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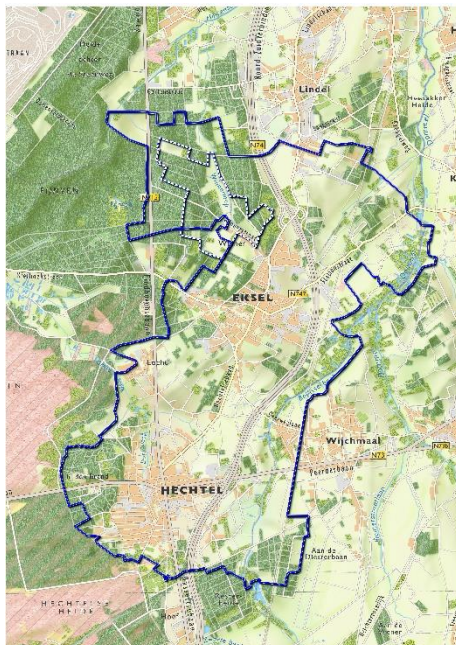
## Case Study BoslandTrail

27 and 28 September 2019

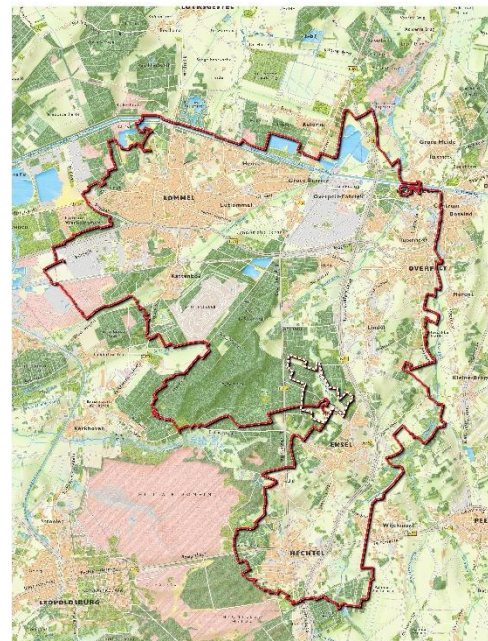


<https://www.boslandtrail.be/>

Course 50 km



Course 100 km



Source: BoslandTrail (2019)

The BoslandTrail is initiated in 2018 by four people. They set up a non-profit organization, specifically aimed at voluntarily organizing this event in the last weekend of September. After a successful first edition with 1.400 participants, the organizing group expanded to almost ten people who were (voluntary) occupied with the organization of the second edition in 2019. This second edition attracted 3.000 participants and was sold out. The event is supported by Bosland. The goal of this organization is to preserve and further develop the beautiful Bosland nature (in the North Eastern part of Belgium), but also to open it to the general public, where possible.

The BoslandTrail offers a course of 50km and 100km for both runners and walkers and is part of the *TrailFeesten* (TrailCelebrations). This three-day event combines different kinds of activities and attracts people of all ages. On Friday evening, 1.000 participants start their journey of 100 km through Bosland. On Saturday morning, the 2.000 participants of the 50 km start. Sunday is a family day, with short walks and animation for the little ones. During the whole weekend, local artists entertain anyone on the event site. This event site is located at the Winnerfarm, in the heart of the Bosland region.

The BoslandTrail strives to be a challenging, sporty, innovative and ecologically responsible event. Some initiatives are using reusable cups, offering tap water, encouraging participants to sort their waste with sorting islands, stimulating participants and spectators to reach the event on a sustainable way, etc. In addition, the local aspect is of importance for the organization as well. Most of the participants live in the region, with some people traveling from the Netherlands or France. Further, there are many collaborations with local dealers to ensure local anchoring.

The SWOT analysis follows:

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**Strengths****Weaknesses**

- Large parts of course unpaved and nice highlights in the region
  - Support of local governments
  - Social media policy
  - Vivid connection with participants
  - Young event makes modifications possible
  - Strong growth
  - Strong partners
  - Organized by volunteers
  - Music and entertainment on event site
  - Local network/community
  - Focus on nature and environment
  - Social concept
- Experiments with ecological ideas did not work
  - Each year another event site

**Opportunities****Threats**

- Commercialisation
  - Increased awareness of the nature/outdoors
  - Technological innovation
- Resilience of nature
  - Higher customer expectations
  - Rise in number of events
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