



## ■ IDENTITY CARD

**Country :** The Netherlands

**Region :** Noord-Brabant

**Geographical area / number of inhabitants :**

**2 419 042 inhabitants (2013)**

## ■ PARTNERS INVOLVED IN THE PROJECT

**Project leader :**

Provincie Noord-Brabant

**Technical and financial partners :**

Regio West- Brabant, Samenwerkingsverband

Regio Eindhoven (SRE), VVV Noordoost-Brabant,

Gemeenten Noordoost-Brabant,

Gemeenten 'Hart van Brabant',

Province of Noord-Brabant

## ■ KEY WORDS

**Themes :** Recreational route development and maintenance, promotion and communication, research and monitoring

**Types :** Partnership, implementation

**Target groups :** Recreationists (Inhabitants and short-break market)

## ■ MAIN OBJECTIVES

Routebureau Brabant realizes and promotes an innovative, recognizable, distinctive and attractive selection of **recreational routes for cyclists, pedestrians, horse-riders, mountain bikers and recreational boating** which enjoys national fame since the efforts of the partnership in developing recreational routes in Brabant has proven to increase economical benefits to the region.



## BACKGROUND

De leisure sector is of a strategic importance to the region of Noord-Brabant. This leisure sector is the connecting element between urban and rural areas and improves the living, working and business climate of the region. Simultaneously, spare time is becoming rare to most of us making the consumer eager and demanding. Quality, entrepreneurship and innovation are needed to meet the demands of these critical consumers. Annually, recreational cycling and walking produces a 90 million euros turnover. High quality recreational routes are being seen as a basic provision to those who live in or visit Brabant. Moreover, the recreational routes are an effective framework for entrepreneurs to develop partnerships and innovative products. Since the year 2000 a partnership was started in order to streamline all projects related to recreational route development. This partnership resulted in a partnership agreement which is named: Routebureau Brabant.

## PROJECT DESCRIPTION

### 1. RECREATIONAL ROUTE DEVELOPMENT & INNOVATION

The partnership realizes innovative products, recreational routes and guarantees uniformity in the routes' appearance, like the signage, systematics and routing. Also fluent transboundary connections and developing a Brabant wide policy enjoy the attention of the partnership.

### 2. PROMOTION AND COMMUNICATION

- Providing the consumer with up-to-date information related to recreational routes.
- Develop instruments for third parties to easily share this information with the consumers.
- Promote actions, events and other initiatives using different communication channels.
- Stimulate entrepreneurs to use recreational route products in their range of services.
- Actively sharing information with direct partners and third parties.

### 3. MAINTENANCE MANAGEMENT

A maintenance management system secures a high maintenance standard for all the recreational routes in Brabant. The partnership strives for a high quality service and are actively involved with supervision and providing consumers and partners with facilities to maintain the network of routes.

### 4. RESEARCH & MONITORING

Continuously conducting research and having a close eye on trends and developments give the partnership an idea of the consumers' demands. This information is used by the partnership to invest in the Brabant recreational route product. Routebureau Brabant also informs direct partners and third parties and provide them with expertise and facilities when initiatives are suggested that will strengthen the Brabant recreational route product.

## IMPLEMENTATION OF THE PROJECT

1. **Administrative consultation** : Each partner delegates a director with a representative voice towards the municipalities or the Province of Noord-Brabant. This board determines the mission, vision and long term policy of the Routebureau Brabant.
2. **Executive consultation** : This concerns the civil representatives of the partnership. They act within the framework of the vision, the ambitions and the agreed annual program of the partnership. Their tasks are commissioned by the board and they are accountable to the board. The executive consultation discuss new initiatives and its feasibility.

**3. Coordinating organization :** this authority is responsible for the coordinatin and support of all activities within the partnership of Routebureau Brabant. The Province of Noord-Brabant has taken on this task. Routebureau Brabant has the ability to act as a service agency for third parties and others. They can prepare bids, kick-off projects and deliver services. Routebureau Brabant is of service to the municipalities and the Province of Noord-Brabant, but can act commercially when working with third parties or have taken on assingments outside the annual program.

## RESOURCES USED

- **Human :** Volunteers to maintain the recreational routes, secretary for daily things and (limited) marketing activities, representatives, executive consultation and the coordinating organization.
- **Governance :** Regional institutions and the municipalities are responsible for the maintenance of the recreational routes and wear out an amount per inhabitant. The regions and municipalities have the responsibility for multiple regional task. The

Province of Noord-Brabant support the partnership financially by financing the secretary and regional/provincional projects.

- **Financial :** The partnership agrees on a budget to perform the annual program.

## COSTS

- **Cost of the annual activities :** 22 million euros in Brabant compared to 153 million euros in NL.
- **Subsidies :** 50 % by the Province of Noord-Brabant, 70% by the municipalities.

## MONITORING AND EVALUATION INDICATORS

An annual trend report is drafted which researches the increase of the use of recreational networks by hikers, cyclists, mountainbikers, horse-riders and water recreationists. The trend report also provides an overview of strong and weak points and how the region is performing compared to other regions within the Netherlands.

## RESULTS / KEY FIGURES

Overview of the key figures of the recreational route products (cyclings, hiking, MTB, horseriding and water recreation).

	WATER RECREATION <sup>1</sup>							
	Cycling	Hiking	MTB	Horse Riding	Motor Boat	Canoe	Sailing Boat	Rowing Boat
Number of daily recreation activities	20,6 million in Brabant	25,7 million in Brabant	7,4 million in NL	24,7 million in NL	6,6 million in NL	1,8 million in NL	2,9 million in NL	1,8 million in NL
Share of Brabant with in NL	16%	14%						
Participation by inhabitants of Brabant (min. 1x)	50%	63%	5%	2%	8%	4%	3%	2%
Spending per activity in Brabant	€ 2,71	€ 2,02	€ 1,59	€ 5,01				
Spending per activity in NL	€ 2,50	€ 3,44	€ 1,11	€ 6,21	€ 11,61	€ 6,97	€ 10,56	€ 8,29
Average duration of an activity	3 hours	2 h 46	2 h 15 (NL)	2 h 40 (NL)	4 h24	3 h27	5 h 38	3 h17
Total spending on day recreation in Brabant	€ 56 million	€ 52 million	€ 2 million	€ 22 million				
Remarkable to the profile	Relatively high share 55 +	Relatively high share singles	Relatively high share 25 – 55	Relatively high share young women	Regularly	Regularly	Regularly	Often
Average amount of people	2,5	2,7	2,5	2,6	4,4	6,1	5,9	6,8
Amount of specific holidays in Brabant	89.000	67.000						
Share Brabant in NL	8%	8%						
Spending per specific domestic holiday per person in Brabant	€ 162	€ 164						
Spending per domestic holiday in NL	€ 214	€ 224						
Total spending on domestic holidays in Brabant	€ 14,5 million	€ 11 million						

<sup>1</sup> Participation of Dutch instead of inhabitants of Brabant due to the sample size



## ■ SUCCESS FACTORS

- Routebureau Brabant established an **increase in co-operation** with third parties that operate on a national scale level.
- Routebureau Brabant established the **interconnection of different recreational route products**, like the linking of marinas to cycling and hiking networks. Also the interconnecting of the different marketing and communication products to put different recreational route products in the spotlights.
- Routebureau Brabant successfully **identified Brabant's public attractions** and integrated them in recreational route products.

## ■ POINTS TO IMPROVE

- The leisure sector in Brabant is aiming to attract the international tourists. **The recreational route products can still be better aligned with the needs of international tourists.**
- There is a large potential of consumers that want to make use of the recreational route products, but who experience difficulties in their try. **They don't know how the products function, they don't know of its existence or people simply don't want to go cycling or hiking on their own.**
- The total spending in Brabant by users of the recreational route products is a bit low compared to the Netherlands as a whole. **Being market orientated, innovative and always keep hospitality in mind with everything that is being done to increase spending.**



### **More information :**

[www.routebureaubrabant.nl](http://www.routebureaubrabant.nl)

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