

INTERACTIVE BIKE TOURS

Authentic Dutch Region

Agenda

1. Target Group
2. Background Ideas
3. Product
4. Communication

1. Target Group

- ▶ Families (get them)
- ▶ Silver Agers (keep them)
 - ▶ Looking for family time
 - ▶ Special nature experiences
 - ▶ Back to the roots
 - ▶ Agricultural education
 - ▶ Safety, secure surrounding within their holidays

2. Background Ideas

- ▶ River
 - ▶ Not a border
 - ▶ Part of the region → not 'that' special
 - ▶ More docking stations for the ferries
- ▶ Region
 - ▶ Highlight the different specialties
 - ▶ ONE name, ONE unit

2. Background Ideas

- ▶ Locals
 - ▶ Getting to know the whole region in the beginning
 - ▶ Offer tours
 - ▶ Working as ONE unit
- ▶ Heusden
 - ▶ Central location → already existing infrastructure
 - ▶ Overnight stays

3. Product

→ How it connects the area

CYCLING TOURS

- ▶ Heusden:
 - ▶ Starting point
 - ▶ Getting materials & information (maps, GPS biking tracks/GPS bikecomputers) in the information centre
 - ▶ Creating a new map for the WHOLE region with attracting points
 - ▶ Renting bikes

3. Product

→ How it connects the area

CYCLING TOURS

- ▶ Different tours
 - ▶ Beaver Tour
 - ▶ Farm Tour
 - ▶ River Tour
 - ▶ Sand Dunes Tour

- ▶ Necessities
 - ▶ Good marked & prepared ways
 - ▶ Info points → signboards
 - ▶ Interactive stops → education

4. Communication

- ▶ Accommodation
 - ▶ Heusden
 - ▶ Agricultural farms
 - ▶ Camping
- ▶ ONE combined website
 - ▶ More languages (no need of Japanese, Chinese,...)
 - ▶ Dutch, English, German, French, maybe Spanish
- ▶ ONE App → cooperation with 'Gastfreund'
- ▶ ONE map
- ▶ Cooperation with Family Tour operators

4. Communication

- ▶ Youtube video
 - ▶ Linked on website
 - ▶ English
 - ▶ Student project → how region looks like
 - ▶ Security for families
 - ▶ From the view of the visitors (interviews,..)
- ▶ Family magazines
- ▶ Blog
 - ▶ Invite people to do blog posts

THANK YOU!