Good Practice Green Destinations – Monitor bezoekersdrukte

August 2020, Herre Dijkema (TVAN) & Tessa Groenen

Issues faced

In the current situation with the measures taken in the context of the Covid19 virus, there is a very real chance that many Dutch people will or will have to spend the summer period in their own country. In combination with the 1.5-metre rule, this potentially poses a high risk of undesirable hustle and bustle at certain tourist locations. And not only crowds, but also health risks and social irritation as a result, with all the associated enforcement consequences.

End of June 2020, Tourism Veluwe Arnhem Nijmegen (TVAN) has developed a plan that aims to contribute to the safe leisure behaviour of consumers by monitoring visitor pressure and communicating this to the leisure consumer. With this information we want to seduce residents and visitors to avoid busy places and offer alternatives for those busy places.

In this first phase, we will focus on an extremely pragmatic and therefore achievable result: we will collect expert measurements by entrepreneurs, attractions and inner cities. They will indicate a few times a day whether it is busy, average or quiet. We then want to unlock their data via a data model to create an insightful picture for Gelderland in which it becomes clear at a glance where it is busy and where it is quiet. We also want to offer alternatives for the busy places: where better to go. In concrete terms, this provides a map of busy and quiet places in Gelderland. See ‘monitor bezoekersdrukte’.

Methods, steps and tools

Visitor management approach

- In the summer, local experts communicate 3 times a day in an easy way whether it is green (quiet), orange (average) or red (busy) in their area/location.
- The focus is on places where a lot of day recreation takes place. The guiding principle in determining the pressure is the extent to which experts estimate that the 1.5-metre rule is guaranteed.
- It is important to have a good coverage of Gelderland with insight into the busy and not crowded places.
- With the efforts of hundreds of experts, we have sufficient coverage for the whole of Gelderland.
- The measurements are encapsulated via a simple data model to a map of Gelderland with locations and the visitor pressure.
- With this information, visitors to and residents of Gelderland can determine their travel plans.

Key success factors

The leisure consumer must be able to quickly see where in Gelderland there is room to recreate safely and in accordance with the guidelines. Both residents and visitors are tempted to avoid busy places and alternatives are offered.

The local experts are asked to indicate three times a day whether a location is busy, moderately busy or quiet. The local expert does this in a simple and clear system which will not take up too much of his or her time.

Lessons learned

It is important to be able to access the map through sufficient channels. The map will be made accessible directly via the websites of the regional marketing organisations in Gelderland and there will also be talks with the regional broadcoasting organisation and regional newspapers to make the map visible via their channels.

In addition, a widget will become available that can easily be placed on the websites of, for example, recreational entrepreneurs, museums, municipalities, accommodation etc.

It takes a lot of local experts to get good coverage on Gelderland.

This tool is developed in light of the Covid19 crisis, but will also be useful as well after this period as a tool to spread tourism and seduce visitors to discover less known attractions. The monitor is a first pilot version which is expected to be adjusted and improved over time.

Results, achievements, recognitions.

Results so far:

Currently there are almost 300 pledges of a.o:

- Various cities
- Dolfinarium
- Geldersch Landschap & Kasteelen
- Paleis Het Loo
- Het Nationale Park De Hoge Veluwe
- Veluwse Stoomtrein Maatschappij
- Veluwetransferium Posbank
- Thermen Bussloo
- Nederlands Openluchtmuseum
- Burgers' Zoo
- Airborne Museum at Hartenstein
- Lalique Museum
- Afrika Museum
- Mookerheide
- Museum Het Valkhof
- Kasteel Ammersoyen

- Vrijheidsmuseum
- Fort Pannerden

In the first month the monitor had already around 150.000 views online.

The province of [Utrecht](#) has implemented the same tool to manage visitor pressure in their province .

There is a lot of local, regional, national and international news coverage on the tool and interest in its functioning. See 'references'.

References

Examples of the 'druktemonitor' in Dutch media: [Omroep Gelderland](#), [Hart van Nederland](#), [Volkskrant](#), [Nu.nl](#), [RTL Nieuws](#)