



CENTRØIDE

Cooperative Centrøide

Your partner in route(re)creation, regional
development and geo-information

About me

Han van den Heuvel

I work in the field of **recreational route development, regional cooperation and destination quality**.

I am **Managing Director of two large Regional Route Agencies**: Twente and Veluwe.

In addition, I am **Executive Director of Centroide**, a worker-owned cooperative that supports governments and regions with specialist knowledge in recreational route networks and regional development.

My expertise focuses on biking, hiking, mountain biking and horse-riding networks, always with a strong connection to landscape, heritage and regional identity.

Besides my work, I am a classical singer and I am also involved in historic restoration.



Regional Route Agencies

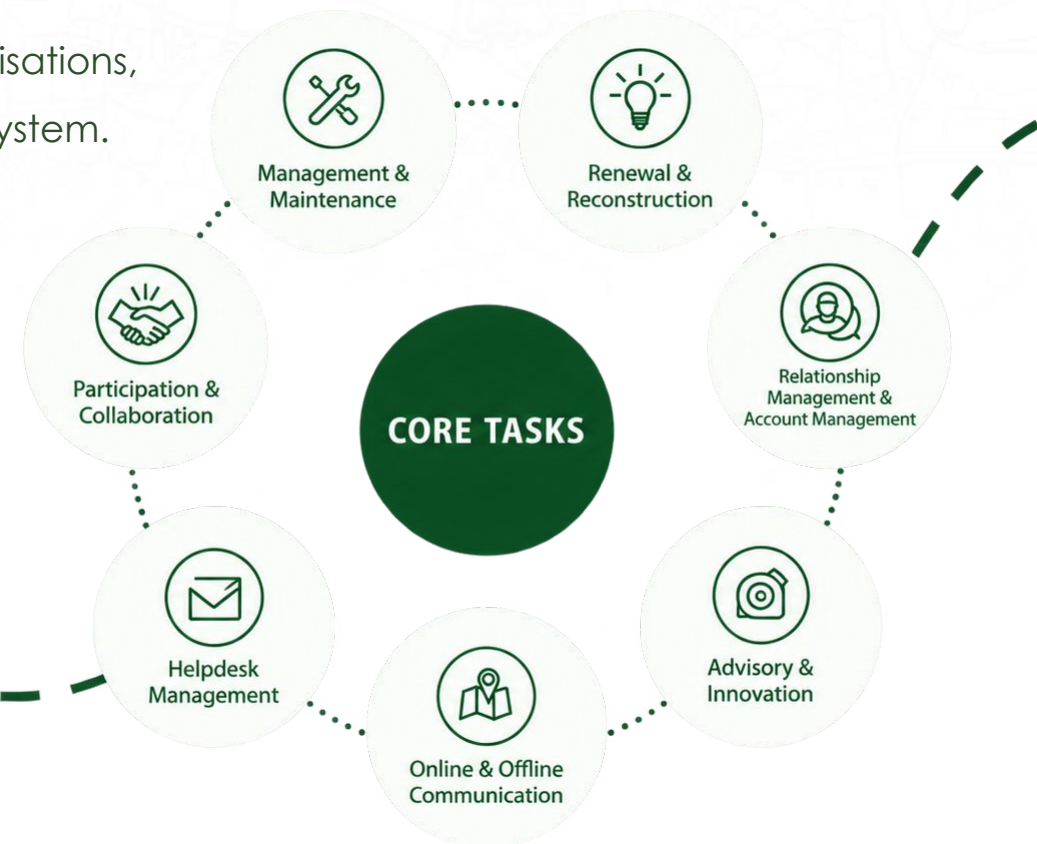
Regional Route Agency is a regional government office.

Both organisations are responsible for the development, management and quality of recreational route networks, information locations and theming within their region.

They bring together different layers of local governments, tourism organisations, landowners and other partners to create one coherent regional route system.



routebureau
veluwe



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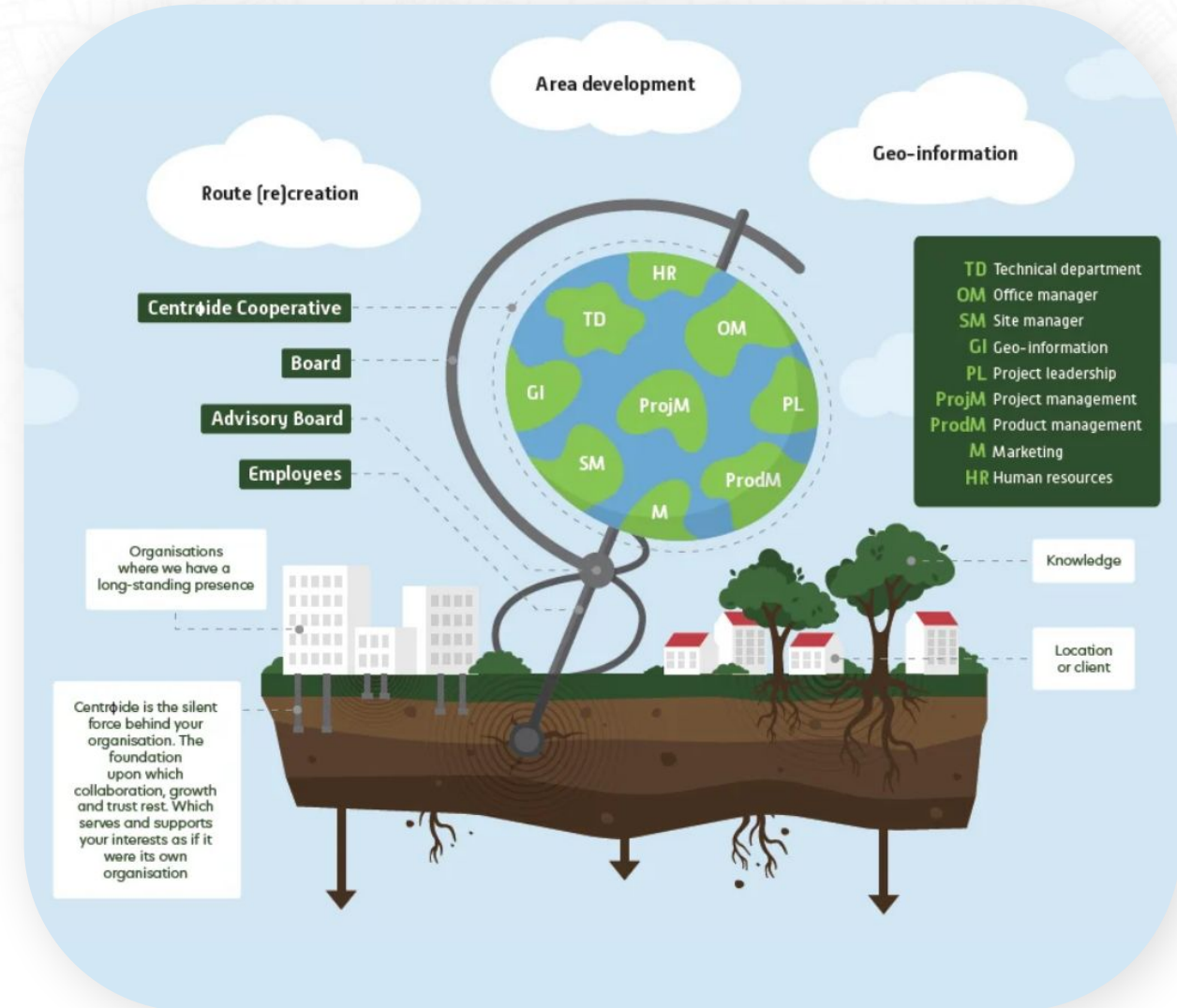
Centrøide is a **non-profit, worker-owned cooperative**.

We work for municipalities, provinces, regional organisations and international partners, sharing our expertise through advice, design, product management and geo-information to develop and strengthen route networks and recreational destinations.

We support regions with advice, design, product management, geo data management and thematic route development.

Our work connects complex physical infrastructure, digital data, storytelling and regional development.

Our goal is not only to create routes, but to create meaningful and sustainable recreational experiences.



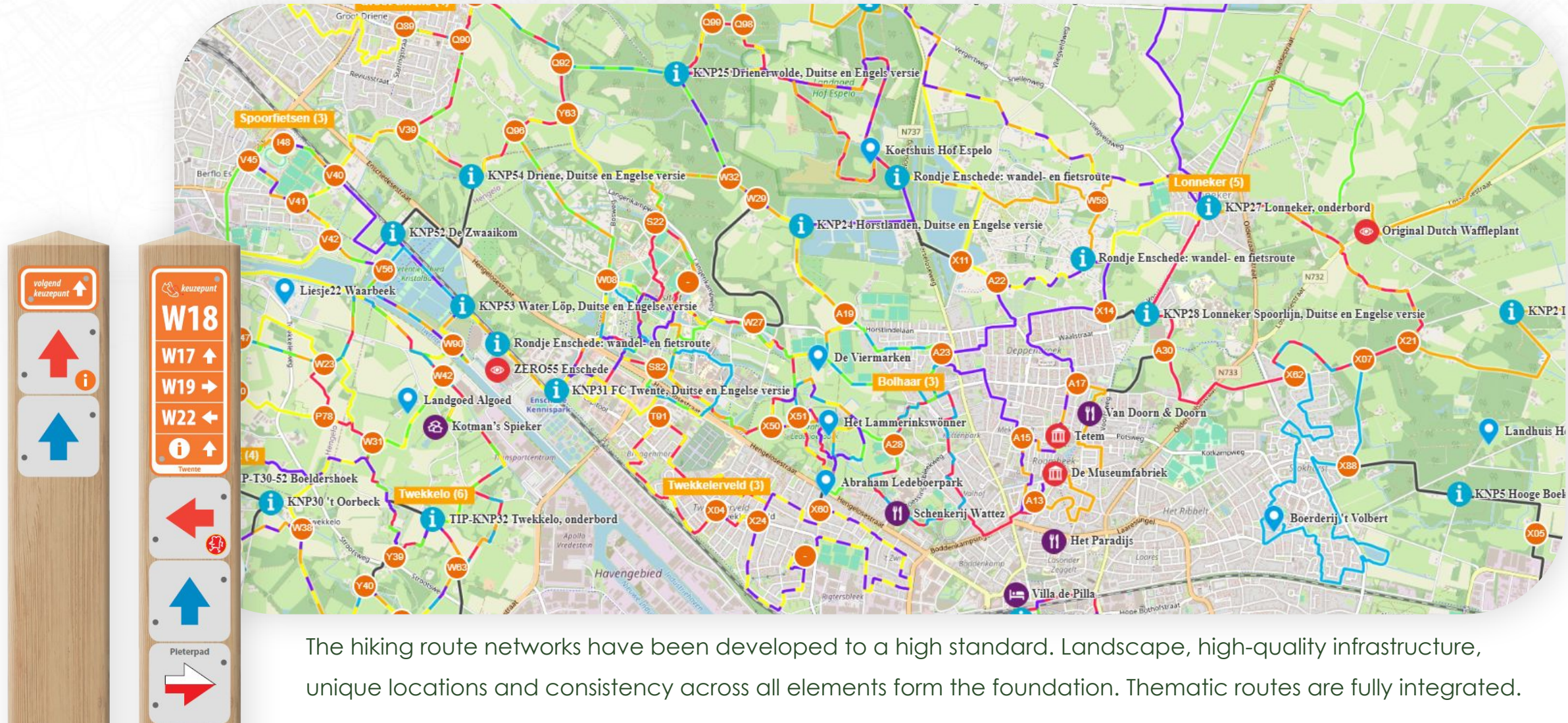
The 7-step approach

Our route networks are built as more than just functional infrastructure. They are designed as a system that connects people, places, landscapes and stories.

1. The route network meanders past key points of interest.
2. The network system functions as a spiderweb, integrating towns, unique places and countryside.
3. Integrating unique structures as carriers of the area's identity.
4. (Sub)Regional themes enhance the core infrastructure.
5. The backbone principle connects local routes with supra-regional themes.
6. A recognisable style is used across physical, offline and online communication.
7. Major information hubs connect different route networks and thematic routes.

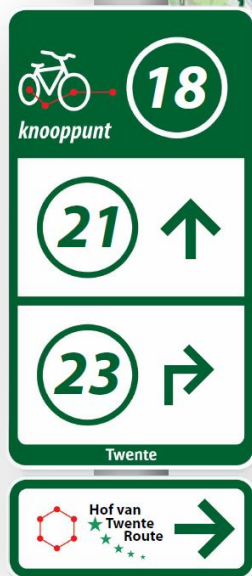
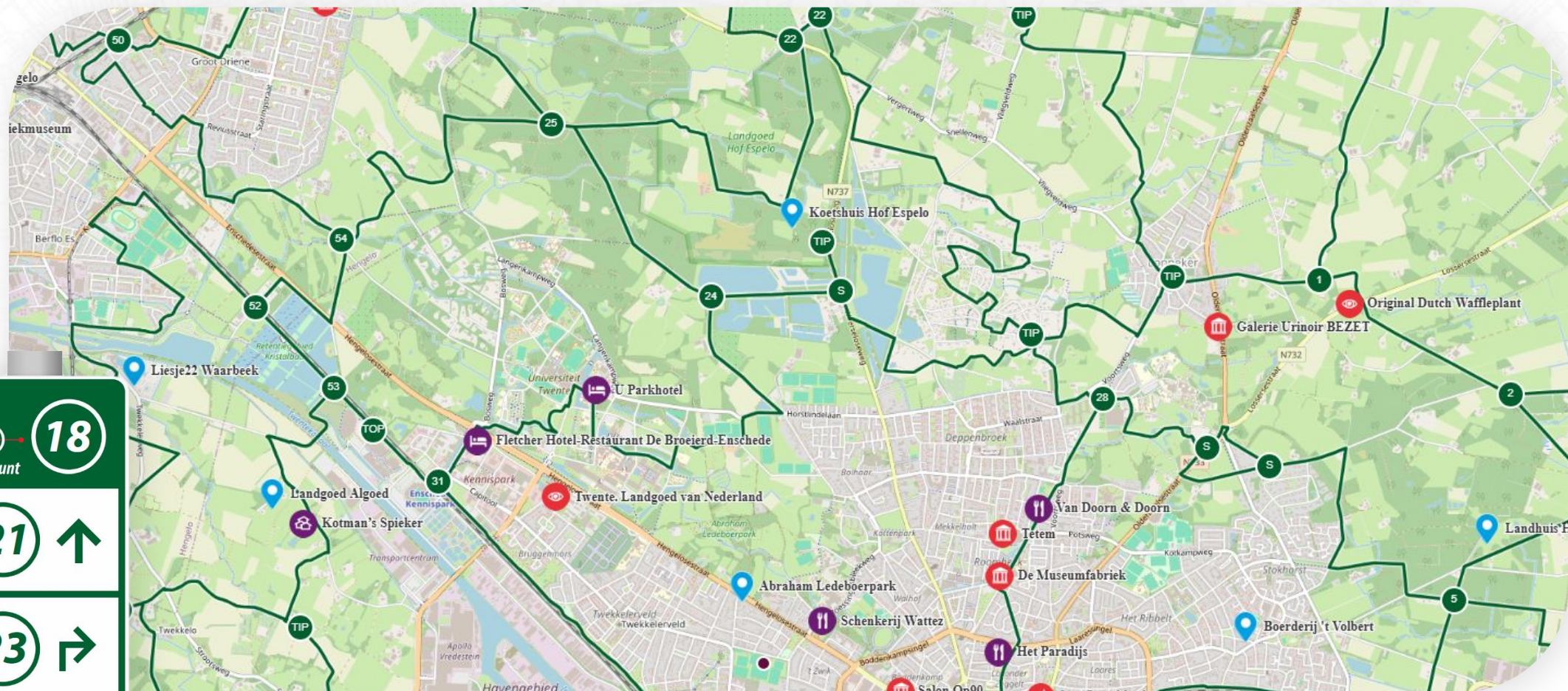


Network principles



The hiking route networks have been developed to a high standard. Landscape, high-quality infrastructure, unique locations and consistency across all elements form the foundation. Thematic routes are fully integrated.

Network principles



Every route network requires a careful balance between recreation, nature and heritage. The goal is to guide visitors in a way that feels natural, enjoyable and respectful to the environment.

Thematic routes and storytelling

Route networks and thematic experiences are **developed** as **one integrated concept** from the very beginning.

The network structure, landscape, points of interest and storytelling are designed together to create a coherent and meaningful visitor experience.

High quality and experience are leading values. By using themes and storytelling, we make the landscape more understandable, memorable and meaningful for visitors.

This helps **preserve nature, regulate visitors**, and **keep the region** and its **heritage accessible** and **enjoyable**.

Developing a route and location that makes sense conceptually, delivers an impactful and memorable experience, is both organizationally and financially viable, and enjoys long-term, sustainable backing

Digital Route Ecosystem

Collaboration

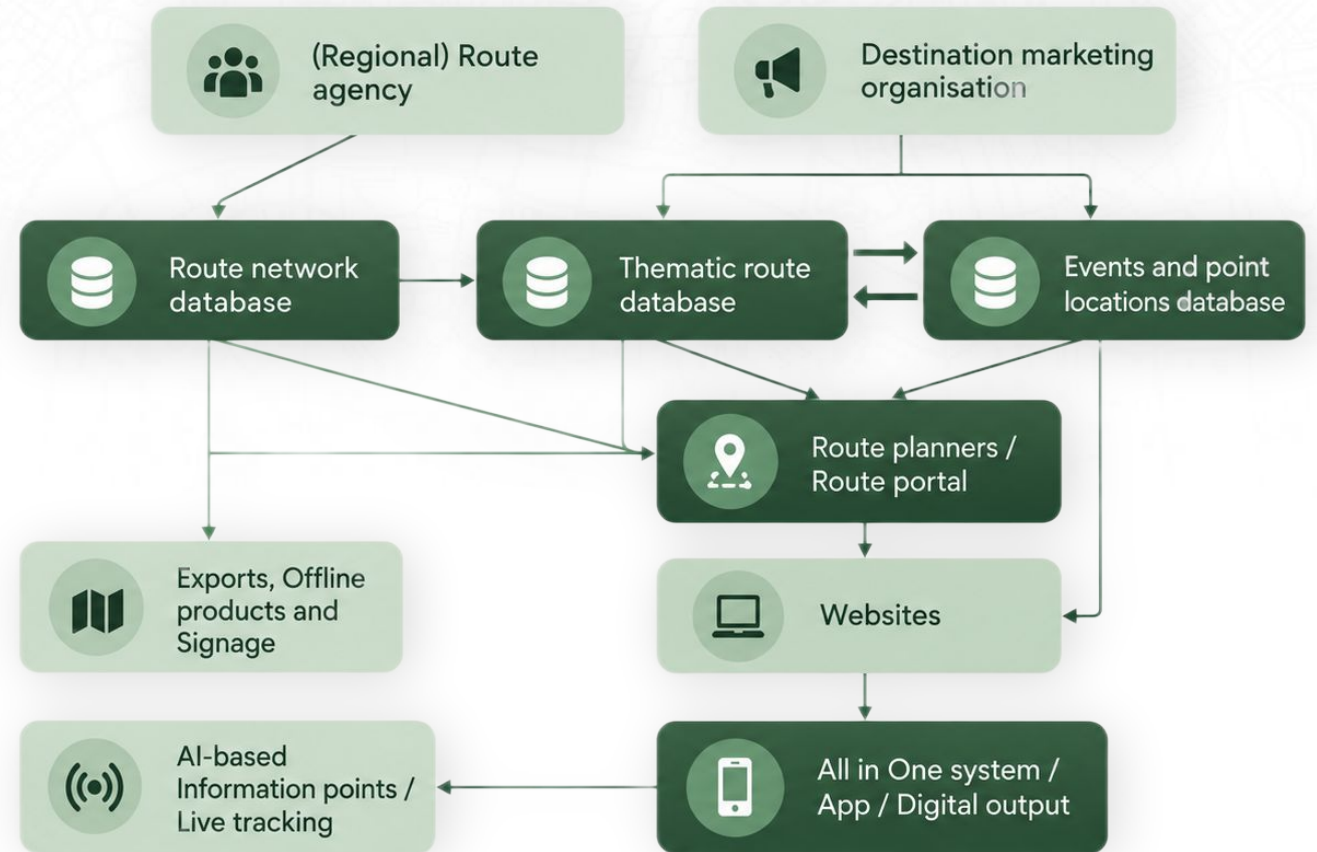
- Participation model
- Organisations on all levels

Data & Infrastructure

- Strategic map as a core tool
- Geo-information
- Data optimisation
- Central digital ecosystem

Insights & Innovation

- Live tracking
- Visitor behaviour
- Lifestyle Finder
- Personalised visitor experience



Quality and future-proof development

Long-term quality requires more than good routes.

It requires a **strong organisational structure**, **clear standards** and **continuous development**.

This means strengthening collaboration between the **Route Agency** and **DMO**, securing continuity through a **worker-owned cooperative**, and defining clear **style and implementation rules**.

The chosen **route network methodology** acts as a steering mechanism for future development, supported by an **all-in-one digital platform** and the exploration of **AI for a curated visitor experience**.

Looking ahead, regulating visitors through the region will increasingly depend on the interaction between **different methodologies**, **connected data models**, **continuous monitoring** and **digital steering**.



Discover the route networks

A short introduction to how our route networks connect landscapes, destinations and experiences.





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Together, we bring movement
to the landscape!

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