



MASTERCLASS ON CULTURAL EXPERIENCE PARK DEVELOPMENT

The Masterclass on Cultural Experience Park Development is a three-day executive programme conducted in English.

A Cultural Experience Park is a type of theme park that is designed to showcase and celebrate the culture, history, and traditions of a particular region or country.

These parks feature a range of exciting attractions that allow visitors to immerse themselves in the local culture, folk tales, history, traditional music and dance performances, and exciting edutaining experiences. A cultural experience park creates an immersive experience and remains attractive from generation to generation.

Learn how these theme parks are developed, marketed and managed. Which business models do they use? How do they spark rural-urban transformation and GDP growth? What does it take to create a Cultural Experience park?

Our programme provides the right knowledge on Cultural Experience Park Development based on our experts' over 50 years of collective experiences and insights. After the programme, you can immediately apply what you learned in consultations with private and public stakeholders.

Transforming a rural location into a top-tourism destination generates instant benefits and value for local communities, landowners, investors, and developers.

Components of a Theme Park

Themed rides, themed Roller-coasters, themed shopping and dining spots, themed live entertainment, themed 3D games, themed attractions and accommodation all in one place!

High-Impact of a Cultural Experience Park

Many countries want to diversify and grow their tourism industry. If done right, a cultural experience park can provide a major boost to a country's tourism industry and local economy.

It has the potential to boost tourism, generate employment opportunities, spur growth in sectors such as agriculture and construction, catalyze the raw materials, manufacturing, and service industries, and revamp the surrounding areas through area development.

Edutainment

These parks can be a powerful tool for education and entertainment, allowing visitors from around the world and domestic tourists to learn about the local stories, culture and traditions. By providing a platform for conserving cultural heritage and understanding, these parks can help promote tolerance and respect for diversity, which can positively impact society as a whole.

When developing and managing a cultural experience park, you must also constantly consider the interests of your public and private stakeholders. Our programme will show you how to align and manage this complex process to ensure a smooth set up.

At GreenDreamCompany, our expertise is in the development and management of Cultural Experience Parks®. In this programme, you will also see how your legends can be transformed into hi-tech, tourist attractions with immersive experiences.

Programme Format

The 3-day programme consists of lectures from professionals, case studies and field trips in the Netherlands.

Day 1

Introduction to the Cultural Experience Park Development Sector

Location: Zaltbommel, The Netherlands

- Overview of the sector
- Difference between traditional theme parks and cultural experience parks
- Business models
- Role of innovative technology and engineering in creating immersive experiences
- Influence of theme parks on GDP growth and area development
- Process of developing and managing a theme park

Day 2

Field Trip 1

Location: Kaatsheuvel, The Netherlands

- **Theme park**

During the program, you will have the opportunity to visit the largest theme park in the Netherlands, which is also one of the oldest in the world. This visit will illustrate the impact of a world-class theme park. Being situated in a once-tiny village, the park and its surroundings now make a significant contribution to the GDP. The unique expansion model of this theme park has enabled it to remain relevant and timeless for over 70 years.

- More than 5 million visitors per year
- Developed on 75 hectares and has hi-tech attractions and rides
- Employs over 3000 workers in the peak season

- **Family village**

You will visit the themed accommodation of the theme park. This unique feature allows visitors to extend their stay, making it an attractive option for weekend getaways and foreign visitors.

Day 3

Field Trip 2

Location: Amsterdam, The Netherlands

- **An Immersive Multimedia Tour - Promoting the country**

During your visit to this location, you will have the opportunity to learn about the history and geography of the country through an immersive multimedia tour. This tour offers a multisensory experience that combines soundscapes, large-scale multimedia installations, and a motion platform. This location serves as an example of how promoting a country and its sights can form the basis of a cultural experience park attraction.

- One of Amsterdam's most popular tourist attractions
- Innovative tourist attraction focusing on the history and qualities of The Netherlands
- Installed on 2.600 m2 square meters



Learning Objectives

- You learn how theme parks can **boost the local economy** of an area and the GDP of a country. They can increase tourism and jobs figures, spark growth in sectors and industries that support it and transform their environs through area development.
- Depending on your country's governance structure, you will learn why you need to **integrate the development of a theme park into the county/provincial strategic plans**.
- You find out that there are **multiple business models** in a theme park, including one for collaborations with big international brands.
- We show you how and why, if set up well, a theme park can become a **timeless, unique product**. Year after year, such a theme park remains interesting for toddlers, children, teenagers, parents and even grandparents.
- You'll learn about the complex process of setting up and running a theme park. You'll discover the importance of investing in **long-term sustainable relationships** and working with suppliers and partners who offer the best quality.
- You'll learn how **cutting-edge technology and engineering** enhances the appeal of a theme park and enriches the visitor experience. You'll also discover that storytelling is an important component in theme parks and that it is possible to **use your country's legends** to develop an authentic theme park. We'll show you how legends can merge with innovative technology and engineering to deliver immersive, memorable experiences for visitors.

For Whom?

You will benefit from this programme if you are a prospective private or public stakeholder in the development of a theme park in your country.

Participants for this programme are usually national, regional and local government representatives, public authorities, private companies and brands, hotel, entertainment and leisure proprietors, financial institutions, knowledge institutes and NGOs.

The Facilitators

To bring a Cultural Experience Park to life, it requires a diverse range of expertise, knowledge, and collaboration across multiple sectors. At GreenDreamCompany, we understand that no single party can achieve such a monumental project alone. That's why we take a holistic approach by forming consortiums with over 20 European companies, institutes, and brands to create a network of international experts and innovators. Equally important, we establish partnerships with local companies in the creative and tourism industries to ensure knowledge transfers and support their growth.

Léon van Rijckevorsel - Director Finance, Values & Control



Léon, who serves as the director of GreenDreamCompany, is an experienced area developer with over 20 years of work in the field. Since 2008, he has combined his passion for area development with impact investment in the leisure and tourism industry.

With a University degree in Master Real Estate (MRE) and membership in the Royal Institute of Chartered Surveyors (RICS), he has a strong focus on ethical behavior in the sector. Léon possesses a deep understanding of stakeholders' interests and is skilled in leading the complex process of theme park development and management.

Leontine van Hooft - Creative Director



Leontine is a corporate anthropologist with 20 years of experience as an organizational consultant. In addition to being a seasoned entrepreneur, she is also a speaker and a prize-winning author of management and children's books. Leontine's expertise lies in translating stories into themed attractions, making her an expert in this field.

Sophie van Rijckevorsel - Brand Manager



Sophie has studied International Leisure Management at Breda University, with a specialization in storytelling and consumer behavior related to the attractions and theme park industry. She has gained valuable experience in the industry in various countries, economies, and cultures, including South Africa, Qatar, Belgium, and the Netherlands.

Practical Information

Dates

This is a 3-day programme tailor-made for group delegations to the Netherlands. Although it is organized on a case to case basis, we require that you confirm, and pay for, your participation **at least 4 weeks** in advance.

We also encourage individuals to apply because we can facilitate the formation of groups, where necessary.

Fee

Each group must have a minimum of 5 participants. The programme **fee is €1750 per person**, exclusive VAT. Your payment should reach us at least 4 weeks before the start of the programme.

The fee includes the cost of tuition, programme materials and lunch.

It also includes the cost of transport to and from the programme venue and field trip locations.

The fee does not include hotel accommodation, flight costs and visa application fees. It can be arranged upon request.

Visa

We will provide an invitation letter to assist with your visa application procedure. All participants must secure a Visa before travel unless living in an EU State.

Cancellation policy

Cancellations must be received in writing (or e-mail) to Ms. Sophie van Rijckevorsel at s.van.rijckevorsel@greendreamcompany.com:

To receive a full refund, the notice of cancellation must be received at least 5 weeks prior to the start of the programme. If the programme is cancelled, liability is limited to the programme fee.

- 34-27 days prior to the start date of the programme: due 25% of programme fee
- 26-10 days prior to the start date of the programme: due 60% of programme fee
- 9 days or less prior to the start of the programme: due 100% of programme fee

Replacements

A participant can be substituted by someone else from the same group for the same programme (including dates) without extra costs.

Location

The programme is coordinated from the Zaltbommel office and includes field trips to Kaatsheuvel and Amsterdam.

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