Public Recreation and Landscape Protection: Management Measures & Monitoring of changing Visitor Flows hand in hand!

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Introduction

- Emphasis on a careful and well-considered management of green areas

- High visitor numbers call for a careful management

- Visitor management →
  managing car traffic →
  parking policy is a key management tool

- Sufficient knowledge about various activities and their reciprocal relationships

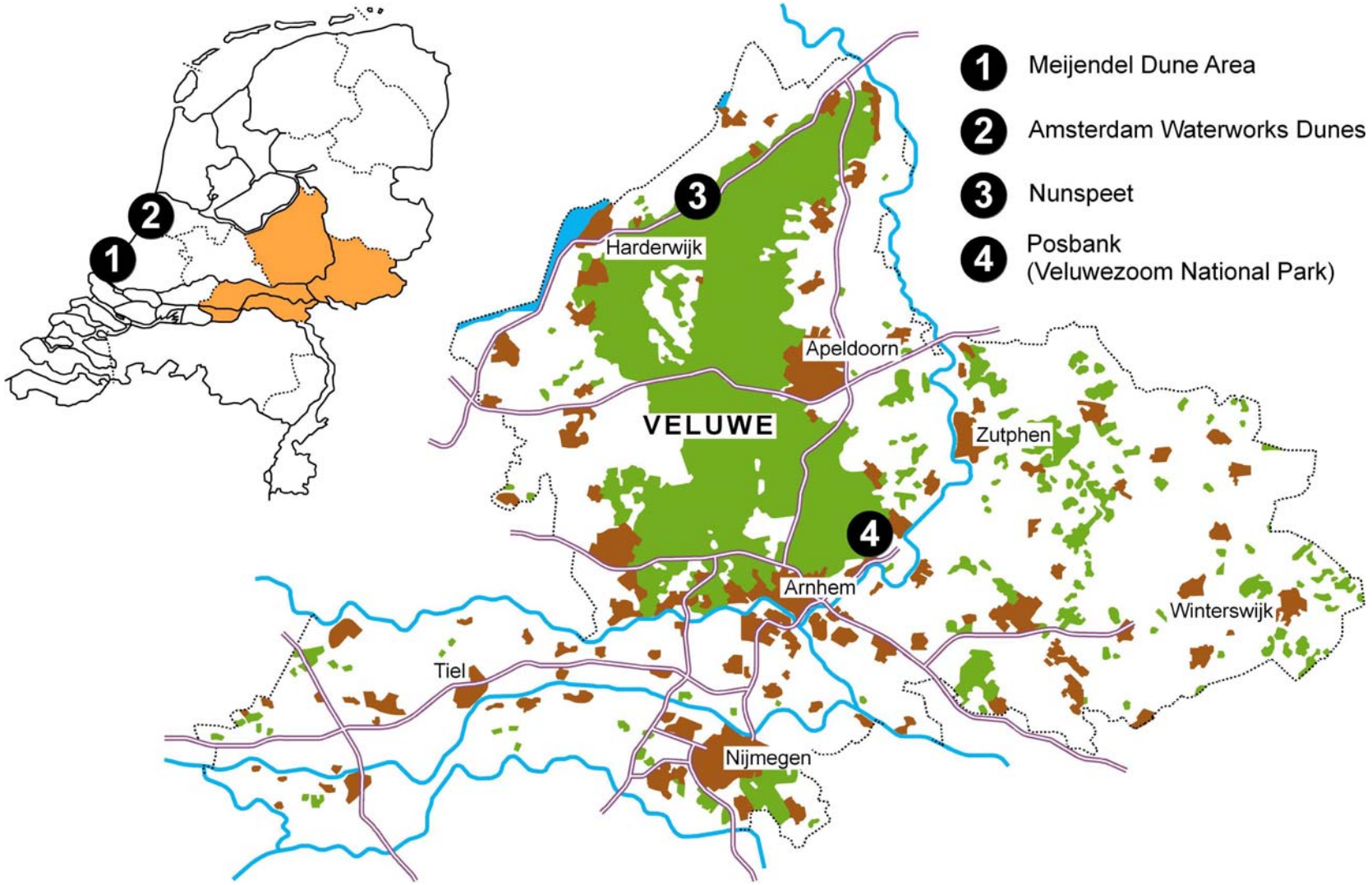
Aim

This paper evaluates

(1) parking policy measures for visitor management in the Netherlands:

- shifts in location and number of parking places in the Meijendel Dunes,
- the introduction of parking charges in the Amsterdam Waterworks Dunes,
- strategically located gateways on two different locations in the Veluwe area, Nunspeet and the Posbank.

(2) the role of long-term monitoring within this context.


1 Meijendel Dune Area
2 Amsterdam Waterworks Dunes
3 Nunspeet
4 Posbank
(Veluwezoom National Park)
VELUWE
Harderwijk
Apeldoorn
Zutphen
Arnhem
Winterswijk
Tiel
Nijmegen


Duinwaterbedrijf Zuid-Holland
Meijendel

The Meijendel Dune area

Visitor monitoring consists of three components:

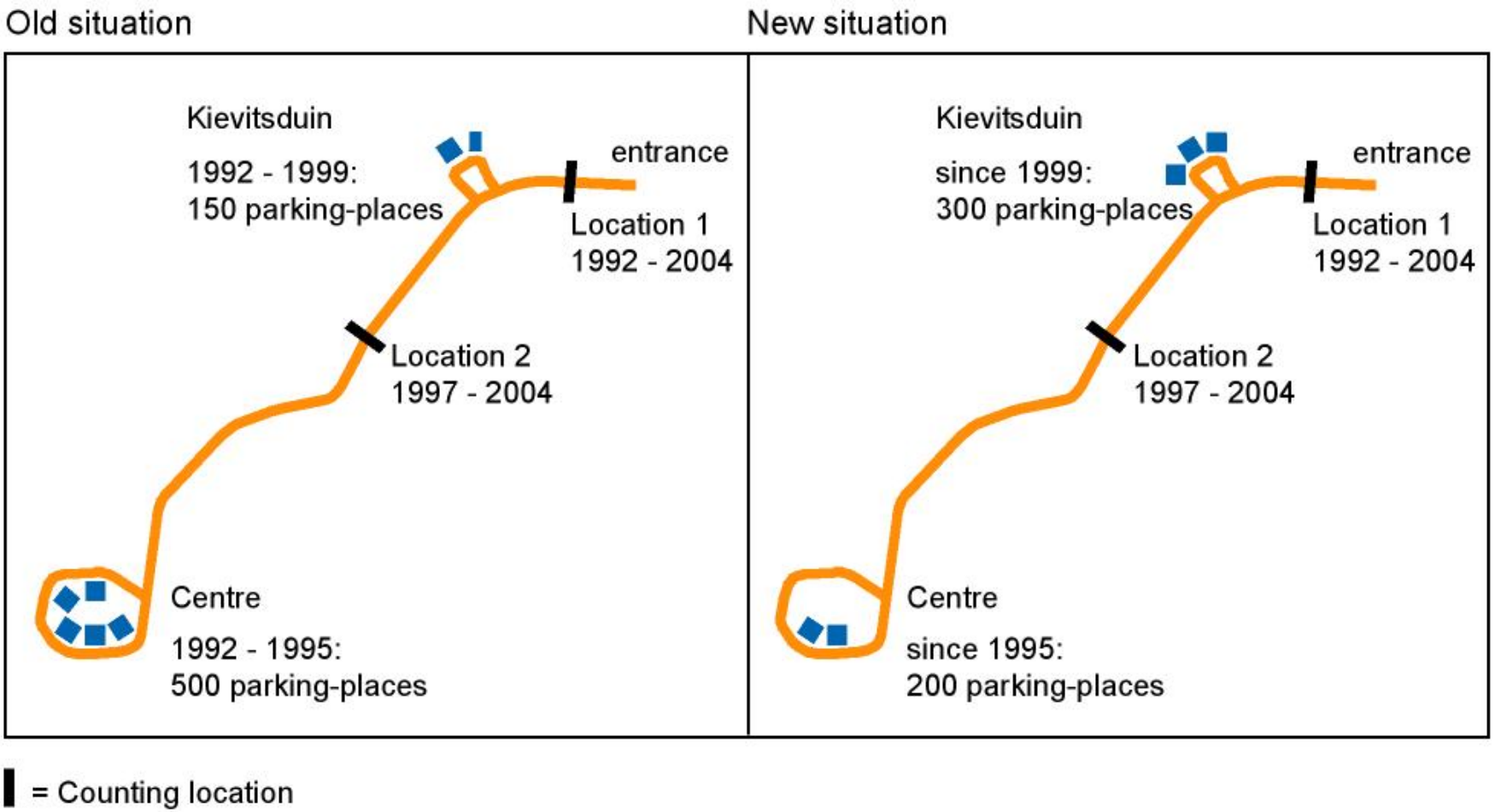
1. visitor counting,
2. visitor profiling, and
3. analysing visitor opinions.

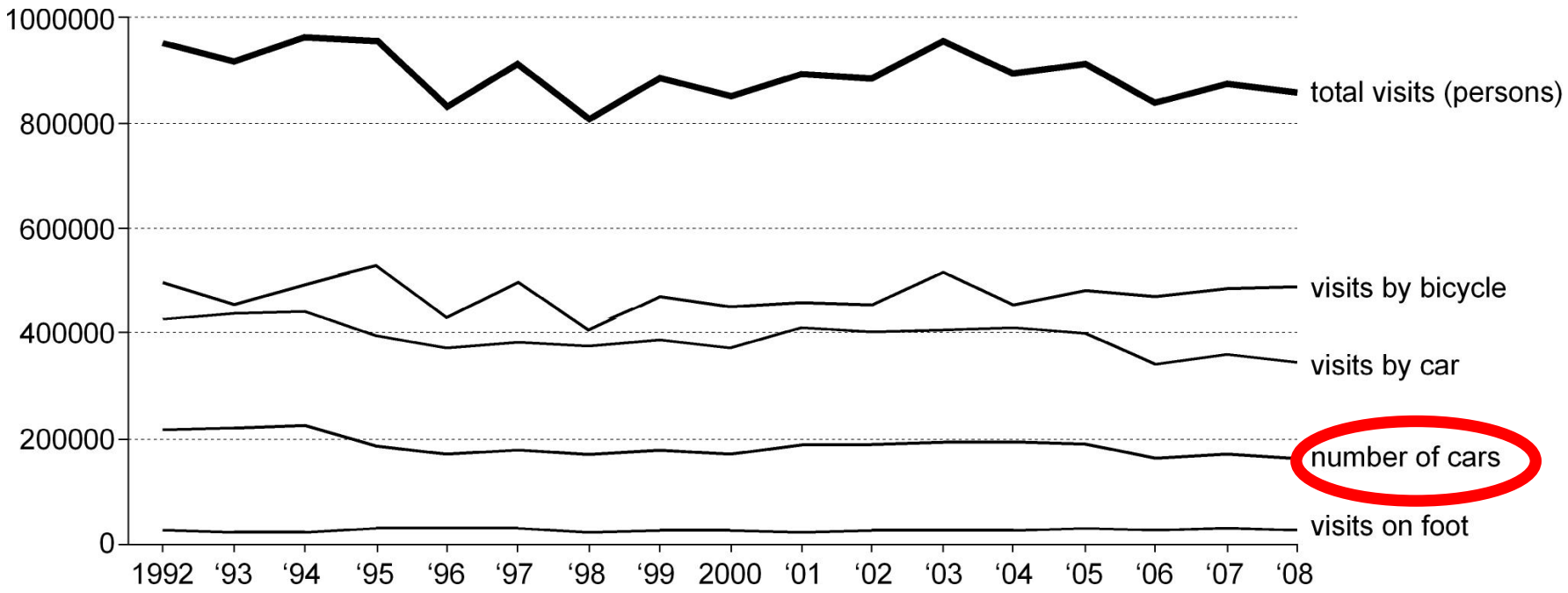
- Daily counts on all entrances of the number of cars and bicycles with automatic devices and a pressure-sensitive tube across the road were the basis.
- Visual sampling to calibrate these daily data and to estimate the number of pedestrians.

Parking policy:

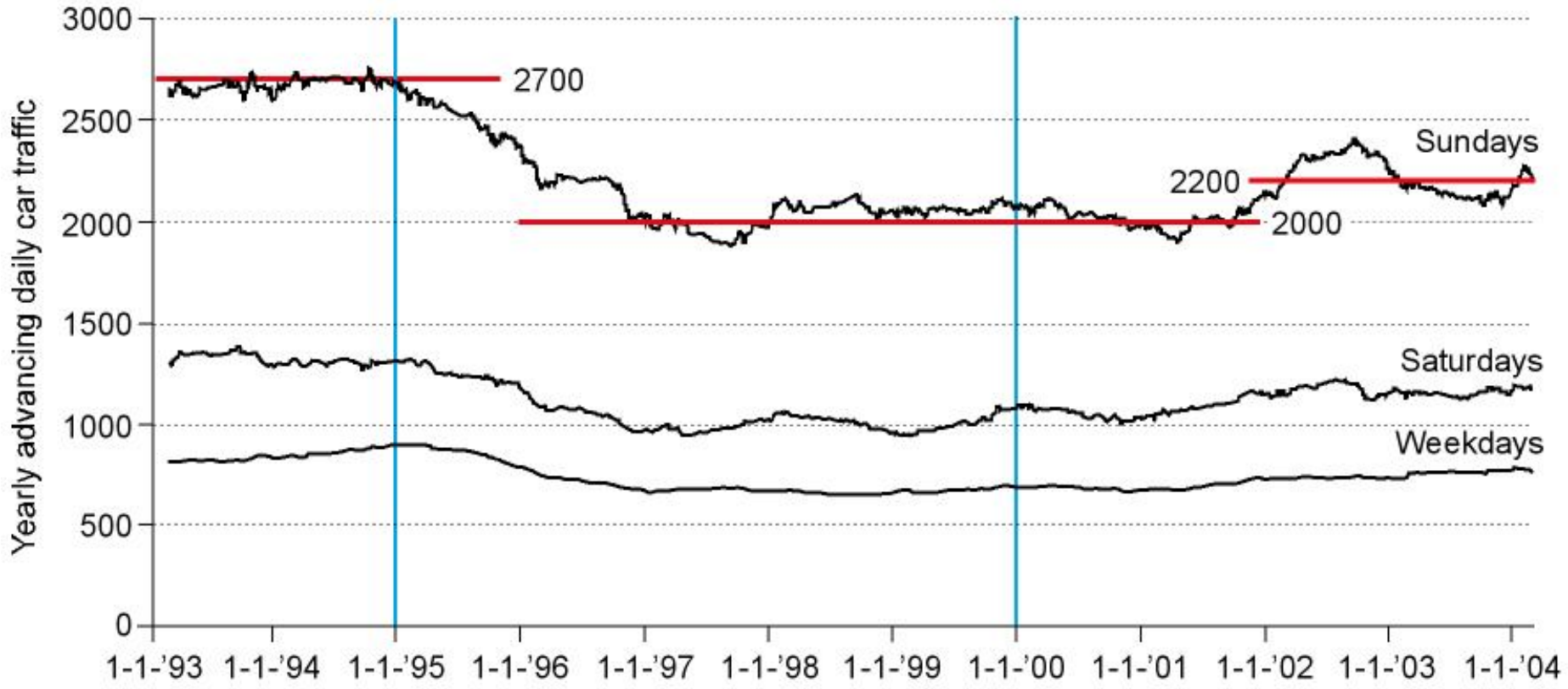
- Until 1992: increasing number of parking places in the centre of the Valley
- Since 1995: promoting parking at the main entrance (avoiding cars to drive into the Valley)

Parking in the Meijendel Dunes 1992-1999

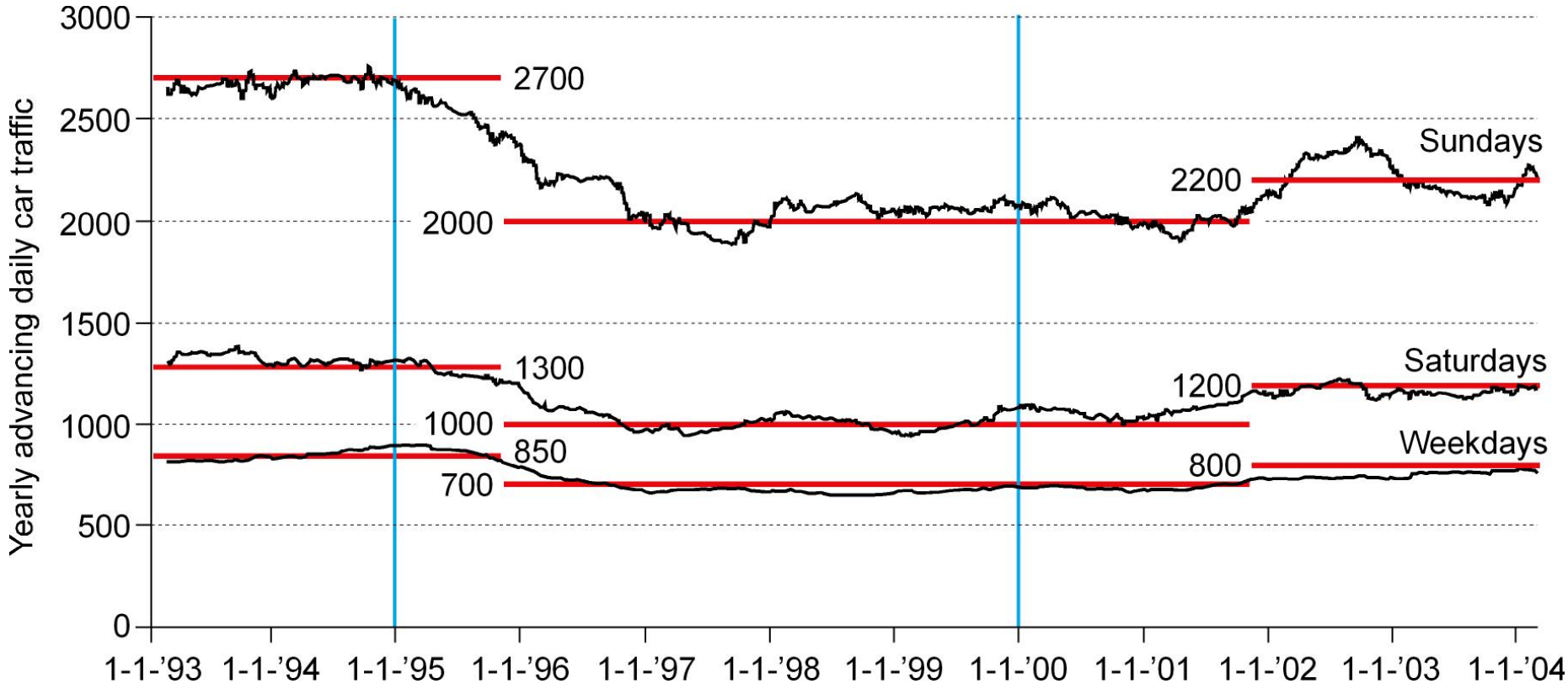



1000000
800000
600000
400000
200000
0
1992
‘93
‘94
‘95
‘96
‘97
‘98
‘99
2000
‘01
‘02
‘03
‘04
‘05
‘06
‘07
‘08
total visits (persons)
visits by bicycle
visits by car
number of cars
visits on foot

Car traffic Meijendel 1993-2004: yearly advancing daily averages



Car traffic Meijendel 1993-2004



Cars driving to the centre of the Valley

year	% of cars driving to the centre
1997	82%
1998	85%
1999	86%
2000	80%
2001	77%
2002	80%
2003	79%
2004	79%
2005	71%
2006	67%
2007	69%
2008	67%
Gem.	77%

Results of the other projects

Amsterdam Waterworks Dunes:

- The number of cars decreases only in the year after implementation
- Two years later, car numbers return to their former level

Gateway Nunspeet:

- On the most crowded days more than 350 cars
- Visitors come because of the specific facilities
- About 80% of the visitors stay at the gateway

Results of the other projects

Gateway Posbank:

- 500,000 cars per year, car occupancy 2 persons
- Total number of cars remained the same, but traffic within the centre was reduced with 11%
- The presence of specific facilities is the main reason for visitors to park their car at a particular place

Discussion

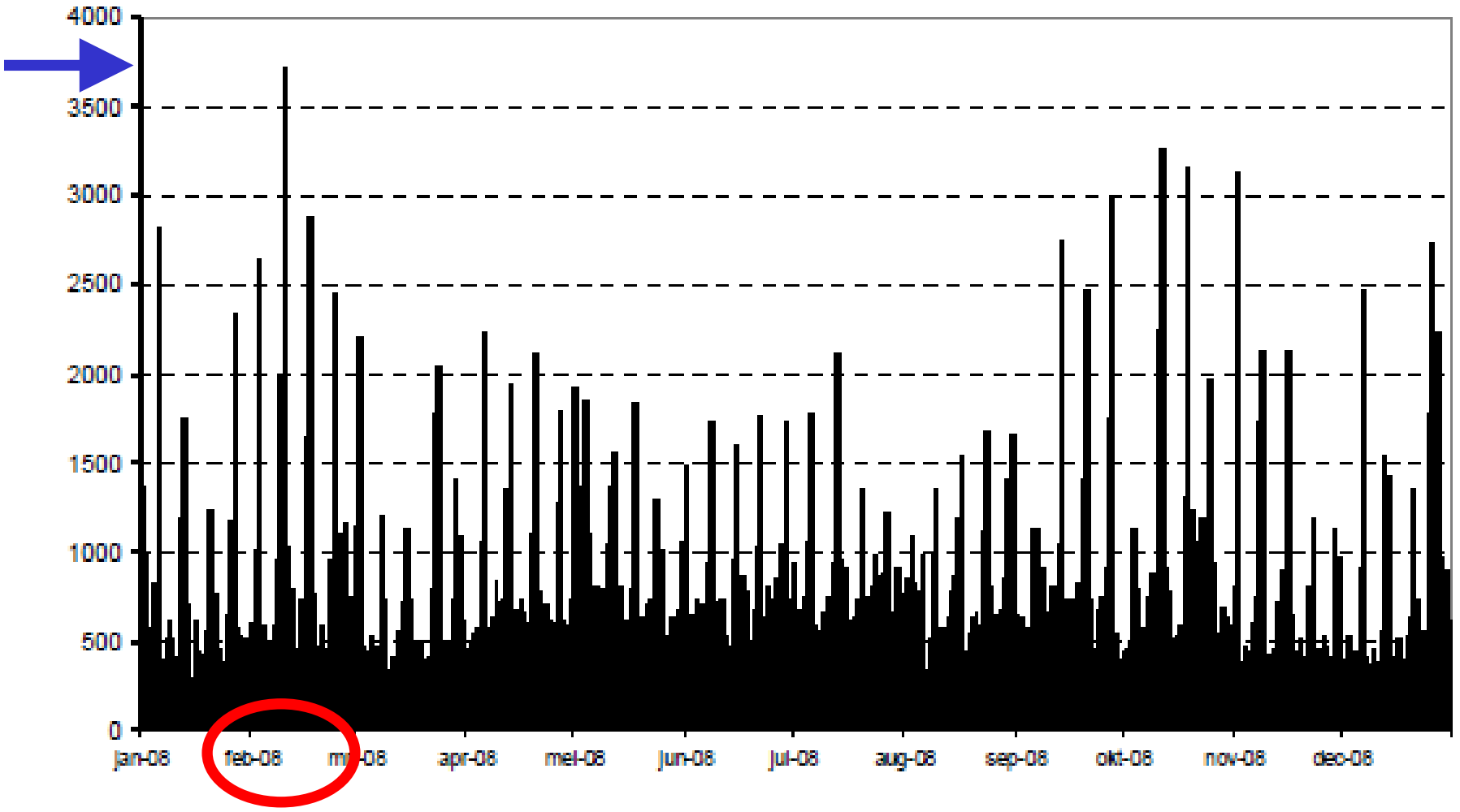
- Threats to natural and recreational values from parking problems should be solved on a regional scale with measures to influence visitor behaviour
- Stick measures versus carrot measures
- Trend in RTM since the late 1990s: influencing (tempting the recreant for a “good” choice, by offering alternative opportunities and packages with varied facilities)

To realise this:

- Quantitative data about visitor use
- Qualitative information about wishes and demands of the visitors in the area.

→ **MONITORING**

Fluctuations in the daily number of cars in 2008



Conclusions /1

Evaluating parking policy measures:

(1)a removal of parking places decreased the number of cars, especially on peak days. A change in the location of the places led to a change in recreational behaviour.

(2) the introduction of parking charges only slightly reduced car traffic and only in the first year after implementation.

(3) strategically located gateways at the areas border with direct access from the major road network show to be useful measures to reduce car traffic within an area, if the facilities offered meet visitor demands.

Conclusions /2

The role of monitoring:

- To analyse traffic management and possible measures, the area as well as its users and their demands need to be studied.
- Due to large day-by-day fluctuations in leisure travel, only long-term monitoring with the same observation techniques can provide reliable and accurate data necessary for management.
- To realise measures, the area and its users as well as the actors involved with their different objectives need to be studied in relation to each other.

Questions ?

contact

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