



# Fryslân

as host and partner for  
sustainable development

Provincial Executive  
Ms. Jannewietske de Vries



# Welcome to Fryslân!





# About Fryslân

One of Europe's unique area's:

- Straight, no-nonsense, hardworking people
- Frisian language
- Frisian flag and hymn
- Frisian cows and horse
- Area of wide views, dikes, lakes and historical Eleven cities, villages
- The dike (afsluitdijk) and Dutch Wadden Islands



# The Dike - Afsluitdijk



© Thomas Schlijper



# Most famous Frisian





# Frisian open mind

**Rich history and identity Fryslân uses for:**

- Making the difference with our USP's
- Sharing knowledge and experience
- Worldwide oriëntation and coöperation
- Acting dynamic and future minded
- Innovation for sustainable developments



# Development policy of Fryslân

- **Agricultural sector declines**
- **Two core zones with companies in the service sector, ICT, industrial sector, logistics**
- **Opportunities in the areas of sustainability**
- **This Policy-period emphasizes on innovation and sustainability**
- **Energy, water technology, agribusiness, life science and TOURISM ....**

# Tourism in Fryslân





# Ambitious tourism policy

- Target: Next to Amsterdam become the main touristic attraction of the Netherlands by sustainable tourism development
- + 18% tourism growth 2007 - 2010
- Focus on developing USP's
  - Wadden area
  - Historical 11 cities
  - Boundless sailing possibilities





# Importance of the sector

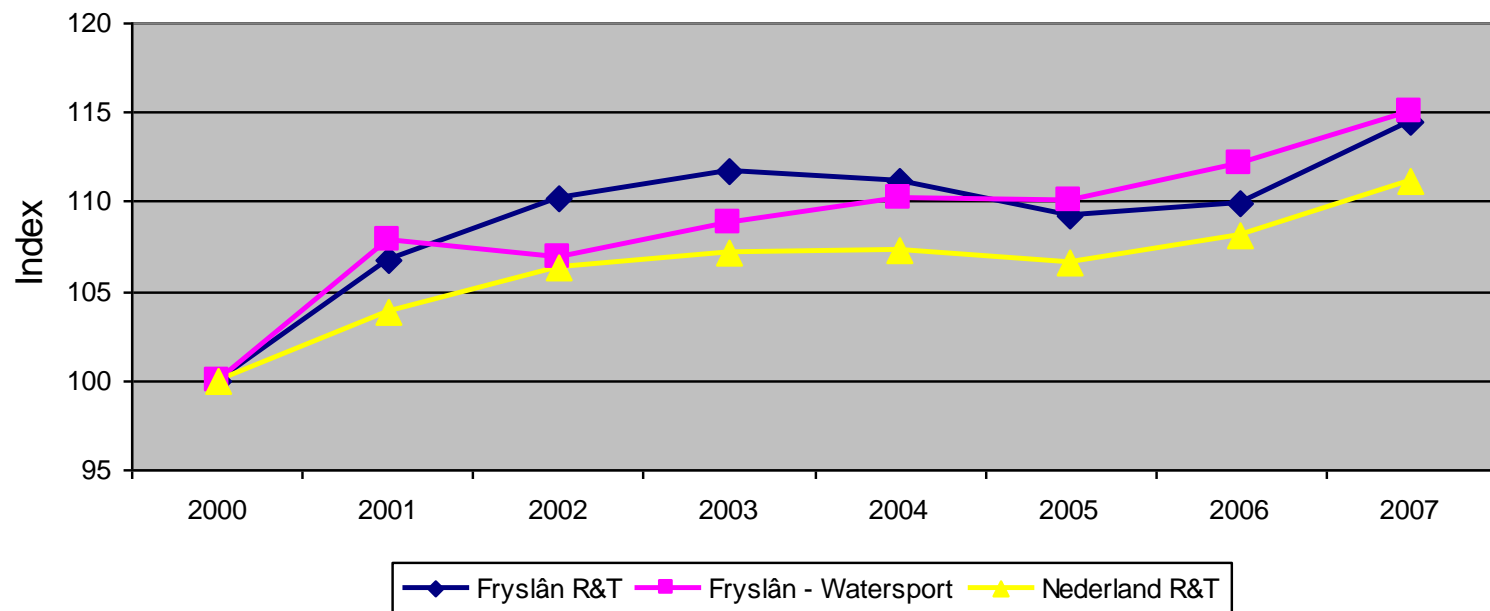
- **Overnight stays (11 mln o.w. 25% from abroad)**
- **Expenditures (879 mln euro)**
- **Employment 22.363 jobs – 7,9% of total (indirect 11%)**
- **2000 – 2007 increase + 14% tourism jobs**
- **2000 – 2007 increase + 26% tourists**
- **Increase of average expenditures per person**
- **Market share destination Holland 9%**



# Tourism jobs 2000 - 2007

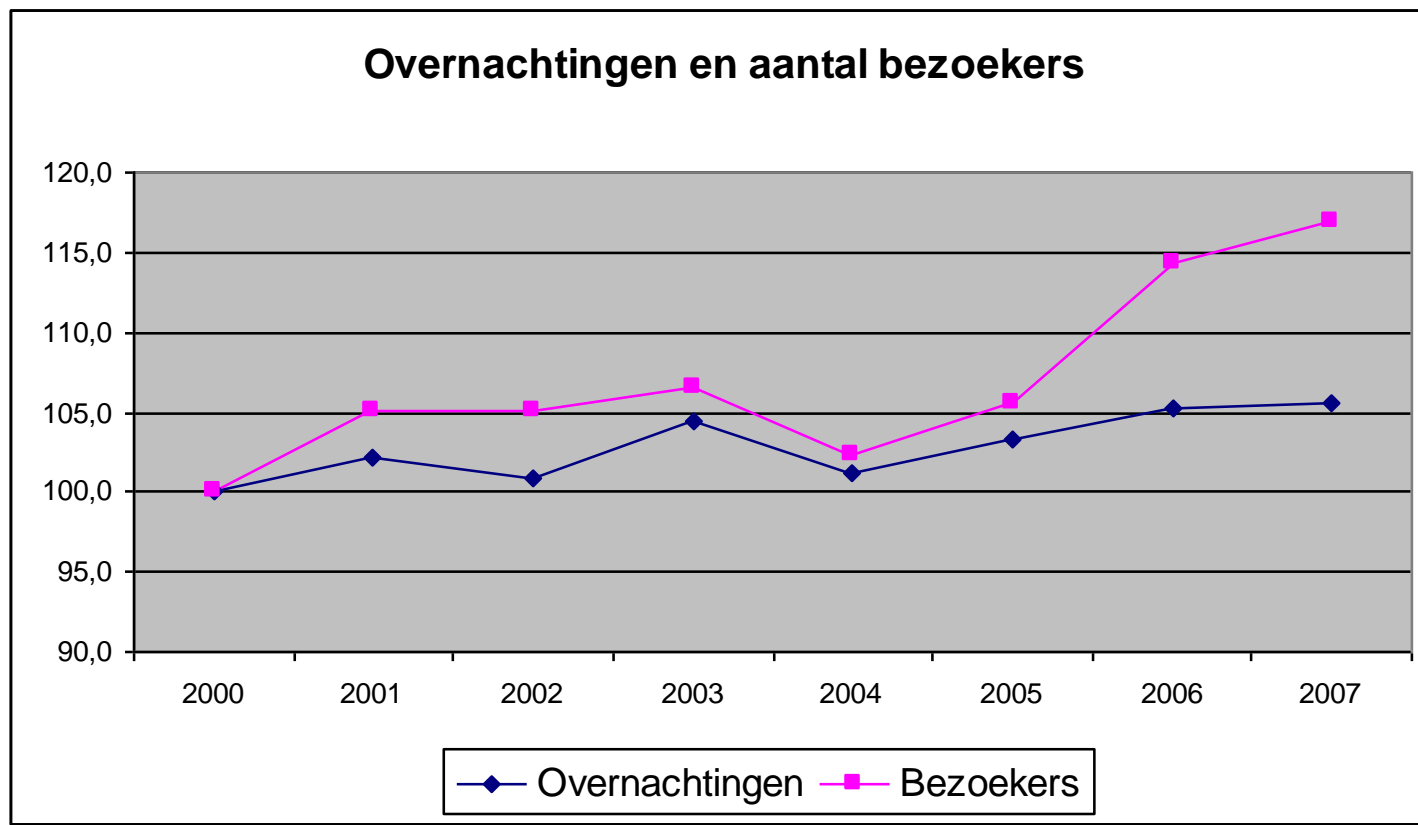
## Werkgelegenheid Recreatie en Toerisme

Fryslân en Nederland





# Index tourists and overnight stays





# Sustainable tourism innovations

- Afsluitdijk as international attraction
- Sport experience Center Heerenveen
- 11 cities Unesco cultural heritage
- Frisian lakes project
- European Tourism Institute
- And .....





# Frisian lakes project (1)



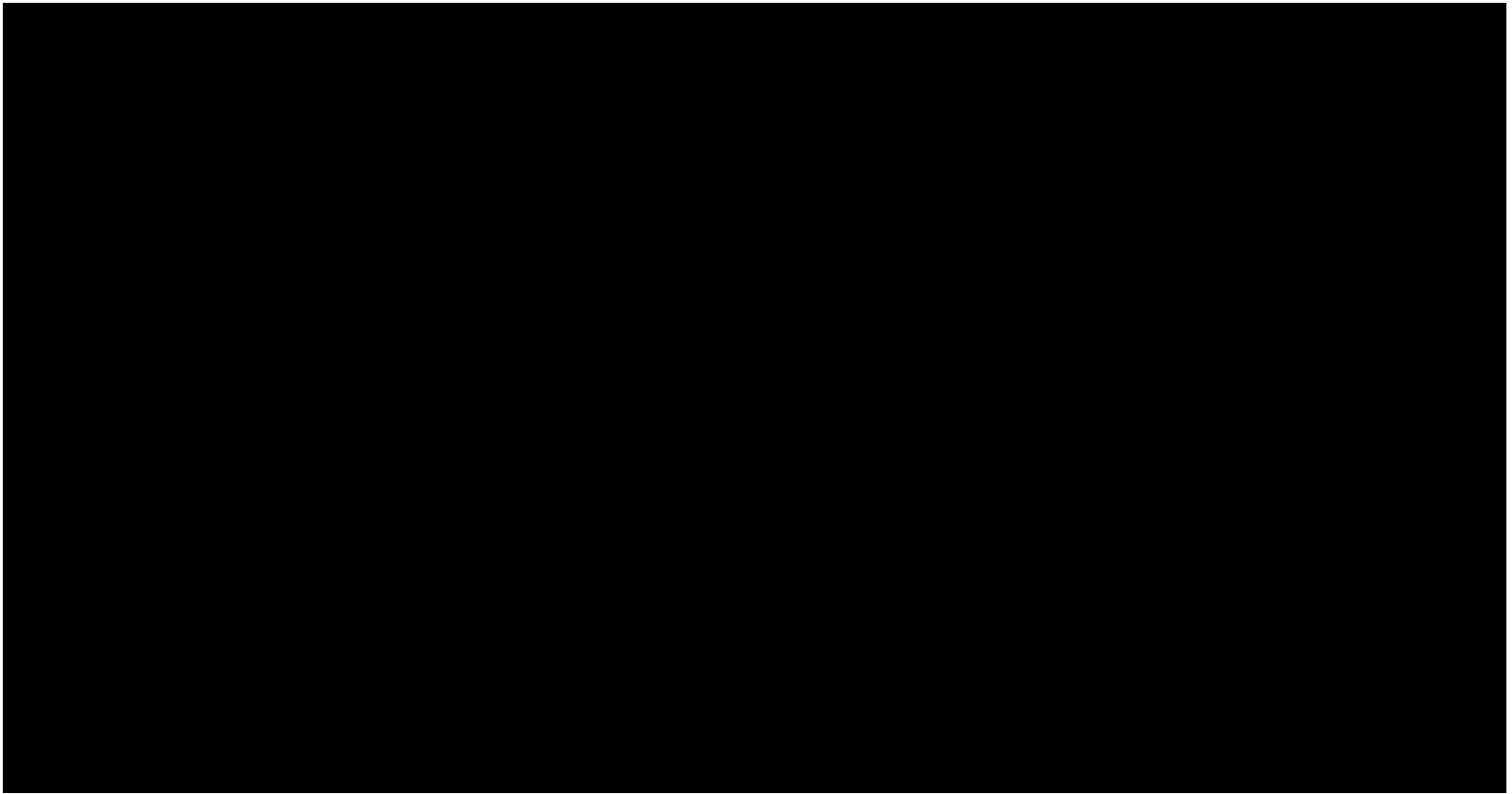


# Frisian lakes project (2)





# Frisian Solar Challenge race





# Our common challenge!

**My compliments to the initiator of this congress!**

**We 're honoured to be your host and wish you an inspiring congress**

**We all have an exciting challenge in common:**

- **To cooperate worldwide for sustainable development**
- **Together we'll find the solutions - Fryslân for sure is your partner!**