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TRAVEL TO *tomorrow* ...

@CentNijs



Vincent Nijs
VISITFLANDERS

EFA 2019
Lisbon



TOURISM *transforms*

“

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

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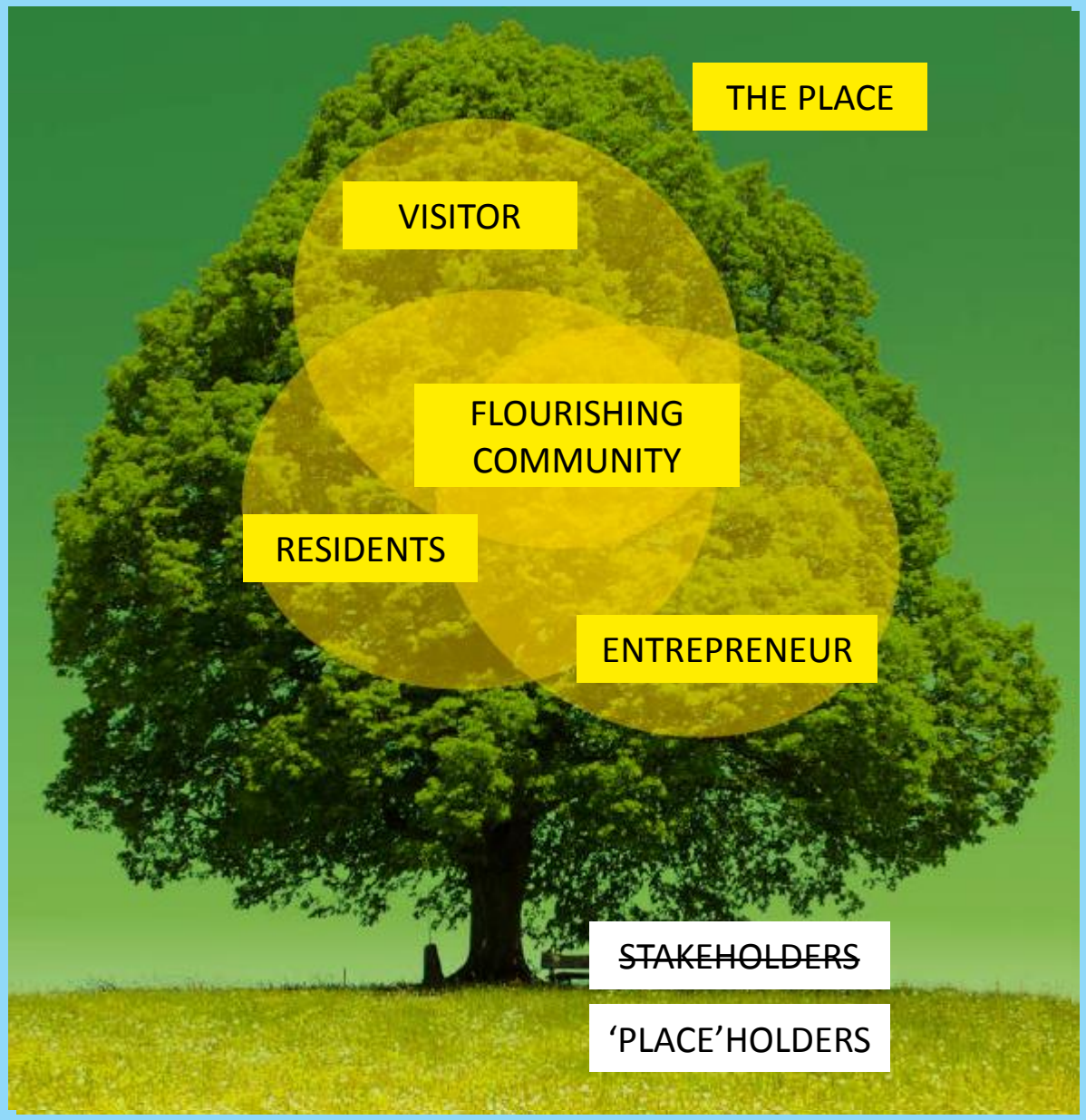
FLOURISHING destination

↓

Flourishing COMMUNITY

A flourishing community is a living network that is interconnected



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HTTPS://WWW.YOUTUBE.COM/WATCH?V=VBXZGOMJ9ZY



EXPLORE

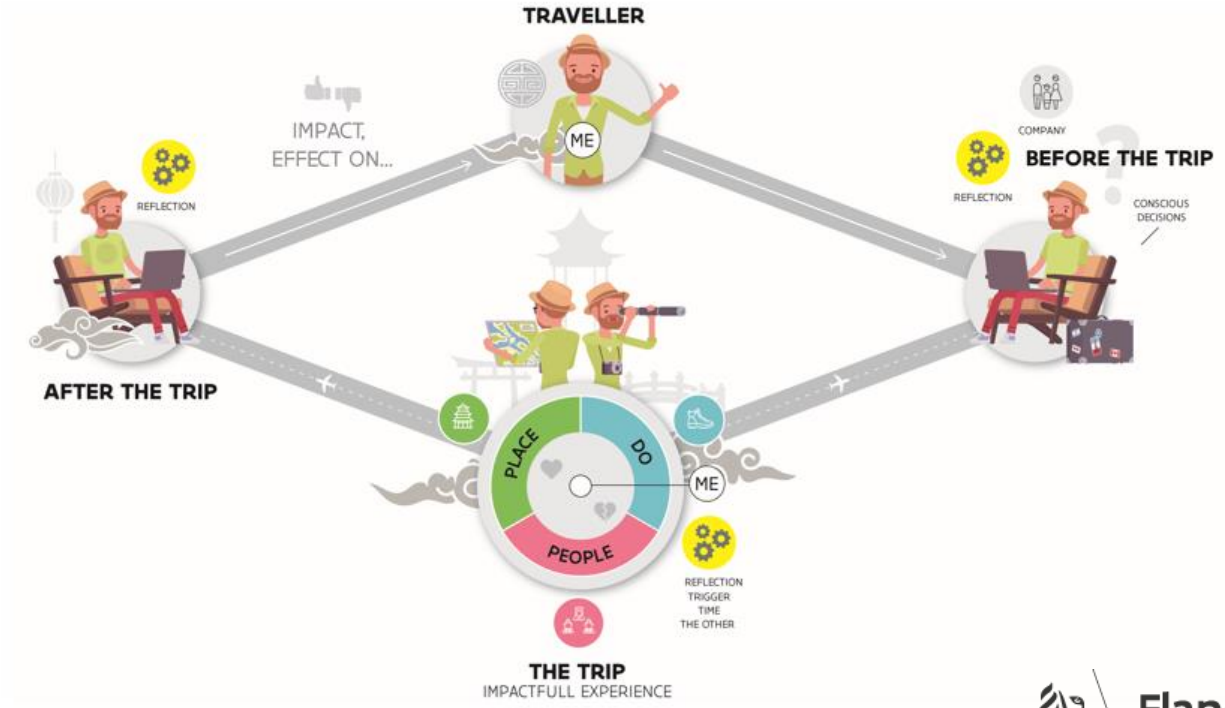
Discover the transformational power of travelling

“

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

Large scale listening exercise
1.644 stories about impactful travel moments

(report here)



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THE ‘KIND OF IMPACTFUL EXPERIENCE’

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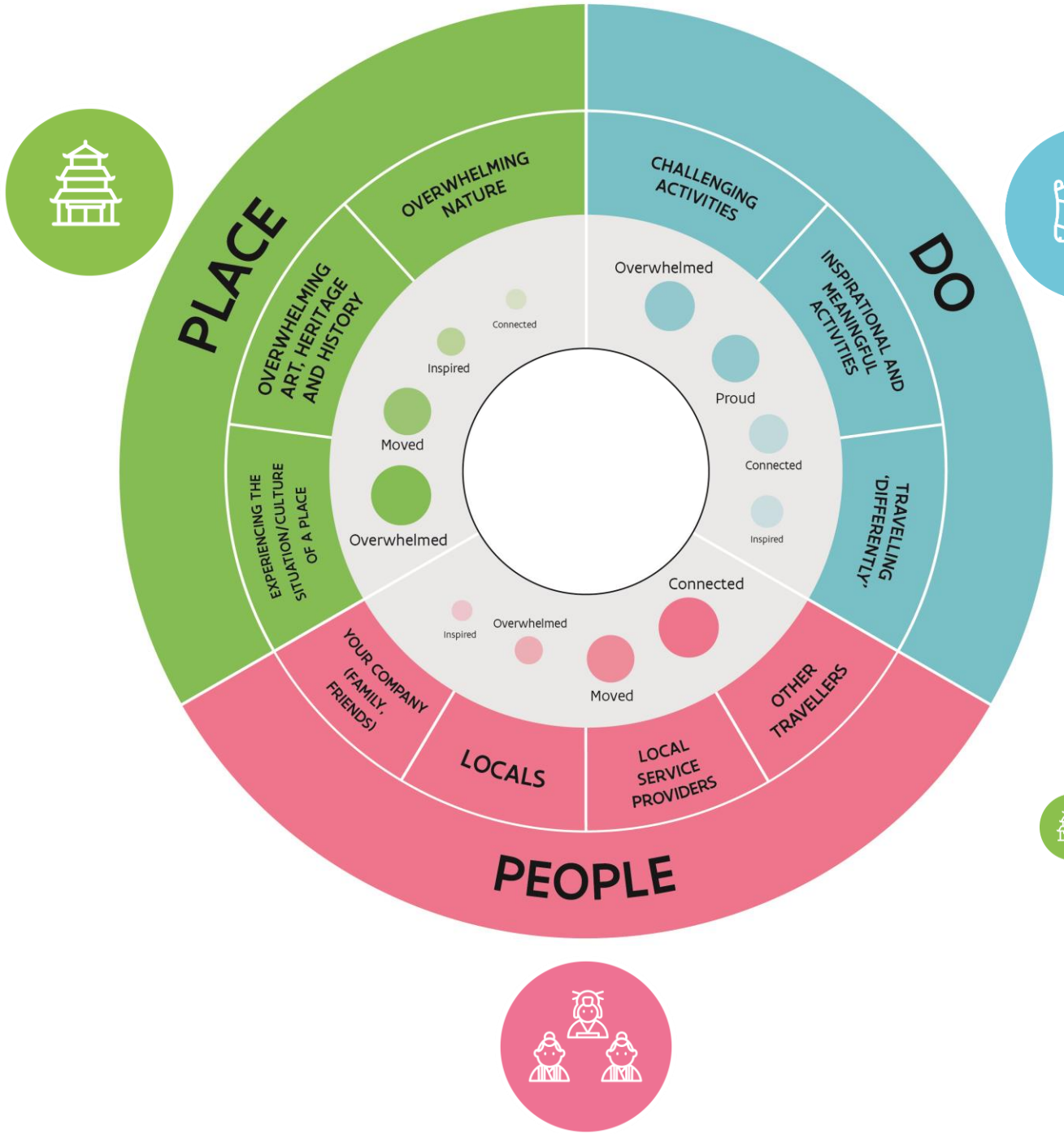

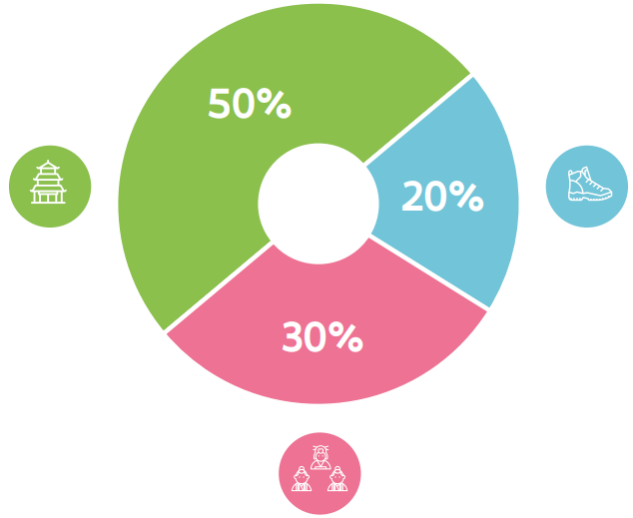



MINI/LARGE LISTENING WORKSHOP



WORKSHOP

I will talk about tourism trends and the impact of tourism



WORKSHOP

Together we will discover the power of arts festivals
- on audiences
- on artists
- on (flourishing) communities
- on you
- …

by listening to each other's experiences





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FUTURE VISION
CO-CREATED WITH OUR SECTOR
IN ONE MAGAZINE

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Memorandum (here)

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