

Idyllic Heusden

find a gem of nature and culture

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Values:



- ▶ Education - learning about the culture
- ▶ History
- ▶ Nature - milk production, animals, National parks...
 - ▶ Since children are not connected to the nature anymore
 - ▶ Parents have interests towards history
 - ▶ Learning about it

Target group

- ▶ Families with children
 - ▶ Who have an interest towards nature and outdoor activities

Activities: A tailor-made vacation

- ▶ Cycling - tandem bike, ferry connection
- ▶ Horse riding in the national parks
- ▶ A guided tour in the city of Heusden
 - ▶ A performing guided tour: participate in the history
- ▶ A visit to the organic bakery
 - ▶ Educational program: learning about the local gastronomy by making your own bread
- ▶ Visiting farms
 - ▶ Melk-drive and the theater for children
 - ▶ Fruit farm

Local involvement

- ▶ An opportunity to have dinner (e.g. BBQ) together with local people
 - ▶ Sharing the differences in culture, life style
 - ▶ A platform on the internet where you can sign up for a dinner with the locals

Things to develop in the area

- ▶ A proper map of Heusden offered by the tourist info
- ▶ More signs for the biking routes
- ▶ A small grocery store in Heusden
- ▶ A package tour available from Amsterdam
 - ▶ Organized transportation and accommodation
- ▶ A mobile application for biking routes
 - ▶ Available offline
 - ▶ Different languages (Dutch, English...)
 - ▶ Connects the two regions

Why Heusden?

- ▶ Unique history
- ▶ Perfect for nature-loving families
- ▶ See the different side of the Netherlands
- ▶ Learn things in real life, not by books