

**Interreg
Europe**



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TIB

Interreg TIB Amsterdam/MRA plans

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How to make it more concrete?

- Working with pilots
- 2 concrete pilots that we are thinking about:
 1. How to learn from behaviour management at a hotspot
 2. How to influence travel behaviour for more sustainable tourism



- **1. How to learn from behaviour management at a hotspot**

- Zaanse Schans
- 2.4 million visitors, soon expected to be 3 million
- Peak moments, problems with:
 - Public order and safety (some areas too busy, parking, unsafe traffic situations, accessibility police and firefighters)
 - Accessibility (Traffic jams)
 - Protection of the heritage (walking outside of the paths, maintenance, real estate)
 - Nuisance for inhabitants (liveability, accessibility, sound)



Ideas:

- Withdrawing some parts of Zaanse Schans from public space, demanding a ticket for entrance to certain parts, measuring effects
- Managing crowds by different measures (communication signs, hosts, walking routes, cameras)
- Testing and evaluating
- By participating in this pilot, the MRA gains access to all the data and learned lessons, which we can use

- **2. How to influence tourism through tourism taxes**

- Trying to influence travel behaviour by raising and/or giving discounts on local taxes

Some ideas we have now:

- Stimulating train travel
- Stimulating long time visits
- Giving discount on local tax, pilot with hotels/b&b's of a medium sized city

