



Toerisme & Recreatie in de MRA

[Promo Flevoland](#)

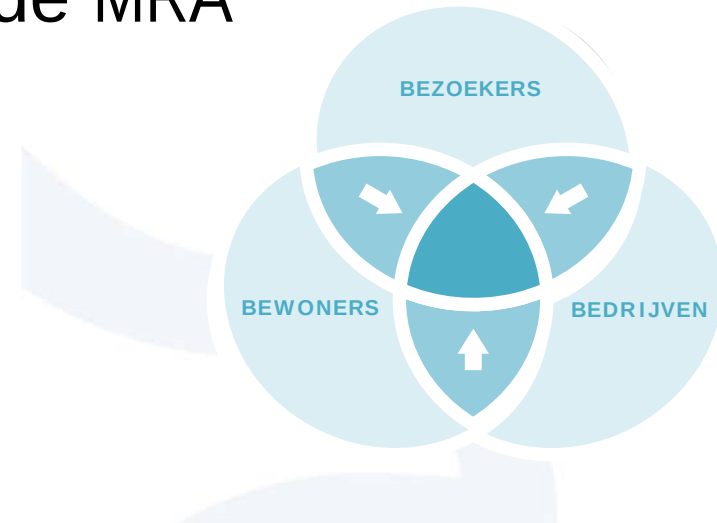


Toerisme & Recreatie in de MRA

Strategische Agenda Toerisme in de MRA 2025:

*Groei toerisme goed faciliteren én
balans tussen bewoners, bezoekers en bedrijven*

Door het vergroten van de stad,
kan grip op de groei worden gehouden



Groeioprognose NL 2030*:



*50% meer internationale
toeristen (29 mln.)*

*27% meer nationale
toeristen (30,9 mln.)*

* Bron Perspectief 2030 Bestemming
Nederland-NBTC

Toerisme & Recreatie in de MRA

Hoofddoelstellingen :



1. Bezoekers spreiden
over regio



2. 67% van internationale
bezoekers in Amsterdam
bezoek naar regio



3. 25% meer recreatieve
activiteiten eigen inwoners
binnen MRA



4. 30% meer zakelijke
bezoekers in MRA

+ 38 subdoelstellingen

Toerisme & Recreatie in de MRA

Organisatie: Toerisme valt onder Platform Economie

Uitvoering: Programmamteam, Werkgroep Toerisme & marketingorganisaties.

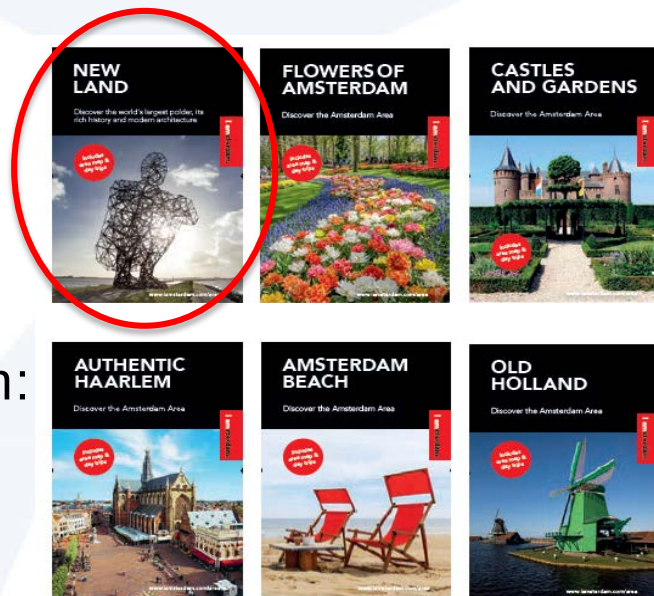
Voorbeelden:

1. Accommodatiestrategie:

juiste accommodatie - juiste plek

2. Campagne Amsterdam Bezoeken, Holland Zien:

6 thema's →



Activiteitenplan 2019

Marketing, uitgevoerd door [Visit Flevoland](#):

- themagebied New Land in augustus extra in de kijker (online, offline)
- thema-maps
- kwartaalmagazine I amsterdam
- content en optimalisatie website
- social media
- pers & PR (een groepsreis 17/18 juni) en individueel
- expertbezoek 24 mei (redactie en gastheer/vrouwen)



PROVINCIE FLEVOLAND

Kaart New Land MRA



New Land is:
Verhaal van

- Grootste polder
- Op de zeebodem

USP's:

- Architectuur
- NP Nieuw Land
- Winkelen in outlet



PROVINCIE FLEVOLAND

Start Mediaweb 4.0 Top 10 things to do in t X + -

https://www.iamsterdam.com/en/plan-your-trip/day-trips/new-land/new-land-top-10

MENU ORDER YOUR CITY CARD → LANGUAGES

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Top 10 things to do in New Land

The name says it all: New Land, located just northeast of Amsterdam city centre, is a Dutch destination that offers new adventures, new sights and endless possibilities.

Windows Taskbar: 14:38 5-6-2019 NLD



PROVINCIE FLEVOLAND

Top 10

The screenshot shows a web browser window with the URL <https://www.iamsterdam.com/en/plan-your-trip/day-trips/new-land/top-5-architectural-gems-of-the-new-land>. The page features a large hero image of a modern building and a red structure over water. The navigation bar includes a menu icon, the text 'MENU', a green button 'ORDER YOUR CITY CARD', and a search icon. The main content area has a breadcrumb trail: [Plan your trip](#) / [Day trips from Amsterdam](#) / [New Land](#) / [Top 5 architectural gems of the New Land](#). The article title is 'Top 5 architectural gems of the New Land'. The text below the title reads: 'Flevoland, the Netherlands' newest province northeast of Amsterdam, was under four metres of water only decades ago. This New Land area has provided the stage for some of the country's most exciting architecture, particularly in and around the new town of Almere. Here's our top five'.

Plan your trip / Day trips from Amsterdam / New Land / Top 5 architectural gems of the New Land

Top 5 architectural gems of the New Land

Flevoland, the Netherlands' newest province northeast of Amsterdam, was under four metres of water only decades ago. This New Land area has provided the stage for some of the country's most exciting architecture, particularly in and around the new town of Almere. Here's our top five



Top 10

Top 5 architectural gems of the New Land

6 stunning outdoor artworks in New Land

https://www.iamsterdam.com/en/plan-your-trip/day-trips/new-land/flevoland-land-art

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Windows taskbar with icons for File Explorer, Edge, Word, Outlook, and PowerPoint.

System tray showing date and time: 14:41 5-6-2019.



Overview 2018 Amsterdam Area - New Land

1 jan. 2018 - 31 dec. 2018

	Page	Page Views	% Δ
1.	/en/plan-your-trip/day-trips/new-land	16.176	225.5% ↑
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4.	/en/plan-your-trip/day-trips/new-land/top-5-architectural-gems-of-the-new-land	2.405	55.5% ↑
5.	/en/plan-your-trip/day-trips/new-land/almere-attractions	2.017	-
6.	/en/plan-your-trip/day-trips/new-land/flevoland-land-art	1.499	59.1% ↑
7.	/en/plan-your-trip/day-trips/new-land/almere	1.359	4.3% ↑
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10.	/en/plan-your-trip/day-trips/new-land/rustic-retreats-and-natural-treats-in-new-land	979	120.0% ↑
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