ERIH HollandRoute

*Industrial Heritage and Tourism*

Drs. Hildebrand P.G. de Boer
Director HollandRoute Foundation
Industrial Heritage is Europe
Holland in Europe
Founding &
2004-2008 : Context ERIH
Founding &

2004-2008: Experience Ruhrgebiet
Founding & &
2004-2008 : Representative European Challenge
Founding &

2004-2008: European value in a regional network
Visit Amsterdam, See Holland
2009-2012: Economic Growth by Tourism
Visit Amsterdam, See Holland

2009-2012: Heritage tourism economic factor

Amsterdam Metropolitan Area map

01 Wind Water Beach
Catch a few waves, have a stroll and get some fresh air at our broad beaches.

02 Industrial Heritage
Get a glimpse of our milestones from the industrial revolution.

03 Amsterdam Waterland
Discover the typical Dutch, man-made landscape with rugged old farms and beautiful meadows.

04 Smalltown Harbours
Discover the history and traditions of Dutch fishing and sandening.

05 The Big Lake
Experience water tourists explore the big Marker Lake, once the portal of the Amsterdam harbour.

06 Sun Kissed Beach
Catch some sun at the North Sea beach.

07 Old Haarlem
Be amazed by Haarlem’s overwhelming beauty and cultural heritage.

08 Amsterdam City
Visit the historic centre of our open-minded capital. Museums, the canals, markets, clubs: the big city has it all.

09 New Land
Deepen your knowledge about our struggle against water in the newest province of the Netherlands.

10 Bubbling Boulevard
Eat, drink and chill in the vibrant city of Zandvoort (Amsterdam Beach).

11 Dutch Dunes
Take a bike ride or have a walk in our stunning dunes.

12 Amstel River Countryside
Discover Amsterdam’s hinterlands on your bike or on foot; have a picnic, visit a pub and relax.

13 Fortress Stretch
Visit our castles and fortresses and experience our medieval history.

14 Amsterdam Gateway
Don’t leave before visiting Schiphol’s shops.

15 Flower Strip
Fall in love with the many colours of Holland at its world-famous flower auction.

16 Leisure Lakes
Take a drive in Dutch water, sail and relax.

17 Historical River Estates
Follow the river and behold the lavish mansions.
Visit Amsterdam, See Holland
2009-2012: Industry & More
Visit Amsterdam, See Holland
2009-2012: Industry & More
Visit Amsterdam, See Holland
2009-2012: Industry & More
Visit Amsterdam, See Holland

2009-2012: What's not in a name
Visit Amsterdam, See Holland

2009-2012 : Benefits

• 2010-2012: 18 → 23% Amsterdam visitors to the Amsterdam Region

• 2013-2015: forecast 23 → 25.25% Amsterdam visitors to the Amsterdam Region
Visit Amsterdam, See Holland

2009-2012 : Benefits

• 2010-2012: € 822 → € 1.180 mln growth in spending

• 2008-2011: 59.369 → 60.652 fte employment growth in the hospitality sector

• 2013 and beyond per year at least 1,3% more overnight stays: > 100.000 extra
# ERIH HollandRoute

**2009-2012: Components**

<table>
<thead>
<tr>
<th>ROUTES</th>
<th>ATTR ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Main Route</td>
<td>5 ERIH Anchor Points</td>
</tr>
<tr>
<td>1 Main Naval Route</td>
<td>47 Route Points</td>
</tr>
<tr>
<td>62 Theme Routes</td>
<td>48 Rest Points</td>
</tr>
<tr>
<td>2 LA-Routes</td>
<td>33 View Points</td>
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</tbody>
</table>
ERIH HollandRoute
2009-2012: Components

HollandRoute App
HollandRoute Map
HollandRoute roadsigns
www.hollandroute.nl
www.hollandroutehuis.nl
ReCreative

2013-2014 : ERIH HollandRoute House: competitive environment
ReCreative
2013-2014: ERIH HollandRoute House: Site in development
ReCreative
2013-2014: ERIH HollandRoute House: Network & center, contradiction?
ReCreative
2013-2014 : ERIH HollandRoute House
HollandRoute Extensions

2015-2018 : HollandRoute Polderland
HollandRoute Extensions
2015-2018: Holland-FryslânRoute
HollandRoute Extensions

2015-2020 : Rotterdam Region
HollandRoute Extensions

2015-2020 : Green Heart of Holland
HollandRoute Extensions

2015-2020: New Land of Holland
Managing the HollandRoute

Legal Foundation: Board
Managing the Holland Route

Co-ordination: Staff
Managing the HollandRoute

Co-operation: Network of Participants
Funding the Holland Route

Maintenance by Participants: € 20,000,-- per year
Funding the HollandRoute

Project Development by Authorities

ERIH HollandRoute: € 500.000,--
ERIH HollandRoute House: € 800.000,--

gemeente Zaanstad

Provincie Noord-Holland

Ministerie van Economische Zaken

EUROPEAN UNION
European Regional Development Fund

Stadsregio Amsterdam
Funding the HollandRoute

Not yet involved: Private Funds
Marketing the Holland Route

Reciprocity

I amsterdam
Marketing the Holland Route

Reciprocity
Marketing the HollandRoute
Touristic Characters of Holland
Industrial Heritage

Get a glimpse of our milestones from the industrial revolution.
Marketing the HollandRoute

**Promotion:**
- Press
- Network
- Hotels
- Campsites
- Website
- App

Beleef zelf de HollandRoute App!
ERIH & HollandRoute

2015-2020:
Development European Night of Industrial Heritage
ERIH & HollandRoute
2015-2020: Audience Development and Measures

NOT EVERYTHING THAT COUNTS CAN BE COUNTED, AND NOT EVERYTHING THAT CAN BE COUNTED COUNTS.
HollandRoute & ERIH
2015-2020: Sharing App / Web Experience
HollandRoute & ERIH

2015-2020:
Sharing experience on establishing networks and infrastructure