

Heusden & Heusden area



Veronika, Amelie, Sanna-Mari, Marika

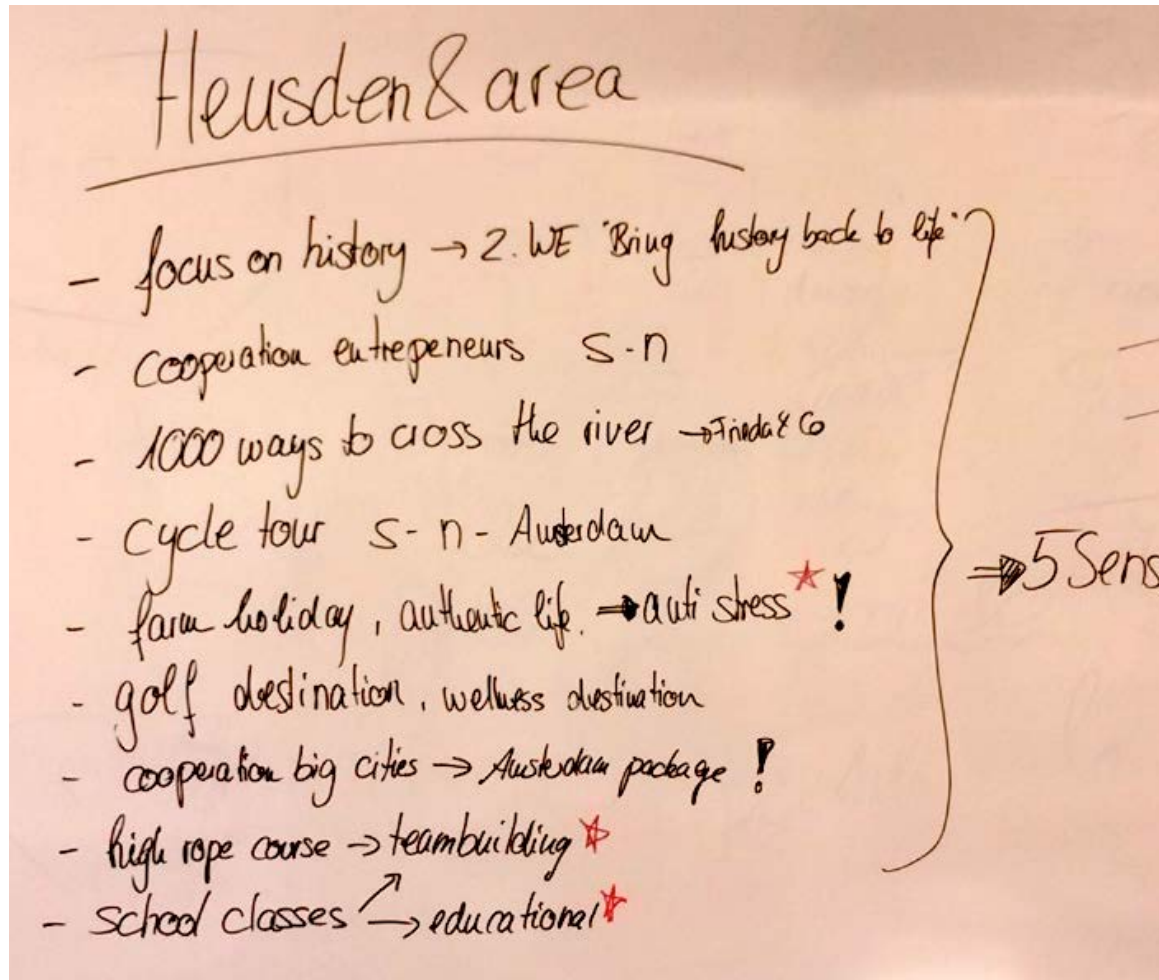
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Veronika, Amelie, Sanna-Mari, Marika, Juuli

Task: Tourism/ Recreational Experience Products

- Connection of the area
- Sustainability
- Specific target groups
- Communication
- Future role of the ferries?

Brainstorming session



The Idea

- Farms are reconstructed to accommodate larger groups, conference rooms
- ⇒ experience the “farm lifestyle”
- High rope course is built
- ⇒ teambuilding
- Cooperation with entrepreneurs
- ⇒ Financial support, better communication, educational aspect

Target Group

- Business people for teambuilding, conferences
- School classes for teambuilding & education
- Day trippers ("happen to come by to Heusden")
- Anti-stress seekers for relaxation holiday

Teambuildin g

example: high
rope course



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Ideas for Teambuilding

Team Building

- Rodeo with mechanical cow B at Melk Drive
 - high rope course (trust building B, S workshops)
 - separate groups
 - fox hunting (customizing activities) B, S
 - ⇒ get to know area & city of Heusden
 - maybe with bikes → use of ferries
 - ⇒ combine area
 - entrepreneurs take part and have little presents
↳ On both sides
 - CO-creativity with ^{the} students and workers of one subject
 - project works B
 - farm staying → back to the roots B, S
- horse riding courses B, S
 - art galleries in Heusden B
 - beaver farm S
 - national park & dunes S, B
- connection of south & north
- Target Group
B = Business
S = Students

Farm lifestyle for anti-stress seekers



Anti-stress seekers

Anti-stress-seekers

- animal therapy
- barrier-free
- organic food → sustainable
- no phones, no money, no internet
- clinics & classes → healthy lifestyle
 - anti-stress
 - yoga
 - tasks
 - farm work, helping
 - physical activities, hike, bike

target group:

- mentally ill
- physically ill
- burned-out
- animal & nature-lovers
- greeners & organics

→ farms in south & north

need for one marketing strategy
for the entire "anti-stress"-region

Communication & Marketing

- Create Name
- Work together: holistic marketing strategy
=>ONE REGION
- Create Vision
- Involvement of inhabitants
- Cooperation with local industry
- Focus on overall sustainability
- Improve maps & signage

Future role of ferries

- Maintain ferries free of charge
- Create further options:
 - Flying fox
 - Rope bridge
 - Floats
 - => generate further income, connect better, create an "experience", turn "problem" into "interactive product"

Thank you for your attention!



Veronika, Amelie, Sannis-Mari, Marika, Juuli