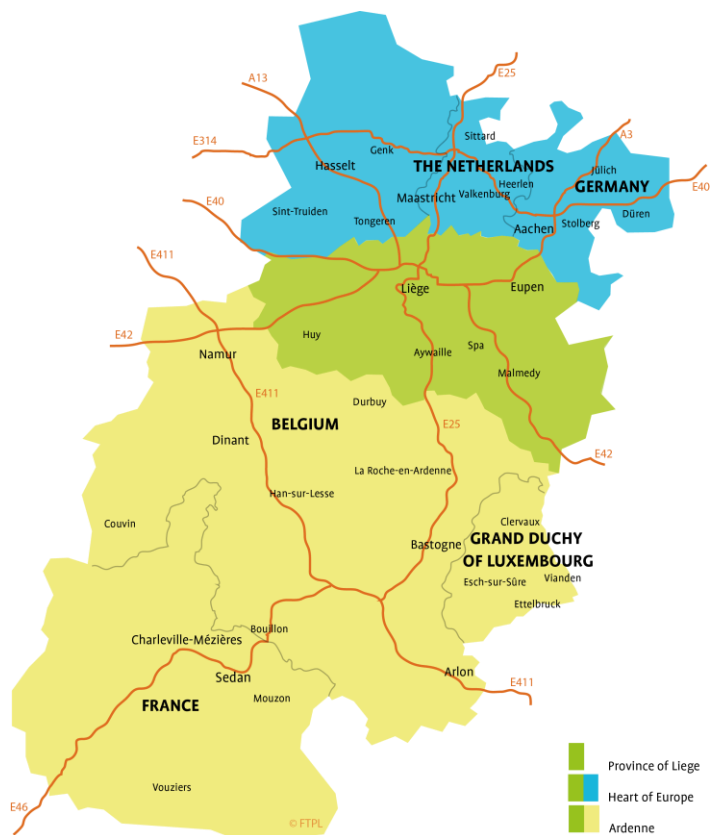
Tourisme

A new structure for a new strategy



- From now on, the main focus of attention is on marketing the tourism range
- ➡ A commercial group department is being founded: “Ardenne Incoming”

A new structure for a new strategy



New cross-border co-operations with partner regions in the Euregio (Belgian Limburg, Zuid-Limburg NL, Region of Aachen) and the Ardenne (Belgian Provinces of Namur and Luxembourg, the French and Luxembourg Ardennes) are being initiated

New products for a new organisation

- In addition to these structural measures, in terms of content, new group travel products are also being developed
 - ➡ In the Province of Liège, new content-related themes are being developed for tourism: design, modern architecture, sustainability, farming businesses, and more.
 - ➡ In collaboration with Belgian Limburg, Dutch Limburg and the region of Aachen, programmes are being developed in the Euregio which are marketed as “Heart of Europe”
 - ➡ Cross-border programmes are being developed in the Ardenne, through to France and Luxembourg

New services for marketing new products

- In addition to these structural and content-related measures, services for group travel organisers are being expanded:

- ➡ Ardenne Incoming advises, books and processes, all in Dutch

Your advantage: one sole contact partner with on-site competence

- ➡ Ardenne Incoming exclusively has Dutch-speaking tour guides exclusively under contract, who are able to guide groups through all regions and during several days

Your advantage: Access to Dutch-speaking tour guides in the Euregio and the Ardenne

- ➡ Ardenne Incoming is focused on groups and Meeting & Incentive Tourism

Your advantage: the perfect solution for every client, even for small special groups, for example

Ardenne Incoming: New programmes for a new organisation

THE PROVINCE OF LIEGE... FULL OF SURPRISES!

2 days/1 night

What awaits you...

Liege

Wallonia's number one tourist destination, founded by Notker on the 10th century. The ardent City boasts a rich cultural and architectural heritage, with its historic city centre, the Slopes of the Citadel (three stars in the Michelin Guide) and its TGV station designed by Santiago Calatrava.

The Royal Opera of Wallonia

one of Belgium's three prestigious opera houses with an international reputation. It boasts a capacity of more than 1,000 and some of the most modern stage technologies in the world!

The Grand Curtius

named after Jean de Corte (known as Curtius), a famous Liege-based munitions manufacturer. This museum complex covers 5,000 sq. m and features a variety of collections including religious art, Meuse region art, armaments, decorative arts, glass and archaeological artefacts.



Brasserie C is located at the bottom of the Bueren steps in the former Saint-Esprit Beguine monastic community. The Brasseur C brewery produces Curtius, a light blond beer with a refreshing flavour. Such are the qualities of this beer that it has been mentioned in the Wall Street Journal.

Stavelot Abbey

founded in the 7th century. The abbey has three separate tourist attractions: the Spa-Francorchamps Circuit Museum, the Guillaume Apollinaire Museum and the Principality of Stavelot-Malmédyl History Museum.

The Malmundarium

a former monastery founded by Benedictine monks in 648. The site is now a major tourist attraction, covering 5,000 sq. m and showcasing the region's history, folklore and industrial past.

Eupen

the capital of Belgium's German-speaking Community. Eupen is located on the Vesdre river and owes its wealth to the textiles industry. The city boasts numerous mansions, churches and fountains.

PROGRAMME:

Day 1: Liege

- Coach tour of Liege (1 hour)
- Tour of the auditorium and behind the scenes at the Royal Opera of Wallonia, with refreshments in the foyer (90 minutes)
- Lunch featuring local specialities
- Exploration of the collections at Grand Curtius (90 minutes)
- Guided tour of Brasserie C with tasting (75 minutes)
- Dinner and night in Liege

Day 2: Liege / Stavelot / Spa-Francorchamps / Malmédyl / Eupen

- Tour of the Spa-Francorchamps Circuit Museum at Stavelot Abbey (90 minutes)
- Short tour of Spa-Francorchamps circuit
- Visit to the Malmundarium (90 minutes)
- Coffee & cake
- Tour of the city of Eupen (1 hour)

REQUIREMENTS

Groups of at least 30 people

BENEFITS

- Tour guide (FR, EN, NL or DE) throughout your stay (optional)
- Tour guide and driver go free

Events for your stay...

- The International Biennial of Photography and Visual Arts (held in Liege in March in even-numbered years)
- The Ardennes Classics (April)
- The International Biennial of Contemporary Engraving (held in Liege from mid-March to mid-May in odd-numbered years)
- The 15 August Festival in Outre-Meuse



- The Belgian Formula 1 Grand Prix (August)
- Various other events at the Spa-Francorchamps circuit
- RECIPROCITY - International Design Triennial (held in Liege in October every three years)
- A Night on the Slopes of the Citadel (held in Liege in October)
- Liege City of Christmas - Christmas Village



Information and bookings:

Fédération du Tourisme de la Province de Liège
Département réceptif (Ardenne Incoming)

Cécile Lennertz
+32 (0)4 237 95 25
Incoming@liège-tourisme.be
www.liège-tourisme.be/en/discover/incoming

2-day trip in Liège Province

Example of a 2-day journey in Liège Province

+/- 110 km

Liège / Stavelot Spa-
Francorchamps
Malmédy / Eupen



Example of a 2-day journey in Liège Province

OPERA ROYAL DE WALLONIE LIEGE



One of the most
prestigious opera
houses
in Belgium

SPA FRANCORCHAMPS



The most beautiful
racing track
in the world

STAVELOT ABBEY



One of Belgium's
oldest abbeys and
home of the Formula
1 museum

MALMUNDARIUM MALMEDY



An insight into the
region's traditions and
industrial
heritage

3-day trip in the Euregio “Heart of Europe”

Example of a 3-day journey in the “Heart of Europe”

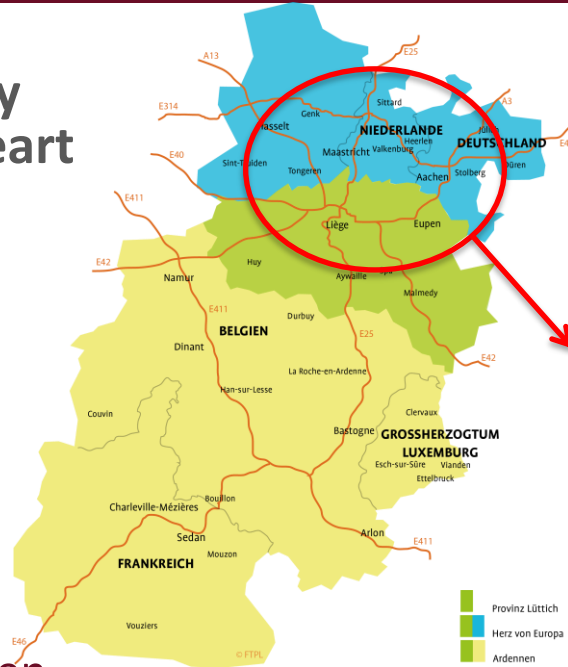
+/- 250 km

Dutch Limburg

Hasselt / Alden Biesen

Liège / Blegny

Aachen Region



Example of a 3-day trip in the “Heart of Europe”

NL-LIMBURG



Hoensbroek Castle, one of the most beautiful in the Netherlands

LIEGE



Liège, the historic centre in the heart of Europe

HASSELT



Hasselt, cuisine and shopping in Belgian Limburg

STOLBERG



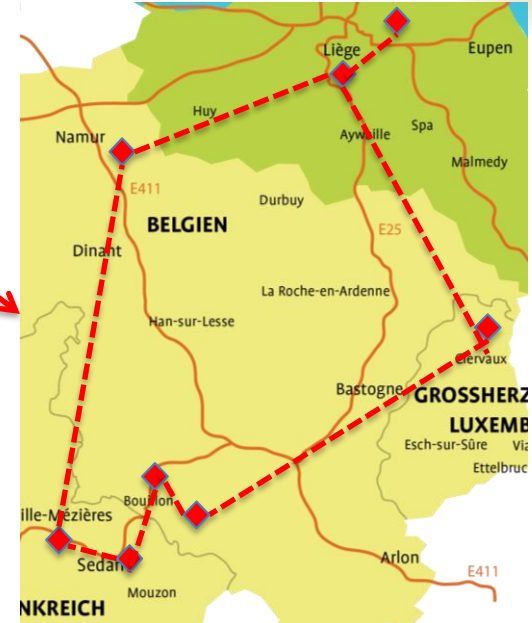
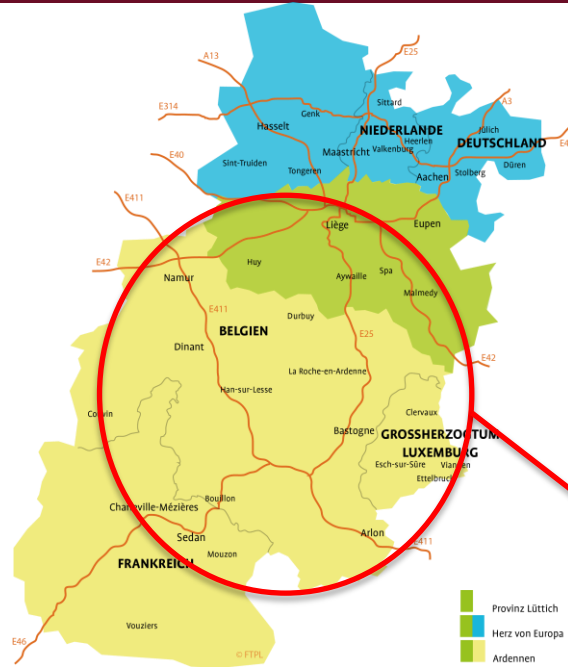
The historic town of Stolberg and its medieval castle

5-day trip Ardenne

Example of a 5-day journey in the Ardenne

+/- 400 km

Belgian Ardenne,
Grand Duchy of
Luxembourg and
French Ardenne



ÉTONNER
Ardenne
ENCHANTER

Example of a 5-day trip in the Ardenne

ARRIVAL & NAMUR	CHARLEVILLE-MEZIERES	SEDAN	BOUILLON
			
The Namur Citadel, one of Europe's largest fortresses	City of art & culture	The Castle of Sedan, Europe's largest mediaeval fortress	The oldest and most interesting vestige of Belgium's feudal past

Example of a 5-day trip in the Ardenne

ORVAL	CLERVAUX	LIEGE, HERVER LAND & ABREISE	
 A photograph of the Orval Abbey, a large stone building with a prominent yellow arched entrance and a tall bell tower, surrounded by greenery and a paved courtyard.	 A photograph of the Clerveaux Castle, a white stone building with a dark roof and several arched windows, featuring a large mural on its side.	 A photograph of the Liege Cathedral, showing its modern, curved glass and steel roof structure against a clear blue sky.	 A photograph of the Museum of Walloon Life, a large building with a courtyard featuring a glass-roofed walkway and a historic stone building with arched windows.
<p>The Orval Abbey, almost 1,000 years old</p>	<p>“The Family of Man” exhibition, recorded in the UNESCO Memory of the World Register</p>	<p>Liege, the “ardent City”, standing on the cusp of tradition and modernity.</p>	<p>The Museum of Walloon Life, with its unique collection of ancient and modern artefacts.</p>

ARDENNE INCOMING IS TEAMWORK

- The team comprises 7 employees, 5 of whom deal exclusively with customer contact, but teamwork also means for us:
 - ➡ Support to the marketing department and survey service of the province's tourism federation
 - ➡ Intensive collaboration between public and private partners in the Ardenne and in the heart of Europe.
 - ➡ An external quality and success check

Dufti!

THE UNEXPECTED DESTINATION





THANK YOU FOR YOUR ATTENTION



**Province
de Liège**

Tourisme