

Tourism Strategy

2013 – 2015



la malterie

Introduction

Our main objective is the support of artists' professional development by:

- Supporting creation and artistic research (through artists studios and residency programmes)
- Information and professional development
- Supporting the promotion and dissemination of art through off-site

exhibitions and events that focus on the artists we support

- Supporting professional networking, peer meetings and connections with professional networks (arts and non-arts)

Definitions and demographics

By tourist, we mean anyone who does not live in the Lille Métropole area and whose visit includes some time spent visiting the town, museum and attending events. The Métropole attracts different types of tourist: business (for meetings, conferences and other professional events, leisure/ holiday (mostly people coming from France, UK and Belgium), tourists visiting for specific events (Lille 3000, exhibitions, sport events etc.)

The area is very popular with tourists, as it is located less than 300km from 100 million Europeans (German, Dutch, British, French, Luxembourger, Belgian).

Motorways link Lille Métropole to London (2 hours), Paris (2 hours), Brussels (1 hour), Luxembourg (3 hours), Amsterdam (3 hours) and Düsseldorf (4 hours).

Lille-Lesquin airport has connections to 60 national and international destinations,





Sai Hua Kuan, 2010

including 25 charter flights. 1.17 million passengers passed through the airport in 2011.

There are 2 TGV train stations which served 21 million passengers in 2005. The Lille Europe station directly links Lille to other major cities in France (Paris, Lyon, Marseilles, Rennes, Montpellier) and Europe (London, 1hr40, Brussels, 38 minutes). In 2011 the Eurotunnel was used by 18.8 million people.

Lille includes the delivers major cultural events in order to attract tourists. Since Lille was a European Capital of Culture in 2004 it has set up regular events and invested in new cultural spaces in order to continue to attract cultural tourists, one of the main objectives of the tourism strategy. These include Lille 3000 biennial events, major museums (Musée des Beaux Arts, LaM, La Piscine, le Fresnoy) live arts spaces (Opéra de Lille, CNN Roubaix, Theatre du Nord) and other spaces (gare saint

sauveur, maison folie, espace le carré).

This broad cultural offer attracts tourists all year long, linking the overall tourist strategy to the cultural tourist strategy.

The key aim is to connect with the citywide events and festivals. Our strategy is to build events into the frame of these major events, to drive tourists towards la malterie's offer.

Relevant partnerships

To achieve this objective, we develop partnerships with major organisations, events and communication platforms:

- Lille Art Fair
- Lille 3000
- Ville de Lille/ Exhibition Guide
- 50° Nord (a cross-border network, raising awareness among cultural tourists)



Valerie Vaubourg, 2012

- RAOUL music network/ Borderlive iPhone App
- Eurométropole

Cross-border/international relationships

Through LCP we have developed connections with our project partners, but have also met with other organisations in the UK, Belgium and France who we might wish to develop closer connections to in the future. We are also developing new projects with towns/ areas in partnership with the Ville de Lille/ Région Nord-Pas de Calais.

These international connections are key for the mobility of artists and help to create routes through the territories through the movement of works of art; these routes can be followed by tourists who have seen work in one area and wish to see it in another.

Offline activity

We will promote ourselves to tourists through the media and quotes about the organisation/ culture in Lille. We will define a quality brand around our activities and create interest around our specialism: being a space where artists work, rather than exhibit.

Online activity

We will develop the English part of our website and get all the content translated, first on our main events, then on every other aspect of the site.



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