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City marketing

## Shopping at home for attractive centres

More than 1,500 traders, restaurateurs and service providers from 34 towns and municipalities in Münsterland are taking part in "Heimat shoppen" in September. Their message: those who shop and go out in their local area strengthen their own living environment. This is the eighth time that the North Westphalia Chamber of Industry and Commerce has called for the campaign days. The campaign is supported by the trade associations and the savings banks.

Bocholt is one of the cities. "During these days, we want to make the citizens of Bocholt and visitors aware of the diversity and potential of Bocholt's city centre. They should identify more with their own home again and see the advantages of "shopping at home"," says Ludger Dieckhues, Managing Director of the Wirtschaftsförderungs- und Stadtmarketing Gesellschaft Bocholt. This week, 14,000 paper shopping bags will therefore be distributed to around 250 retailers and market vendors in Bocholt's city centre, who can hand them out to their customers to draw attention to "Heimat shoppen".



On 7 September, the board of the ISG Altstadt Bocholt e.V. has come up with a new campaign for all Bocholt residents, visitors and guests. Starting in September, a "Motto Thursday" will be introduced in Bocholt's city centre, always on the 1st Thursday of the month at the evening market from 3 pm. The town centre community will offer customers something special on these days through the various mottoes, thus drawing attention once again to the fact that shopping and strolling in the town centre is a shopping experience and fun. On Thursday, 7 September, at the start of the Heimat Shoppen action days, the community will start with the motto "Culinary delights from Bocholt for Heimat shoppen". In addition to the "Heimat shoppen" paper bags, the participating shops will be offering culinary platters with cheese snacks, sausage snacks and small bread confections from local traders to try. In keeping with the motto, a Tourist Info stand will be set up at the evening market where souvenirs and accessories from Bocholt will be on sale.

The next Motto Thursdays this year are on 5 October, 2 November and 7 December - everyone can look forward to the different mottoes.





