

TRAVEL TO *tomorrow ...*

Flanders
State of the Art

From Destination Marketing to Destination Stewardship

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VISITFLANDERS

Flanders
State of the Art













OSTEND

BRUGES

ANTWERP

GHENT

MECHELEN

GENK

Flanders
(Belgium)

LEUVEN

BRUSSEL



Germany

Wallonie
(Belgium)

France

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AGENDA

VISION: Travel To Tomorrow

GOAL: Flourishing Destinations

TRAVEL TO TOMORROW into action

OUR LEARNINGS





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TOURISM *transforms* 2017-2018

- Looking for the positive power of tourism
- For the traveller, the resident, the entrepreneur and the place
- Starting from collectively ‘not knowing’

CASE: BRUGES

HOW MANY VISITORS?

(in a 2x2 km2 area with only 19,500 inhabitants)



2025: ALMOST 12 MILLION VISITORS

2,1 million overnight stays

regional visits: 1,1 million

day excursions: 7,4 million

13 December most visitors (73,000)

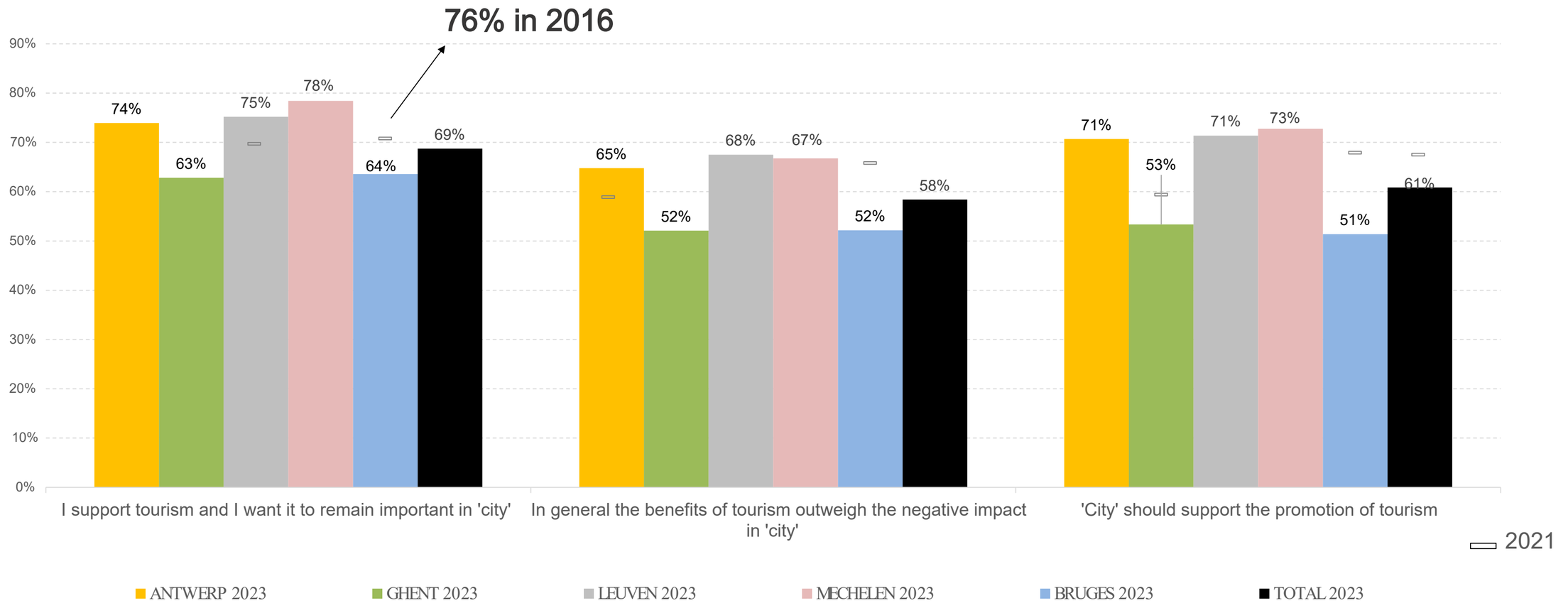
Source: Visit Bruges/Westtoer– mobile data

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RESIDENT STUDY 2021-2023

Resident support in the ART CITIES

% 'agree' with the statement…



Resident studies Flanders 2021-2023, 5000+ respondents

WHEN CREATING
TRAVEL TO TOMORROW
→DISCOVER THE
TRANSFORMATIONAL
POWER OF TRAVELLING

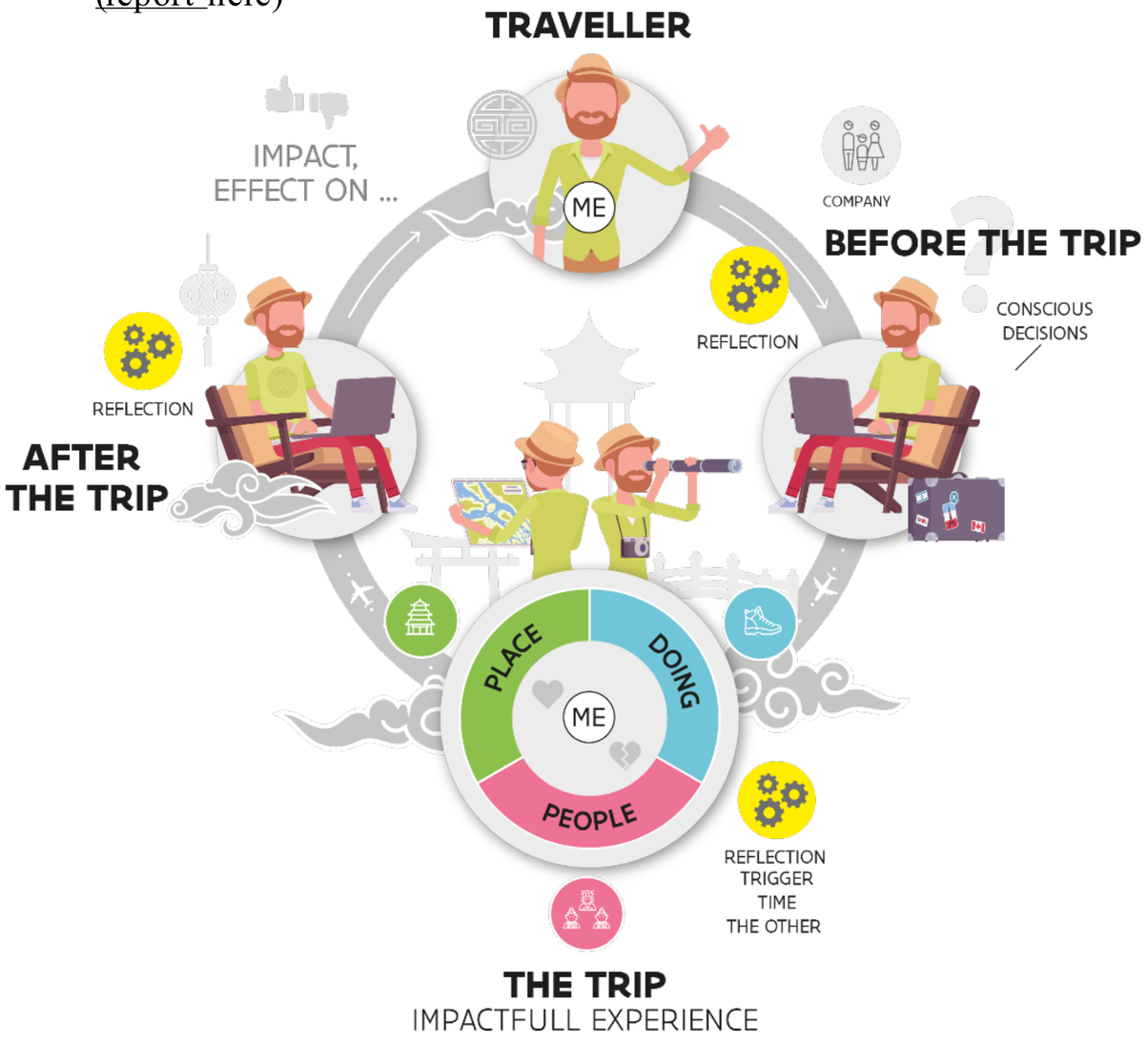
Why a travel experience is impactful and how can we facilitate it?

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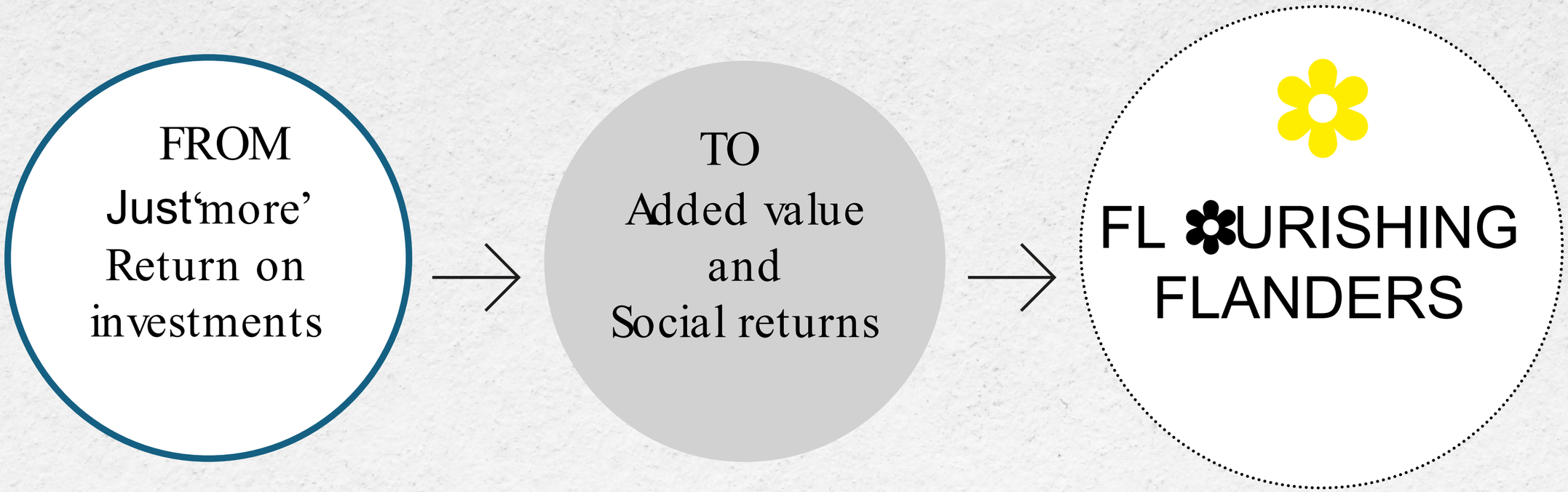
LARGE SCALE LISTENING EXERCISE

1.644 stories about impactful travel moments

(report here)

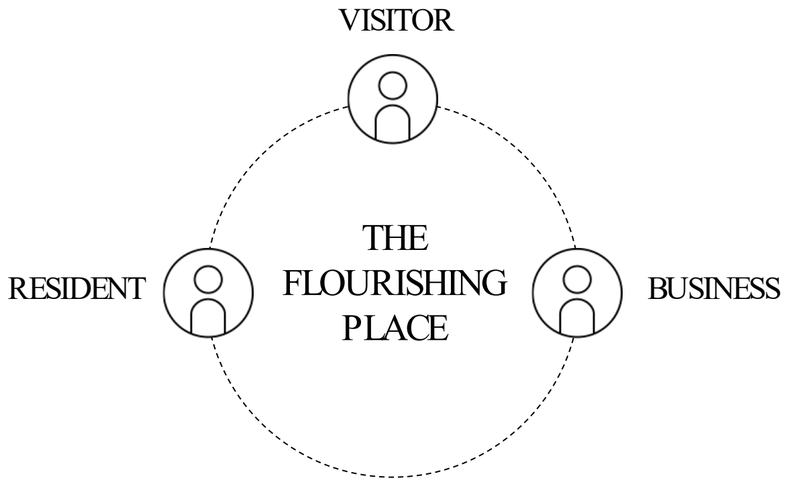


The positive power of tourism



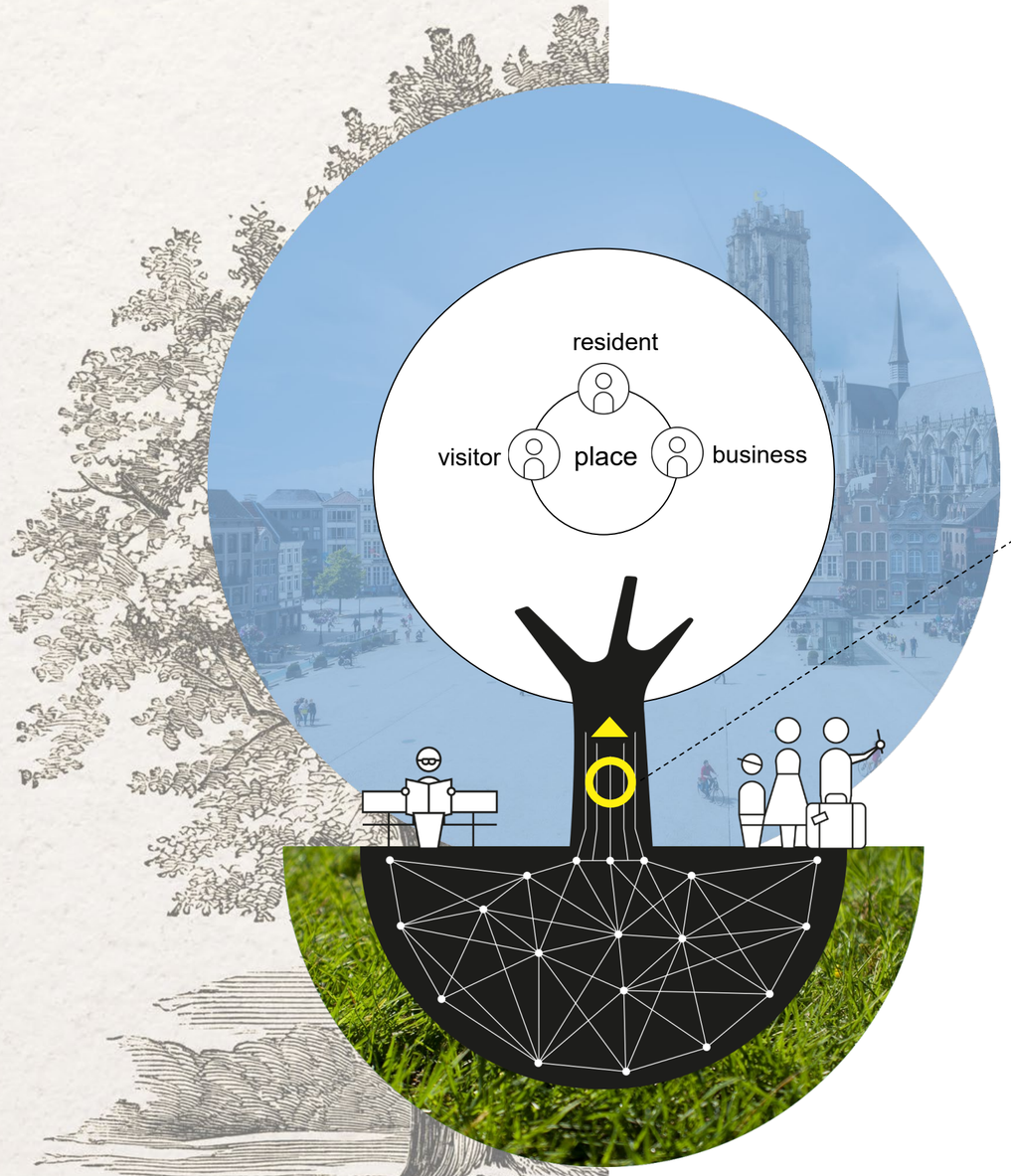


Our vision



> Tourism is a means, rather than an end. It can help to bring balance.

We want to strengthen the role of tourism as a positive force, ensuring Flanders can flourish as an innovative, inspiring and qualitative travel destination, for the benefit of its inhabitants, entrepreneurs and visitors.



our strategy on the basis of five key principles

1. Creating **added value** for all stakeholders in a balanced manner.
2. Generating **connections** between people, places and activities within a unique story.
3. Stimulating **participation** .
4. Prioritising **quality** , with room for **innovation** and **creativity** .
5. Working on the basis of **strategy** and **knowledge** .

Which six themes?

That connect into the DNA of Flanders

- Heritage & experience
- Flanders **Nature**
- Flanders as a **cycling** country
- **Culinary** Flanders
- **Conferences** and **events**
- **Coast & water**

+ Everybody deserves a holiday





















1 FLEMISH MASTERS

2 CASTLES AND GARDENS

3 RELIGIOUS HERITAGE

4 THE GREAT WAR

Heritage experience

INSTRUMENTS TO APPPLY TRAVEL TO TOMORROW

- Knowledge/data
- Quality tools (e.g. labels, advise, …)
- Financial (subsidies/grants)
- Legal (compulsory vetting of all accommodations in Flanders)
- Promotional (international network)
- Participative



PILOT PROJECTS



Rubenskasteel



Sint-Godelieveabdij



Smaakhaven



Commanderie Sint-Pieters-Voeren



Kasteel van Leut



Kasteel van Poeke



Graventoren en getijdenmolen

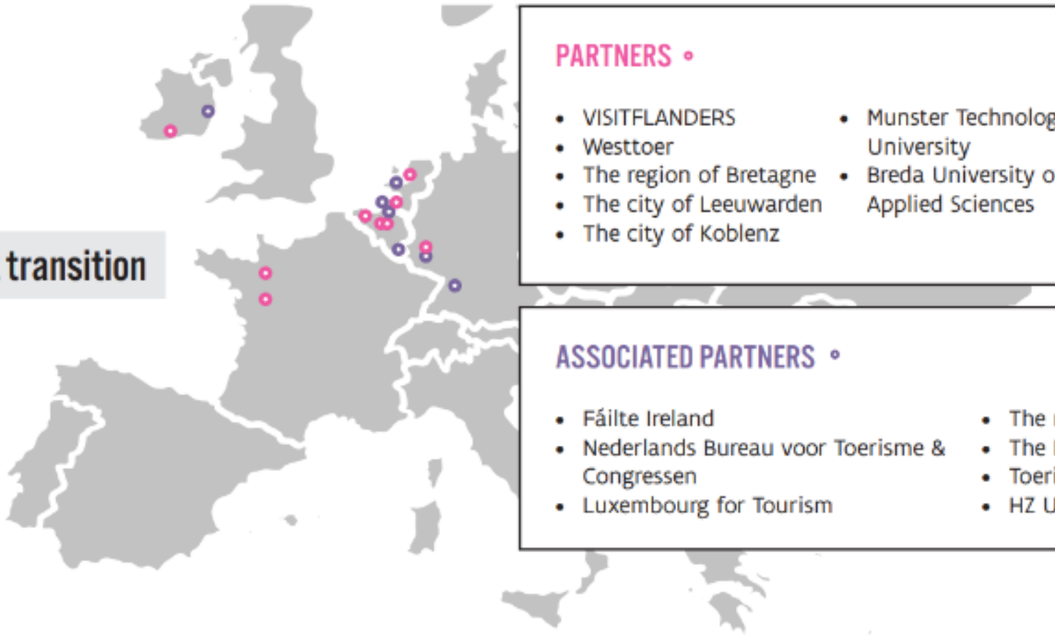


Cycling hub

ReStart

Regenerative and

Sustainable tourism advancing resilient transition



PARTNERS

- VISITFLANDERS
- Westtoer
- The region of Bretagne
- The city of Leeuwarden
- The city of Koblenz
- Munster Technological University
- Breda University of Applied Sciences
- NECSTouR
- Synergie Littoral

ASSOCIATED PARTNERS

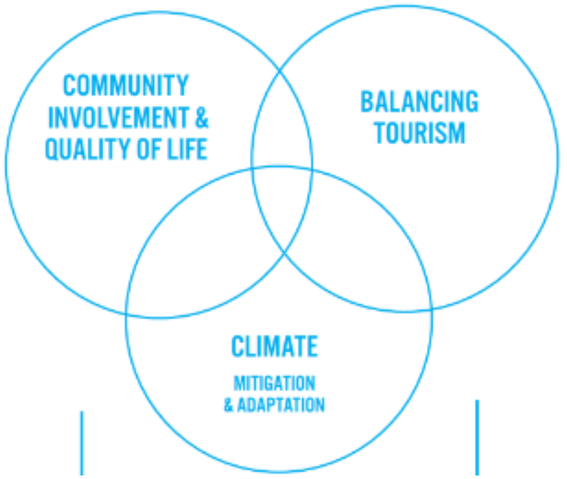
- Fáilte Ireland
- Nederlands Bureau voor Toerisme & Congressen
- Luxembourg for Tourism
- The region of Baden-Württemberg
- The Romantischer Rhein region
- Toerisme Provincie Antwerpen
- HZ University of Applied Sciences

NEEDS

REGENERATIVE tourism is limited in North-West Europe (NWE) due to:

- gaps in knowledge,
- gaps in strategies,
- gaps in applicable NWE tailored tools,
- and a missing holistic approach

CHALLENGES



PROJECT OBJECTIVE

Accelerate the transition towards sustainable, balanced and REGENERATIVE tourism in NWE through the widespread uptake of the ReStart Compass by tourism authorities

Interreg North-West Europe

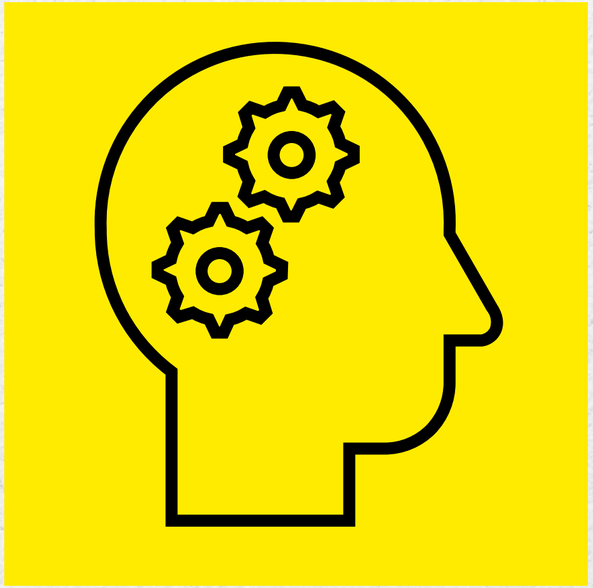
Co-funded by the European Union

ReStart

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LEARNINGS

CREATING TRAVEL TO TOMORROW & WORKING IN PARTICIPATIVE AND COLLABORATIVE WAY



- **Vision and strategy** come first – **structure** comes later
- Creating paradigm shift will make you feel **uncomfortable**
- It is about **long term policy making**
- **Be in the lead of your own process**, but seek expertise for certain task
- **Bottom-up approach** takes time but takes you further
- Go with '**coalition of the willing** ' – small players can have great idea's
- **SHARE ONE VISION TOGETHER with national, regional, local policy levels**
- Co-create 1 **measurement framework** for the whole destination, and a network to measure and benchmark together
- Seek **international** collaboration on advanced strategies
- = **be open, share, learn**
- **You don't need to use the R word…**
- Don't forget the **economic pillar** is still very **important**

KNOWLEGDE SHARING & COOPERATION IN AN INTERNATIONAL NETWORK

NECSTouR
European Regions for
Competitive and Sustainable Tourism

EUROPEAN TRAVEL COMMISSION

ETOA

Ostbelgien
Cantons de l'Est - Oostkantons

CATALUNYA

visit.brussels

Andalucía

Wallonie tourisme CGT

Visit Scotland

NORMANDY TOURISM

Comité régional Tourisme BRETAGNE

Région îledeFrance

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Your questions?

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ON WHICH SIDE OF THE LINE ARE YOU?
AGREE
DISAGREE