

First European Travel Experience

Calypso programme
European Commission



European Tourism Day – 27/09/2012
Luc Gobin, Head of Dep. Tourism for All,
Toerisme Vlaanderen



FETE – First European Travel Experience

What is FETE?

- An international **exchange project during the low season** for young people (16 - 26) with limited travel experience (due to financial or other constraints)
- A proposal approved for a grant of €135.000 in the **Calypso call 2011 of the European Commission.**

Estimated total cost : 180.021 €



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Partners

Western Europe

Flanders (Belgium) - lead partner

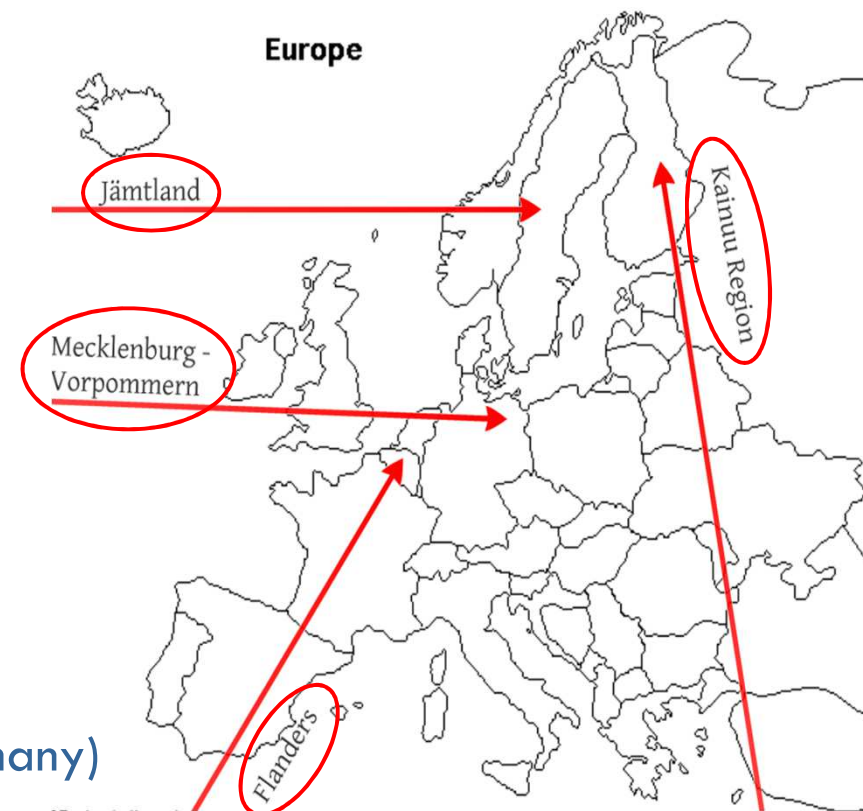
Northern Europe

Jämtland Härjedalen (Sweden)

Kainuu Region (Finland)

Eastern Europe

Mecklenburg- Vorpommern (Germany)





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Objectives

- **Develop and pilot adequate mechanisms for CALYPSO exchanges** of young people with limited travel experience **during the low season** in the participating regions
- **Provide extensive networking and partnership opportunities** for the different project partners and for stakeholders within each destination



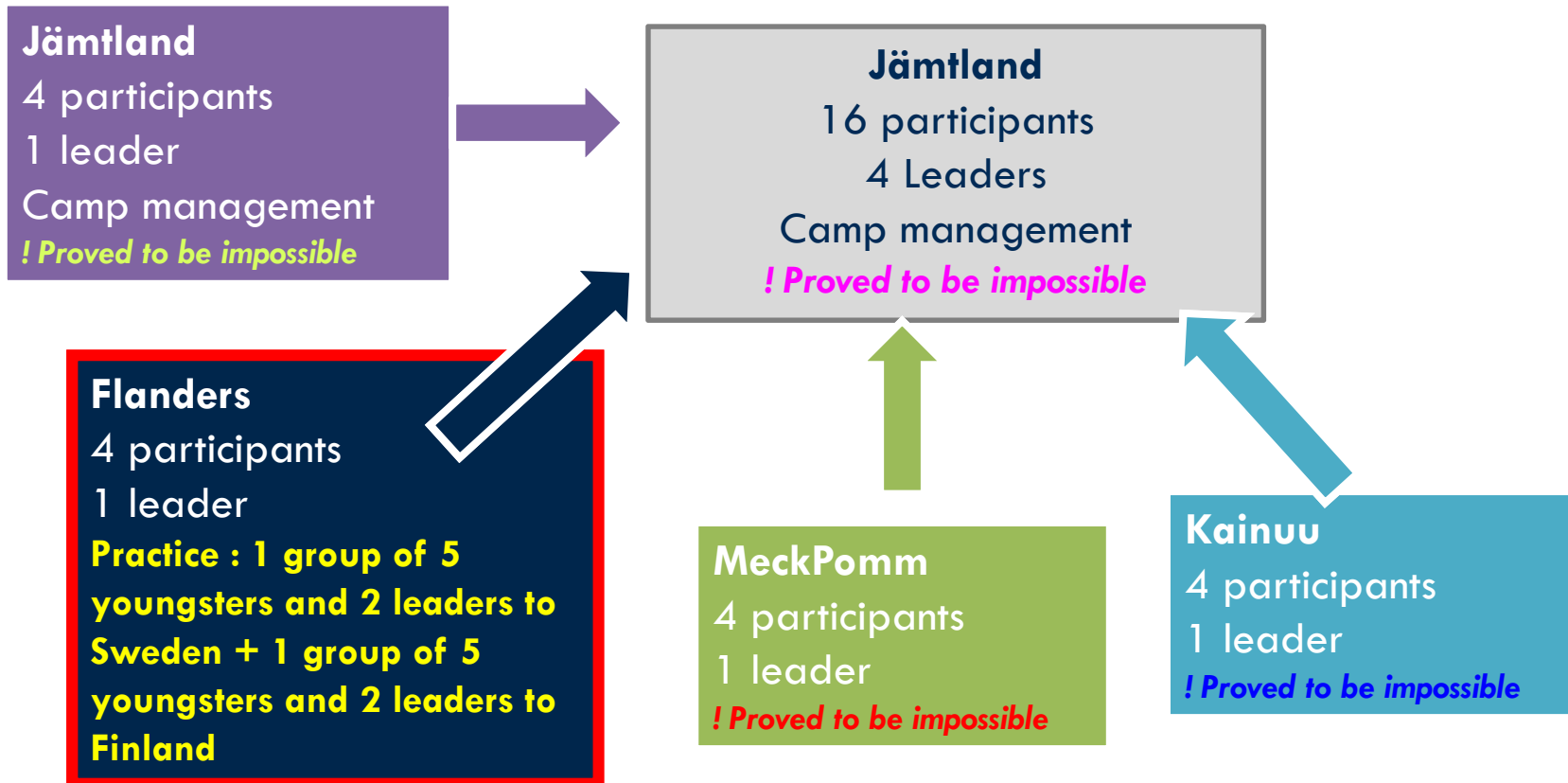
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Results

- Defining **criteria** for selecting **participants**
(social component)
- Selection of an **appropriate touristic offer during the low season** for the target group
(touristic component)
 - Accommodation, attractions, events and activities
- Create a **Charter of Social Hospitality** for tourism providers
(social-touristic component)
- **Research and analysis** of the actions



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Holidays planned with a proposal of organised activities

- **Finland** : Natural **wellbeing** in the heart of Finland (20 to 26th August 2012)
- **Sweden** : Get into the wild, **adventures** in Kolåsen (9 to 13 th September 2012)





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Holidays planned with a free choice of activities

- **Flanders** : Do it yourself, **urban jungle** in Flanders
(10 to 17th September 2012)
- **Germany** : Endless **adventures** in Mecklenburg-Vorpommern
(16 to 21st September 2012)



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School holidays

	February	March	April	May	June	July	August	September	October	November	December	January
Flanders - Belgium	Spring Holiday 20-26/2		Easter Holiday 2-15/4	Ascension day 17-20/5		Summer Holiday			Fall Holiday 29/10-4/11			Christmas Holiday 24/12-6/1
Kainuun - Finland		Carnival Holiday 20/2-11/3	Easter Holiday 6-9/4	Pentecost 26-28/5	Summer Holiday 2/6 - 10/8				Fall Holiday 1 week/ divided by 3 regions			Christmas Holiday 19/12-8/1
Mecklenburg-Vorpommern - Germany	Winter Holiday 6-17/2		Easter Holiday 2-11/4	Pentecost 25-29/5		Summer Holiday 23/6 - 4/8			Fall Holiday 1-5/10			Christmas Holiday 21/12-4/1
Jämtland Härjedalen - Sweden	Sports Holiday 13-19/2		Easter Holiday 6-9/4	Pentecost 25-29/5	Summer Holiday 11/6 - 17/8 (10 weeks)				Fall Holiday 29/10-2/11			Christmas Holiday 21/12-7/1

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High season in tourism

	February	March	April	May	June	July	August	September	October	November	December	January
Flanders - Belgium			Easter Holiday 2-15/4			Summer Holiday			Fall Holiday 29/10-4/11			Christmas Holiday 24/12-6/1
Kainuun - Finland		Carnival Holiday 20/2-11/3	Easter Holiday 6-9/4						Fall Holiday 1 week/ divided by 3 regions			Christmas Holiday 19/12-8/1
Mecklenburg-Vorpommern - Germany												
Jämtland Härjedalen - Sweden												Christmas Holiday 21/12-7/1

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- **Seasonality & the target group**

- The importance of school holidays ↔ high & low season

+ = budget infrastructure + = young travellers	Low season region B		School holidays region B	
Low season region A	++	+/-	++	++
School holidays region A	++	++	--	++

- FETE pilot holidays during september 2012: most of target group in school (in all regions)

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Challenges

- Strong cooperation between Social & Tourism sector
- Respond to regional seasonality while giving opportunities to the target group : good idea, but different critical success factors to be considered
- Structural (regional/national/European) financing for First European Travel Experiences
 - Keeping prices low is not enough !



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Thank you



for your attention



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Jämtland Härjedalen

