

Visitor centre / nature entrance

Meinweg

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Recreatie regio Zuid

Staatsbosbeheer = National Forest

Main tasks:

- Nature
- Cultural heritage en Landscape
- Leisure/Recreation
- Nature products



Where did you hear about us?

- 250.000 ha area
- 150.000.000. visitors/jr
- 1700 buildings
- 42 nature camps
- 59 holiday homes
- 10 visitor centres
- 92% open for public
- 300.000 m3 timber/year
- 1100 employees



Leisure/Recreation

- important:
- public acces
 - demand driven > motives
 - improve quantity and quality
 - differentiation- not everything everywhere
 - cooperate



Motives for visit

- charging battery (35%)
- sociability (30%)
- interested in (15%)
- lovers of wildernis (10%)
- challenge (10%)



Who comes in the Meinweg?

- +/- 100.000.000 visitors/year
- home: Netherlands (78%), Germany (20%), Belgium (2%)
- majority of the visitors come from mid-limburg
- 68% comes directly from their home
- age of visitors 36-49 jr (20%) 50-64 jr (37%), 65+ (21%)
- motive: people who are interested in area (48%), charging battery (27%), sociability(6%)
- hiking (70%), biking (18%)
- <20% of all visitors in visitor centre



Developments

Nature entrance:

- catering, parking, startingpoint routes, information
- developed in Noord-Brabant
- Zoning tool

Host of the Meinweg:

Local entrepreneurs get course to become Host of National Parc



Visitorcentre

- 1 location, not always optimally located
- Staff costs
- opening times restricted
- people are interested in
- investmentcosts building
- investmentcosts exposition
- own identity
- internal focussed
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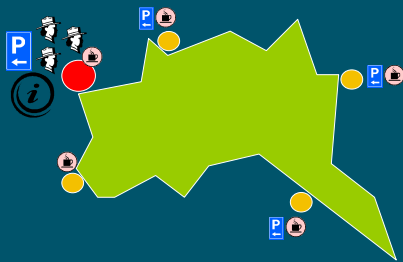
Nature entrance

- new public
- more start locations excursions
- regional support
- less investment
- reaching more public
- relevant opening times
- hospitality course
- more hosts
- regional products
- cooperation

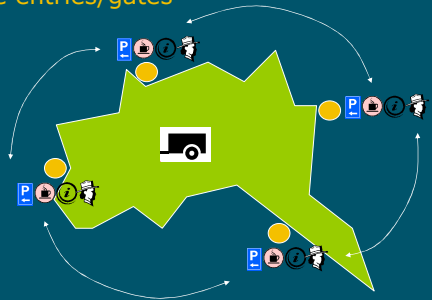
More chances

- New media (QR-codes, App's, etc)
- Information trailer - flexible

Visitorcentre



Nature entries/gates



Future

- attitude towards nature changes
- Reductions
- delegation to provinces -> less finance
- basic structure recreation
- cooperate with entrepreneurs
- Business models