



**EUROVELO AND CYCLE TOURISM  
CONFERENCE 2018**  
LIMBURG BELGIUM, 26 - 28 SEPTEMBER  
EXPERIENCE THE UNIQUE



## Jeroen Peeters



Jeroen Peeters is Online Coordinator at Toerisme Limburg (Limburg's tourism office). He describes himself as an online addict, passionate about travel and tourism and curious about digital marketing trends. In the frame of his job, his mission is to reinvent the online identity of Toerisme Limburg by releasing a brand new digital concept, and of course to show everyone the beauty of the Limburg's region and the hospitality of its inhabitants.

Jeroen is a specialist of storytelling and content marketing, with a strong experience in communications and social media management.

Joeroen will give a presentation titled *"How to use social media?"* in parallel session C – Communicating the Cycle Tourism Experience (11:15-12:45).

