

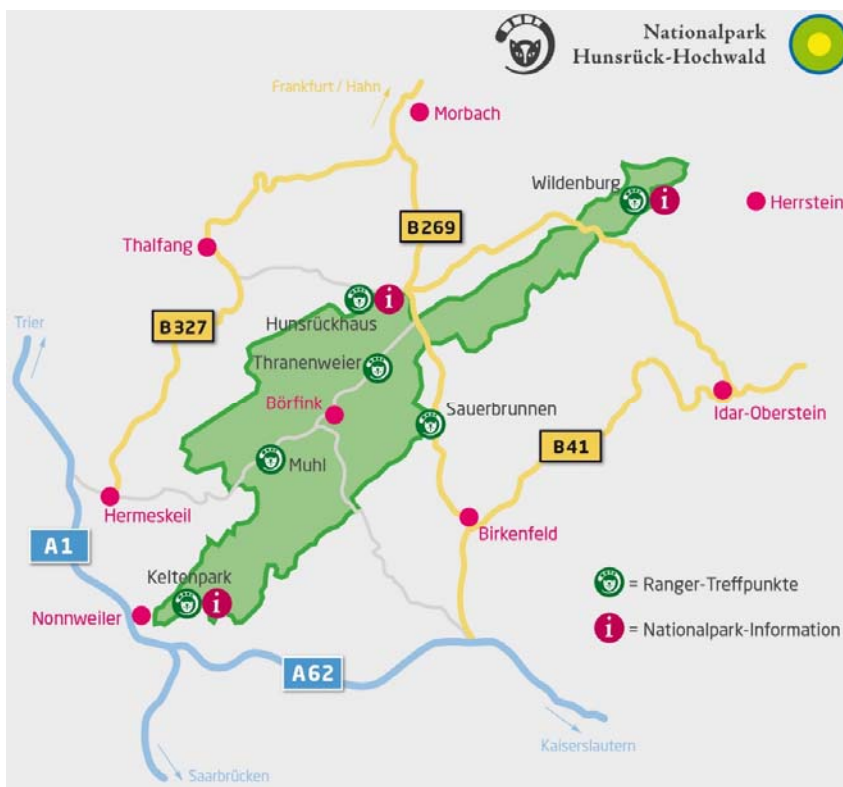
Nationalpark- Gate Celtic Park Nonnweiler- Otzenhausen

Hunsrück- Hochwald National Park

- The Hunsrück Hochwald National Park is one of 16 National Parks in Germany
- It is about 10,000 hectares large and is operated by the two federal states of Rheinland-Pfalz and Saarland
- In total, three National Park gates are planned to manage access into the National Park and serve as an information centers for visitors.

The three national park Gates are:

- Hunsrückhaus Erbeskopf ("National Park - Landscape, Forest and Moores")
- Wildfreigehege Wildenburg ("National Park - Domestic Wildlife - Wildcat")
- National Park - Gate Celtic Park ("Natural, and historical backgrounds")



In the immediate vicinity of the National Park Gate there are:

- The Celtic fortifications/ ring wall from the first century BC
- Celtic park Otzenhausen (reconstructed Celtic village)
- Lake and dam Nonnweiler (water reservoir)
- Leisure Parc Peterberg with summer toboggan run
- Popular hiking trails
- Planet trail and observatory
- European Academy Otzenhausen
- Guest house of the Saarland football and gymnastics-association
- Bostalsee – leisure area with hotels Seezeitlodge and Centerparc, events, waterpark and hiking and cycling trails around the sea,



Map of the region around Otzenhausen and the National Park Gate

Quelle: Tourismuszentrale Saarland

National Park - Gate building



Quelle: DBCO Architects

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The following facilities are planned in the National Park Gate:

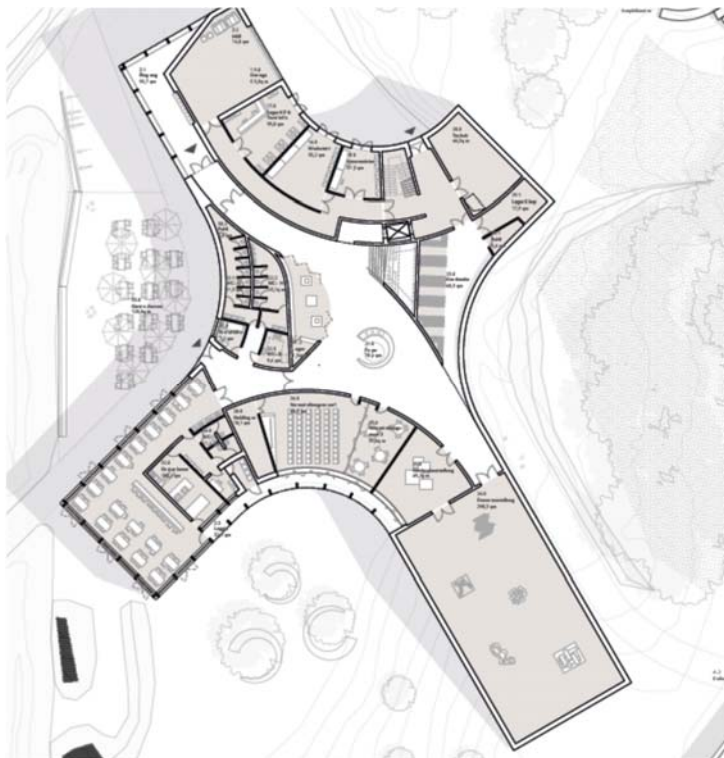
- Visitor information with various facilities and amenities
- Permanent exhibition (300 m²) „Natural, and historical backgrounds“
- Special exhibition (50 m²)
- Management with offices for the administration, employees and rangers
- Restaurant (Bistro) with regional and fair-trade products
- Shop with regional products, books, gift-shop,.....
- function rooms and rooms for creative workshops

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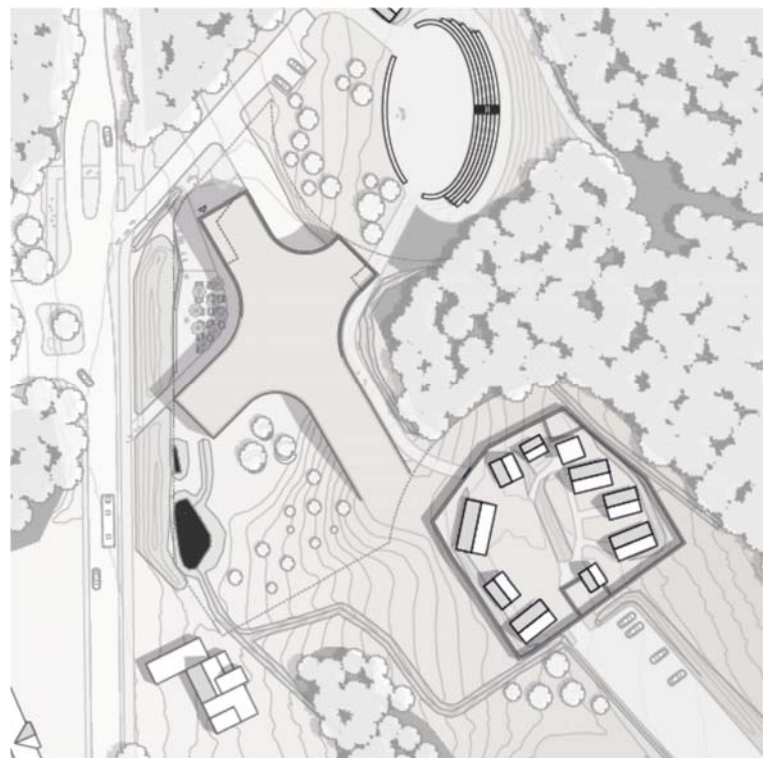
Visitor information point



Quelle: DBCO Architects



Groundplan



Map of local situation

Quelle: DBCO Architects

The exhibition



The topics:

- Natural landscape and human impact
- Forest history/ Forest development (former and future wilderness)
- Biodiversity over many centuries
- Sustainable development
- Forest and fairy tales (Celtic influence)

Quelle: Design by Kunstraum gfk - Hamburg

Target groups for the National Park and the National Park Gate:

- “Dynamic Best Ager” WHOPS (mainly couples or small groups, hikers)
- Families (for ex. from Centerparc, ...)
- School classes (school trips, special teaching lessons and workshops)
- Local visitors

(Quelle: Erlebniskontor/Profund)

Visitors motives:

- Interest in natural environment and natural experience (Natural Park, forest, exhibition,)
- Interest in culture and archaeology (Celtic heritage, celtic village,)
- Sports tourism (hiking, cycling, ...)
- Recreation (visiting an event, walking, having afternoon coffee,...)
- Education (school classes, groups, workshop participants..)

(Quelle: Erlebniskontor/Profund)

Expected visitor numbers

- Travel time 0 - 30 minutes: about 31,000 visitors per year
- Travel time 30 - 60 minutes: about 18,000 visitors per year
- Travel time 60 - 90 minutes: about 4,000 visitors per year

Overall, an average of 50-55,000 visitors per year are expected, with effective advertising and good management up to 60-65,000 visitors could be expected. In the worst case scenario only 47,000 visitors are expected.

(Quelle: Erlebniskontor/Profund)

How to manage the National Park – Gate?

- A National Park is a well-known brand all over the world!
- A national park gate is one part of the overall National Park, as such it has the potential to offer and develop a unique contribution!
- As a contribution to the regional tourism development the Gate needs to fulfil several functions:
 - ✓ Visitor management
 - ✓ Visitor information/education
 - ✓ Visitor entertainment
 - ✓ Visitor equipment and support
 - ✓ Visitor and customer services to ensure loyalty and fulfilling experience

How to manage the National Park Gate?

- Topics like natural environment, biodiversity, sustainable development, wilderness, effects of human influence and Celtic heritage should be explained.
- Innovative products to capture visitors, tourists and guests should be emotionally developed and marketed
- The target groups should be well defined and addressed appropriately
- Networking with the local institutions, the National Park office and the regional stakeholders needs to be established and maintained
- The overall management of the gates facilities should be adjusted according to customer demands/ visitor numbers throughout the seasons

We are looking forward to your ideas!

Thank you very much.

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