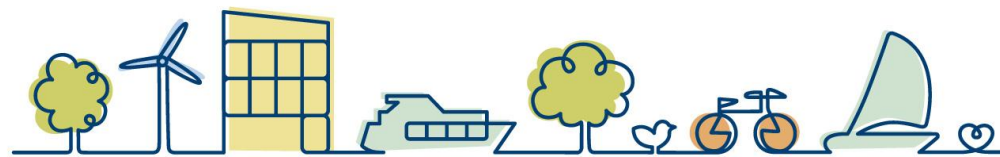




gemeente Langedijk



Waterways for Growth

De Langedijker Dag



gemeente Langedijk

- **An initiative of Tourist Promotion Langedijk (Foundation)**
- **Started in 2010; every Wednesday in July and August**
- **60 participants in different categories:
activity-farm; musea; restaurants; children's farms; artists;
monumental churches; sightseeingboat; canoe and rowing; bed
& breakfasts; hotels; vineyard**
- **Each participant had a special offer for the tourists**
- **Some participants worked together in offering arrangements of activities**

De Langedijker Dag

For participating the Langedijker Dag, tourists have to begin at one of the five starting locations:

- **these are spread over the municipality**
- **information about all the activities, gathered in a folder, is handed out**

The five starting locations are:

- 1. Museum Broeker Veiling**
- 2. Nature Museum Westflinge**
- 3. Activity Farm De Zwaan**
- 4. Hotel-Restaurant De Buizerd**
- 5. Café De Knip**

Museum Broeker Veiling – Broek op Langedijk



Museum Broeker Veiling nr 1

Nature museum Westflinge – Sint Pancras



Westflinge nr 3

Activity-farm De Swaan – Noord-Scharwoude



Hotel-Restaurant De Buizerd – Noord-Scharwoude

De Buizerd nr 16/24



Café De Knip - Oudkarspel



De Langedijker Dag

Evaluation 2010:

- **11 oral reactions (out of 60) > 4 very satisfied, 7 no complaints**
- **Preparing time to short > Not enough public relations > not enough common knowledge**
- **Some of the information must be updated, for example the cyclingtour**
- **Suggestions: central theme, more visual signs, more starting points, translation of the information in german and english language**

De Langedijker Dag

Improvements 2011:

- Update information participants
- More attention for Langedijker Dag at website www.langedijktoerisme.nl
- Special folder for the Langedijker Dag
- Banners near the access roads
- Windowposters and flags for the participants
- Participation in promotion Westfriese Omringdijk (region)
- Participation in TV-programme City Trends (6-3-2011 SBS6, 13 hrs)
- Eventscaendar

De Langedijker Dag

Programma after 2011:

- **Inspiration meetings for the participants (themes)**
- **Renewing touristic signing**
- **Village guides**
- **Applications for smart phones**

Questions? Remarks? Suggestions?