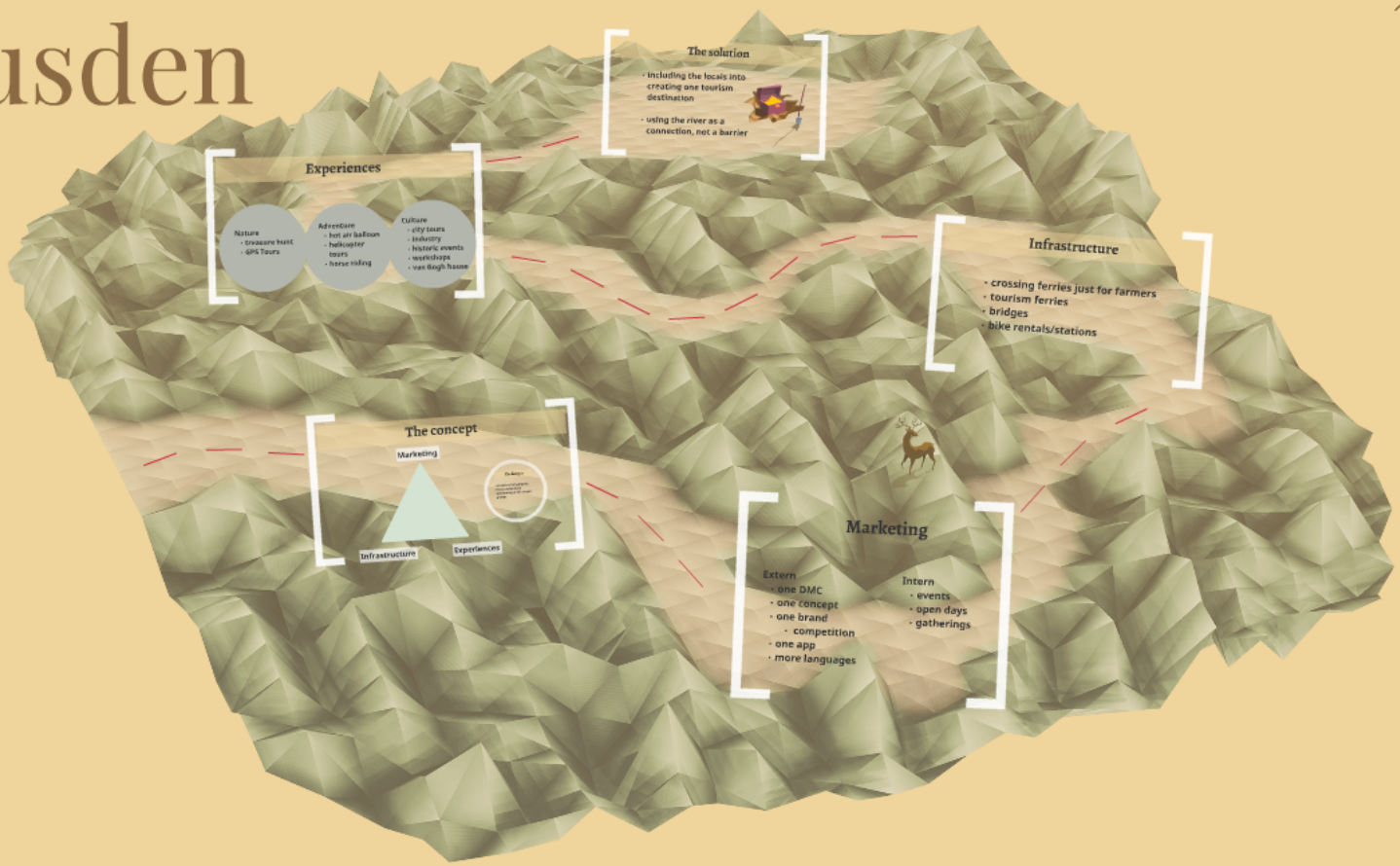
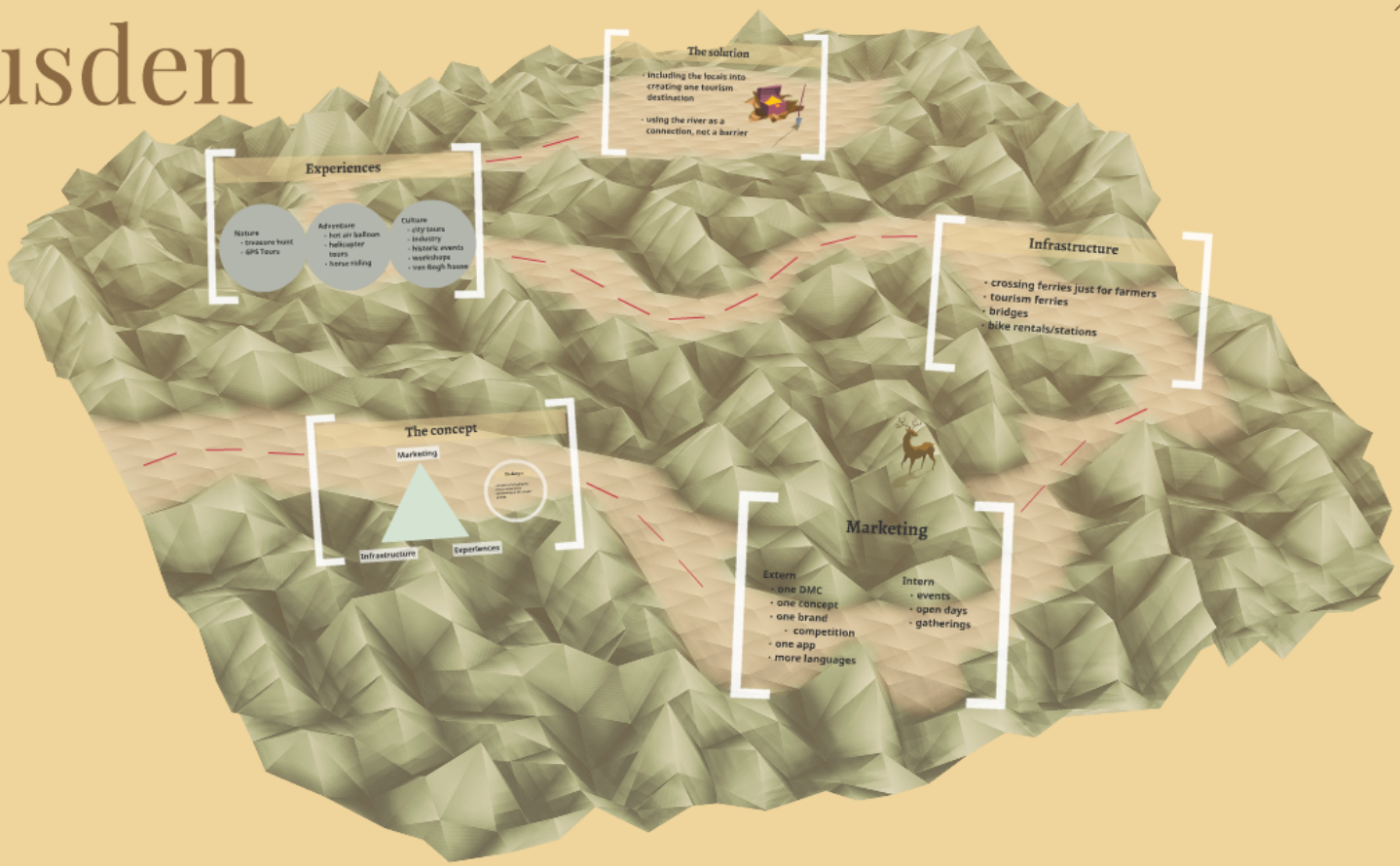


# The Hidden Treasure of Altena Heusden



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# The concept

Marketing



Infrastructure

Experiences

## Challenges

- attitude of inhabitants
- ferry connections
- positioning of the target groups

# Challenges

- **attitude of inhabitants**
- **ferry connections**
- **positioning of the target groups**

# Marketing

## Extern

- one DMC
- one concept
- one brand
  - competition
- one app
- more languages

## Intern

- events
- open days
- gatherings

# Infrastructure

- **crossing ferries just for farmers**
- **tourism ferries**
- **bridges**
- **bike rentals/stations**

# Experiences

## Nature

- treasure hunt
- GPS Tours

## Adventure

- hot air balloon
- helicopter tours
- horse riding

## Culture

- city tours
- industry
- historic events
- workshops
- van Gogh house

# The solution

- including the locals into creating one tourism destination
- using the river as a connection, not a barrier





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