



Leeuwarden
Friesland
2018

European
Capital of
Culture

CULTURE, EVENTS AND TOURISM

Sjoerd Feitsma, Vice Mayor
(culture, social inclusion, marketing,
finance)

Leeuwarden (Netherlands)

LEEWARDEN-FRIESLAND 2018 EUROPEAN CAPITAL OF CULTURE FRIESLAND STYLE

Presenting Partners



Initiators



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European Capital of Culture (ECoC) Leeuwarden-Fryslân

Leeuwarden (capital): 122.000 inhabitants
30 minute area: 500.000 inhabitants
20.000+ students

Population growth: > 2040 above national level

Fryslân (province): 650.000 inhabitants
Population growth: > 2040 below national level



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ECoC 2018:

long term improvement: cultural, economic, social, ecological

- **60 official main events**
- **existing (regular) culture programme XL**
- **300 'iepen mienskip' projects (bottom up)**

- **50/50% events Leeuwarden/the province (North)**

Local goals and impact:

- 2 million *extra* visitors
- 90% of visitors state they would come back to the region
- 30% of the visitors could imagine living in the region

- 60% of all children participate
- 60% of citizens say that ECoC developed more pride, joy, social cohesion and optimism
- 75% of citizens embrace ECoC as ‘their’ project
- 35% of citizens know ‘Mienskip-New-Style’
- 50 million people worldwide have heard of Leeuwarden
- 20.000 volunteers participate in culture
- 15% more international students



Role of the local government

Challenge:

Shift in policy from regulating (control and restrictions) > facilitating and supporting.

Needed:

Strong vision on events and festivals;
Accurate infrastructure, coordination, expertise;
Strong partnerships: local and (inter)national;
Budget/co-funding.

Sustainable (culture) tourism:

- aim: set up a long term programme > legacy

cultural infrastructure: quality and diversity of the sector, support for talent, inclusiveness, innovation;

sync policies: regional, (inter)national;

strengthen / setup and tune partnerships:

- > event producers**
- > hotels/restaurants**
- > tourist Info**
- > museums, library, galleries, theatre etc.**
- > shops**
- > public transport**

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Examples

Alma Tadema Exhibition Fries Museum (4 months)

160.000 visitors (77% from outside region)

7,6 M€ spent in the city

70% entrepreneurs state >10% extra business



Festival Into the Grave (2 days)

12.000 visitors

visitors spent €61/day = >720.000€



Fries Straatfestival (2 days, free)

50.000 visitors

visitors spent 43€/day = > 2.1 M€



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Extra public events: Water Light, Vuurmeesters (total 60.000 extra visitors)



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Partnerships and roles:

Production:

Independent Event Producers, Strategisch Promotie Platform (cooperation and arrangements, packages)

Coordination, marketing, promotion, hospitality:

Marketing Leeuwarden (city) and Merk Fryslân (regional)

Foundation ECoC Leeuwarden-Friesland 2018

Friesland Convention Partners (marketing/business events)

VVV (tourist info): agenda, hospitality

Kunstkade (agenda, www.mooileeuwarden.nl)

Funding:

City, province, entrepreneurs, cultural institutions.

Role of the City:

Co-Funding, coordination, rules and regulations (sound, environment, crowd management)

Study visit: July 18th – 20th

Year programme: 2018.nl/en



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