

Promoting regional products through a work of art

UNWTO 6th World Forum on Gastronomy Tourism
Champ Bouwman

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Dutch Food & Cuisine

The Netherlands are widely known for their world class products. The fact that our gastronomy has undergone a revolution the last 20 years or so is sadly lesser known. This was the main reason for NBTC to start promoting Dutch Food & Cuisine some six years ago.

Nowadays we are forming coalitions in different parts of the country. As our country is so versatile in its food offering we would like to help regions to evolve in better known destinations. And we would like our visitors to experience these regions in an optimal way.



Food connects and offers regions lots of possibilities

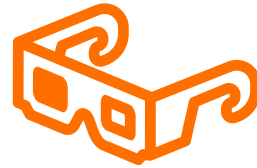
- Regions become more attractive for visitors and their spending
- Food experiences are labour intensive so it's good for jobs
- Helps to revitalise our rural economies
- Gives our farmers new business models
- This will strengthen local and regional identity
- Ultimately it is good for export as well
- Opportunity for longer tourism seasons
- It is high yield tourism

Source: Trends & Tourism, Onderzoek Food tourism





Stronger positioning of our
Food regions



Enhance the experience
of local produce



Attract more
'valuable' visitors

In Cheese Valley our approach really took off. Four municipalities, two provinces and at the moment six private partners are closely working together on positioning Cheese Valley to the desired target group. Together they develop the product to become more and more bookable for a visitor that wants to learn where real Dutch cheese comes from.

Cheese Valley for us is like a blue print that we are introducing in other regions as well.



The real farmers cheese – the real Gouda cheese





Every journey brings new ideas

On our mission to promote the real Gouda cheese we met two artists Jasper and Jeroen. They've created a 3D replica of an 17th century food still life from Floris Claesz. van Dyck. The original is part of the gallery of Honour of the Rijksmuseum in Amsterdam.

We've set up a cooperation where we place the **'Taste the Dutch Masters'** art work on world class stages. Thereby placing real Gouda farmers cheese on these world class stages.



Dutch embassy in Paris



Where will this end?

We know some of you will not like this. But one of the cheeses on the right needs to go.

Because we want real Gouda farmers cheese back on that cheese platter!





NBTC

Nederlands Bureau
voor Toerisme &
Congressen