

Brière regional nature Park

...Task sharing between park & tourism

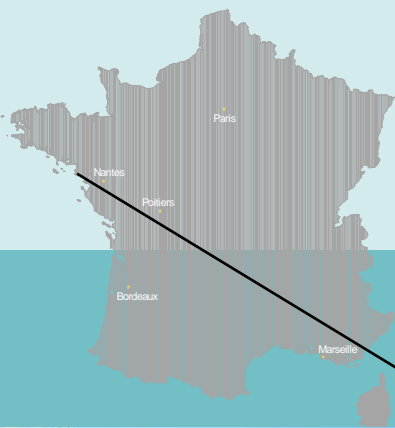


Europarc Conference 2016

Workshop We develop sustainable tourism

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Brière regional nature Park ...an exceptional wetland area



The Grande Briere marshes

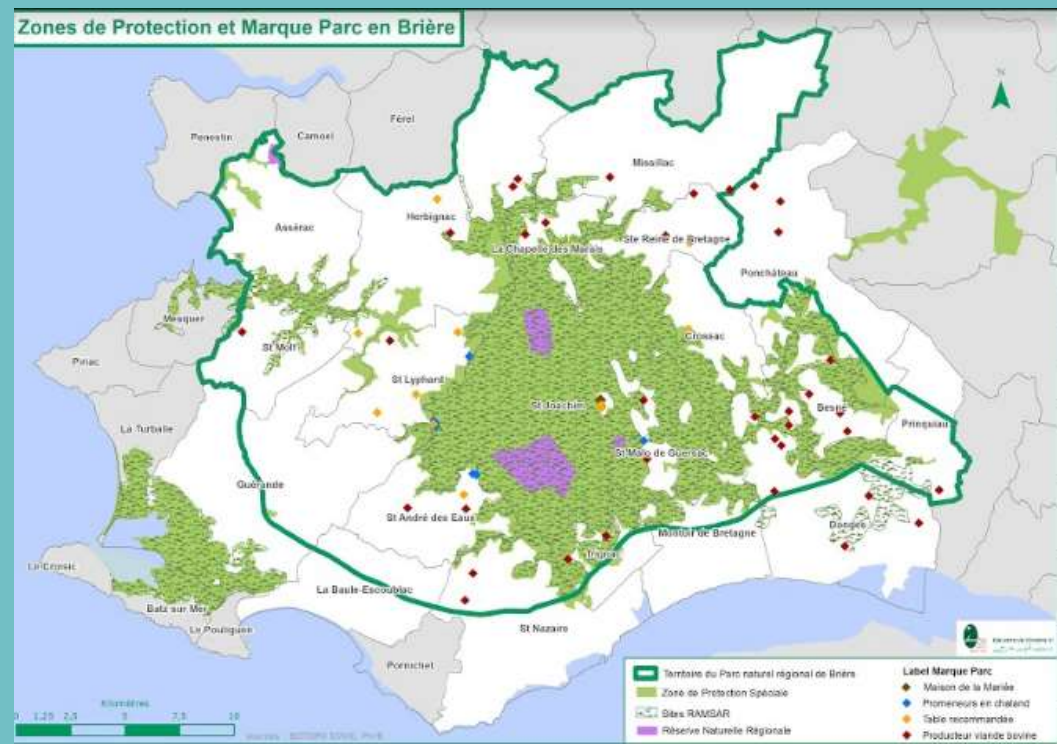


Salt marshes of Guérande



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



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 Charter

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

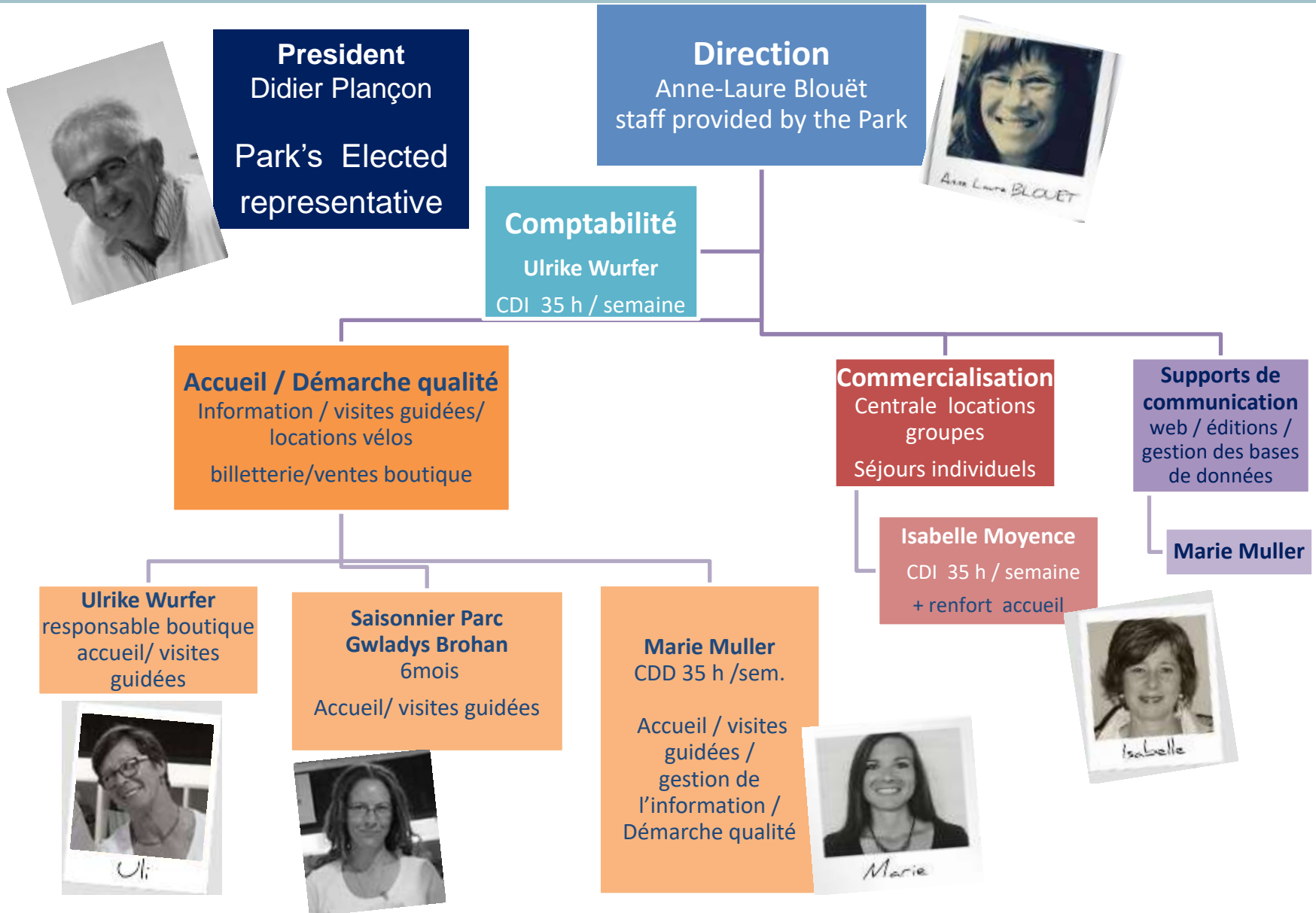


About us

- 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



The Briere tourist office's staff



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

open 7 days a
week

360 days

60 Sundays and
bank holidays

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



Guided tours in the Park's centre



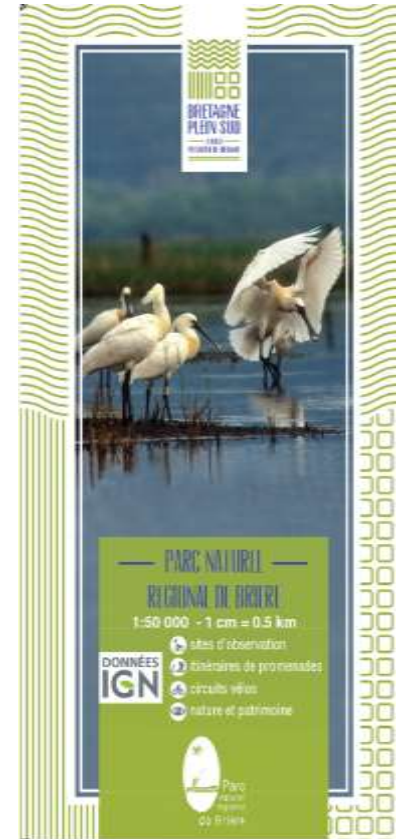
Guided tours and specific interpretation for groups, families, foreign visitors...



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

Photos	LA BRIÈRE DES ILES
	En plein cœur du marais, des îles émergent. Dans la Brière des Iles, l'espace est particulièrement limité. Un... A partir de 33.70 € / adulte
Photos	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... A partir de 39.60 € / adulte
Photos	SOUS LE CHAUME DE BRIÈRE
	En Brière pousse un roseau sauvage. Dans le marais, il ondule au souffle du vent et reflète les rayons dorés du soleil sur l'eau... A partir de 28.70 € / adulte Ajouter à ma sélection En savoir plus
Photos	LA BRIÈRE : INTO THE WILD (RANDO)
	Entre marais et bocage, la Brière se dévoile, secrète et mystérieuse. Immergeons-nous, sans perturber le havre de verdure... A partir de 11.70 € / adulte Ajouter à ma sélection En savoir plus

Photos	OISEAUX DES MARAIS
	Venez vous ressourcer en observant la nature, le spectacle sans cesse renouvelé des hérons cendrés, busards des roseaux, mésanges... A partir de 117 € par personne Ajouter à ma sélection En savoir plus
Photos	LA BRIÈRE AU NATUREL
	Evasion au cœur des ambiances aquatiques de Brière avec un choix de balades : du chaland dirigé par un guide briéron... A partir de 87.50 € par personne Ajouter à ma sélection En savoir plus




Site Officiel de la Destination **BRETAGNE PLEIN SUD**

Accueil » Réservations

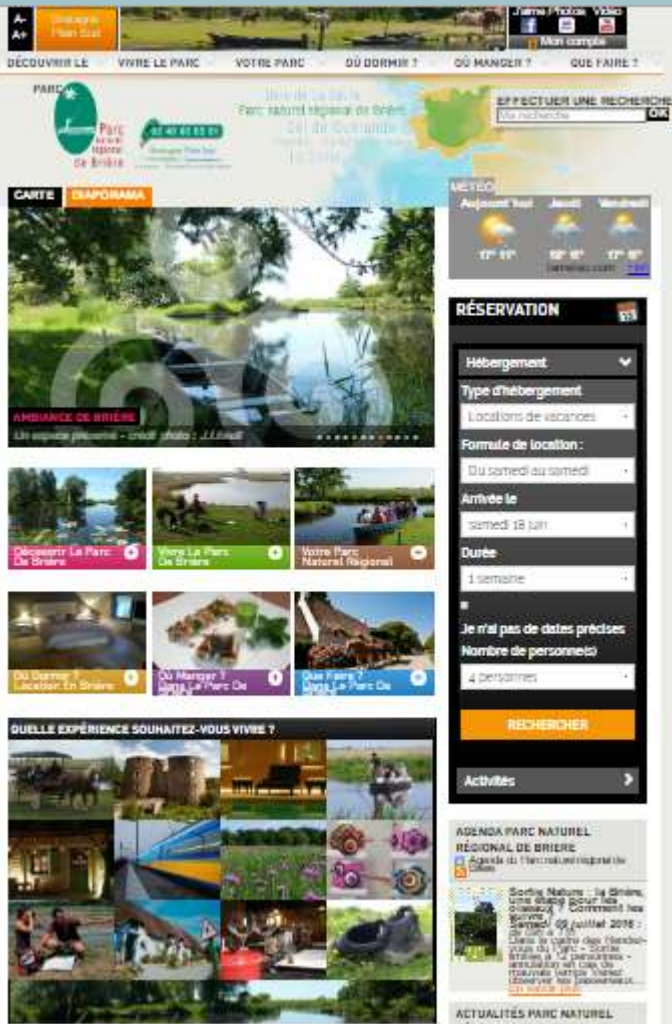
Résultats de votre recherche

1. Votre date de début de séjour n'est pas réservable par Internet. Pour effectuer votre réservation, nous vous recommandons de contacter directement le centre de réservation.

4 résultats

 VERBIGNAC CH0026 - LOCATION 2-3 PERSONNES A partir de 250 €	 MOULLEAC CH0024 - MAISON 6 PERSONNES A partir de 365 €	 LA CHAPELLE DES MARAIS CH0029 - CHAUMIÈRE 4 PERSONNES A partir de 400 €
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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 %)

1.	Pays de la Loire	(43,17 %)
2.	Ile-de-France	(17,93 %)
3.	Brittany	(13,29 %)
4.	Rhone-Alpes	(3,23 %)
5.	Centre	(2,74 %)

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

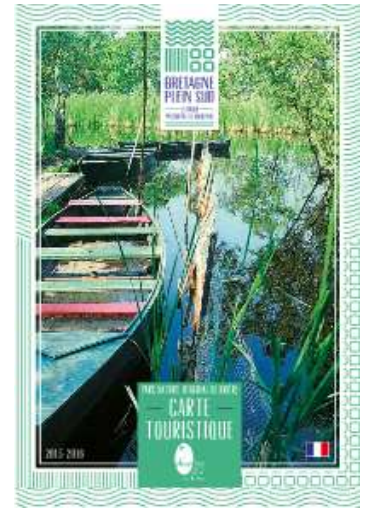
- British Birdwatching Fair August 2015

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

6. VOUS ÊTES UN ACTEUR ECO-FRIENDLY* ? FAITES-LE SAVOIR À VOS CLIENTS !

ATELIER



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Sur votre site web, dans votre établissement, sur vos supports de communication, ... mettez en avant votre engagement durable et faites-en un atout !

- Définir ses mots-clés
- Rédiger et afficher ses éco-gestes
- Publier sa liste de producteurs et partenaires

Ordinateur fourni sur place.

> Mardi 19 janvier 2016
14h30 - 17h
AU VILLAGE DE KERHINET À SAINT-LYPHARD

15€ L'ATELIER** **JUSQU'À 8 PERSONNES**

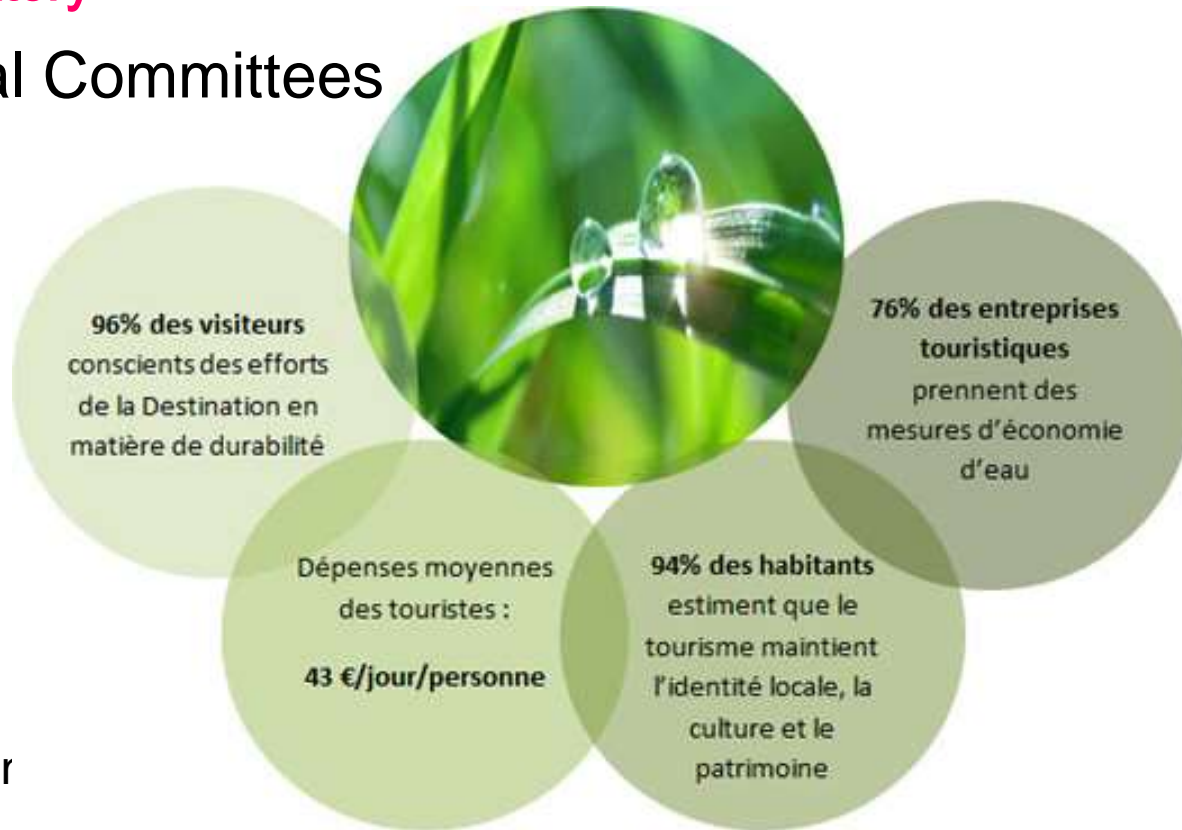
*Un acteur engagé dans une démarche de développement durable



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...





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Many thanks
for your attention