



Welcome!



STICHTING HET NATIONALE PARK
DE HOGE VELOUWE

Henk Beukhof
October 20th 2016
Europarc Conference
Assistant Managing Director



STICHTING HET NATIONALE PARK
De Hoge Veluwe



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de hoge veluwe

Thursday 9:00: Workshops

Room	Location	Workshop
Room 413	Secondary school	1. Nous sommes des chartistes (FR)
Room 1	Technical School	2. We are the People who can decide (EN/FR)
Room 6	Technical School	4. We are Wetland management and restoration (EN)
Room 3	Technical School	5. We manage nature regional landscape Parks (EN)
Room 4	Technical School	6. We are Friends (EN)
Room 602	Secondary school	7. We are Youth (EN)
Room 603	Secondary school	8. We are Healthy Parks (EN)
Room 612	Secondary school	9. We are Volunteers (EN)
Room 613	Secondary school	10. We need Money (EN)
Room 622	Secondary school	11. We are Communicators (EN)
Room 623	Secondary school	12. We are sustainable Farmers (EN)
Room 411	Secondary school	13. We support N2000 (EN)
Room 412	Secondary school	14. We are concerned about climate change (EN)
Room 7	Technical School	15. We develop sustainable tourism (EN/FR)



WE ARE ENTREPENEURS!



STICHTING HET NATIONALE PARK
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Bringing together nature and culture for the common interest
Helene Kröller-Müller



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Origin of the Park

The Hoge Veluwe: legacy of Anton and Helene Kröller-Müller

Common ideal: culture and nature in one location

Anton: industrial magnate, conservationist and hunter, Helene: art collector



- ❖ 1909-1917 First ground purchases
- ❖ 1928 Depression, founding of Kröller-Müller Foundation, transfer of art
- ❖ 1935 Founding of De Hoge Veluwe National Park Foundation, transfer of estate
- ❖ 1938 Opening 'temporary' museum, now Kröller-Müller Museum
- ❖ 1939 and 1941 Helene and Anton pass away



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Objectives

- Conserve the Park as a natural monument
- Offering space to visual arts and architecture, with the Foundation pursuing synergy between nature and culture
- Recreation: allowing the visitors to enjoy nature and culture

All this is subject to a single condition: operations and management are autonomous and financially independent.



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Known to few, De Hoge Veluwe National Park is a privately-owned land and an independent Foundation that can use government subsidies to only a limited extent.

The Park and its continued existence more or less depend on paying visitors. This page lists the main figures with regard to the Park and its organisation and how the Park continues to abide by the vision of the Kröller-Müller couple.

The Foundation Task

The task of the Foundation is to preserve the inheritance of the Kröller-Müller couple in the widest sense of the word.



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Key Features of the Park

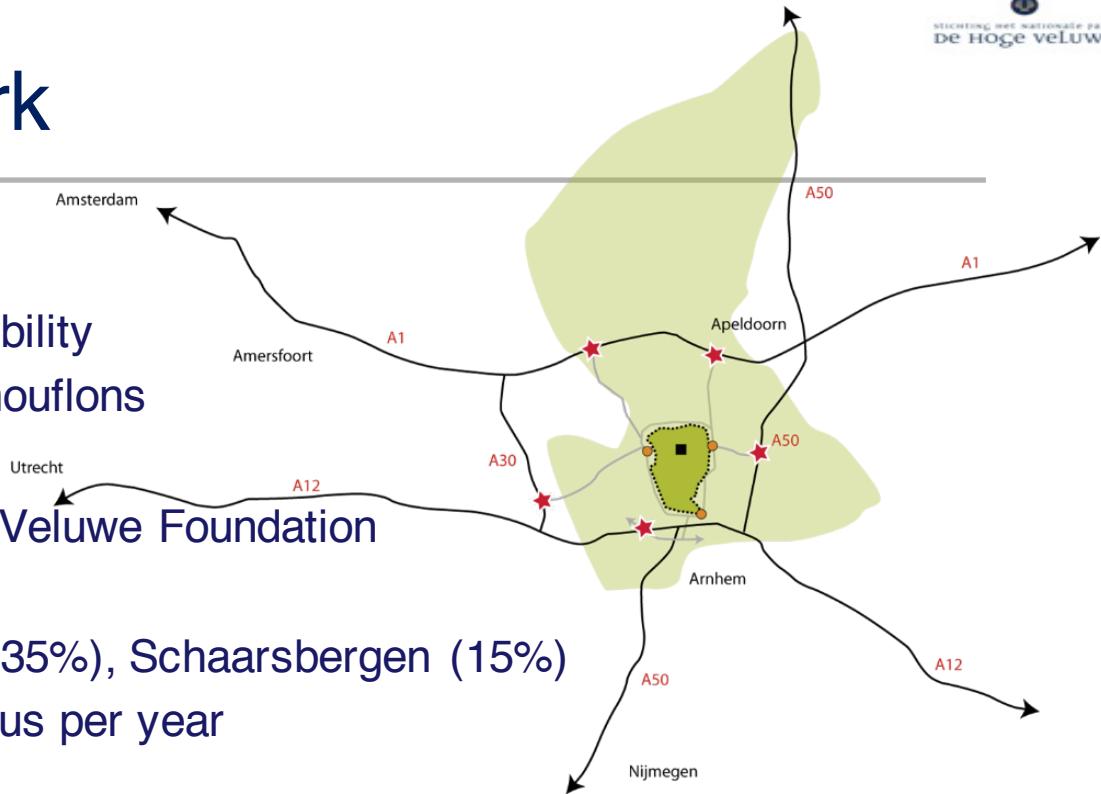
- Private Foundation – generating own revenues
- EUR 7.292.000 turnover (2015)
- 578.667 visitors (2015)
- 1,800 White Bikes
- 5,400 hectares of nature (fenced off)
- 3,200 hectares of woodland
- 2,100 hectares of heathland – dry, partly wet
- 60 hectares of drift sands – partially re-established



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Key Features of the Park

- 43 kilometres of cycle path
- 7 game observation posts - highest visibility
- 200 deer, 150 roe, 50 wild boar, 200 mouflons
- 5 wheelchair bicycles
- 2,100 members of Friends of De Hoge Veluwe Foundation
- 350 active volunteers
- Entrances: Otterlo (50%), Hoenderloo (35%), Schaarsbergen (15%)
- 30,000 visitors to Jachthuis Sint Hubertus per year





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Organizational structure

Sources of income:

Paying visitors 85% -

Lease - land and hunting

Rent - houses

Nature subsidy



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Tableau of institutions involved

Intensive cooperation with:

Kröller-Müller Museum

Friends of the Hoge Veluwe Foundation : 2,000 members

Active friends : 350 volunteers in various
working groups,
indispensable!

Universities and research institutes



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Visitor Management

Balancing Economy and Ecology

- Hospitality and education
- Zoning & experience
- Accessibility
- Recreational facilities



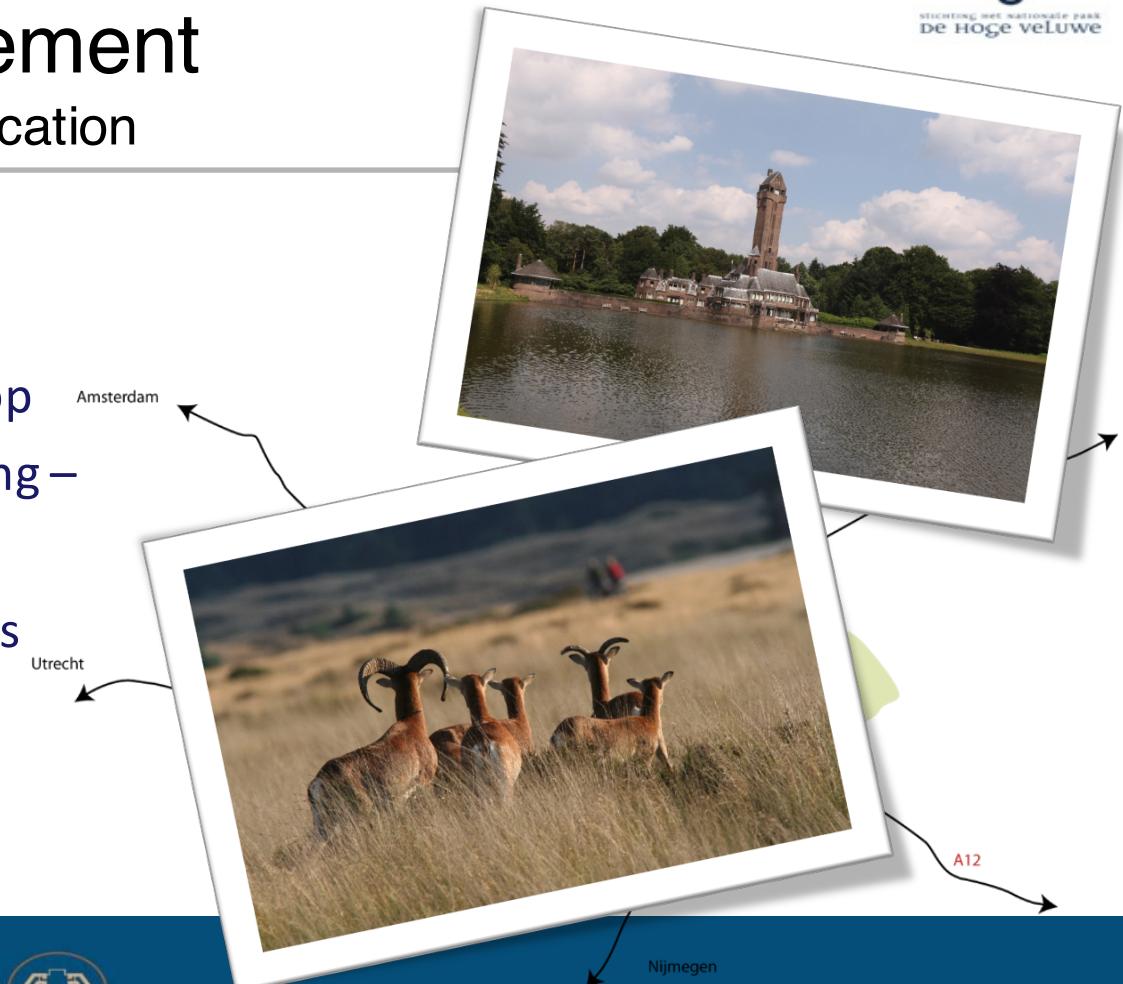
Visitor Management

Hospitality and education

- 55 staff divided over;

Entrances - Visitor Center – Museonder - Shop
Camp site - Jachthuis St. Hubertus – Marketing –
Sales - Reservations - Office

- Customers: regular, tour operators, schools
- Service, personal attention, safety
- Events, activities and tours
- Monitoring customer experience



Visitor Management

Hospitality and experience

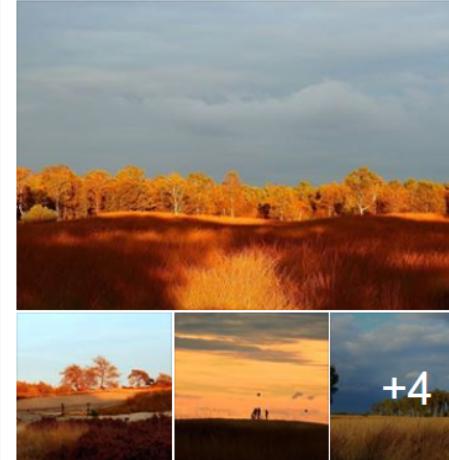


Het Nationale Park De Hoge Veluwe

Vind ik leuk | 12K vind-ik-leuks

Het Nationale Park De Hoge Veluwe heeft 7 nieuwe foto's toegevoegd.
Gisteren om 10:36

Een collage van oktoberfoto's door Jannie Gommans.



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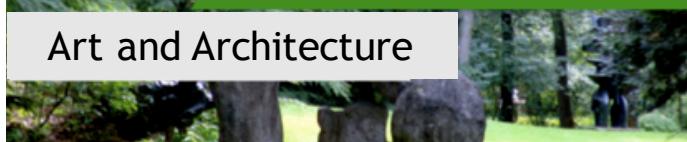
Nature and Landscape



Experience



Art and Architecture



Historical Stories

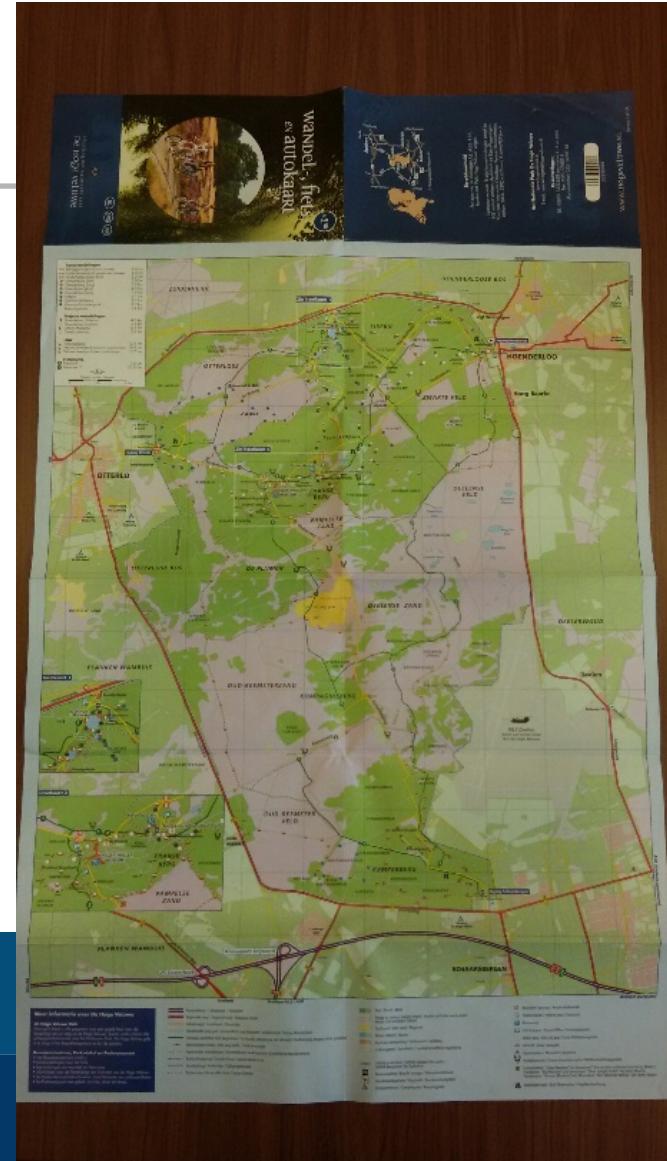


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Visitor Management

Zoning and experience

- American model
- No rummage – use of paths
- Balancing high customer experience with protection vulnerable species and areas
- Managing expectations



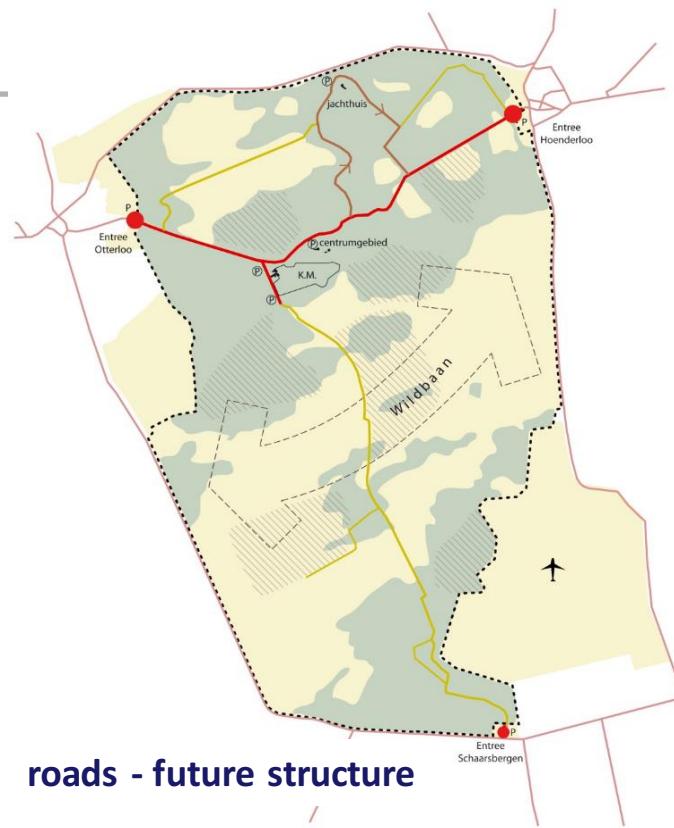
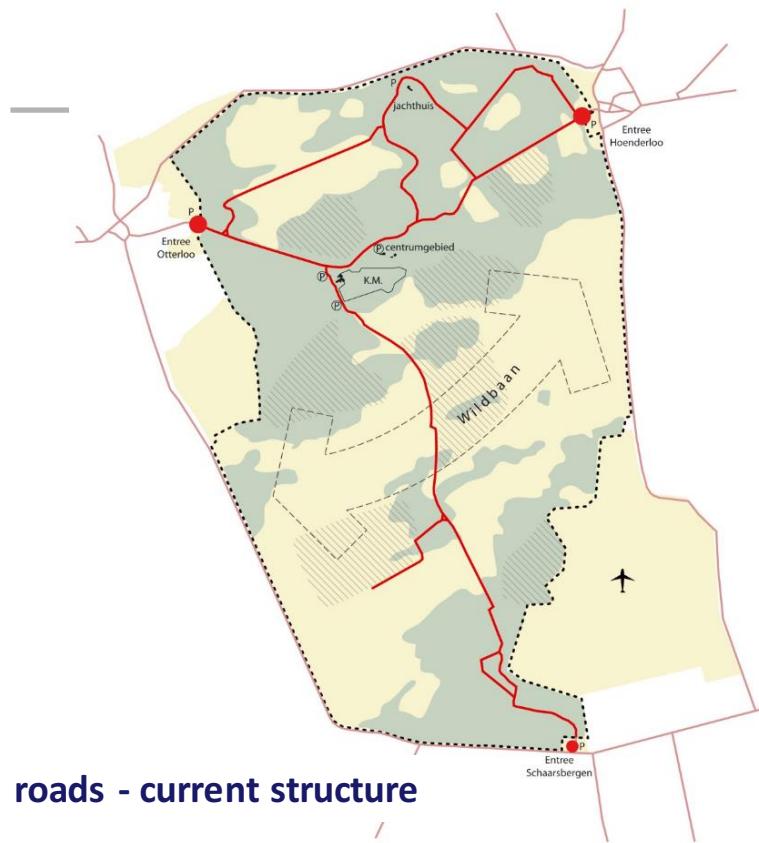
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Visitor Management

Zoning and experience

- Encourage usage of bicycles from entrances
- Focus on the northern part
- Future plans





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Visitor Management

Accessability

- Affordable attraction; €9,15 / €4,60, f.o.c. disabled
- Collaboration voluntary partners
- Signing outside Park (Arnhem, Apeldoorn, Ede)
- Public transport- Syntus
- Special bycycles, White Bycycles
- Automation entrances / e-tickets
- Separating traffic; cars, bycycle, horse, hikers
- Experience Route, wheel chairs



Visitor Management

Recreational Facilities

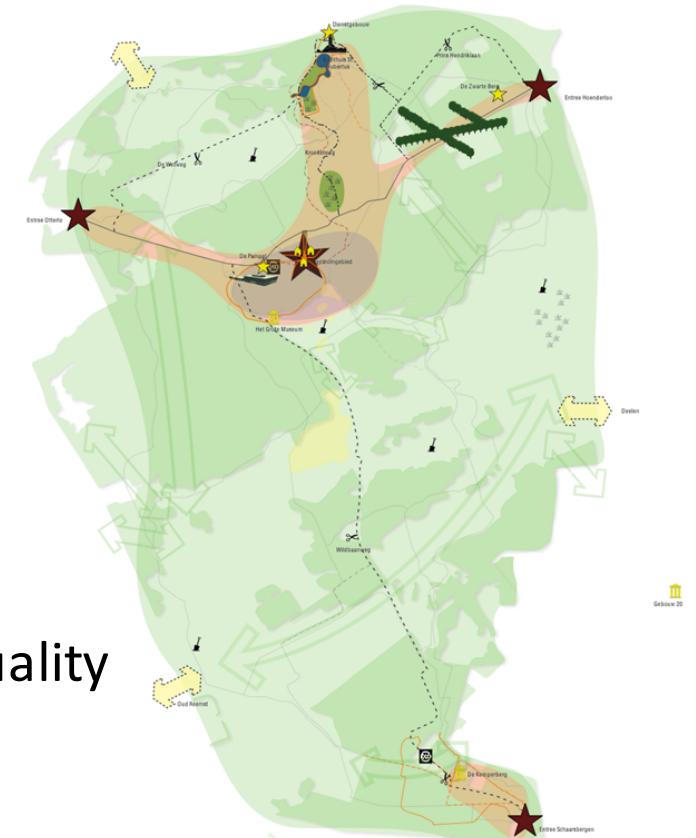
- Visitor center – Museonder - Shop
- Restaurant – catering
- Camp site
- Jachthuis Sint Hubertus & Theekoepel
- Redesigning the center!
- Sustainable building and top architecture
- Laws and regulations



Future challenges

- Redesigning the Central Area
 - Land house
 - Exhibit Museonder
 - Parking
 - Square
 - Redesigning entrances, infrastructure and roads
 - Enhancing ecological connections, monitoring natural quality

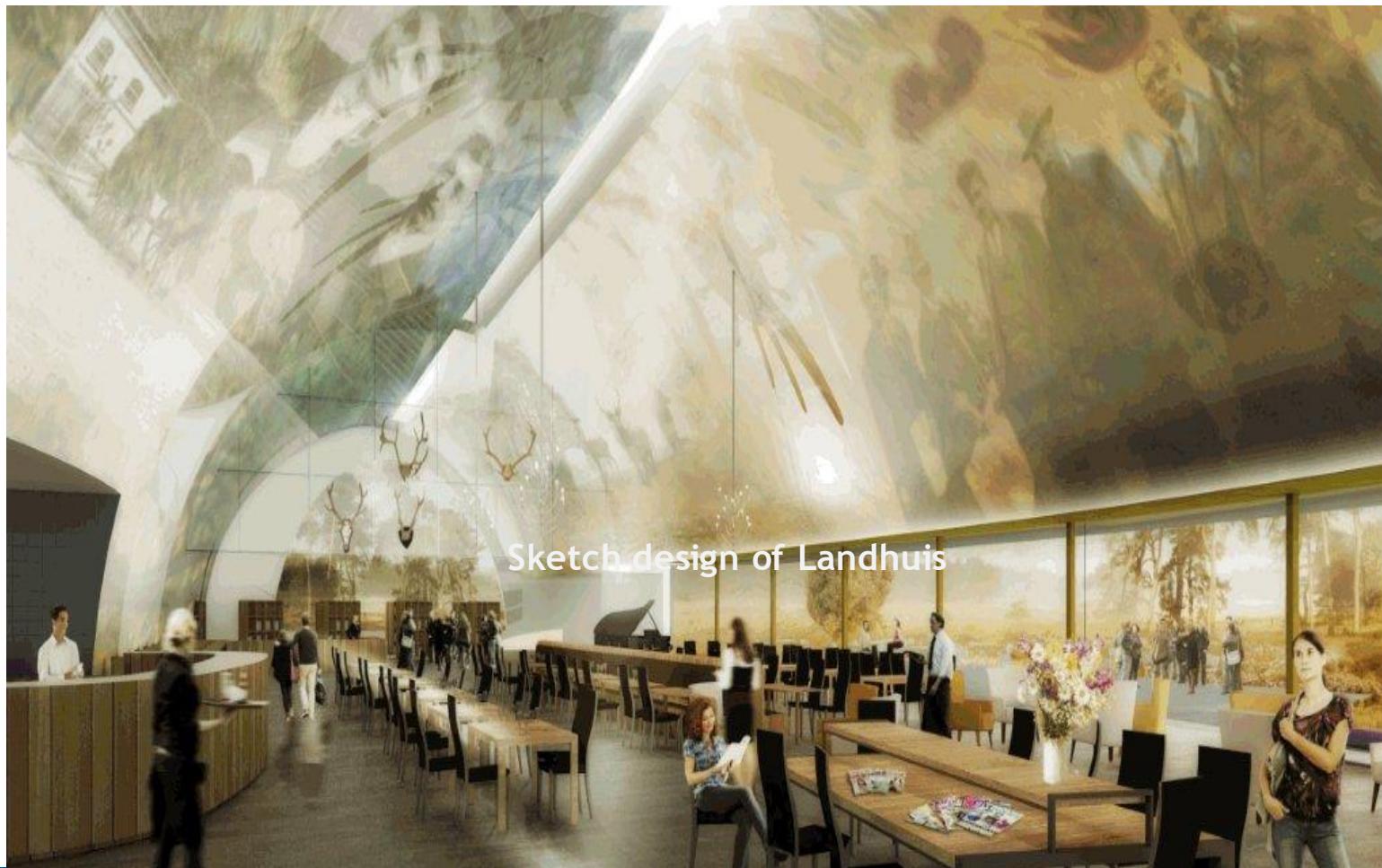
Towards > 600.000 visitors in 2020!



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Conflicts between objectives and measures

Maintaining financial independence without hurting the core business
(balance ecology - economy).

Remain financially independent in the exploitation,
but not leave (nature) management subsidies unused.

Enhance attraction - experience values without causing a negative effect on the ecological
and estate values.



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Main Hurdles to meet objectives

- Competition on the recreational market
- Financing of the investment program
- Income from visits etc. are sufficient for the exploitation, but not for the investment ambitions
- Laws and regulations



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A National Park which is not be able to be financially independant is not realy sustainable.



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Thank you!



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