

# TOURISM-INSIDER

Das wöchentliche Onlinemagazin für Tourismusführungskräfte

Kalenderwoche 24/09

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## Maastricht Attacks Crisis by Working Together

Yes, yes, there is a crisis. But, according to Maastricht & surrounding area, this is no time to give in to this crisis. Even better: the Maastricht Convention Bureau (MCB) sees chances and opportunities thanks to this crisis and grabs those with both hands. From June 8th-26th, no less than 17 representatives of 14 organisations from Maastricht & surrounding area will visit over 75 organisers of corporate meetings and conventions in The Netherlands, Belgium and Germany, to show them how attractive and nearby Maastricht & surrounding area actually is for them.

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DAS WÖCHENTLICHE ONLINEMAGAZIN

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## MAASTRICHT ATTACKS CRISIS BY WORKING TOGETHER

von Redaktion

8. Jun 2009 | Travel News

Yes, yes, there is a crisis. But, according to Maastricht & surrounding area, this is no time to give in to this crisis. Even better: the Maastricht Convention Bureau (MCB) sees chances and opportunities thanks to this crisis and grabs those with both hands. From June 8th-26th, no less than 17 representatives of 14 organisations from Maastricht & surrounding area will visit over 75 organisers of corporate meetings and conventions in The Netherlands, Belgium and Germany, to show them how attractive and nearby Maastricht & surrounding area actually is for them.

“Now is the time to pay extra attention to the planners, so they will keep thinking about us. Therefore, we have planned extra sales drives with our partners,” says Tamara Weide, Sales Manager Meetings & Incentives of the MCB. “Sales drives are an ideal opportunity to promote Maastricht & surrounding area: together with our partners, we pay planned visits to corporates and associations which organise meetings on a regular basis. By doing this as a group, we are able to present Maastricht & surrounding area as varied as it is, and to show planners how attractive this region is. A good alternative for the far away destinations, which were popular before the crisis. Now that everyone has to be more careful and creative with their (smaller) budgets, naturally, Maastricht & surrounding area becomes more and more attractive. Our partners see this as well, which is why no less than 14 of our partners from Maastricht & surrounding area are helping us to ‘storm’ the market both in The Netherlands and abroad. We all are very proud because of that!”

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15. Jun	18. Jun
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