

BRUNS

WW Domburg Inspiration Point 2.0



Authority

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Location

Domburg

WV Domburg Inspiration Point 2.0

On Monday, January 4th, 2016, WV Domburg started with a real metamorphosis. The store has been converted from information point to inspiration point. There is a new formula developed where guests are offered a Zeeland experience. The renovation took 6 weeks and on Friday 19th of February 2016 the new WV Inspiration Point was reopened.

The consumer of today has high demands on how and where he goes on vacation. He has already seen and done a lot and wants to be informed in other ways. People expect more than just only a flyer. They want to get inspired. Experience something. WV Zeeland has responded by means of a touch table with an interactive map of the province, headphones that show various Zeeland dialects and an inspirational screen with images of the most beautiful places in the region. Of course the flyers have also been given a place in the renewed building and the tourists can as usual contact the staff behind the counter.

Domburg is the first Zeeland Tourist Office that is according to the new formula furnished. The intention is that the other 17 branches will follow soon.



Destination

Visitor center

Type of exhibition

Permanent

Project director

Harry Jansen

Design

MMEK' experience bv
Alexander Numankade 37
3572 KR Utrecht
The Netherlands

Start

June 2015

Delivery

February 2016