

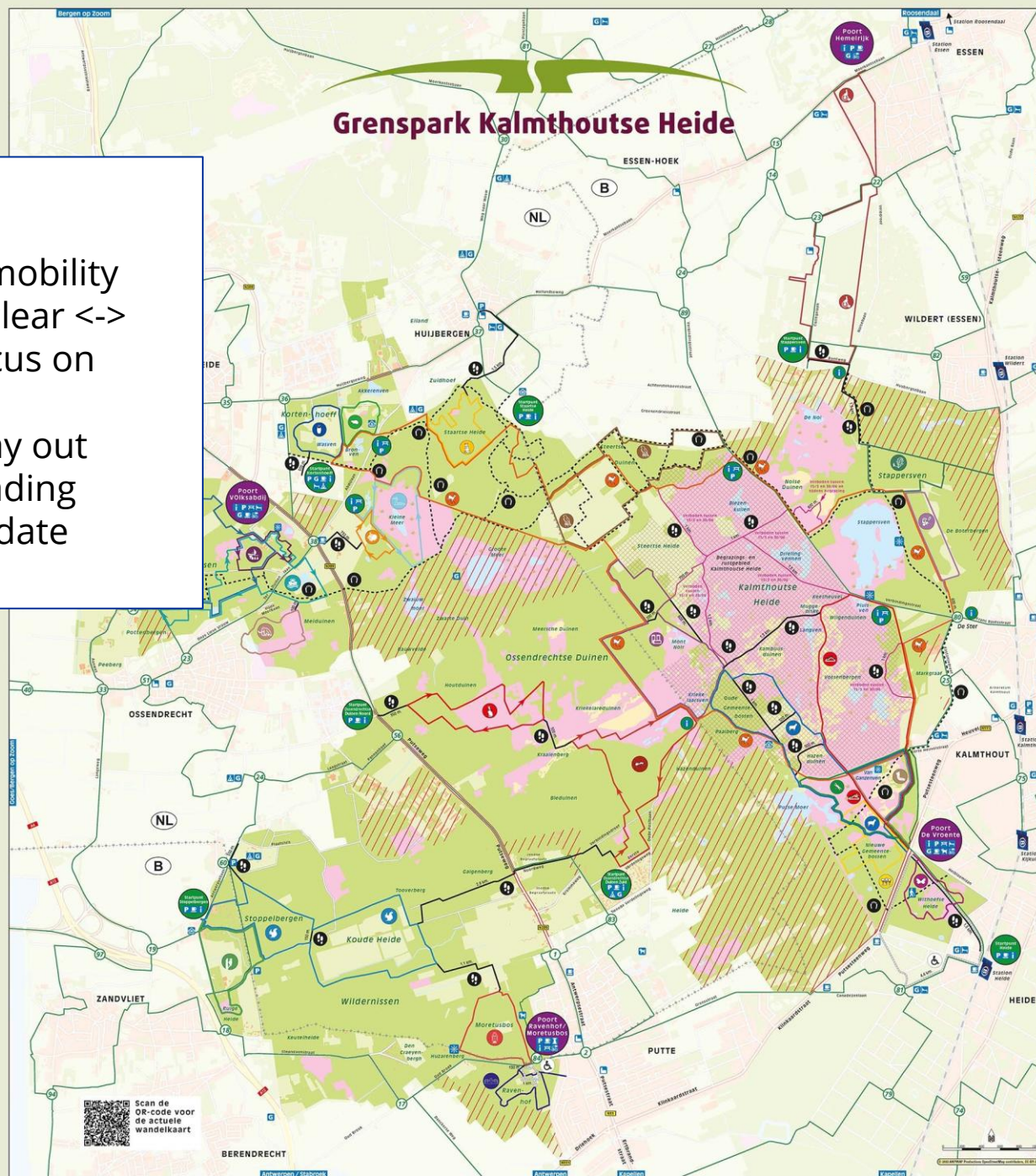
The digital experience map

MONA Partner meeting, 29 october 2025

Grenspark Kalmthoutse Heide



- lack of clear information
- sustainable mobility options not clear <-> too much focus on parkings
- 'old school' lay out
- Lack of spreading
- Easily out of date



Grenspark Kalmthoutse Heide twee landen - één natuur



Portaal

Troespark voor het gebied

startpunt

inloopt

Er geldt een algemeen rooivandebod in heel Grenspark Kalmthoutse Heide



Bewoogde en onbewoogde natuur
- bebouwd gebied voor recreatieve doeleinden
- bebouwd gebied voor recreatieve doeleinden
- bebouwd gebied voor recreatieve doeleinden

BEWOOGDE WANDELPADEN

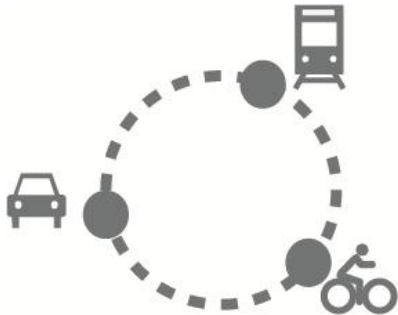
Wandelpad 1	1700m
Wandelpad 2	1500m
Wandelpad 3	1300m
Wandelpad 4	1100m
Wandelpad 5	900m
Wandelpad 6	700m
Wandelpad 7	500m
Wandelpad 8	300m
Wandelpad 9	100m
Wandelpad 10	100m
Wandelpad 11	100m
Wandelpad 12	100m
Wandelpad 13	100m
Wandelpad 14	100m
Wandelpad 15	100m
Wandelpad 16	100m
Wandelpad 17	100m
Wandelpad 18	100m
Wandelpad 19	100m
Wandelpad 20	100m
Wandelpad 21	100m
Wandelpad 22	100m
Wandelpad 23	100m
Wandelpad 24	100m
Wandelpad 25	100m
Wandelpad 26	100m
Wandelpad 27	100m
Wandelpad 28	100m
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Wandelpad 39	100m
Wandelpad 40	100m
Wandelpad 41	100m
Wandelpad 42	100m
Wandelpad 43	100m
Wandelpad 44	100m
Wandelpad 45	100m
Wandelpad 46	100m
Wandelpad 47	100m
Wandelpad 48	100m
Wandelpad 49	100m
Wandelpad 50	100m

Grenspark Kalmthoutse Heide



Why?

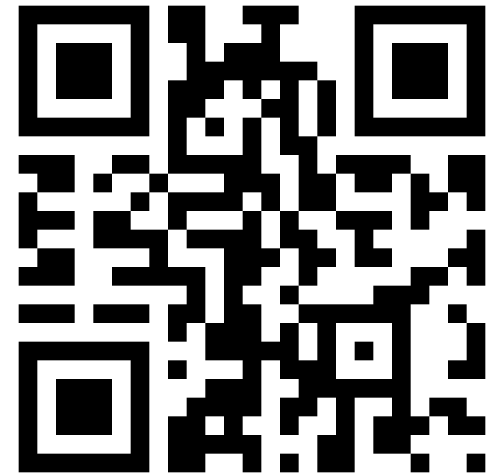
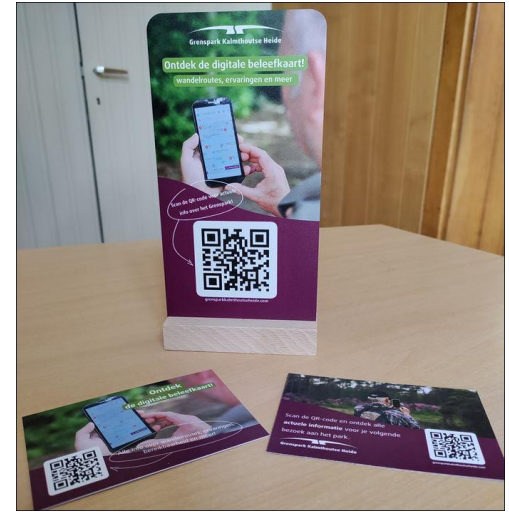
Creating a modal shift TO the park



Creating a modal shift IN the park



Digital experience map



Digital experience map



- More balanced map
- Shows highlights in lesser known areas
- More focus on sustainable mobility
- More involvement from ambassadors and visitors
- Better coöperation with partners

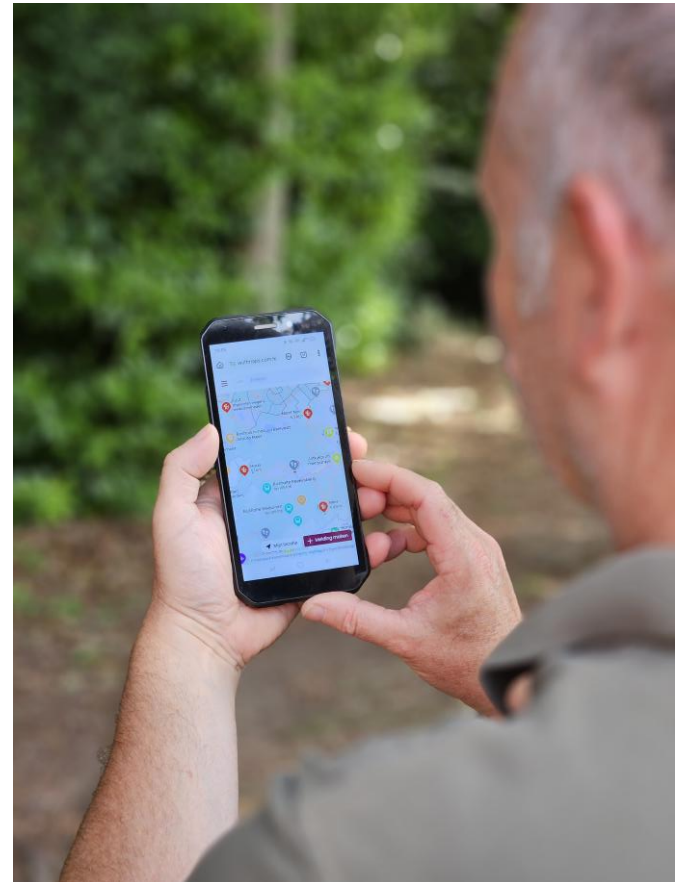
Digital experience map

+/- 55.000 Visitors

Dutch map (since july)	50.000 visitors
English map (since august)	2.500 visitors
German map (since september)	200 visitors
French map (since september)	300 visitors

59 notifications from visitors

Signs missing
Garbage
Non-accessible paths
Fallen branches, mud or other obstacles



Digital experience map

Interreg



Co-funded by
the European Union

North-West Europe

Visitors

Alles

Mobiel

Desktop

Embed



Dit jaar ▾

Map loads

102.6k ?

Bezoekers

54.2k ?

Bezoekduur

9m 23s ?

Locatiweergaven

86.9k ?

Locaties per bezoek

3.6 ?

Engagement rate

44% ?



Digital experience map

Interreg



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North-West Europe

Visitors

Alles Mobiel Desktop Embed

Deze maand ▼

Saved to \\grensparksv2\Algemeen
10.2K ?

Bezoekers
0.7K ?

Bezoekduur
8m 59s ?

Locatieweergaven
12.9k ?

Locaties per bezoek
3.4 ?

Engagement rate
43% ?

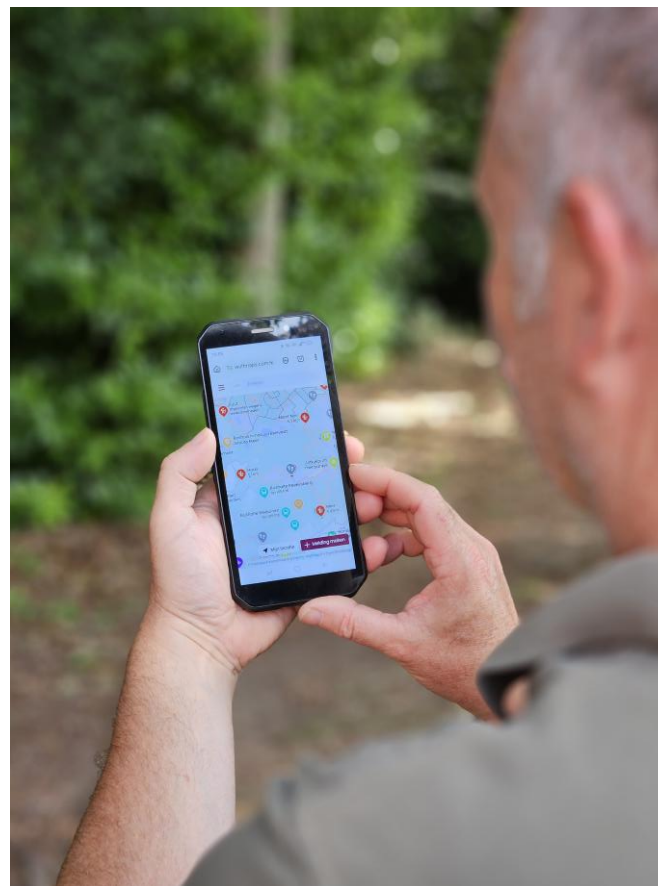


Digital experience map

Visitors

Top 10 locaties Bezoekers

Ree	2.6k
Schaap	2.2k
Duin	1.6k
Mier	1.4k
Libel	1.4k
Mont Noir	1.4k
Buizerd	1.3k
Bosbes	1k
Haas	927
Bos	892



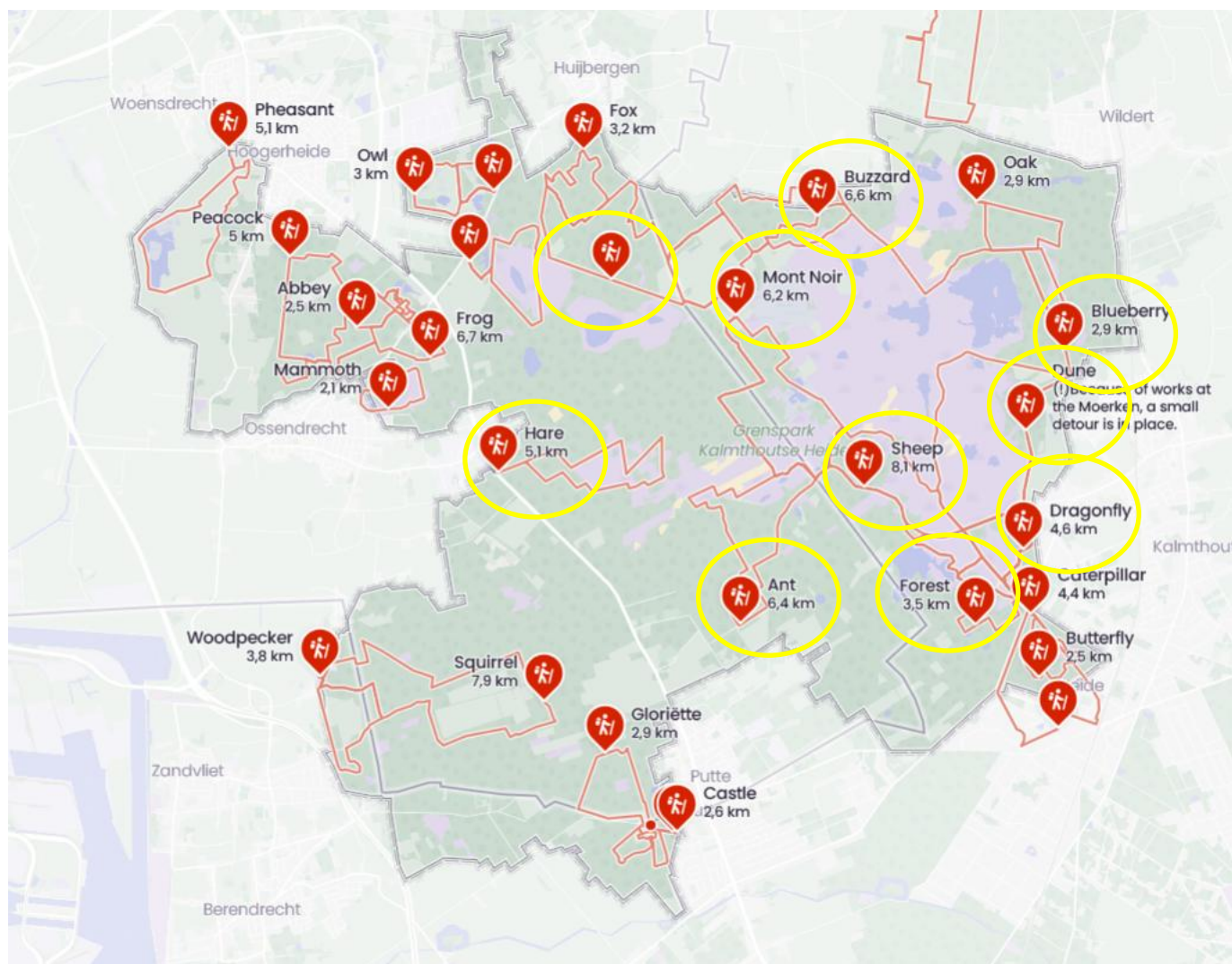
Digital experience map

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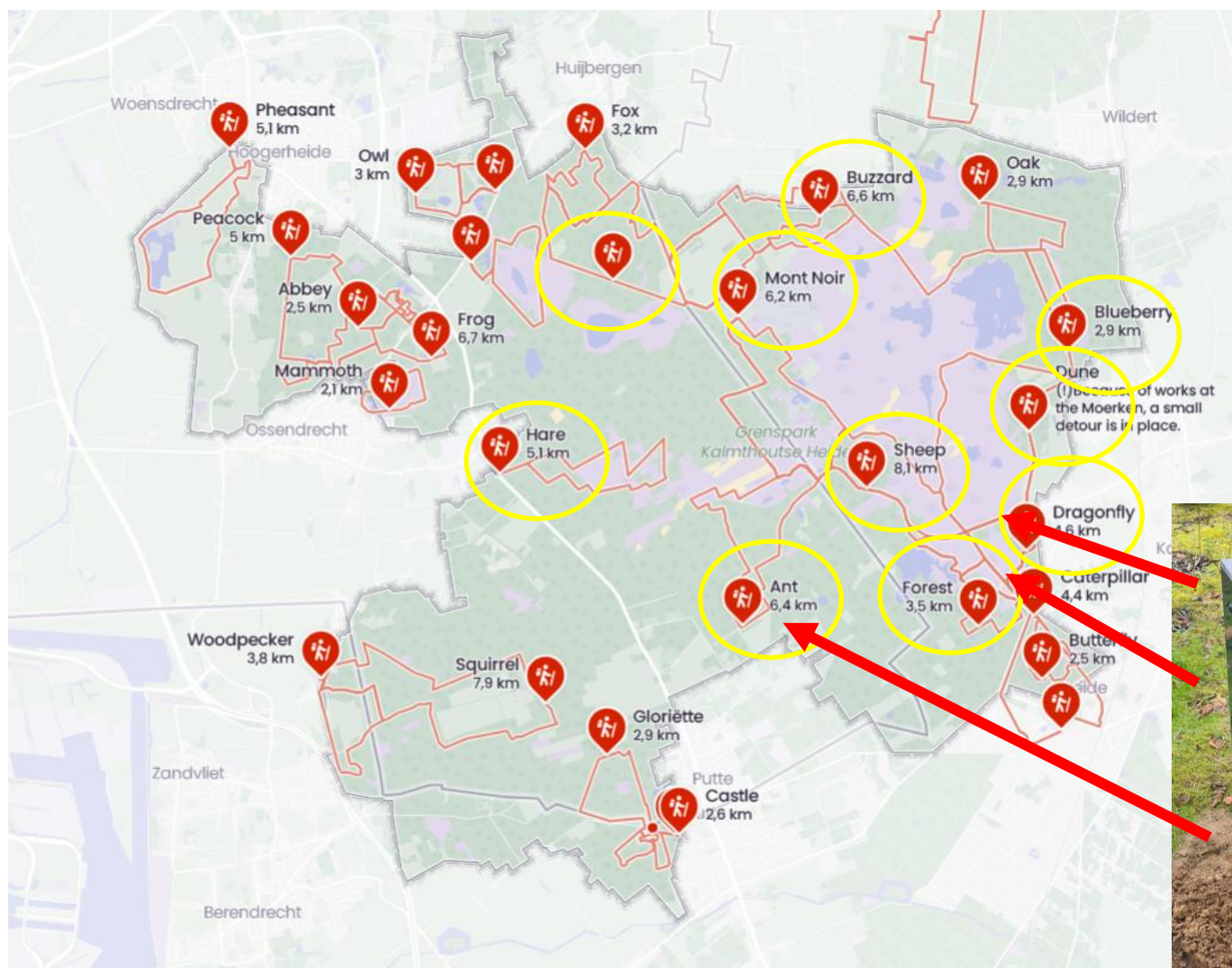
Digital experience map

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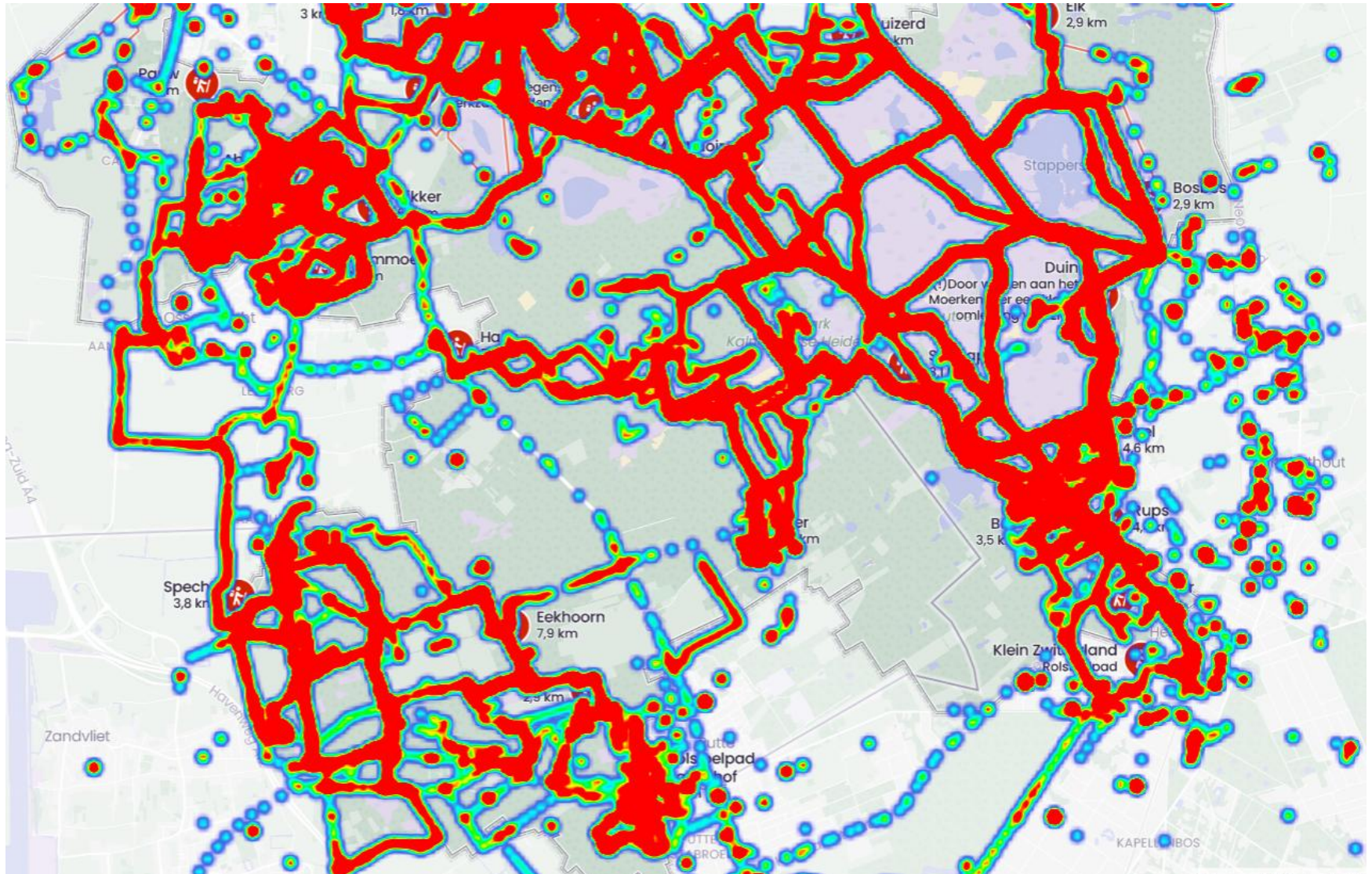


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Heat map



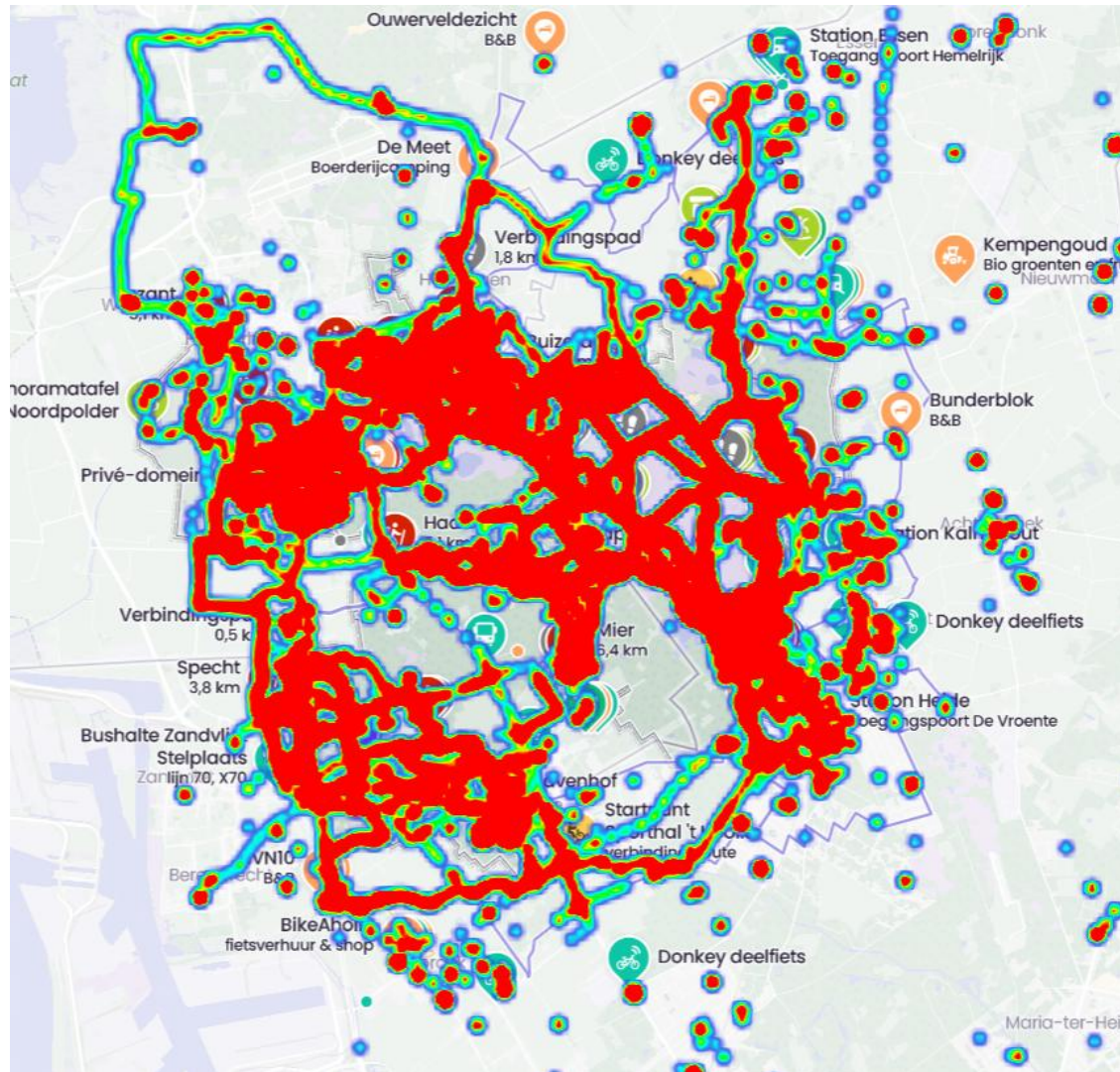
Heat map

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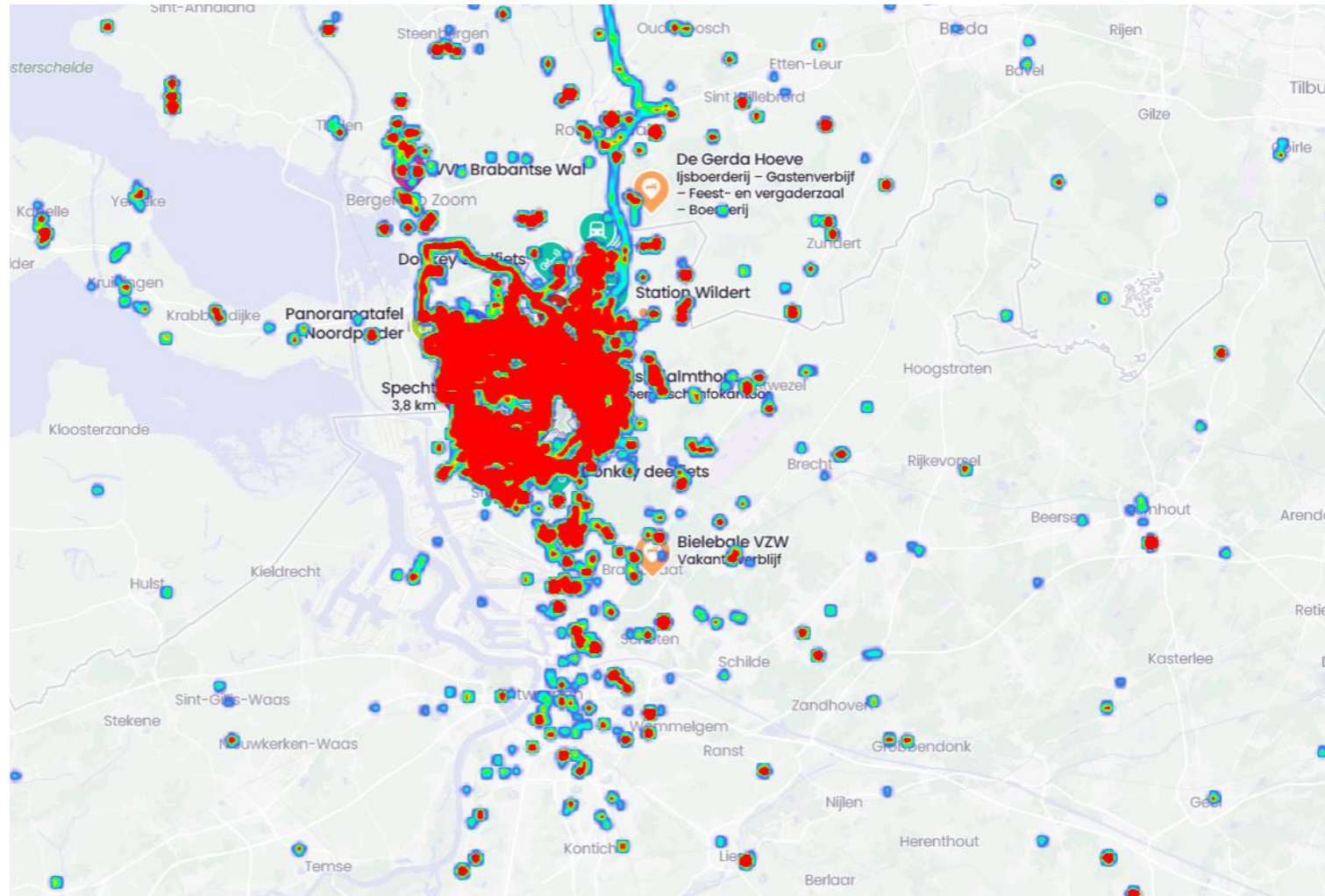
Heat map

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Future analogue map

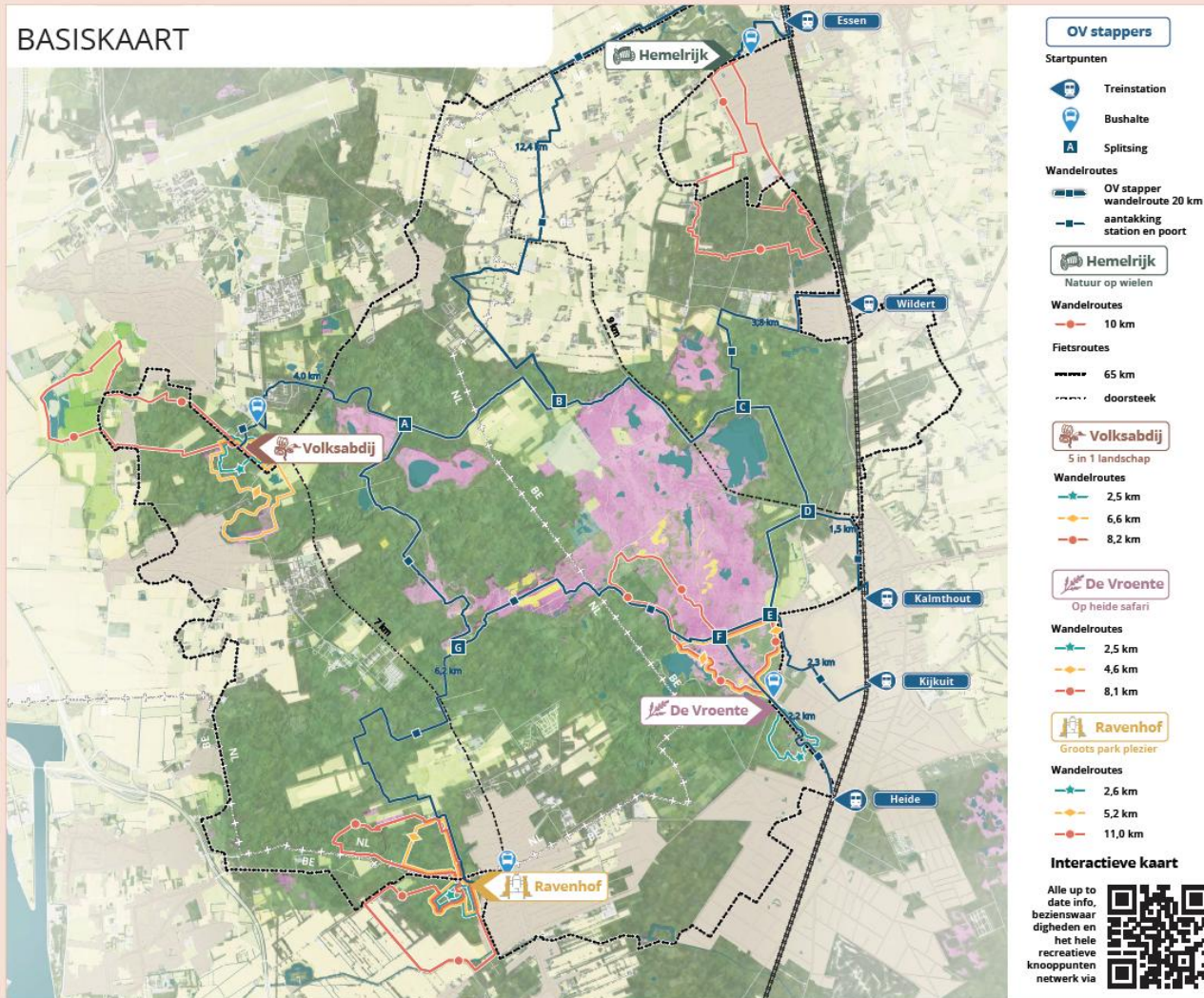
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BASISKAART





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Questions?

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