Brière regional nature Park

…Task sharing between park & tourism

Europarc Conference 2016
Workshop We develop sustainable tourism

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Brière regional nature Park
...an exceptional wetland area

The Grande Brière marshes

Salt marshes of Guerande
Brière regional nature Park

- One of the first regional nature Park in France : 1970
- One of the smaller French Park : 54,800 ha
- One of the most densely populated
- Wetland of international importance (Ramsar site since 1995)
remarkable biodiversity
...abundance and richness of waterbirds

☑ an important breeding, staging and wintering site for a large number of birds

Black tern

Bittern 2nd most important population in France

Spoonbills most important population in France

main French area for bluethroats
remarkable biodiversity

... a rich habitat for a wide range of flora

- 250 wetland plant species
- 50 protected species
The park's nature-based tourism in South Brittany destination

Tourist Information and Nature Park Centre together situated in a village owned by Parks Authority – more than 200,000 visitors per year.

A “gateway” centre to channel flows of visitors from the coast and to encourage them to a sustainable discovery.
Tourism strategy following the principles of the European Charter for sustainable tourism in Pas

- to protect and enhance the area’s natural and cultural heritage
- to provide all visitors with a high quality experience
- to provide training and capacity building
- to encourage specific tourism products which enable discovery and understanding of the area
- to increase benefits from tourism to the local economy
- to monitor and influence visitor flows to reduce negative impacts
The Charter

... to protect and enhance the area's natural and cultural heritage

Birdwatching, nature guided tour program
Briere ornithological Reserve
The Charter

... to encourage specific tourism products which enable discovery and understanding of the area.

Organizing painting and photo workshops
The Charter

...to provide all visitors with a high quality experience

The Nature Park Brand for punting guides on Briere marsh
The Charter

… to provide all visitors with a high quality experience

Quality approach for hiking - Enhancement trail network with replacement of bridge infrastructure, signage for pathways…

Hiking guide book, cycling map and touring guide book
The Charter

…to provide specific information and interpretation
The Charter

…to provide specific information and interpretation for young people, schools

Nature classroom with the Park’s Environmental Education Centre
The Charter

… Providing specific information and interpretation

Raising awareness of environmental issues by organizing spectacles for the annual Park’s Festival
The Charter

... to provide training and capacity building
The Charter

... ... to provide training and capacity building

Dry toilets workshop

part of the programme for our eco-responsible events.
The Charter

...to communicate effectively to visitors about the special qualities of the area
The Charter

... to increase benefits to the local economy

Creation of local products markets
The Charter

… to increase benefits to the local economy

Branding local beef thanks to local partnership
Task sharing with the Briere tourist office
How that works?
The Briere tourist office

About us

- Association created in 1991 by the Briere Nature Park
- 115 members in 2016
- The tourist office is located in the Park’s visitor centre
- Opened all year round
Welcoming and providing visitors with information at the Park’s visitor centre

Ca 82 000 visitors informed in 4 languages: french, english, german, spanish

Ca 7000 phone enquiries

1 700 fans on facebook

Ca 140 000 visitors on www.parc-naturel-briere.com

open 7 days a week

360 days

60 Sundays and bank holidays
Guided tours and specific interpretation for groups, families, foreign visitors…

Visits on thatched cottage architecture, mégaliths, fun tours for children, visit of the orchard…
Services: bicycles for rent, library, giftshop

Maps / hiking guide books
Organizing accommodation, excursions, activities for individuals and groups

**LA BRIÈRE DES ILES**
En plein cœur du marais, des îles émergent. Dans la Brière des îles, l'espace est particulièrement limité. Un...
À partir de 33.70 € / adulte

**DE LA BRIÈRE À ST-NAZAIRE : HISTOIRES NAVALES**
De constructeurs de chalands, les Briérons se sont faits constructeurs de paquebots. Saint-Nazaire, port de Brière, est une porte... À partir de 39.60 € / adulte

**SOUS LE CHAUME DE BRIÈRE**
En Brière pousse un roseau sauvage. Dans le marais, il ondule au court du vent et reflète les rayons dorés du soleil sur l'eau... À partir de 28.70 € / adulte

**LA BRIÈRE : INTO THE WILD (RANDO)**
Entre marais et bocage, la Brière se dévoile, secrète et mystérieuse. Immédiatement-nous, sans perturber le naïf de verdures... À partir de 11.70 € / adulte

**OISEAUX DES MARAIS**
Venez vous ressourcer en observant la nature, le spectacle sans cesse renouvelé des hérons cendrés, busards des roseaux, mésanges... À partir de 117 € par personne

**LA BRIÈRE AU NATUREL**
Evasion au cœur des ambiances aquatiques de Brière avec un choix de balades : du chaland dirigé par un guide briéron... À partir de 87.50 € par personne
Promoting the Park

www.parc-naturel-briere.com

2015 Fréquentation rate:
138 775 sessions + 28%
105 758 visitors + 26%
4 minutes average session times + 3.5%
75% 1st visitors

Geographical origin of visitors:

1. France (91.82%)
2. Belgium (1.37%)
3. United Kingdom (1.17%)
4. Germany (1.05%)
5. Netherlands (0.63%)
6. Switzerland (0.55%)
7. Spain (0.46%)
8. United States (0.38%)
9. Italy (0.32%)
10. Canada (0.23%)
Task sharing with the Bretagne Plein Sud destination
How that works?
The Bretagne Plein Sud Destination

- A tourist destination larger than the Park
- A collective organization without institutional framework
- Since 2010 a model of collaborative governance with a steering committee of executives from the 5 principle tourist offices
Promoting the Park

- **Collective organization** since 2010 allows economies of scale, continuous presence during international shows, fairs and exhibitions for the Destination « Bretagne Plein Sud »

- The urban community finances the participations applied by 5 tourists offices for the destination « Bretagne Plein Sud »

**Germany:**
- « La campagne de Monsieur Dupin et le sud de la Bretagne » – booklet inserted in the magazine Brigitte
- Fête Française of Düsseldorf, July 2015
- CMT Stuttgart – January 2015

**The Netherlands:**
- Vakantiebeurs – Ut recht January 2015

**Belgium:**
- Salon des vacances of Bruxelles February 2015

**United Kingdom**
- British Birdwatching Fair August 2015
Promoting the Park

A collective graphic identity:

Tourist maps in French, English, and German financed by the Park Authority

A magazine in 4 languages published by the urban Community
Trainings for stakeholders

A collective training programme
Providing training building for tourism stakeholders in sustainable tourism, digital and customer service.

15 dates from November to March
Conferences, workshops
Monitoring tourism performance and impacts

A collective Tourism Observatory in partnership with Regional Committees

- Monitoring of visitors – volumes, patterns, spending and satisfaction;
- Monitoring of tourism businesses – performance and needs;
- Monitoring of tourism impacts – on the environment, economy and community.
In 2017 a new territorial organization

- Beginning January 2017, a new territorial tourism organization in France
- Merging of tourist offices
- From 15 structures to 4 tourist offices
- Briere Tourist Office will join a bigger organization of 50 people
- The Park is actually negotiating its task in the new governance
2017 a new challenge for a new project...
Many thanks for your attention

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