

General Policy Plan 2020 – 2025

“International appeal”

Outline of policy and facilitating framework

Adopted on 6 September 2019, updated version March 2021



stichting het nationale park
DE HOGE VELUWE

1. Introduction

The Stichting Het Nationale Park De Hoge Veluwe Foundation (the Foundation) was formed in 1935 in order to maintain the Park independently on a permanent basis and open it to the public.

This Policy Plan 2020-2025 provides a broad outline of the current policy, strategy and facilitating framework. In 2013, the Park's Mission Statement and Positioning was adopted, entitled '*Tot nut en genot der gemeenschap bijeengebracht*' (Created for the Use and Enjoyment of the Community).

The Mission Statement commits the Park as follows:

- I. To the sustainable management of, and open access to, the Park and the provision and organization of a wide range of up-to-date activities and facilities.
- II. To work passionately to inspire as many Park visitors as possible and enable them to enjoy to the full the simplicity and authenticity of its three unique pillars:
 - nature & landscape
 - art & architecture
 - tales from history.
- III. To invest in the long-term maintenance, strengthening and renewal of the three pillars.

For fans of nature & landscape, art & culture and tales from history who wish to enjoy, relax and perhaps gain something from the experience, the Park is **the leading national and international exhibition of nature, art and cultural history** (positioning).

The Park's core business is nature. Its high levels of biodiversity combined with the three pillars uniquely distinguish the Park from other national parks, areas of natural beauty and day-trip attractions. The enclosed Park provides a sense of security: the landscape is undisturbed and its history is clear to see; it is safe and easily accessible for visitors.

The relatively small-scale organization is characterized by its consistent policy and management, individuality and modern enterprise. The Park is a foundation with a business-like approach based on corporate social responsibility. The Foundation is financially and administratively independent. The Park has a reputation as a good employer, is an accredited practical training company and has a European, national and regional network.

Reader's guide

The following three sections describe the goal and ambition, strategy and organization in turn. Section 5 looks at the details of the goals and ambition in two parts: the conservation of the Park (management) and opening it up to the public (visitors). This Policy Plan concludes with section 6 on the facilitating framework and section 7 exploring risks and

opportunities. To make the organizational goals SMART, an annex to this document also sets out the Critical Performance Indicators 2020-2025.

2. Goal and ambition

The objective that the Park has set itself is as follows:

To maintain, strengthen and preserve the long-term independence of the Park as cultural heritage with the highest possible degree of biodiversity and enable as many visitors as possible to enjoy it.

Target group:

The Park aims to attract fans of the three pillars who wish to enjoy it to the full, relax and perhaps also gain something from the experience. The Park's focus is on the target group of people aged 45+ and children from the Netherlands and neighbouring countries, supplemented by the business market.

Ambition:

By 2025, the Park aims to be the Netherlands' leading national park with international appeal. As such, the Park aims to live up to its name: 'the Hoge Veluwe National Park'.

The Park also aims to make a collegiate contribution to efforts by other parties (organizations and national parks) to strike a balance between ecology and economics. The Park aims to demonstrate that its ongoing policy, management and conservation result in an effective balance between ecology and economics and a high degree of biodiversity. The Park values international recognition of its management and policy.

The Park aims to maintain and strengthen its biodiversity. The Park is a hotspot of biodiversity in the Veluwe. During this policy period, the Foundation is committed to preserving the numerous special, rare species that occur in the Park and where possible to strengthening them.

The Park intends to actively share its knowledge and experience of nature and landscape management with academia, the world of politics, national parks and other organizations. Through education and knowledge-sharing about the benefits and need for management, the Park aims to contribute to public awareness-raising.

Key areas of focus:

Since the Park is a private foundation and receives virtually no operational subsidies, it charges an admission fee. Revenue generated from visitors is used to fund Park operations (user-pays principle). The basic aim is to remain financially healthy and independent. Healthy operations are dependent on receiving sufficient numbers of paying visitors each year and a financially sound investment policy. Rather than attracting more visitors, in this policy period, the Park aims to earn more from its visitors.

The Park aims to operate on the basis of 600,000 paying visitors per year. Based on calculations of the nitrogen load within the framework of the Nature Conservation Act for areas of natural beauty, the Park has space to increase visitor numbers to 800,000 in peak

years. The qualities of the Park and the de Hoge Veluwe experience are central factors. The anticipation of increased visitor numbers is a key area of focus for this policy period.

In this policy period, the Park intends to invest in the quality of its management, staff and facilities. The Park aims to achieve renewal across the organization, for example by means of product innovation and the use of (big) data. Thinking and acting sustainably is part of the Park's DNA and underpins its day-to-day operations. The Park intends to prioritize the energy transition. Corporate social responsibility is a self-evident objective for the Park. Strengthening the Park's social significance (and role in well-being) for the region is a key area of focus. In terms of legislation and policy, the focus is on the province and Europe.

3. Strategy

A key principle of Park policy is to strike an effective balance between its mission and its economic goals.

Preserving this cultural heritage with its high degree of biodiversity would not have been possible without active expert management and a balanced economic policy focused on self-reliance. The not-for-profit Foundation also operates on the basis of a balanced budget. The Park largely covers its operating costs from revenue generated from visitors and is continually working on product development. Following the American model, the Park's public facilities and the Kröller-Müller Museum lie at the heart of the Park and are important economic drivers for the Foundation. The Park aims to promote its knowledge and experience of striking an effective balance between ecology and economics and of finance models.

For this policy period, the Park's strategy remains unchanged:

a. An integrated long-term approach

Within Park policy, there is a permanent focus on five themes (and interaction between them):

- ecology: as high a degree of biodiversity as possible by means of active management and strengthening the ecosystem through landscape-scale renewal;
- heritage: maintaining and developing the cultural heritage of the Kröller-Müllers, following in their tradition.
- economics: the continued existence of the Park (operations) depends on economic drivers;
- research: to measure is to know. The research and monitoring conducted in the Park contribute to the effectiveness of its policy, management and hospitality;
- education: strengthening the Park experience and inspiring visitors (and consumers) and raising awareness of the values of the Park.

b. Consistent policy and continuity of active management

Consistency in policy is essential for the effective management of a national park. The Park has more than a century of knowledge and experience in nature conservation thanks to its continuous active management of the Veluwe landscapes since the start of the twentieth century (the Kröller-Müllers bought their first piece of land in 1909).

The Park is always seeking to strike an effective balance between nature and culture; between active intervention and natural development and between recreation and nature's ability to cope. The resulting active management approach has enabled a high degree of biodiversity over recent decades, including numerous special species.

The sustainable preservation of a varied landscape of high ecological quality and rich in culture and history calls for careful and consistent active management matched with equally sound visitor management.

c. Zoning of recreational use

Spatial zoning of the Park is the key to the protection of the most important and most vulnerable species and areas while also ensuring a high-quality visitor experience. The Park is divided into three zones: quiet, moderately busy and busy (see Annex 2). The main recreational area, the busy zone, is located at the heart of the Park. In the most natural zone, originally the *Wildbaan* (game or hunting course), visitors can experience idyllic nature at its most intense. Nature has priority here and recreation is not allowed to leave any permanent traces. In this zone, the Park prefers not to use any information boards or signposts in order to minimize disruption of the Hoge Veluwe experience.

In order to strengthen existing zoning, the Park intends to downgrade the vehicle routes through the quiet zone. During this policy period and based on research, the Park plans to investigate the consequences (in both ecological and management terms) of asphalt removal and consider whether this is feasible and affordable.

The Park is expecting the number of visitors to grow autonomously. Increasing numbers of international tourists are visiting the Veluwe, the Park Paviljoen offers more opportunities for events and receptions and the number of activities in the Park is increasing. The Kröller-Müller Museum's plans to extend the building will also provide more room for visitors in the future. Although the Park sees this as an opportunity, it is an issue that requires some attention. The effects of these extension plans have not yet been assessed or taken into account in the zoning plan or the permit required in accordance with the Nature Conservation Act. In order to protect the qualities of the Park and guarantee the Hoge Veluwe experience, during this policy period, the Park intends to draw up clearer guidelines and, if necessary, make zoning stricter. The Park will monitor visitor impact and may enforce a maximum number of visitors per day. Where possible, the Park will endeavour to spread visitors over time and ensure that there is a separation between flows of visitors and other target groups (including school groups versus the business market).

d. Balancing practice and science

The Park is committed to having its own carefully considered and properly implemented science policy and intends to make research a structural part of operations during this policy

period. This strategy aims to achieve an effective balance between practical expertise acquired by the Park and scientific knowledge as a basis for future policy, management and hospitality. Good quality scientific research increases knowledge, creates new ideas and is useful in assessing effectiveness. Research also opens up opportunities for raising the Park's external profile as an authority in nature conservation and for providing evidence to substantiate the positions adopted by the Park.

In its research, the Park focuses primarily on practical issues. With a science programme based around ecology, heritage and economics (visitors), the Park intends to focus on relevant and usable research results. If the subject of research affects the preservation of the Park, the Park will conduct the research itself. For the purposes of the research that the Park has in mind, there is already active collaboration with universities and research institutes in the Netherlands and internationally.

There will be more focus on education in this policy period. Over the years ahead, the Park intends to publish more and share more research results, and where possible use them for visitor education purposes, e.g. Snapshot Hoge Veluwe.

The Park can facilitate the sharing of knowledge with others by means of events in the Park Paviljoen. In the Country Residence/Museum Jachthuis Sint Hubertus, the Park aims to organize events about scientific subjects and themes. This reflects the Park's wider ambition to develop as a knowledge centre for nature conservation and landscape management.

4. Organization

In a fast-changing society, it is important to focus continually on the standards that the organization sets itself. Professional, motivated and committed staff and volunteers make a real difference and are essential in the implementation of policy. Staff and volunteers are ambassadors for the Park.

In response to developments in the labour market, it is important to invest in staff recruitment and retention and strategic personnel planning. The labour market shortages in the hospitality and leisure sectors will be a key area of focus during this period. Heritage will be given a key role in the organization.

The volunteer policy will take shape in cooperation with the Association of Volunteers (*Vereniging van Vrijwilligers*). In using volunteers, it is important that they add value for the Park and that unpaid work does not jeopardize the employment that the Park offers.

In its efforts to achieve maximum quality in this policy period, the Park intends to invest in high-quality services and in the quality and vitality of its staff. The Park will place additional emphasis on the professionalism of staff (both paid and volunteers), especially with regard to management, safety and security, hospitality and knowledge of the Park. The Park intends to ensure that specialist knowledge within the organization remains up-to-date. Key areas of focus include knowledge management and knowledge-sharing, integrated strategy/implementation and sustainability. The Park aims to raise staff awareness of the critical performance indicators.

As part of its social engagement, the Park offers people who struggle to find employment the possibility to learn a trade and gain work experience. The Park offers training at all levels and in all parts of the organization.

5. Details for each pillar

a. Management

Management aims to preserve and strengthen the Park as cultural heritage, with the highest degree of biodiversity possible. This heritage is made up of a series of Veluwe landscapes that are rich in cultural history, enhanced by an extensive twentieth-century country estate that unites nature and culture. The Park's Cultural and Historical Vision (*Cultuurhistorische Visie*) adopts an area-based approach, providing a framework for policy and future developments. During this policy period, the Park intends to update its Cultural and Historical Vision and continue to integrate it within management.

Nature conservation and landscape management focuses on preserving and strengthening the ecosystems that have characterized the semi-natural landscapes of the Veluwe since the early 1900s through the active management of the vegetation that typifies these landscapes. The continuity of this management has resulted in a high degree of biodiversity.

The Park intends to continue this active management throughout this policy period. The influence of climate change and the ability of nature to cope with public access are issues that call for vigilance. In order to maintain a high degree of biodiversity, the Park is working on the landscape-scale restoration of natural systems. The system recovery of the wetland areas is already showing positive results. The Park is monitoring the effects of adding rock flour in order to determine whether this can contribute to soil recovery.

The quality of flora and fauna is subject to constant monitoring. In addition, the Park is initiating research to provide answers to management and conservation issues. It intends to take targeted measures based on research results. In order to preserve and strengthen special, rare species, the Park will take measures at species level where necessary. In this policy period, there will be an additional focus on striking an effective balance between biodiversity and the visibility of wildlife. This has been prompted by the effects of the wildlife entry and exit points on forest rejuvenation.

The management and maintenance of buildings and infrastructure is based on a Long-term Maintenance Plan (*Meerjarenonderhoudsplan*, MJOP) with a permanent focus on quality. The Park is committed to careful management and maintenance in order to guarantee the safety of visitors, staff and volunteers. Monuments and listed buildings are maintained on the basis of professionalism and quality. Any repair work is carried out by specialists.

For construction and renovation projects, functionality always takes precedence. Any modernization always takes account of cultural and historical aspects and amenity value, as well as safety and sustainability. The Park uses its own timber as far as possible. The Park aims to invest in spatial development and quality while reducing operational costs, consumption (raw materials, energy, gas and water) and environmental impact. In its new buildings, the Park is not installing gas connections. Residual waste is being reduced by reusing raw materials as much as possible.

Where possible, the Park is focusing on energy transition. Where practically and economically feasible, the Park opts for sustainable energy generation and prioritizes

sustainable construction. The Park opts to use sustainable materials. For renovations and new buildings, full advantage is taken of any opportunities to reduce energy and water consumption. The time-honoured focus on architecture is outlined in the Architecture Vision (*Architectuurvisie*). In any future developments, the architecture in the Park should remain cohesive and of top quality. The Architecture Vision is a key determining factor in all new construction.

The following projects will be tackled within the current planning period:

- continued restoration of Sint Hubertus area;
- continuation of rock flour project (upscaling and research);
- snapshot Hoge Veluwe (citizen science for research);
- forest inventory and evaluation of ten years of forest monitoring (2022);
- targeted measures to preserve and strengthen specific species;
- Cultural and Historical Vision projects.

b. Visitors

Since it was founded, the Park has offered visitors an opportunity to enjoy the combination of nature, art and architecture, tranquillity and space. The combination of three museums (Museum Jachthuis Sint Hubertus, the Museonder and the Kröller-Müller Museum) set amid valuable nature and landscape makes the Park a major tourist attraction.

In the years ahead, the Park expects to see an increase in Dutch and international tourists and business visitors. With that in mind, the accessibility by public transport of the Park and the Kröller-Müller Museum is a key area of focus. The entrances are ‘the gateways to the Park’. This is where the Hoge Veluwe experience starts. By redeveloping these entrances, the Park aims to improve throughput and provide better information. The new access controls will provide the Park with relevant management information about visitor numbers and where they come from.

During this period, there will be additional focus on the role of the Park in regional well-being (health, lifestyle, tranquillity and space), for example within the activities programme. All buildings, outdoor terraces and the playground must be smoke-free. The Park aims to ensure that its visitors are provided with optimum access and the best possible Hoge Veluwe experience. The White Bikes Plan and the separation of visitor flows (cars, cyclists, pedestrians and horse-riders) all contribute towards the Hoge Veluwe experience. The Park provides special facilities for visitors with impaired mobility. Although cars can be used in the Park, the use of environmentally-friendly alternatives is encouraged. The Park intends to facilitate electric driving by means of charging points.

In the spirit of hospitality, the Park aims to ensure that visitors feel welcome. This is based on providing a warm welcome to guests and offering a high quality Hoge Veluwe experience, balanced with the protection of the Park’s qualities. The Park endeavours to offer high quality that is affordable. Its hospitality focuses on providing an unforgettable experience. During this policy period, the Park intends to further improve the provision of information to

and interaction with visitors, not least by ensuring that its communications become more focused on target groups. This will make it possible to offer a more customized experience. The Park aims to strike an effective balance between digitization and personal contact. Rather than merely following trends, the Park will focus primarily on tranquillity, space and 'avoidance of overstimulation'.

In its communication with visitors, the Park will focus on substance. In this policy period, the Park aims to focus more on knowledge-sharing and awareness-raising. Education will play an important role. In this context, education should aim to contribute to the Hoge Veluwe experience and encompass all visitors. The education policy aims to increase visitor engagement by providing inspiration and raising awareness of the Park's values. The Park aims to communicate what it stands for, what it does and why. It also intends to share its successes and achievements with the public more often. This can take the form of lectures in the activity programme or more educational content on social media. The policy aims to achieve a thematic balance in the media (including management/conservation, research, biodiversity, heritage and visitor activities).

The Park aims to involve young people in the Park and its values and to make full use of innovative technology to appeal to young people. In this policy period, the Park intends to develop an educational programme that enables all children (including those at primary school) to become acquainted with the Park. Primary school classes have free access to the park and are able to make use of the reception rooms for educational programmes during off-peak times. In order to actively involve young people (aged 12 to 18) in nature, culture and heritage, the Park is collaborating with secondary schools and developing a Junior Rangers programme.

During this policy period, the Park will also invest in visitor facilities. In the years ahead, the Museonder renovation project and the renewal of the exhibition will begin to take shape. The theme for the new exhibition will be soil and subsoil. The renovated Museonder will have an important role to play in informing visitors in a stimulating, interactive, sensory and creative way. The renovation and renewal of the exhibition is expected to create space for educational rooms in the Museonder.

The Park focuses continually on improving its value as an attraction and an experience, in order to continue to attract visitors and maintain its competitiveness. The Park's brand values are: *authentic, multifaceted and inspiring*. Through its Dutch and international marketing, the Park aims to further develop the Hoge Veluwe brand and strengthen its distinctive profile. All its marketing activities aim to generate the revenue required for policy without damaging or endangering the landscapes (and associated flora and fauna) and without disrupting the Hoge Veluwe experience.

In the period ahead, the Park intends to increase visit-related revenues. The Park Paviljoen offers more opportunities to service the business market. This must be based on a healthy balance between the services provided to visitors and Park revenue. In order to attract visitors, it is important to link their wishes and motivation to the Park's USPs:

- combination of nature and culture (link between Park and Museum);

- three museums: Jachthuis Sint Hubertus, Museonder and the Kröller-Müller Museum;
- variety of (ancient Veluwe) landscapes;
- White Bikes (free of charge);
- opportunity to view wildlife;
- accessibility, including for people with a disability.

The Park monitors the changing trends and needs of visitors, partly by conducting regular market and visitor surveys. The Park can anticipate these trends in its services and by developing new activities, packages and products.

The Park intends to increase turnover per visitor, in part by means of more innovative product development and branding. The Park Icons are: *Country Residence/Museum Jachthuis Sint Hubertus; Moeflon; White Bikes; Drift Sand and the Stone Deer*. The Park intends to harness the symbolic power of these icons for communication, marketing and branding purposes. The Park is working on its own Hoge Veluwe line of products. In its product innovation, all new products, activities and dishes must reflect the Park's image (ecology). In its quest for sustainability, the Park will make as much use as possible of responsible, organic, fair-trade, local and regional products and recycled raw materials. With its newbuild project in Hoenderloo, the Park aims to extend recreational stays by adding a hotel concept.

Projects that will take further shape during this planning period are:

- phase 3 of the Central Area (relocation and extension of bicycle repair workshop and bicycle storage facility, new access route and bicycle path, and redevelopment of Marchantplein);
- redevelopment of three entrances;
- renovation of Museonder and renewal of exhibition;
- educational programme for primary schools;
- concept development and preparation for new hotel at Hoenderloo;
- visitor/market surveys;
- future re-purposing of building 20.

6. Facilitating framework

For the preservation and further development of the Park, working with strategic partners is essential. The Park and the Kröller-Müller Museum have a shared mission based on common heritage and strength in unity on the tourist market. The collaboration with the volunteer organization *Vereniging Vrijwilligers van De Hoge Veluwe* is enabling the professional development of volunteer work. For Country Residence/Museum Jachthuis Sint Hubertus, the relationship with bodies such as the Central Government Real Estate Agency and the Cultural Heritage Agency of the Netherlands is of major importance. There is further

strategic collaboration in cooperative relationships and on certain themes, including nature conservation, marketing & promotion, advocacy, education and science.

Although the Park may be self-reliant, it continues to depend on its visitors, the support of the wider community (local, regional and national) and good relationship management. As society becomes more participatory, citizens are becoming increasingly involved. In the period ahead, the Park will focus on its long-term relationship with visitors, partly in the activities it organizes, and with a special focus on the well-being of local residents (people living in the municipalities of Ede, Arnhem and Apeldoorn).

In realizing the ambitions outlined in this plan, the Park is in part dependent on government policy and laws and regulations. These include the following:

- The Birds and Habitats Directive (Natura 2000) and the Nature Conservation Act;
- The Environment and Planning Act, due to take effect in 2021;
- The national energy transition programme.

Investment projects can only be achieved with external funding. For this purpose, the Park is committed to fundraising and making use of opportunities for project subsidies. The Park relies on contributions from funds, lotteries, private individuals, companies and the government in order to continue to invest in nature and landscape, research, education, innovation and energy transition.

The labour market and the availability of staff are an important facilitating framework. The hospitality sector in particular is already facing labour market shortages. The level of professional training and qualifications is increasingly failing to reflect the reality in practice.

7. Risks and opportunities

The future of the Park is heavily dependent on its wider context. Key external influences include the state of the economy, health risks, nitrogen deposition, climate change, disruption, trends and accessibility.

a. The state of the economy

The state of the economy has consequences for visitor numbers and how much they spend. Fundraising is more difficult during a recession than it is in a booming economy. Nature policy is also sensitive to economic effects. Nature organizations must identify new financing models. In this, the Park can set an example to others. In fundraising, there is a certain degree of competition. Competition in daytime leisure is primarily based on price. There is an increasing need for diversity in the range of recreation offered. Quality, hospitality and experience are key to achieving higher prices. Lower levels of unemployment are creating increased competition in staff recruitment in the hospitality and leisure sectors.

b. Health

There is growing awareness of the effect of green areas and nature on health. Combined with an increasing focus on a healthy lifestyle (sport, exercise, nutrition), this creates opportunities. By offering facilities and activities, such as the *Hoge Veluwe Loop* and

Wandeldag walking events, the Park can contribute to a healthy lifestyle. This enhances the Park's role in regional well-being and enables it to attract new visitors.

On the other hand, it is essential that the Park anticipates risks to public health, such as African swine fever. The closure of the park during the foot-and-mouth crisis makes the impact of this kind of emergency all too clear. The safety of visitors, staff and volunteers takes priority.

c. Nitrogen deposition

Nitrogen deposition is a particular problem for the nitrogen-sensitive Natura 2000 Veluwe region. Although the Park itself has no direct influence on nitrogen emissions, this is an area of focus. Nitrogen deposition has a negative impact on biodiversity and calls for additional management efforts. With its stone flour research project, the Park can make a positive contribution in this area. Partly by means of the White Bikes Plan and the installation of electric charging points, the Park continues to encourage visitors to leave their cars or to use electric vehicles.

d. Climate change

The effects of climate change include rising temperatures, drought, more extreme rainfall, floods, smog and fine particulates. There is an increased risk of wildfires. As a result of the expected temperature rises, species are spreading further north. Invasive species have the potential to cause more disruption. Although the Park has no direct influence on climate change, it is able to apply targeted measures, including repairs to the water system, that contribute to a more robust and climate-proof situation. The Park's current forestry policy, with its focus on more clearly defined horizontal and vertical stratification of the forest, will also contribute to this. In implementing measures aimed at CO₂ reduction, the Park can see opportunities for collaborating with companies that wish to offset their CO₂.

e. Disruption of nature

The number of visitors is forecast to grow significantly in the years ahead, which will call for a more even spread across the Netherlands, including to the Veluwe. For this reason, the Park expects visitor numbers to grow autonomously, causing more disruption to nature. In this policy period, the Park will monitor the effect of visitors on nature, with a view to taking targeted measures. An initial step in this direction will be more rigorous recreational zoning, such as closing Prins Hendriklaan to cars.

f. Market developments and trends

Mobile data connections and accessibility are becoming increasingly important. Technological advances and digital innovations also open up opportunities. The trend is shifting from experience to creating meaning, focusing on a meaningful experience. Storytelling, authenticity and hospitality will remain important. Visitors are looking for a premium quality experience and value a personalized approach. As food and drink become increasingly important in the leisure sector, consumers are making healthier and more environmentally aware choices.

Changing lifestyle and leisure spending needs offer opportunities to attract visitors and keep them engaged with the Park. In its marketing activities, the Park is capitalizing on this.

g. Accessibility

The bus route running through the Park is an increasing source of debate. In order for the Park to handle the expected influx of Dutch and international tourists to the Veluwe, good public transport access to the heart of the Park and the Kröller-Müller Museum is essential. This is also important for the staff who work in the Park and its hospitality venues. Good mobile network coverage is also important for visitor safety and access to emergency services. During this period, the Park intends to identify ways of positioning transmitter masts without damaging the idyll and while maintaining the qualities of the Park.

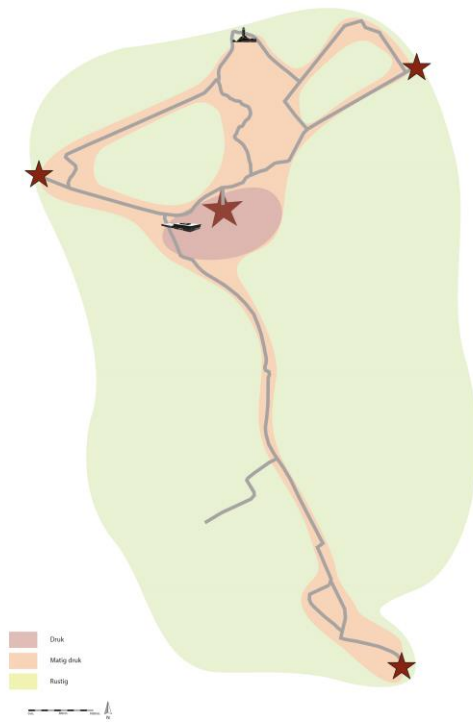
Annex 1 Critical performance indicators

1. Maintaining ecological quality: by 2025 over 80% of all types of management/conservation will score 'good' for structural characteristics and target species.
2. Numbers of red list species in the Park will remain consistent or increase.
3. A heritage implementation and monitoring plan.
4. Working towards 600,000 paying visitors per year.
5. At least 75% of Park operations to be covered by visitor revenue.
6. Total spend per visitor to increase from €14 to €20 by 2025.
7. Mobilizing annual season ticket holders and other Park visitors to become Friends of the Park: 2,000 Friends by 2025.
8. Increase in the NPS (Net Promotor Score) from +40 in 2019 to at least +50 by 2025.
9. Increase in the number of primary school pupils from 15,000 to 20,000 per year.
10. Expanding public reach:
 - a. Growth in the number of social media followers from over 30,000 to 60,000 by 2025;
 - b. Growth in the number of newsletter subscribers from over 22,000 to 40,000 by 2025.
11. Raising the Park's profile through participation in international fora and features in at least two international publications per year.
12. A cohesive Science programme based on research, with:
 - a. At least two Dutch/international publications about research each year;
 - b. Accessible and usable GIS data for everyone by 2025.
13. A long-term sustainability and energy transition strategy for the Park.
14. Investment in spatial quality by realizing the following investment projects by 2025 (see Masterplan 2010-2025):
 - completion of Central Area redevelopment;
 - redevelopment of entrances;
 - renovation of Museonder and renewal of exhibition;
 - completion of redevelopment of area around Country Residence/Museum Jachthuis Sint Hubertus;
 - continuation of rock flour project (upscaling and research);

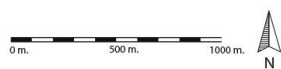
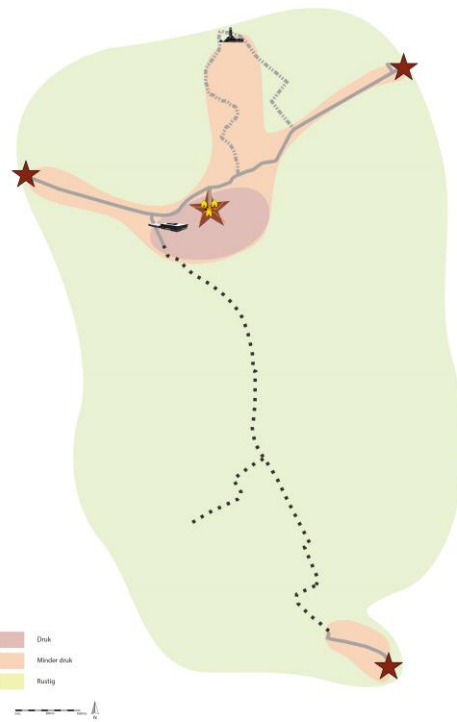
- Cultural and Historical Vision projects.

Annex 2 Zoning

current



future



Busy

Moderately busy

Quiet