

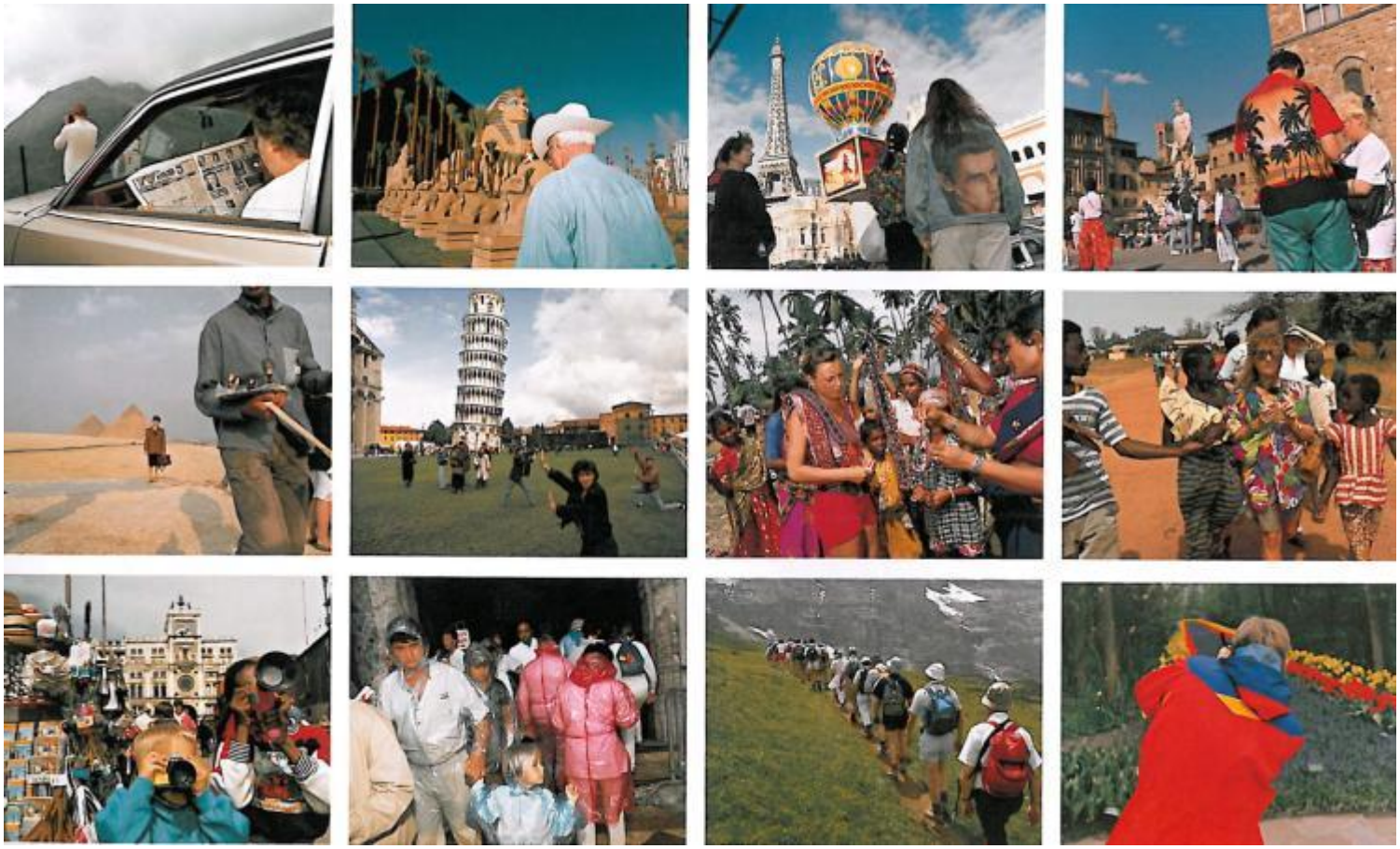
DUTCH CULTURAL TOURISM IN OPTIMA FORMA

EHHF, Paris, June 3, 2010

Cees van 't Veen

Director Netherlands Cultural Heritage Agency

Martin Parr’s view on cultural tourism



Western tourists versus local people





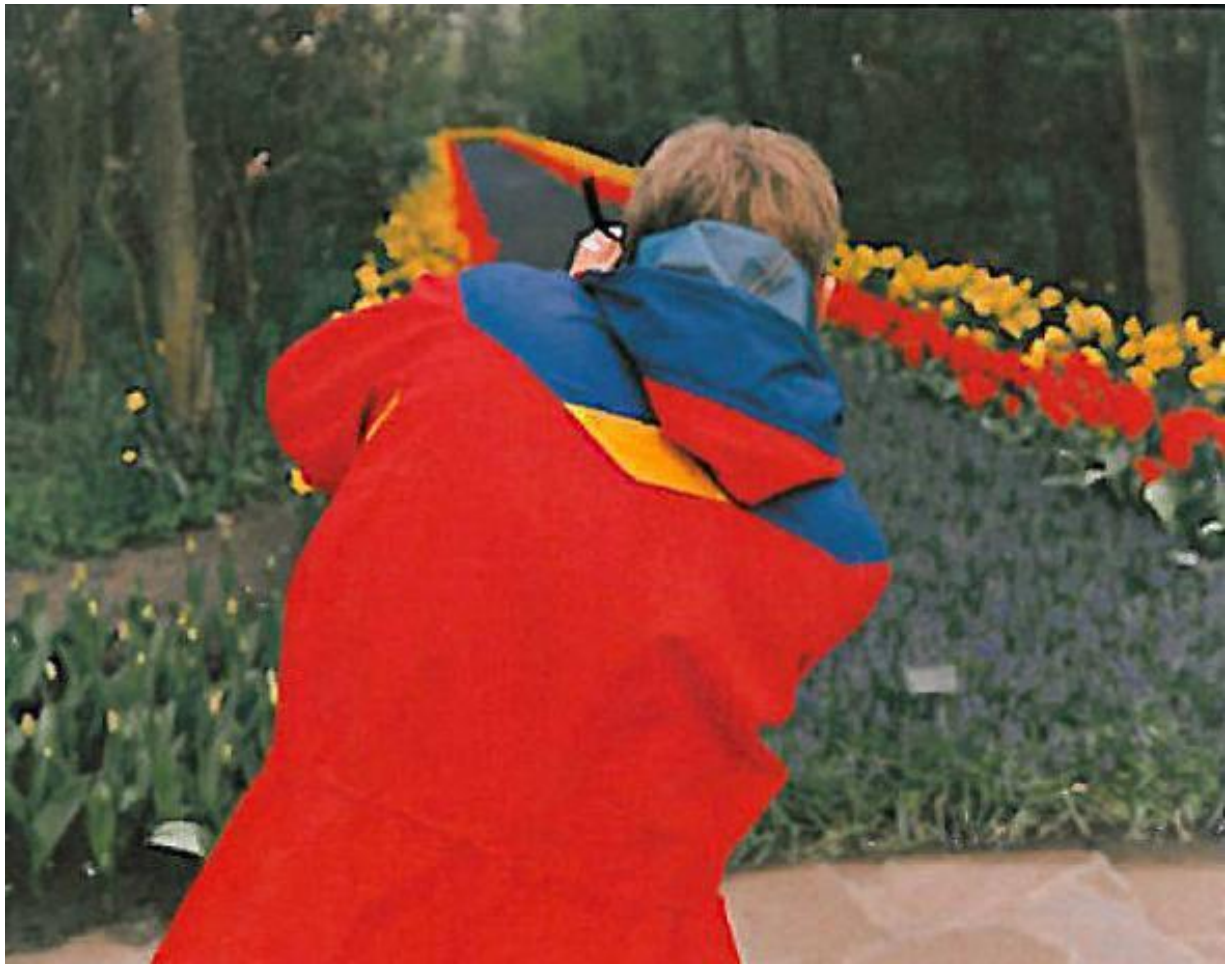




The blessing of mass tourism?! The merits of the experience economy?!



Icon & identity. Short touristic season: 825.000 visitors











Facts & figures Dutch tourism (2008)

Total foreign tourists	14 million	(25 mil. nights stay, 1,75 % average)
Amsterdam	4,9	
Efteling (experience park)	3,3	
Canal Zone Boattrip	2,7	
Van Gogh Museum	1,5	
Keukenhof (flowers)	0,8	(only opened 2-3 months per year!)
Rijksmuseum (part closed)	0,8	

(Hermitage Amsterdam is coming up soon)

Statement EHHF 2009 in Vienna & Bratislava:

"(…) Investment in heritage has a direct impact on the growth of cultural tourism which leads to long term social and economic benefit (…)"

Sustainable tourism

is tourism

in optima quantity

and in optima quality

Example 1: Canal Circle Zone, Amsterdam











World Heritage next month?!



I AMsterdam, but with 2,7 mil. visitors it gets crowded…











Example 2: 19 Mills at Kinderdijk: ≥ 300.000 visitors





19 windmills at Kinderdijk: World Heritage (1997)









Example 3. Rietveld Schröder House, Utrecht: ≥ 25.000 visitors.











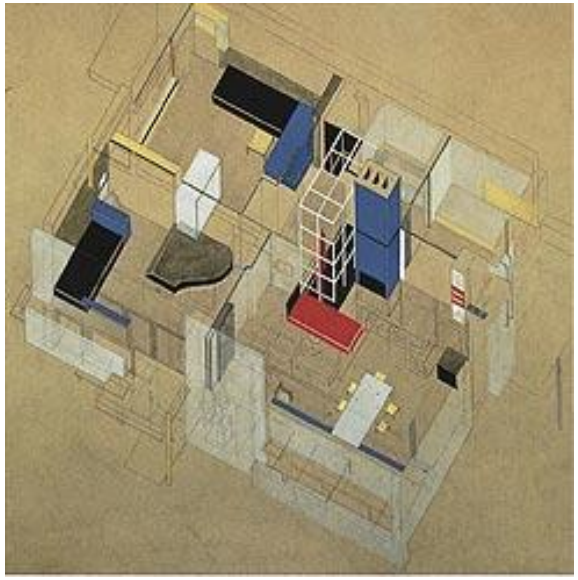


Restrained influx of tourism at World Heritage site (1999)



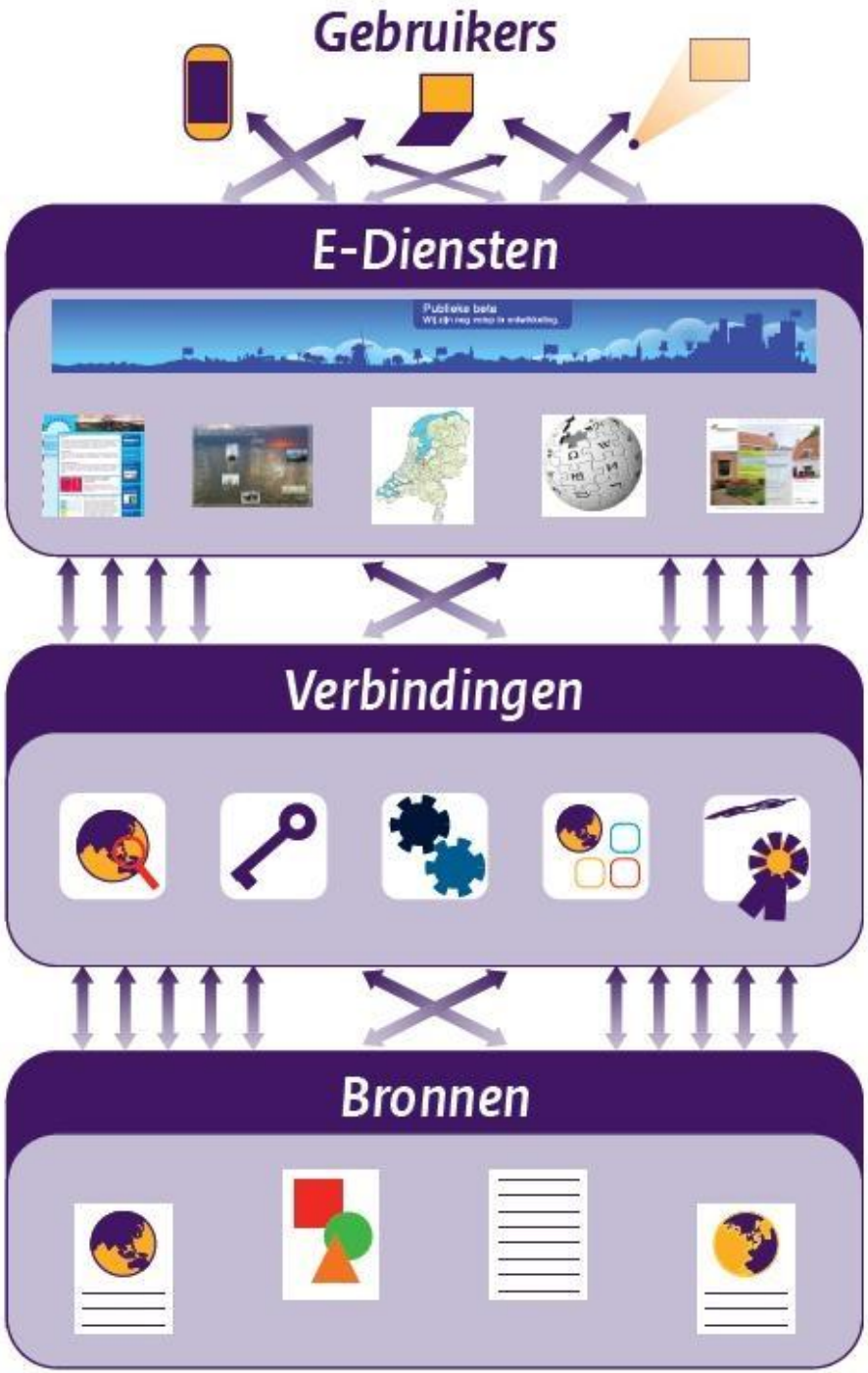
Vulnerable interior







Canals Amsterdam	2.7 million
Mills Kinderdijk	300.000
Rietveld House, Utrecht	25.000


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