



Ministerie van Economische Zaken

National Parks in The Netherlands:

Wild Reserves or Disneyland?

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What is the situation?

- 20 (relatively small) National Parks in The Netherlands: unknown to the Dutch and to foreign visitors.
- Small country: do we have space for (so many) Nationale Parks?





Political mission

- Develop and implement a stronger brand for National Parks in The Netherlands
 - > 3-year program 'Worldclass National Parks'
 - > in co-creation with 13 shareholders





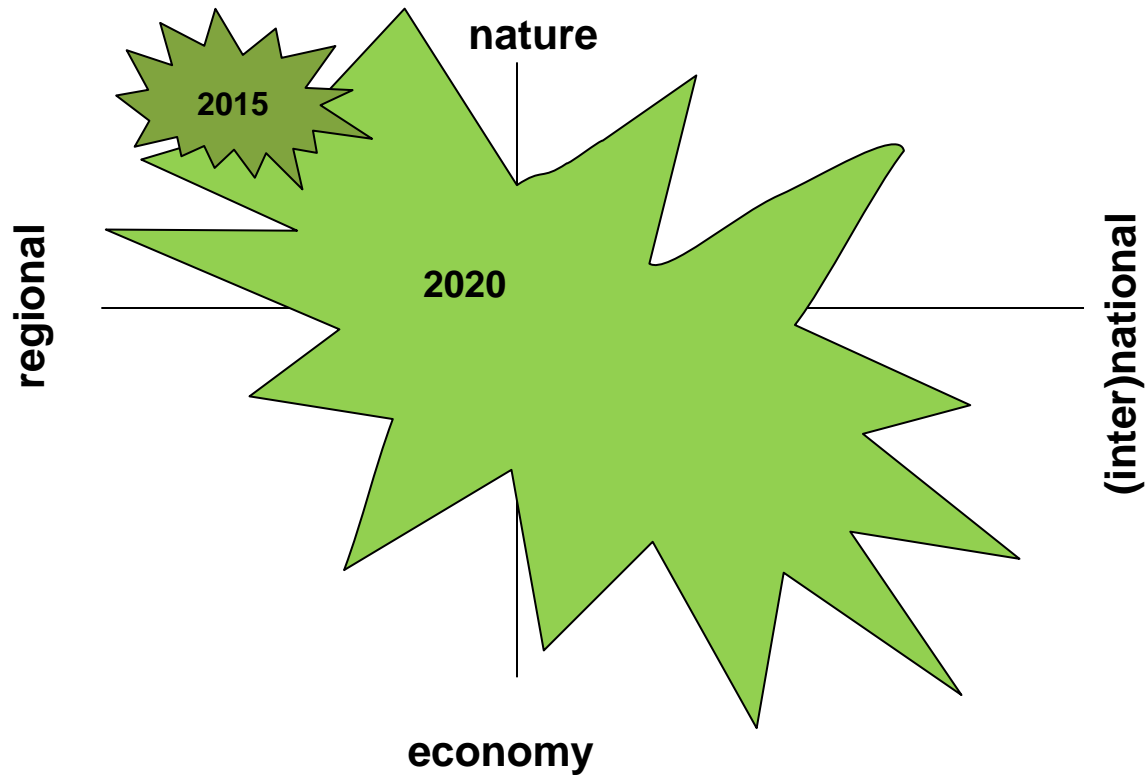
Ambitions and strategic goals

- To develop a stronger brand and corresponding standard for National Parks
 - Based on unique (natural) values and the story of the area
 - With good facilities and experience opportunities (to attract more visitors)
 - Better socio-economic and socio-cultural development of the region
 - Effective governance





Transition task

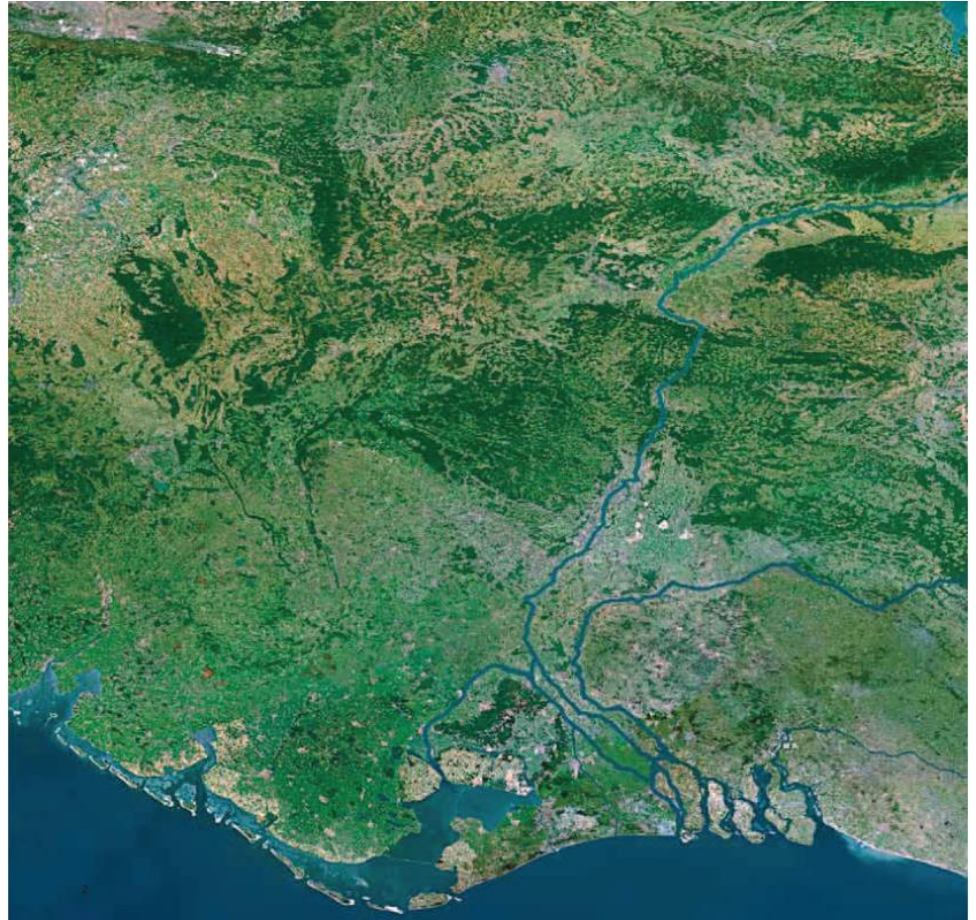




Target image

World class National Parks are

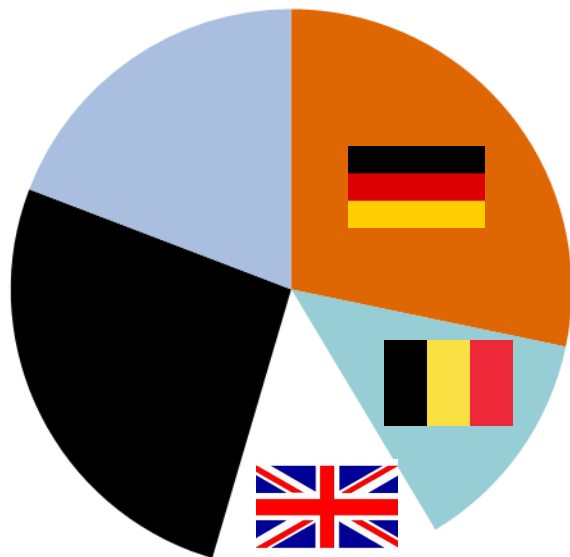
- national icons
- with nature of (inter)national allure
- and (inter)national attraction





Where do (potential) foreign visitors come from?

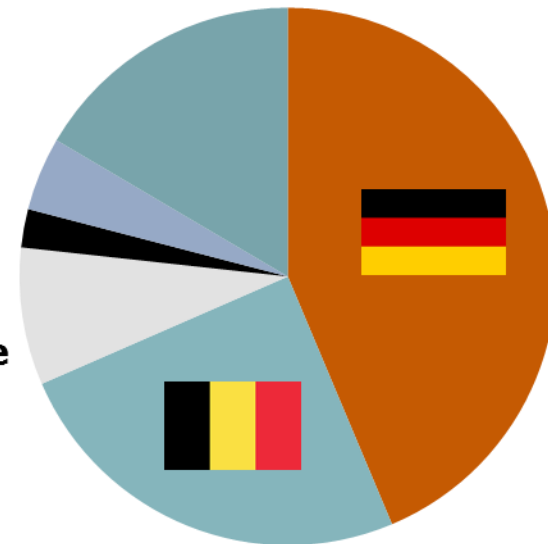
15 mln foreign visitors



NL 2015

- Germany
- Belgium
- UK
- Other Europe
- Rest world

2,6 mln foreign visitors nature



- Germany
- Belgium
- UK
- Spain
- USA
- Other





What do visitors expect of NL National Parks?

- NL: diversity, variation & versatility, woodlands
- Germany: beach, dunes, water, flat landscapes, biking,
- Belgium: arranged nature/landscape, biking, coast
- UK: battle against water, polders, dikes, biking, urban landscaps/canals
- USA: Amsterdam, tulips, windmills, polders, dikes
- China: flowers, tulips, windmills, cows, Giethoorn





The ideal National Park in 2025 (according to visitors)

- **Experience of nature**; rough, not too 'laid out'
- Variation (nature and landscapes), wild animals, sheeps and cows
- For foreigners: typical Dutch elements (windmills, farms, flowers, polders and dikes, dunes, beach and sea)
- Variation of activities and (special) accommodations
- Visitor centre, (digital) information, rangers, trails, shop, restaurant, rent bikes/Segways
- Sustainable!





Role for (landscape) architects? (1)



Architecten van Nederland, blijf alsjeblieft met je fikken van onze [#nationaleparken](#) af. "Allure" is er al: [#natuur](#)!

(Architects of The Netherlands: please get your hands off of our Nationale Parks. "Allure" is already there!)

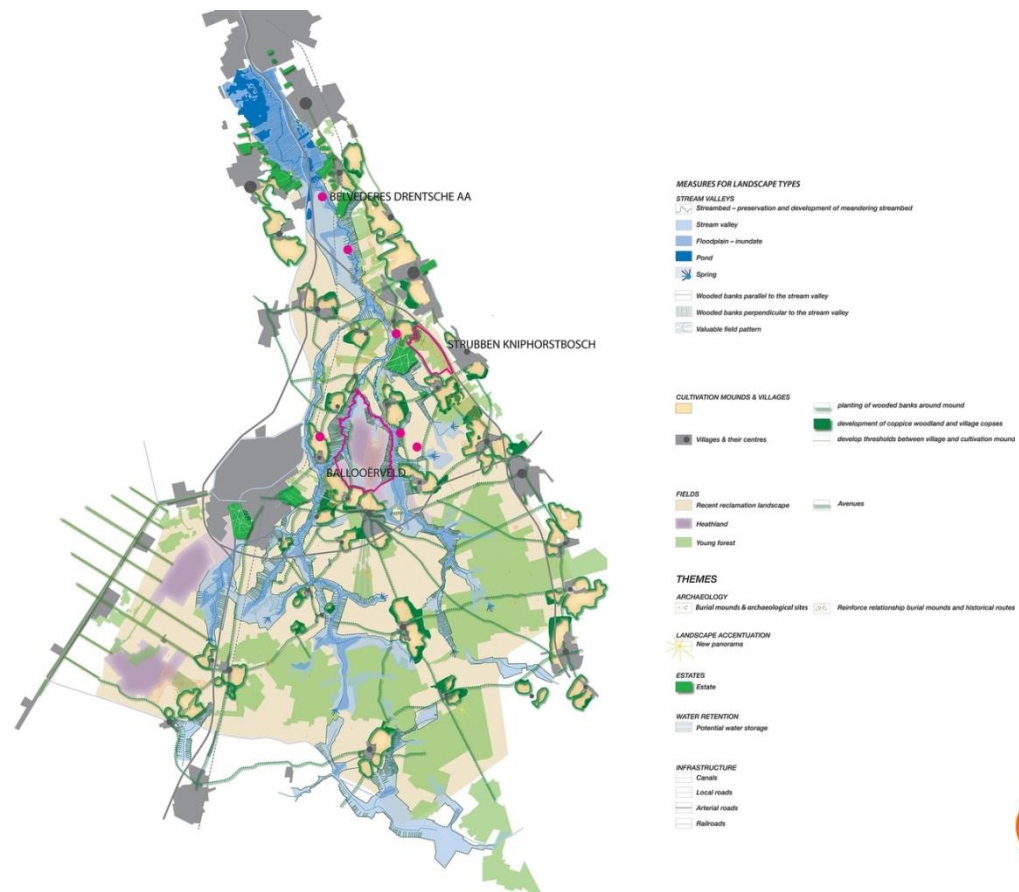




Role for (landscape) architects? (2)

Landscape vision
and structure

Drentsche Aa

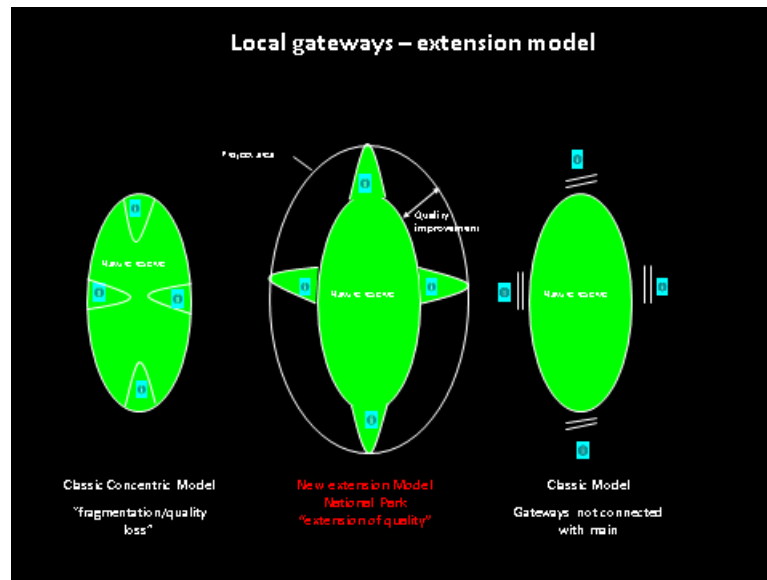




Role for (landscape) architects? (3)

Regional concept-development

Gateways Hoge Kempen Belgium





Role for (landscape) architects? (4)

Design: genius loci





How to cope with the transition task?

- 15 september: Call for bidbooks
- 10 october: Judging by a jury
- 31 october: Election by the Dutch public of the 3 'most beautiful natural area's of The Netherlands'
- 2016-2018: Implementation of (winning) plans and sharing of knowledge





Conclusions: Disneyland or wild reserves?

- No demand for Disneyland
- Some space and demand for wild reserves and wilderness
- Main target: make an experience of the great variation of Dutch nature and landscapes!

