

Great infrastructure

**But for future succes
change is comming**

From a network
of **26** long distance
cycle routes.

To **10** iconic long
distance cycle routes

**ARE
YOU
NUTS**



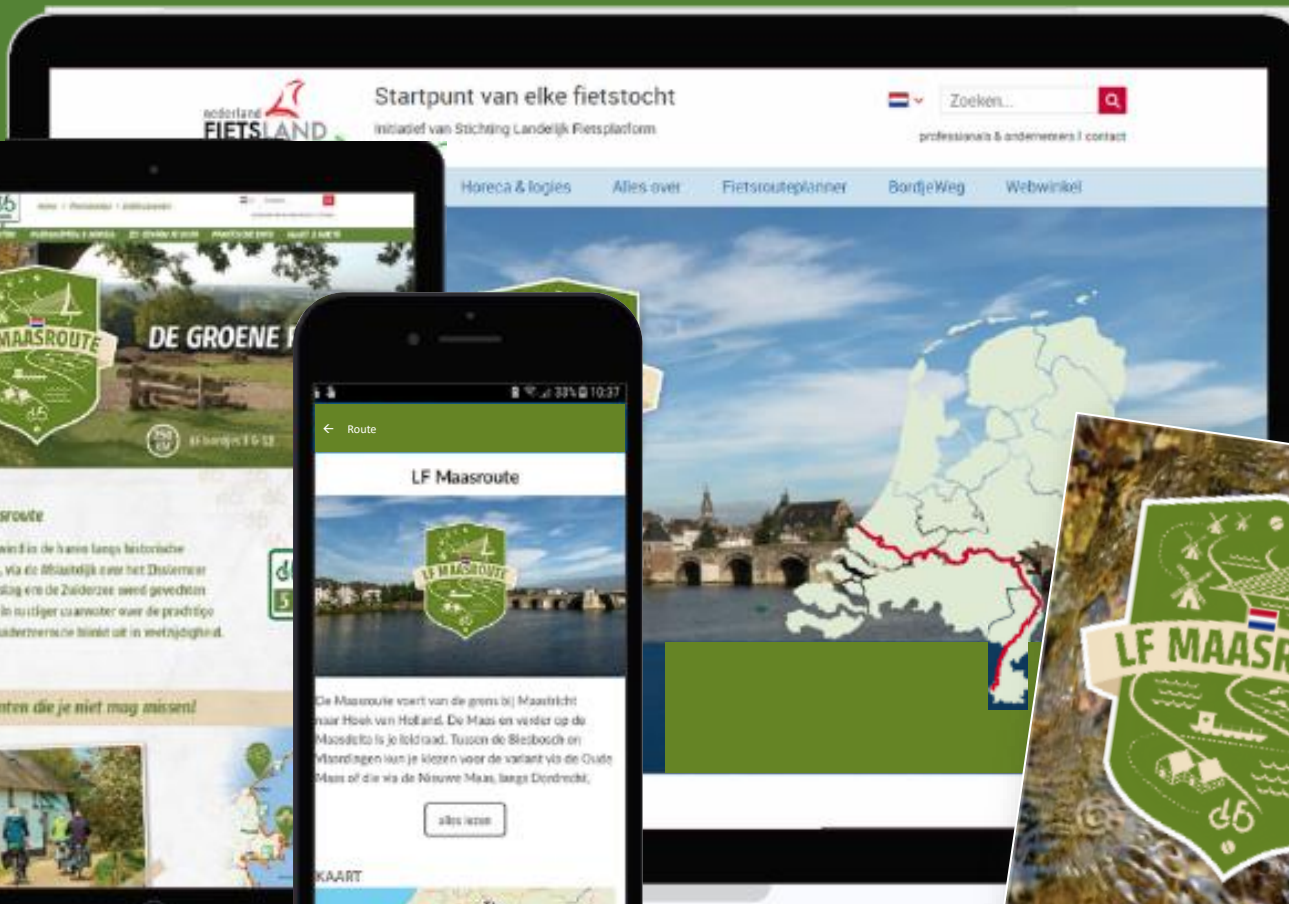
Less routes = more **focus**

- ✓ **Quality**
- ✓ **Relationships (B-B)**
- ✓ **Services**
- ✓ **Community**
- ✓ **Measuring succes**
- ✓ **Branding**











Oorkonde

VOOR HET UITRIJDEN VAN DE



Gefietst door

Gestart

Voltooid

Namens stichting Landelijk Fietsplatform

Eric Nijland, directeur



What about focus on marketing?

*“A great product
is the best marketing”*

(and let people talk about it)

So spread the word ;-)