

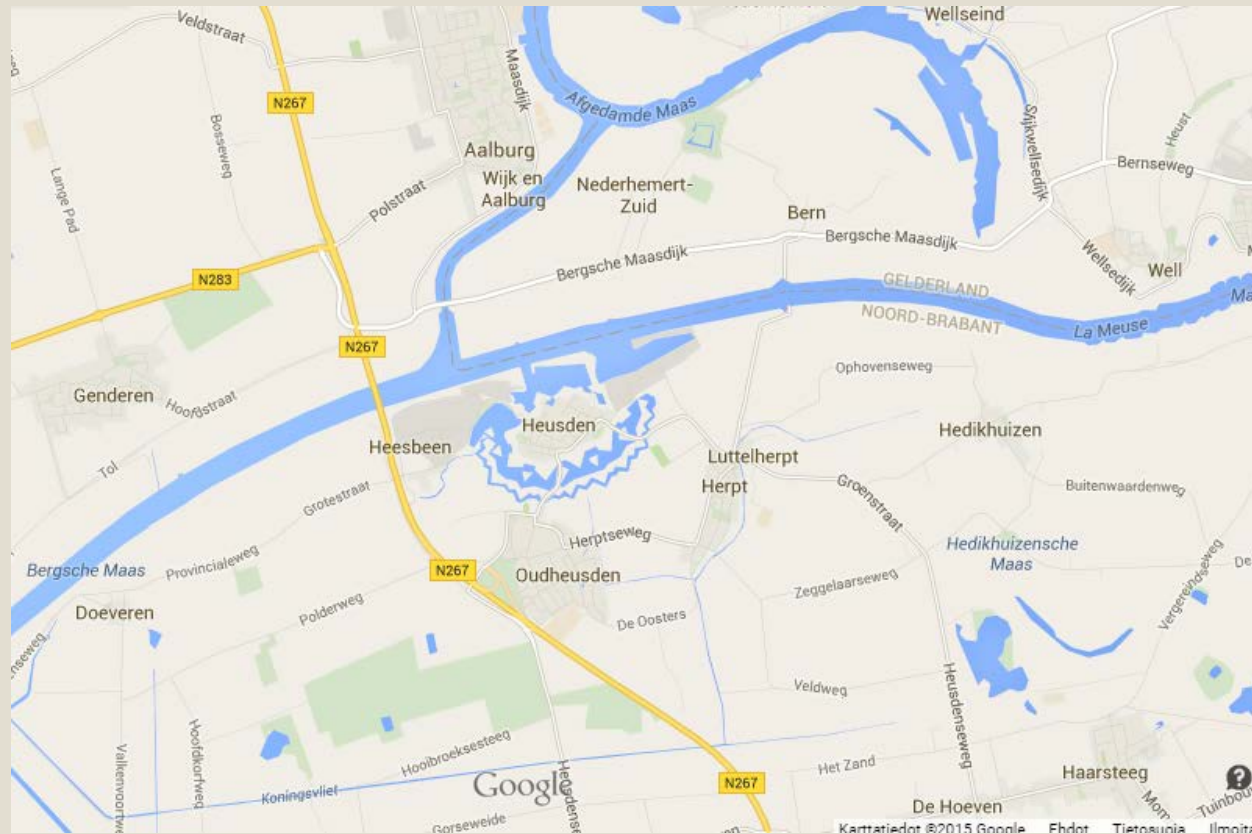


TOURISM PRODUCT CONCEPTS

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Concept #1 : "Hiding Dutch Man"



Treasure Hunting by Bike



- Customers bike and visit places
 - Melk-Drive, dunes in the national park, windmill, gardens, horse riding, ferry etc.
 - Learn about the places, culture, history at the same time
 - Complete tasks at checkpoints, to be able to continue
 - Checkpoints provide clues for the next treasure
- Guide available, but possible to tour alone
- Very flexible
 - Possible to take smaller tours, and only complete a couple of tasks
 - Different bikes available, for example



Treasure Hunting by Bike

- Story behind the treasure hunt
 - Could be fictional, but preferably related to the history of the area
 - For example: "The locals hid their valuables during the wartimes, and fled the area. The hidden treasure is yet to be found."
 - The ending of the story?
- Target groups
 - All visitors
 - Visitors with disabilities can also participate, alternative ways of transportation/biking
 - Name attracts mainly international visitors – Dutch concept name for the Dutch customers

Treasure Hunting by Bike

- Treasure Hunt App
 - Map, clues
 - Info on rates of accommodation, lunch/dinner options etc
 - In case of accident, pick-up service
- Also paper map, and additional info package provided
 - Possibility of accessing wifi in the checkpoints?
- Customers share their experiences
 - Provide i.e. GoPro cams, and sell the videos or pictures on
- Alternative themes
 - Beaver of Biesbosch

Concept #2: "Battle of Heusden"



Historical battle events

- Recreating the historical battles in Heusden stronghold and neighboring area
 - Battles happen along the storyline of the actual historical events
 - Lasting about 2-3 days, depending on the actual battle
 - EXAMPLE: 1st day planning, 2nd the war day, 3rd peace agreement signing and feast , markets
- Changing the historical time period every year
 - For example start from Vikings, next year Spaniards...
- Target groups
 - Something for everyone
 - Roleplayer communities, locals
 - Age group
 - In actual battle min. age 15, but whole event open for all ages
 - Children: personal activities and workshops, for example in the playground in the castle ruins

Historical battle events

- Theme visible in whole area
 - Costumes, including for example the ferry operators
 - Horse carriage transportation, cars not allowed during event
- Customers participate in roleplay, or take part as audience
 - "Can you shape the history? Rewrite the history?"
 - Early signup for roleplayers; walk-ins welcome as audience
 - Cannot choose the side on which they fight
 - Customers can make their own war strategy
 - If roleplayer 'dies', perhaps out for an hour and back in game; or only captives?
 - For example stealing flags
 - Multiple choices for accommodation: in north side, "battle barracks", tents in army style

Recommendations for development

- Internet connection
- Translation of website – at least in English!
- Cooperation of DMOs & stakeholders is required to create these products
 - Event: 1st year, the companies would have no fees for participation
 - Treasure hunt: some kind of framework of the tour should be presented to the companies, which they could modify
 - Websites for both products, where also the companies would get marketing space and visibility
 - Online platform for efficient collaboration and exchange information