

National Park Weerribben-Wieden

From identity to promotional campaigns



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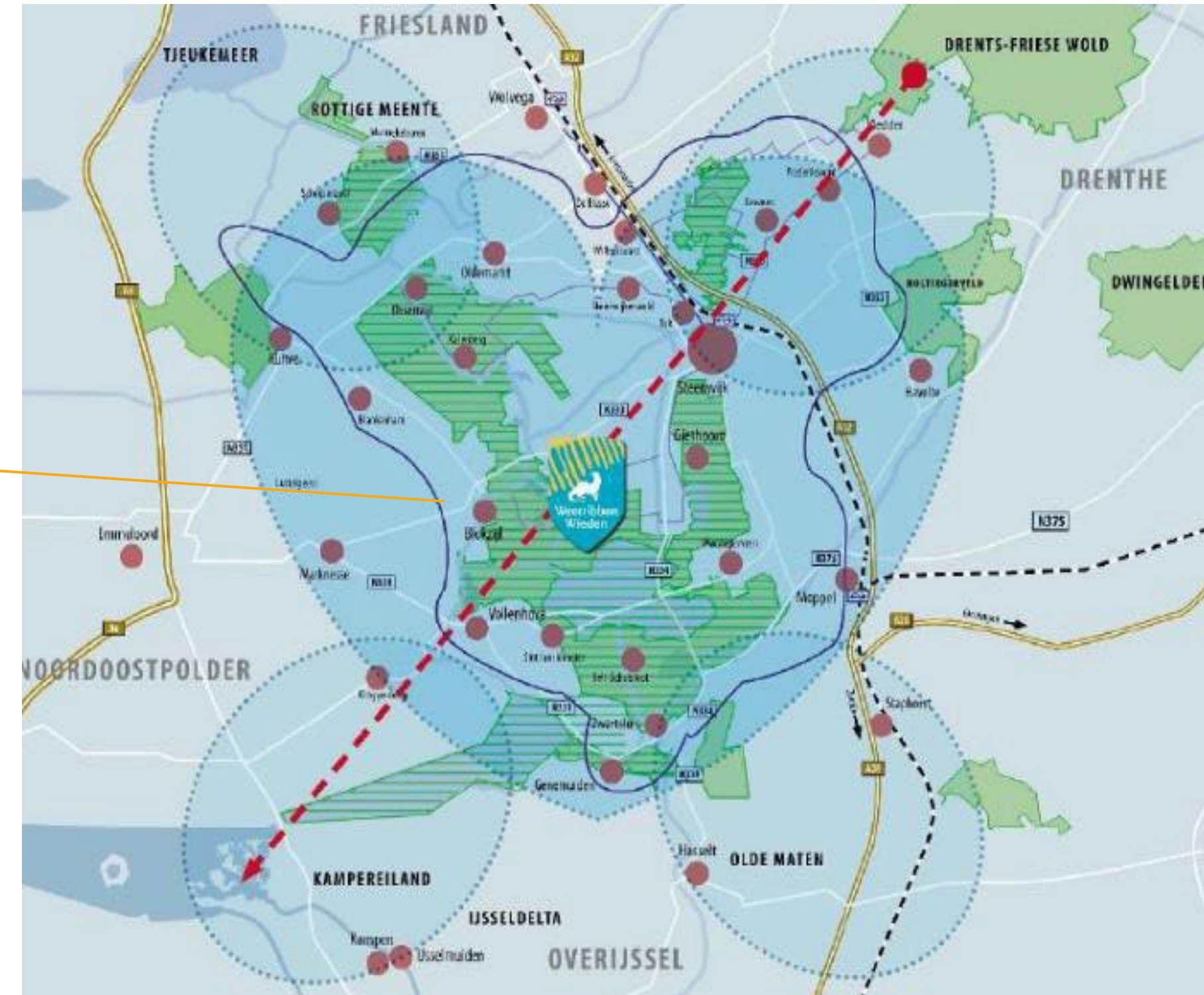


Topics

1. Situation
2. Identity -> Brand:
 - Process and Team
 - Character and Brand House
 - Marketing Plan and visitor
 - Quality visitor
3. Campaign 2023
4. Campaign 2024
5. Plan 2025



Situation

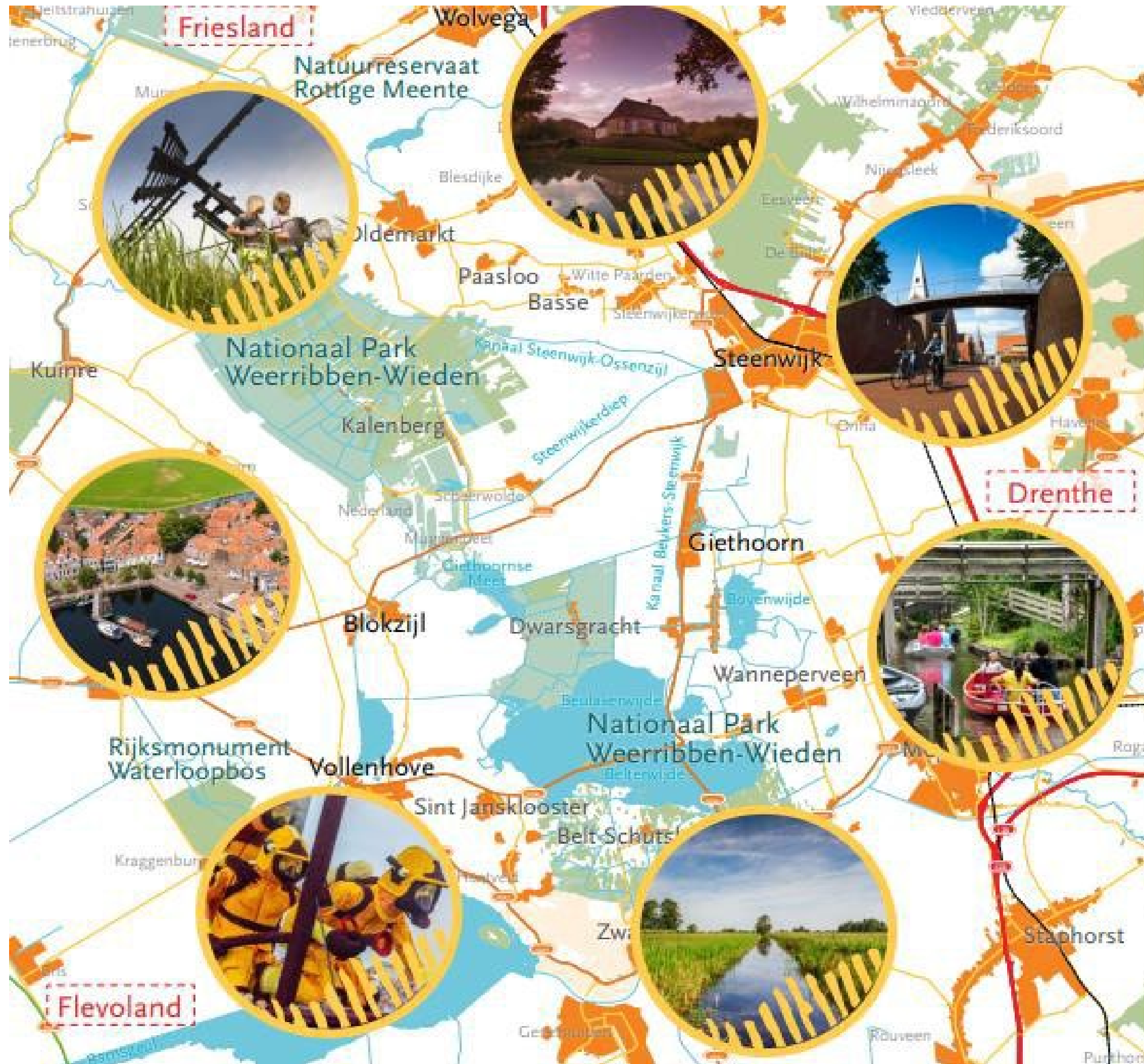


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visitweerribbenwieden.com



Situation



- 11,000 hectares
- Largest low moorland swamp in north-western Europe
- Farming landscape interspersed with sailing villages (Giethoorn), South Sea towns, and the fortified town of Steenwijk
- Otter
- **National Park New Style**

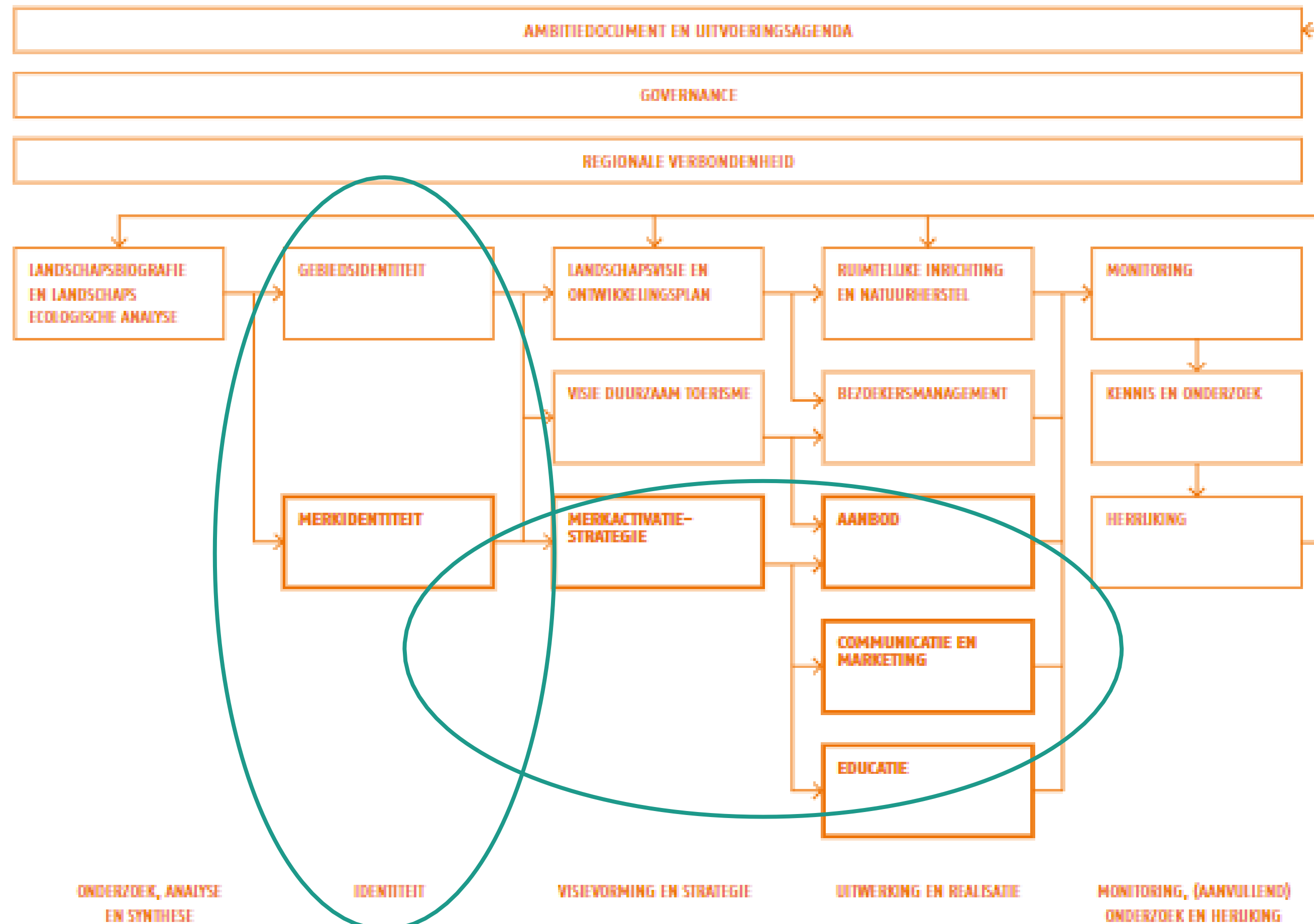


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Projectplan NP Weerribben-Wieden Nieuwe Stijl (NP Weerribben-Wieden, 2020)



National Park New Style

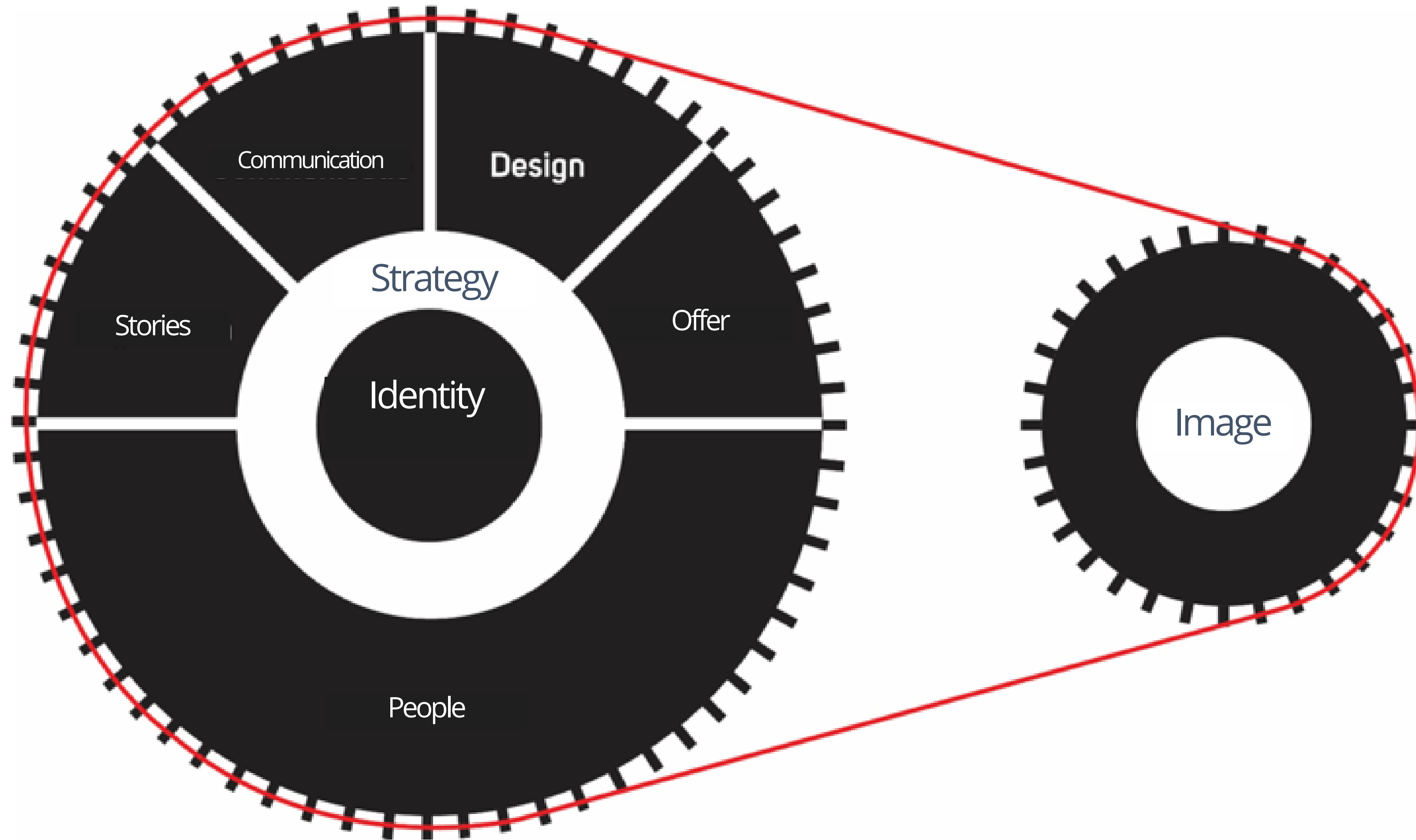


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Guideline National Parks (Nationale Parkenbureau, 2021)



National Park New Style



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Positioning NP Weerribben-Wieden (nieuwe stijl) (New Growth Strategies), 2023

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Process

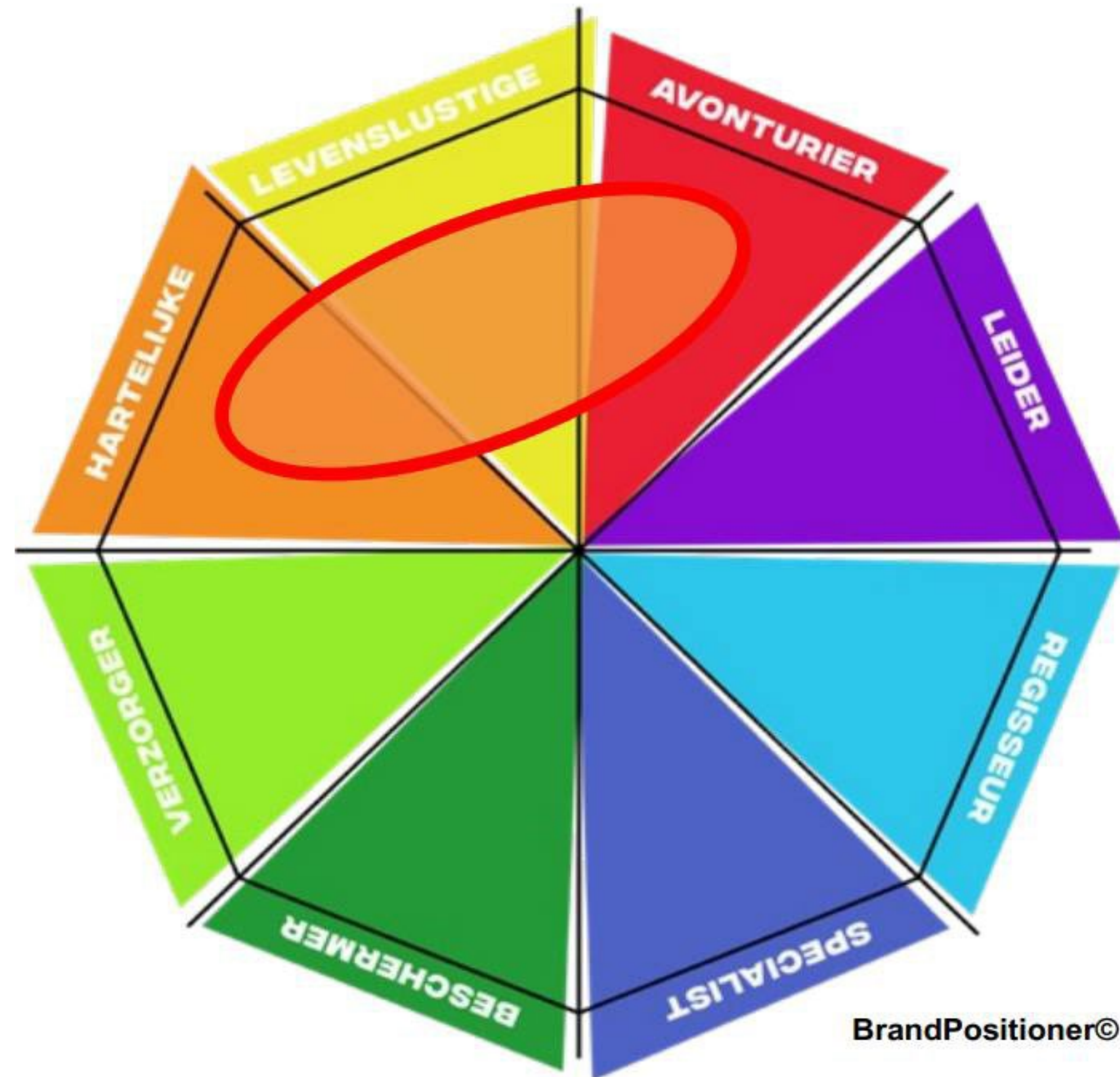
Collecting building blocks

- Existing positioning & stories
- Website, document
- Interviews with 8 stakeholders
- Online questionnaire for inhabitants



Character

The 'quirky cordial'



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Positioning NP Weerribben-Wieden (nieuwe stijl) (New Growth Strategies), 2023



Team

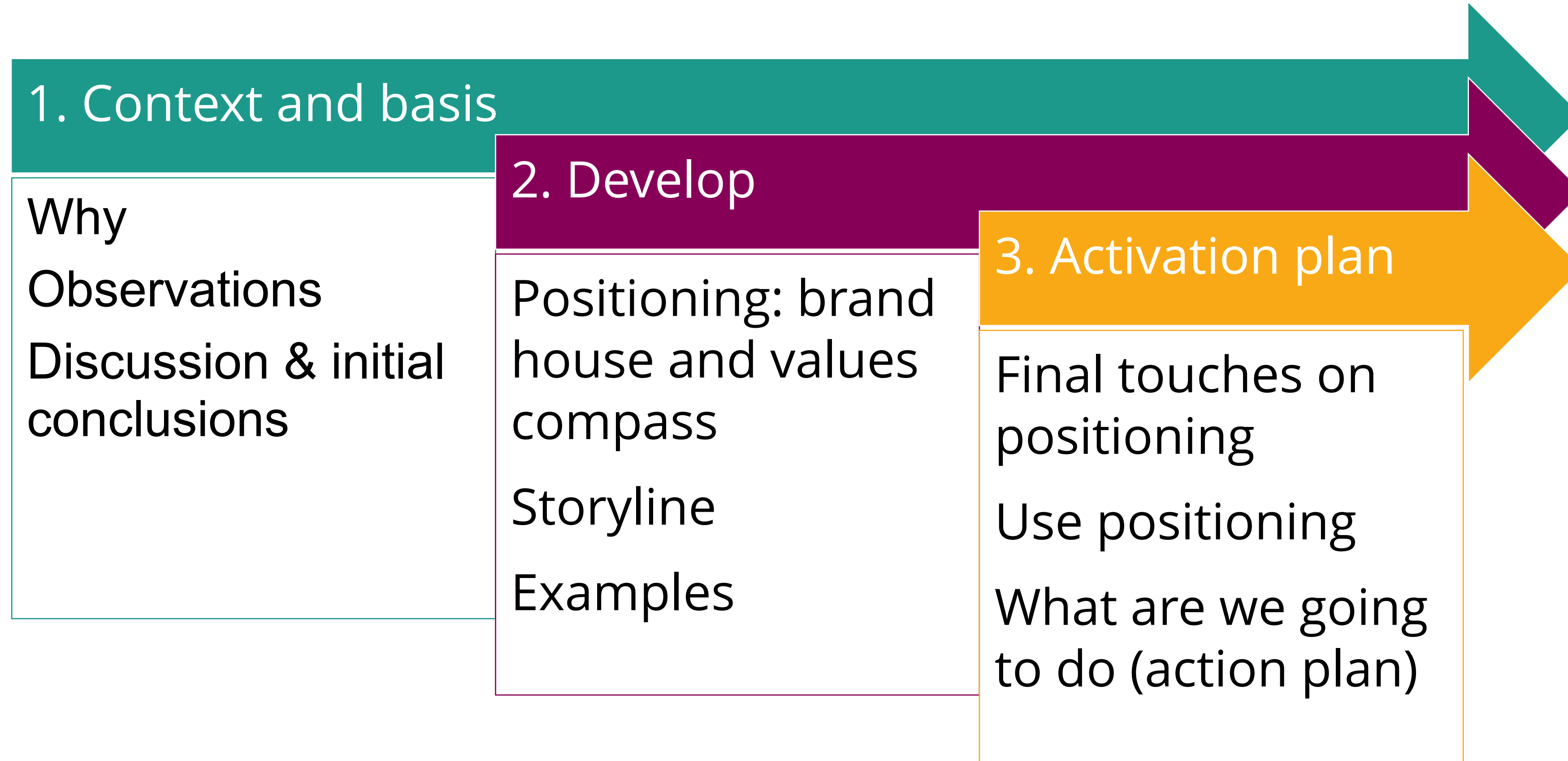
- 5 entrepreneurs
- 2 communication experts
- 2 inhabitants
- 2 foresters
- 1 reed farmer
- 1 tourism policy officer
- 1 nature education communication officer



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Process



Brand House

A dynamic area that really touches you

Each time full of wonder

Cordial
Hartelijk

Een dynamisch gebied
dat je echt raakt

Magic
Magisch

Attentively
Met aandacht

Elke keer vol
verwondering

Quirky
Eigenzinnig

Human scale
Menselijke maat



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Destination Marketing Plan 2023-2025

Strategic goals

- Visitors, residents and businesses as a target group
- Sustainable tourism as destination reciprocity
- A cross-border coalition
- Focus on the quality visitor
- Smart data for insight on impact



Quality visitor

Strategic goals

“The quality visitor for NP Weerribben-Wieden is a visitor who is not seasonal, often stays longer than one day or part of a day in the area, has a relatively high willingness to pay, does not cause nuisance and feels connected to the area. This connectedness can be linked to an interest in cultural landscapes, nature, and the history of the area.”

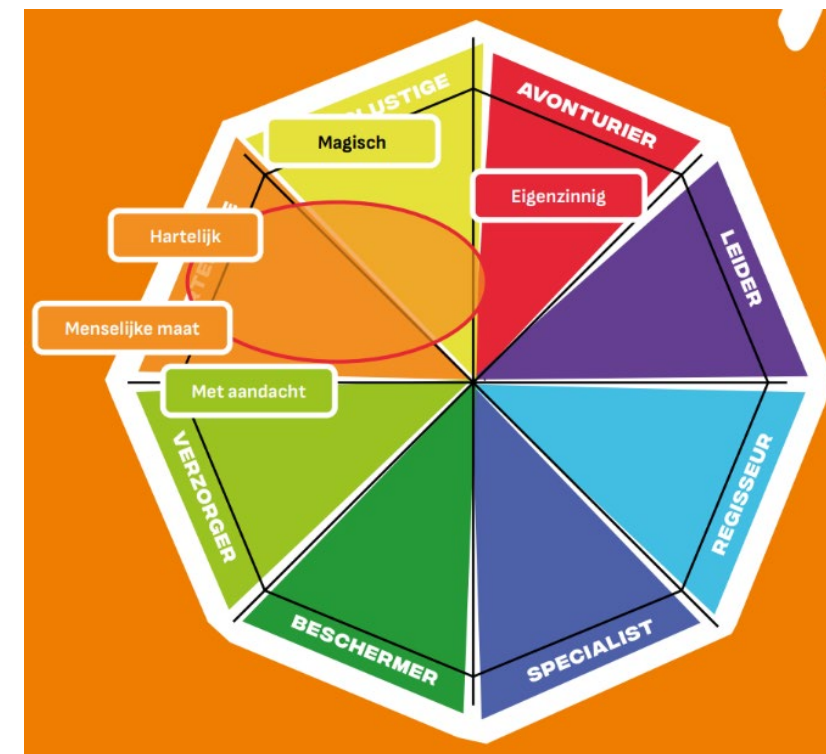
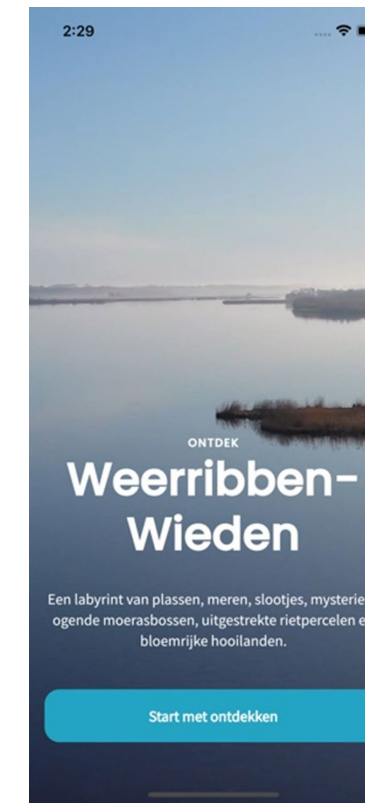
More visitors, multiple days, year-round

Promotional campaign 2023

Goal: Awareness (national)



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MOOI DAT JE D'R BENT. Want ik nodig je uit in een uniek natuurgebied, dat door mensenhanden is ontstaan. Ik ben Nationaal Park Weerribben-Wieden. Kijk op mooijatjedrbent.nl

MOOI DAT JE D'R BENT. Want ik toon je de magie van Giethoorn en Steenwijk vestingstad. Ik ben Nationaal Park Weerribben-Wieden. Kijk op mooijatjedrbent.nl

MOOI DAT JE D'R BENT. Want door mij kun je eindeloos dwalen. Te voet, per boot of op de fiets. Ik ben Nationaal Park Weerribben-Wieden. Kijk op mooijatjedrbent.nl



Social Media – Netherlands and Germany

Meta Campagne (Facebook & Instagram)

Targeting Doelgroep

Nederland
Heel Nederland

Duitsland
Nordrhein-Westfalen
Nedersaksen

Meta Campagne (Facebook & Instagram)

Target Audience Doelgroepgrootte

Nederland	10.000.000
Bereik p/dag	1.500 - 4.500
Duitsland	11.000.000
Bereik p/dag	1.400 - 4.000

Meta Campagne (Facebook & Instagram)

Periode 1
Apr - Jun 2024

Nederland	Geschat bereik	360.000
Duitsland	Geschat bereik	225.000

Meta Campagne (Facebook & Instagram)

Periode 2
Sep - Okt 2024

Nederland	Geschat bereik	180.000
Duitsland	Geschat bereik	112.500

Charter for Sustainable Tourism

Effectively communicating the area to visitors

- Ensuring that marketing materials and activities promote the area effectively and responsibly; providing good quality and effective visitor information and interpretation
- Ensuring that tourism businesses and other local stakeholders are well informed about the area and provide relevant and accurate information to visitors



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EUROPARC

Sustainable Tourism
in Protected Areas

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