

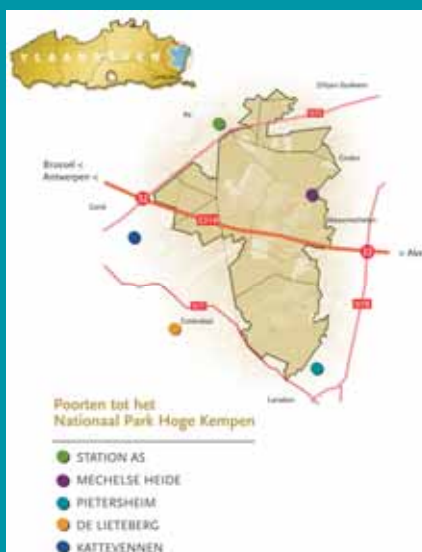
VISITOR PAYBACK

Let's go digital



21/03/2013

Nice to meet you



- Anneleen Mengels, Tourism Officer National Park Hoge Kempen, Belgium
- Only National Park in Belgium, Flanders
- anneleen@rlkm.be



FACTS AND FIGURES

- 5.700 ha, 5 gateways
- Opened in 2006
- 725.000 visitors per year
- 7.000 species / big geological value / cultural heritage of coal mine industry
- investigation in becoming a UNESCO Geopark

First things first
PAYBACK WHAT???

Payback what??

- European Commission: British consultant 'The Tourism Company' in 1996-1997

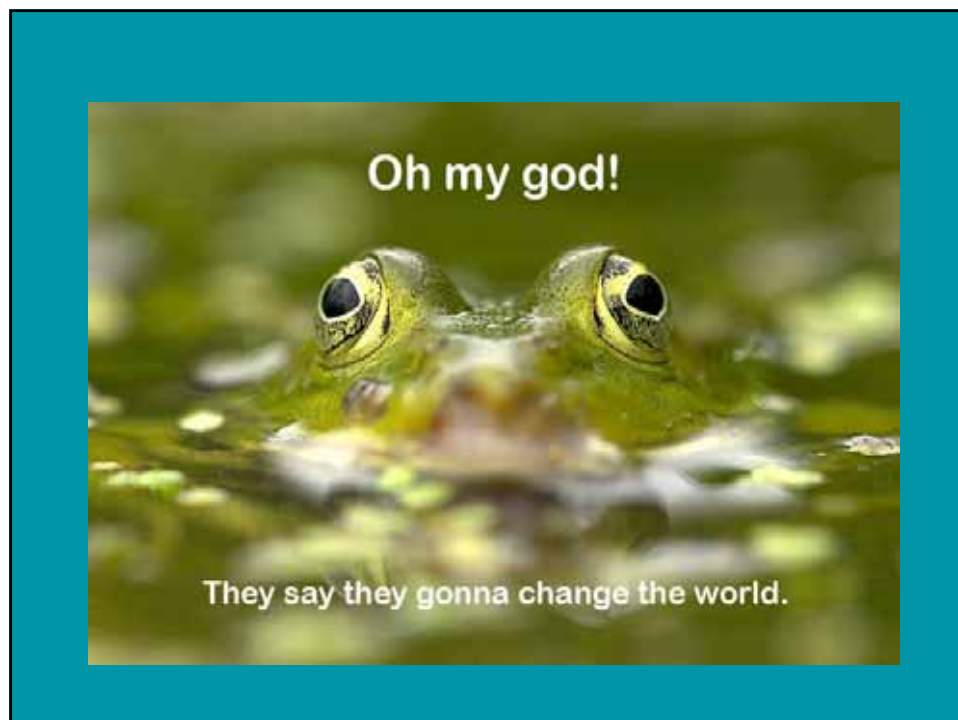
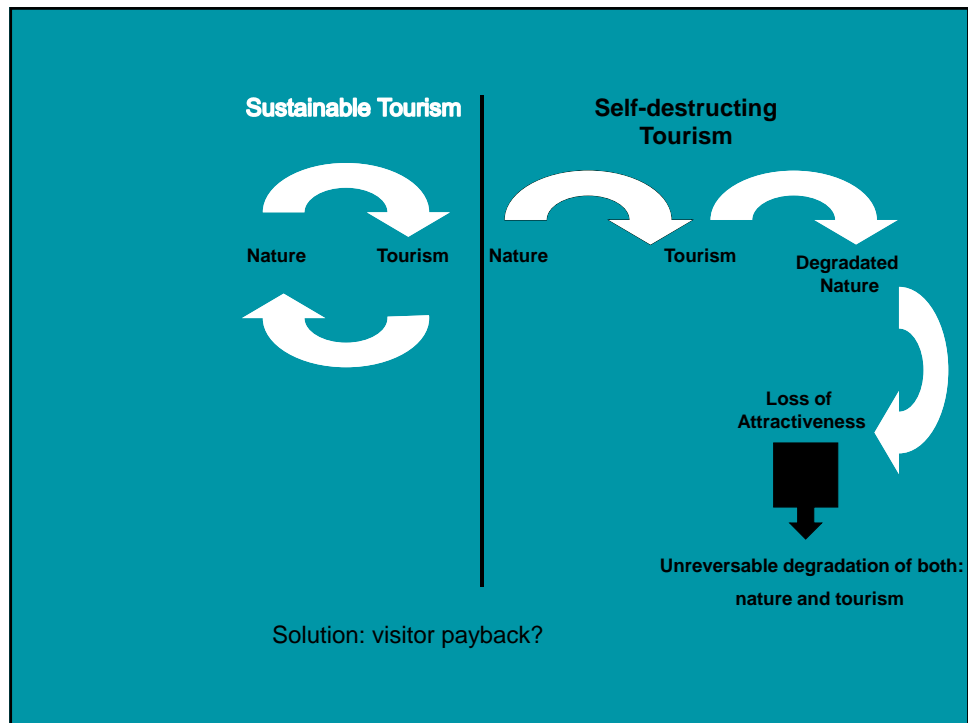
Visitor payback is the process of asking visitors to a destination to **voluntarily** support management and conservation of the area, by donating a nominal sum towards its upkeep.

- It's NOT:
 - Entrance fee of a tourist attraction
 - Obligated taxes (tourist tax)
 - Sponsoring or adoption corporate-sector

Payback what??

- Key-elements:
 - Voluntary act of visitor / tourists ...
 - ...to contribute to the management of the (natural) heritage
 - ...in order to compensate the negative impact on the heritage





It seems so simple

- If each tourist in Europe offers 0.10 Euro per overnight-stay for nature-conservation...
- ...an annual budget of 180 million Euro will be created...
- This is 3 X more than the annual budget of the European LIFE-program..

**Visitor payback systems
have been around for
almost 20 years, often
based on similar models.**



Only a limited number of people is prepared to voluntarily donate money to preserve nature.



However,
**digital changed
everything**

Visitor payback included?



**THREE DIGITAL
MEGATRENDS**

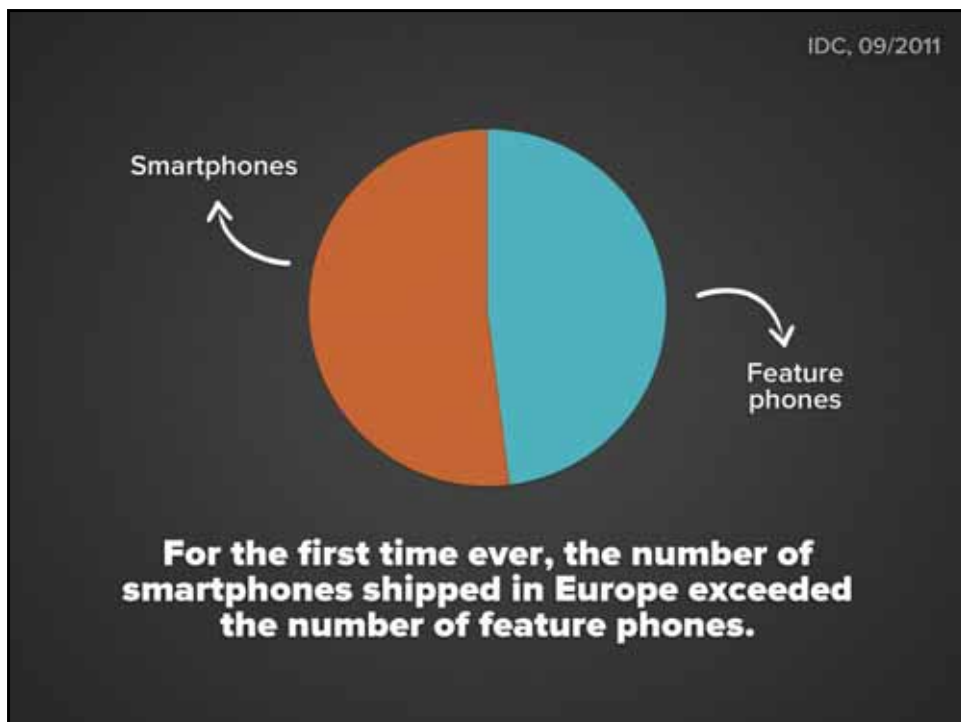


**Social media allow people to
connect to each other in
ways never possible before.**



Always???





Insites, 09/2011

Europeans today

- 39%** owns a smartphone
- 22%** plans to buy one in the next 6 months
- 28%** has a data subscription
- 57%** logs on to social media daily





Yet rapidly evolving into
sustainable (business) ideas.



Insites, 09/2011

... and consumer wishes

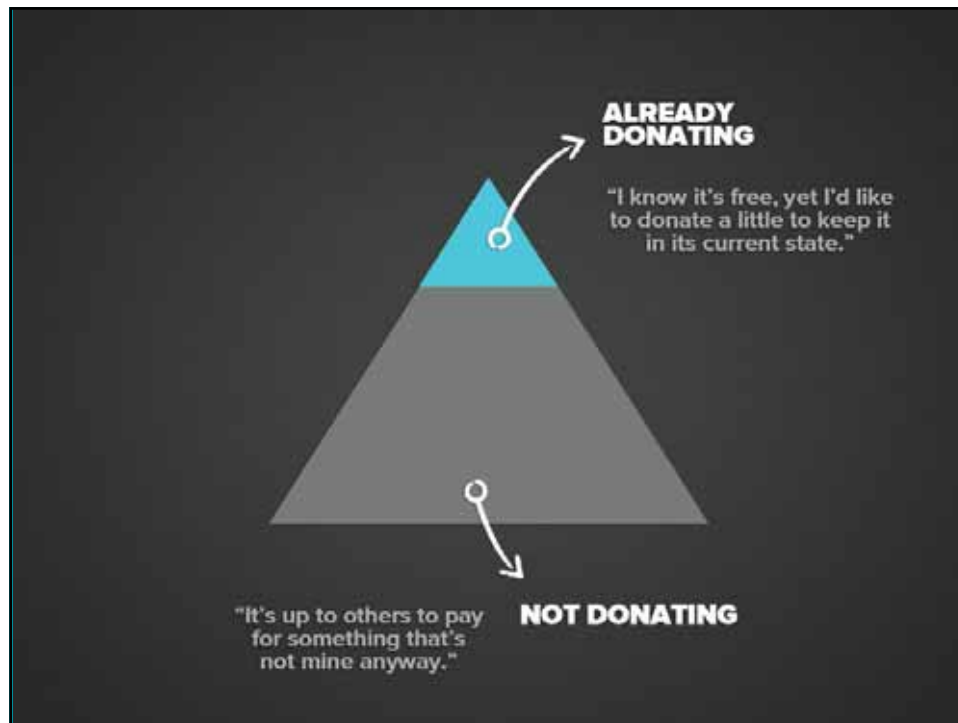
- 58%** wants relevant info about their location
- 44%** asks for detailed production info in shops
- 38%** wants to buy products via their mobile

**Let's use “digital” to get
more people to voluntarily
contribute money to
preserve nature.**

Visitor payback, the digital edition



**WHY WOULD PEOPLE PAY
FOR SOMETHING THAT'S FREE**





**In order to get more people
to donate, we need to focus
on external motivations.**



1

STATUS

"I'm doing something to
earn recognition."



YOSEMITE WALL OF HONOR

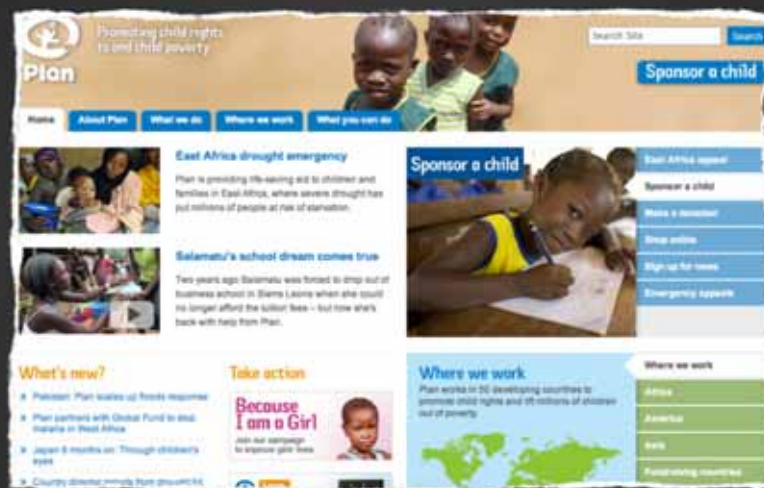


LIVESTRONG

2

CONTRIBUTION

“I’m doing something because
I want to see the results.”



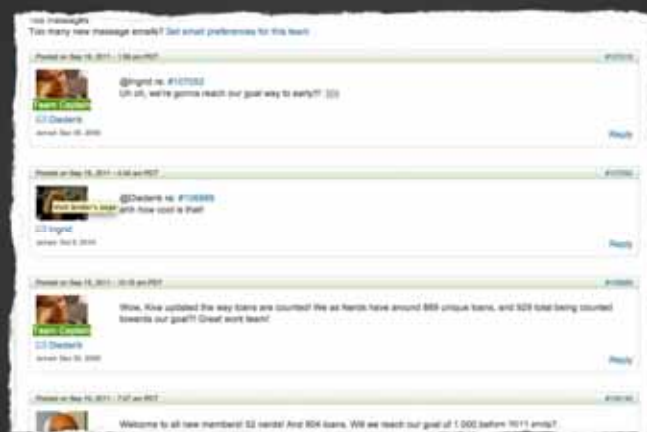
PLAN INTERNATIONAL



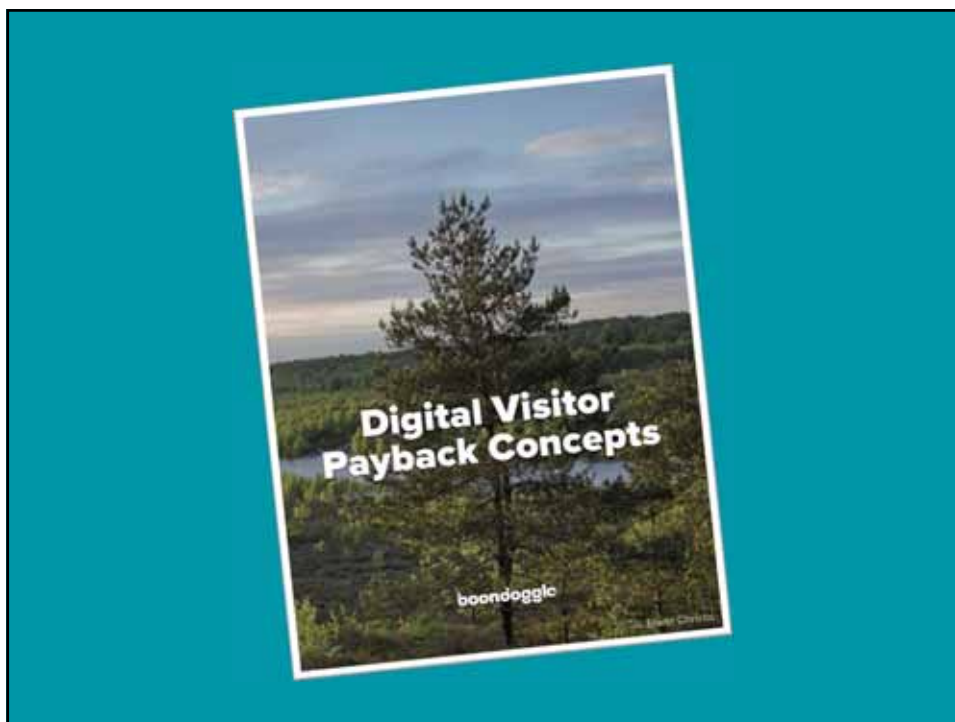
4

SOCIAL PRESSURE

“I’m doing something
because of others.”



KIVA



Digital Visitor Payback Concepts

- 14 'digital' concepts
- Result of Interreg Ivb project WECAN
- 2 pilots
- Online: itunes, websites, ... free for everyone

[http://wecan-interregivb.eu/documents/content/DigitalVisitorPaybackConcepts copy 1.pdf](http://wecan-interregivb.eu/documents/content/DigitalVisitorPaybackConcepts%20copy%201.pdf)

First Insight

**When people choose to
spend their precious time in
our parks, they choose to
take a break from daily life.**



DISCONNECT

**Because we rather offer fresh
air instead of free wifi**

**So rather than provide people
with extra tools, apps and
free wifi, let's help them take
a break from technology.**

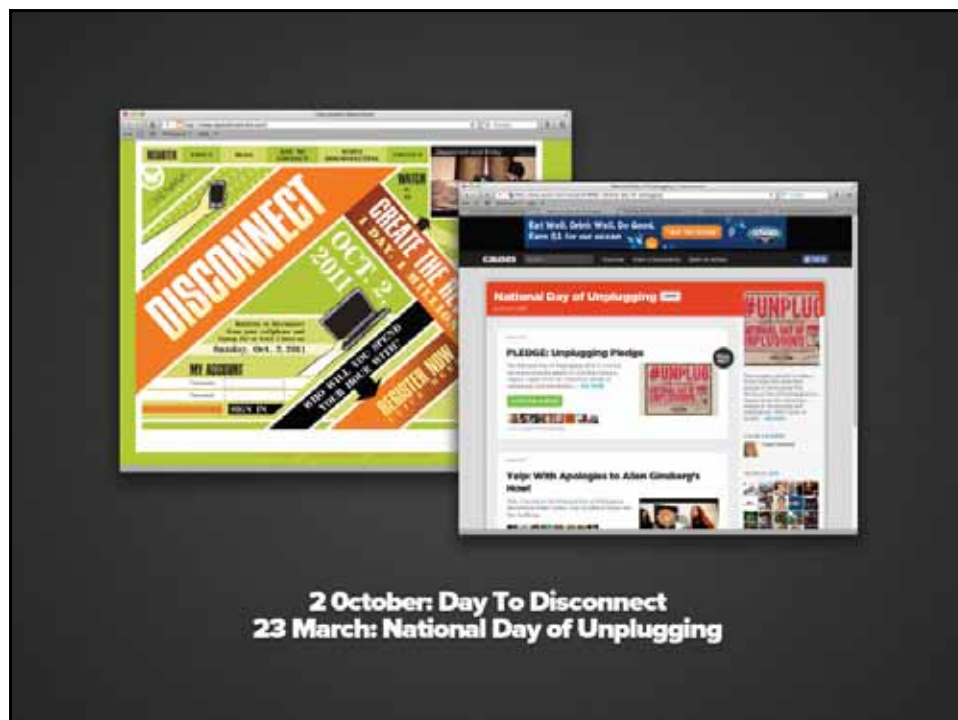
1

A solution that effectively disconnects you from telephone and internet.

2

And meanwhile notifies your (online) friends you're disconnected.

Increasingly, people are looking to disconnect.



In practice.

**We built a solution for
Android smartphones.**



GET DISCONNECTED.

The Hoge Kempen National Park is the ideal place to disconnect and shut yourself off completely from the hustle and bustle of everyday life.

Download the DisconnectApp.

Google play

€1.98

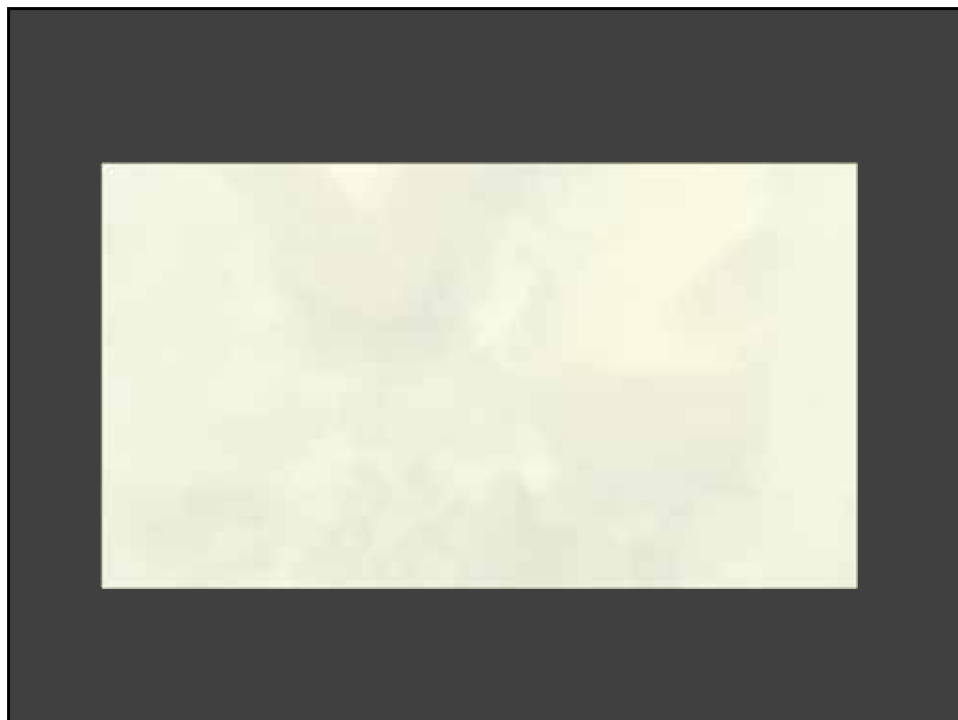
100% of the profit will be donated to the National Park Foundation.

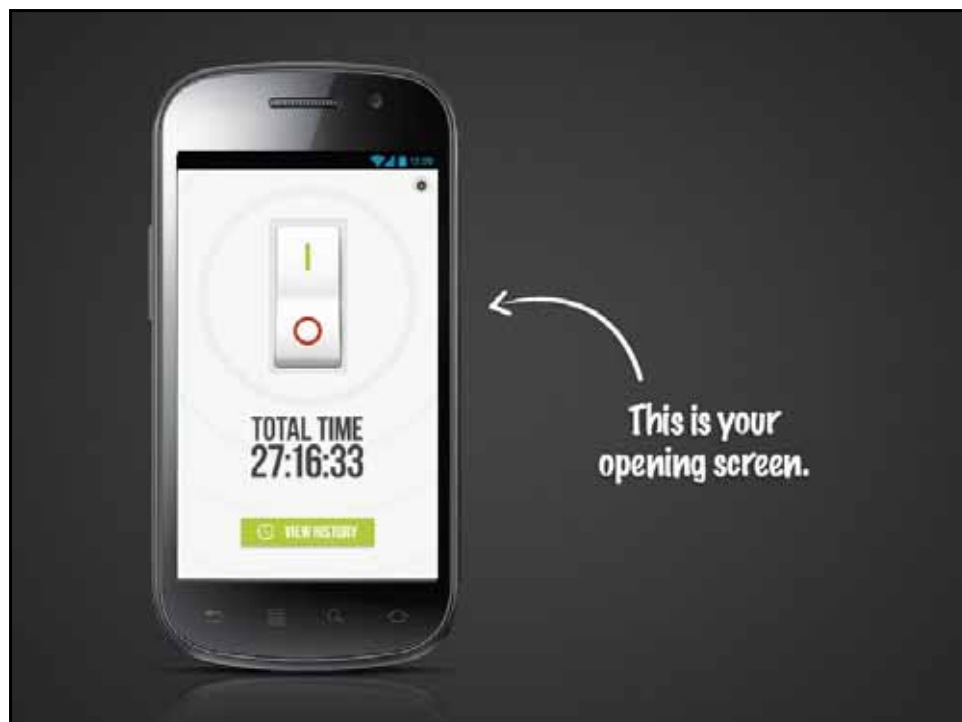
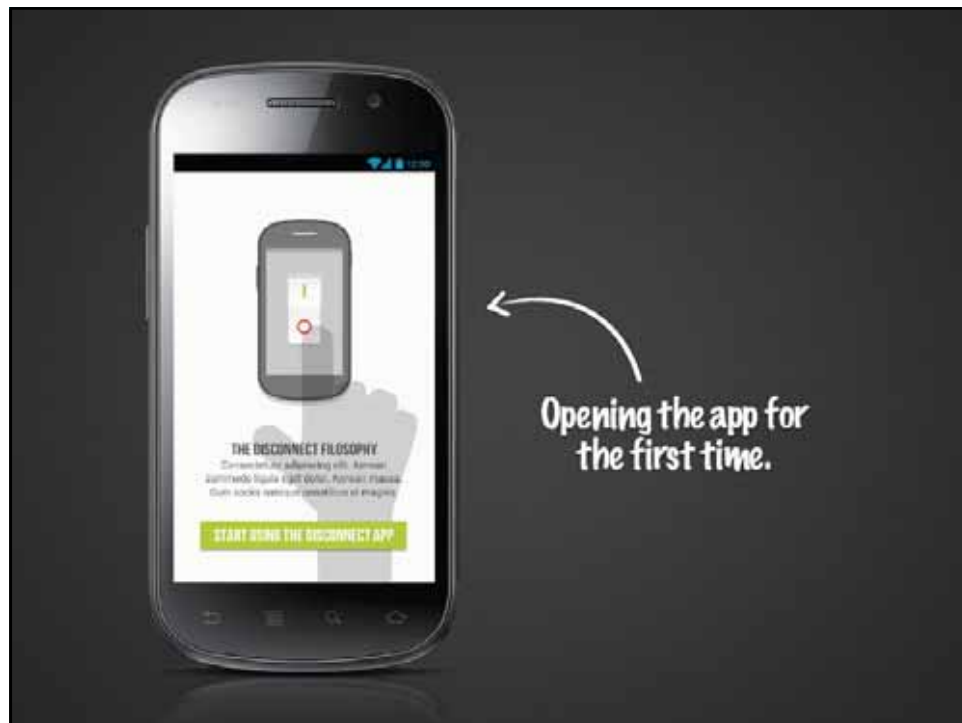
ABOUT THIS APP

How can you make the best use of a smartphone when you're in the park?

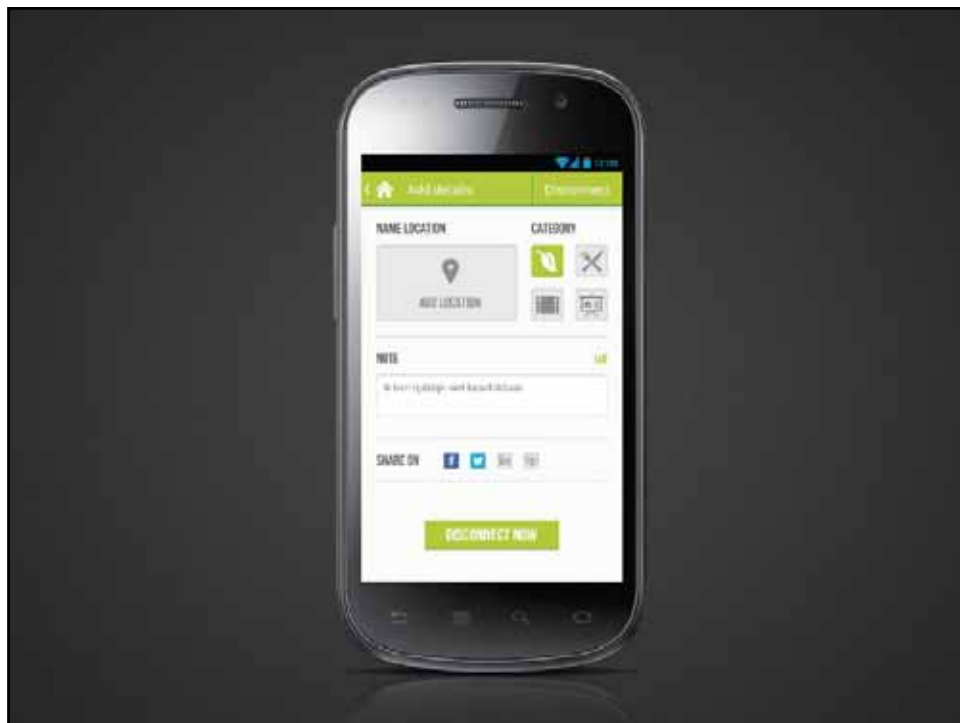
When you don't want to be connected for a moment, the DisconnectApp is the perfect solution.

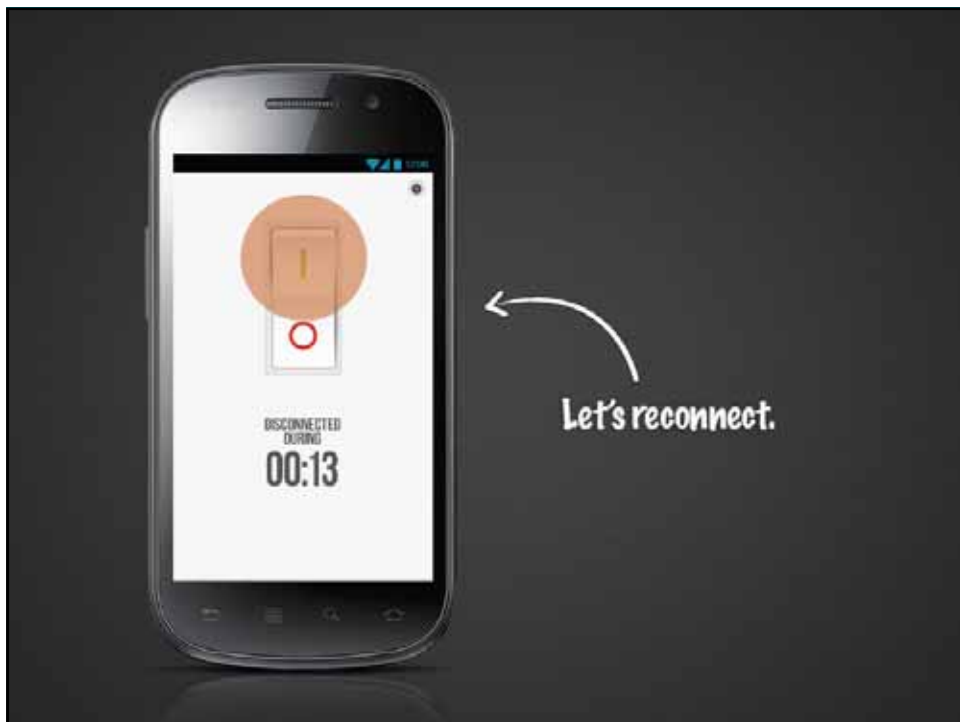
DisconnectApp.com

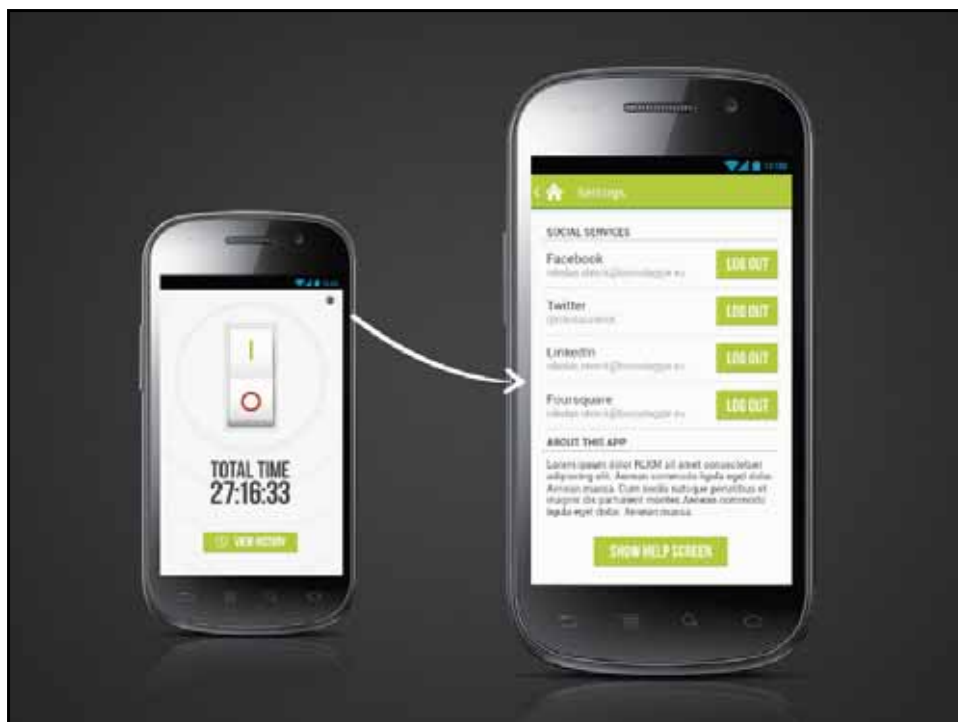
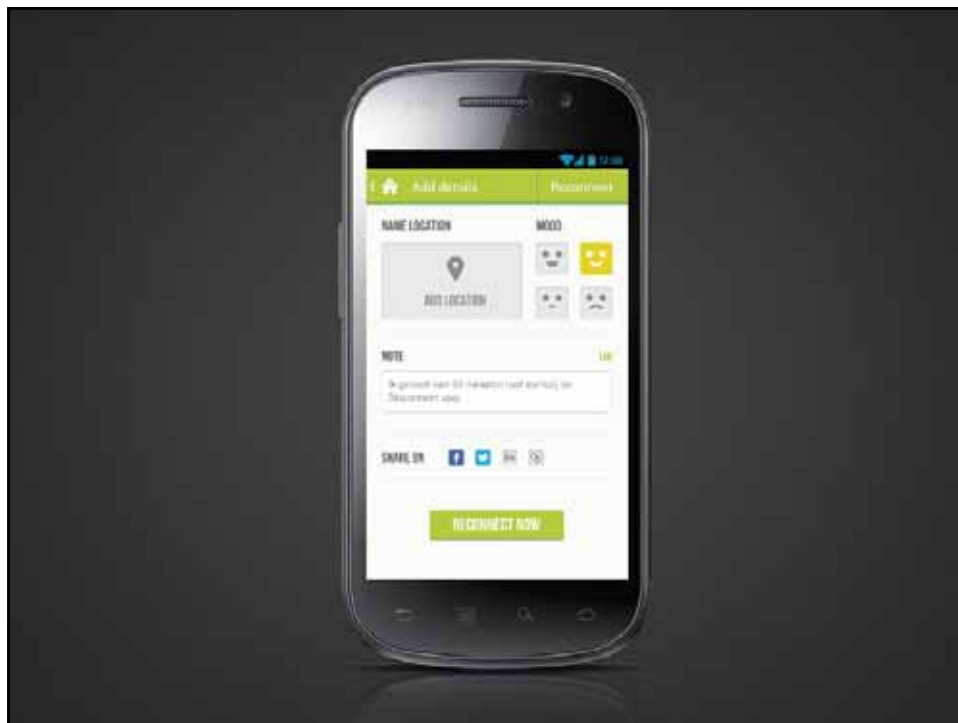














How will it make money?

How to copy this?

- **Now:**
App downloadable in every country + Profits for the Hoge Kempen NP
- **Possibility:**
DisconnectApp per country + Profits for 1 local nature organisation
- **Steps to take:**
 - Eliminate specific country in current DisconnectApp (by rtkm)
 - Set up a Google Developer Account and Google Checkout Account, \$25 (by foreign partner)
 - Adjust the App; default message, bankaccount.. (by Boondoggle)
 - Submit the App for specific country (by Boondoggle)
 - Voluntary donation to Hoge Kempen NP Foundation (not for wecan-partners)



CARePark

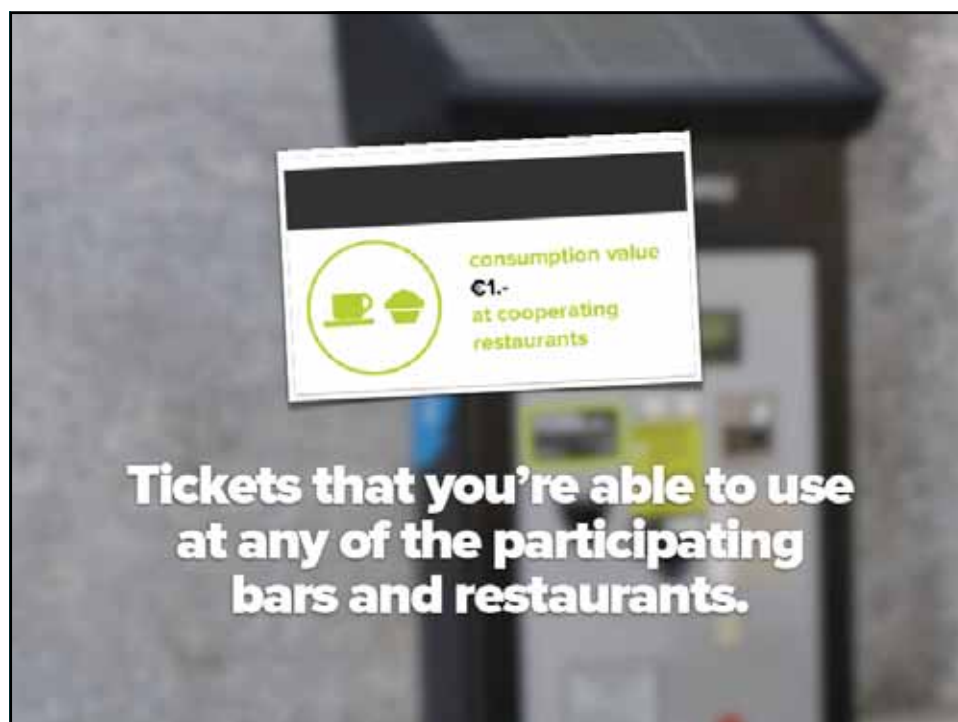
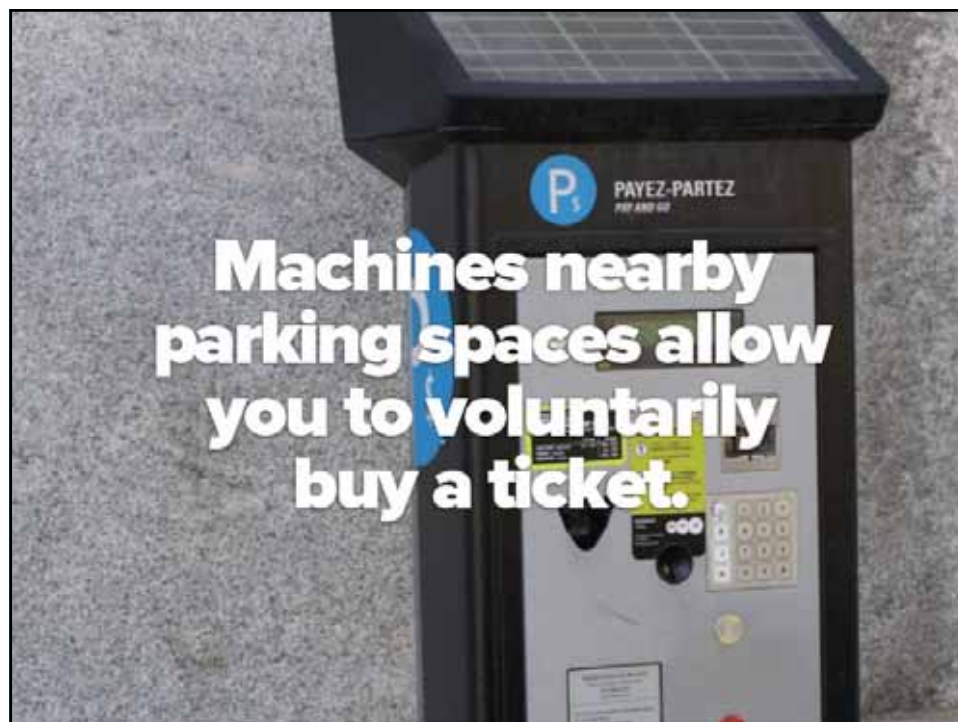
Let's turn a parking ticket into a mutual benefit for both park owners and local catering.

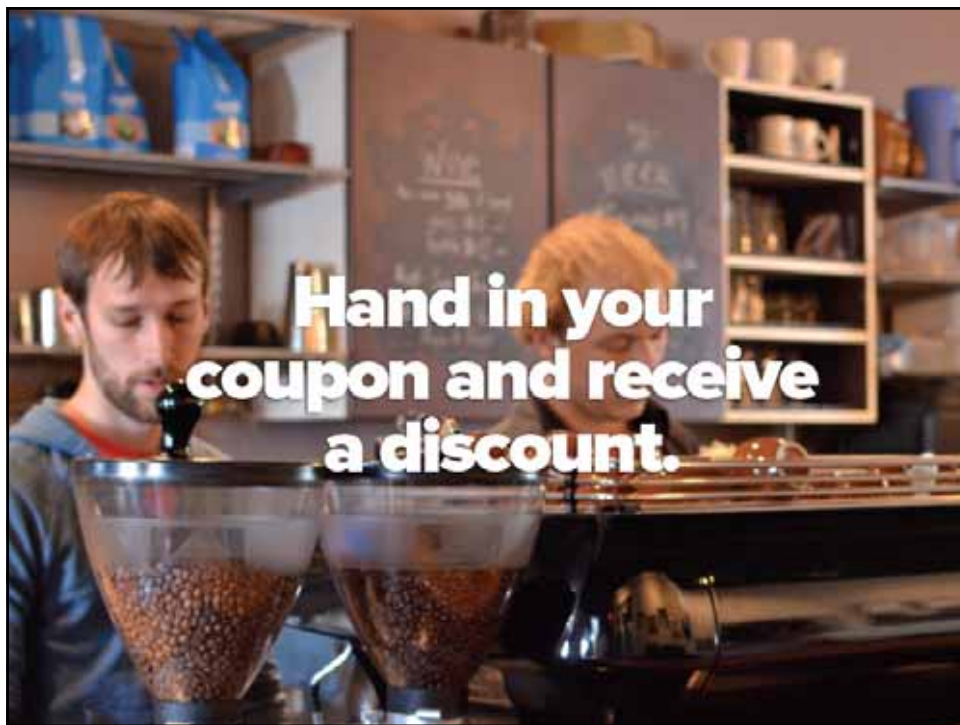
While park visitors do spend money, it rarely ends up benefiting the park owner.

The background image for the second slide shows a blurred interior of a restaurant or cafe. In the foreground, a brass service bell sits on a dark wooden counter. The background is out of focus, showing warm lighting and the silhouettes of people.



In practice.







How to copy this?

- Contact RLKM
- Logo and corporate identity are free of charge for nature organisations
- Voluntary donation to National Park Foundation
- The more the concept is copied, the more it is recognised as the CarePark concept

