Welcome!

Henk Beukhof
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Europarc Conference
Assistant Managing Director
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<td>Room 413</td>
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<td>1. Nous sommes des chartistes (FR)</td>
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<td>2. We are the People who can decide (EN/FR)</td>
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<td>15. We develop sustainable tourism (EN/FR)</td>
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WE ARE ENTREPRENEURS!
Bringing together nature and culture for the common interest

Helene Kröller-Müller
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
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.
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.
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
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
Organizational structure

**Sources of income:**
- Paying visitors 85%
- Lease - land and hunting
- Rent - houses
- Nature subsidy
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
Visitor Management
Balancing Economy and Ecology

- Hospitality and education
- Zoning & experience
- Accessability
- 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, touroperators, schools
- Service, personal attention, safety
- Events, activities and tours
- Monitoring customer experience
Visitor Management
Hospitality and experience
Experience

Art and Architecture

Nature and Landscape

Historical Stories
Visitor Management
Zoning and experience

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

- Encourage usage of bycicles from entrances
- Focus on the northern part
- Future plans
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 bycicles, White Bycicles
- Automation entrances / e-tickets
- Seperating traffic; cars, bycycle, horse, hikers
- Experience Route, wheel chairs
Visitor Management
Recreational Facilities

- Visitor center – Museonder - Shop
- Restaurant – catering
- Camp site
- Jachthuis Sint Hubertus & Theekoeple
- 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!
Sketch design of Landhuis
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.
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
A National Park which is not be able to be financially independant is not realy sustainable.
Thank you!