



European Union
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Minutes Peer2Peer meeting WLE Limburg 29 January 2020, Workshop Tourism

Present: Yvonne Kokkelkoren (minutes), Hartmut Rein, Fanny Holzhüter, Ulrike Muller, Klara Enbom Burreau, Brian Webster, Marc Budé, Belén Escobar, Josu Durana, Lars Munk, João Salguiro (moderator), Aukje van Gerven (moderator), Dan Ojanlatva

Pitch European Safari Company

Aukje van Gerven from European Safari Company (ESC) gave a pitch about their business model. ESC is not a regular travel organization but is part of Rewilding Europe and has no profit motive. Their target group is nature lovers in a general sense. What is very important in the business model is that everything is of local origin. Think of the choice of local accommodations, restaurants that work with local products. They employ local guides who are locally trained. ESC has now also developed its own training for this. Small group safaris are offered in the areas where Rewilding Europe operates. Safaris packages are being developed with a high amenity value in which wildlife plays an important role. The most important element of the business model is that 5% of the booking sum of the trip flows directly back to local rewilding projects. So this could be an interesting businessmodel for rewilding area's now the interest for nature tourism is rising.

<https://www.europeansafaricompany.com/>

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Also the Knepp region in the UK are earning about € 500.000 euro a year organizing safaris.

<https://www.kneppsafaris.co.uk/>

Are there any other businessmodels?

Janine Caalders gives an example of a biological beer that has been developed in the Utrechtse Heuvelrug and is sold by local entrepreneurs where a part of the income flows back to nature directly.

<https://www.np-utrechtseheuvelrug.nl/stichting-npuh/heuvelrugbier/>

Another businessmodel could be that nature parks ask an entrance fee that flows back to nature.

- In Lapland Sweden nature should be for free for people. For some activities like hunting and fishing you have to pay to get access to but this creates a great debate who is getting access to nature: only the people who can afford it?
- Nature Park Utrechts Heuvelrug it's important that in this busy area people can get access for free to nature to relax. It's good for the health of people but we have to invest in educating people and a good planning and distribution of recreational routes and people is important throughout the park. And creating more nature for the people around the crowded cities with the increasing demand. We also developed specific routes for mountainbikers and horseriders. They pay a special fee and that's working very well. We earn a few tons of euros and are spending it on maintaining the routes. We are also going to do an experiment with parking fees in a selected area. You could also choose for a voluntary parking fee to make visitors conscious that nature costs money and has a value.

A businessmodel can also be to reduce costs to clean up the nature. In the Riverpark Maasvallei a canoe company is going to start to let people take rubbish with them during their canoetrip in places where you normally cannot go.

We could explore a new system for tourism where money from tourists are flowing back to nature. Maybe tourist tax is an option but only people who staying overnight are paying this, not the daytourists. You could also do an experiment with a voluntary fee when people book a room.

An advantage of a businessmodel is also that you can create a direct link between the users of the nature and the nature area's and creating more support for it. Tourist entrepreneurs are making money of nature but they don't pay for it.

You have to be creative where you ask money for. This must have value to them. It could be an idea to do an experiment with crowdfunding for specific things you want to add in your park. By for example adding a QR code at a specific point in the park where you want to add something.

Alava is showing their budget income and suspenses to the public to show that nature has a value. People don't see the hidden costs of nature. If you know what nature costs people are probably willing to better maintain the nature. E.g. In Portugal they show you the bill when you are getting surgery while you don't have to pay the bill. People are getting conscious of the cost of the health system. Maybe you could make a comparable factsheet for people to get a quick overview for the costs related to the management of nature.

In the Utrechtse Heuvelrug people can adopt a sheep
<https://schaapadopteren.nl/>