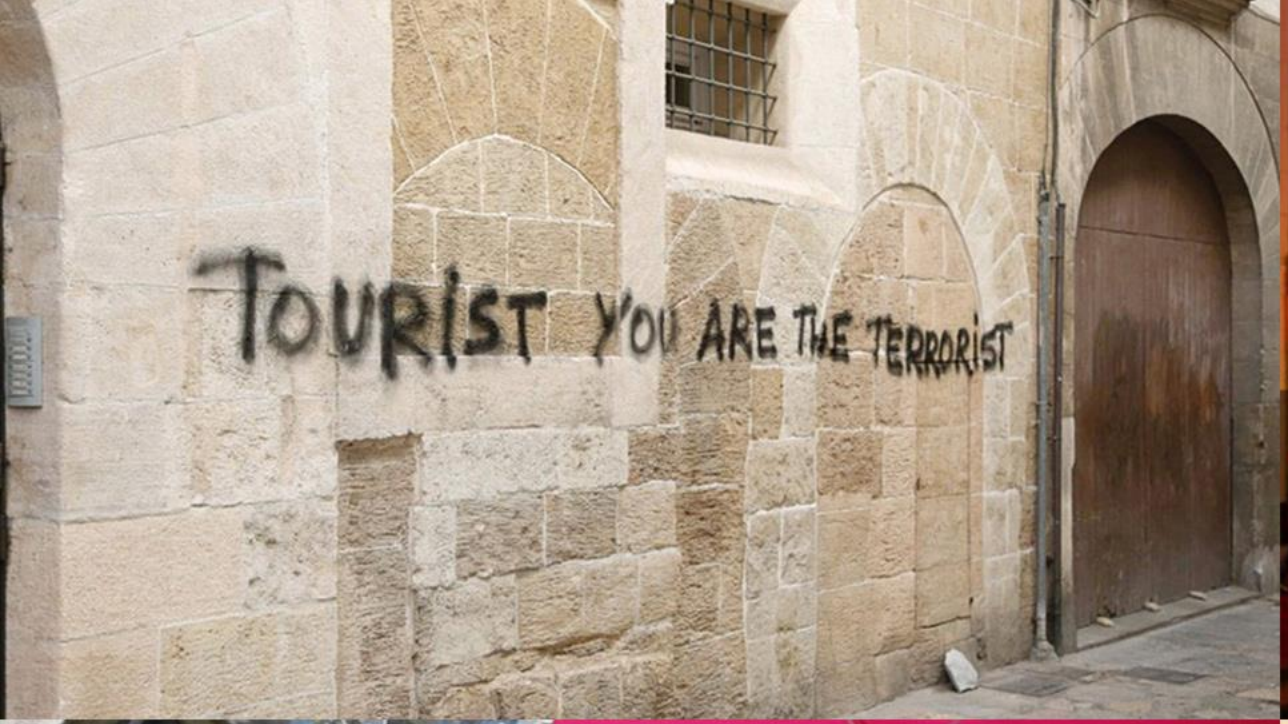

Flanders
State of the Art
TRAVEL TO
tomorrow ...
@CentNijs
Vincent Nijs
VISITFLANDERS
EFA 2019
Lisbon

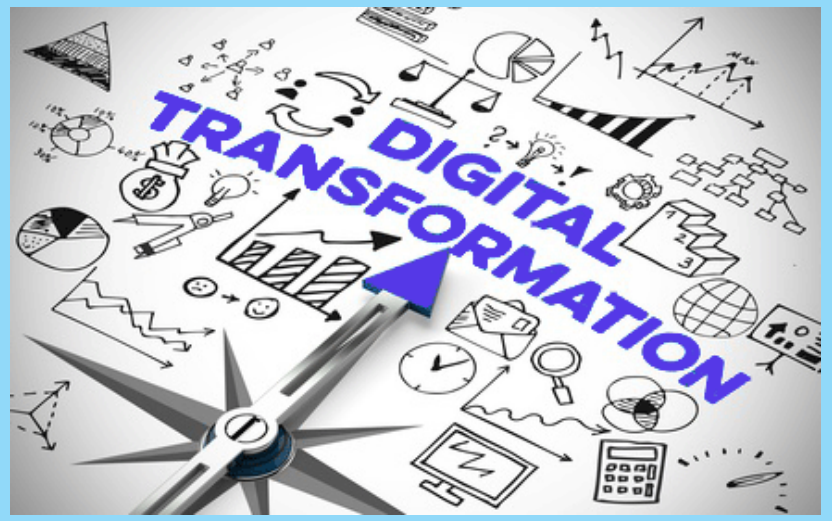


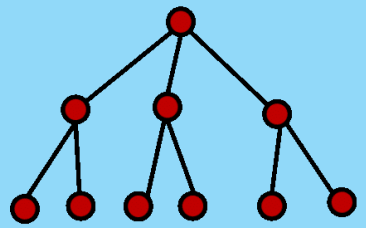

TOURIST YOU ARE THE TERRORIST


FORUM
Amsterdam attempts to stem its tourist flood and regain its soul
Millions flock to the Dutch city every year, and residents say it is becoming unrecognisable.
By MARIANNE SLEGERS | 1/15/17, 7:15 AM CET | Updated 1/20/17, 1:16 PM CET

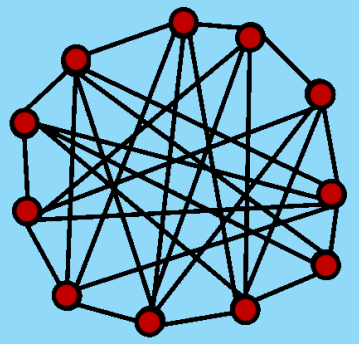

Barcelona's war on tourists
Locals feel they are being priced out by the visiting hordes, and the mayor agrees.
By DIEGO TORRES | 11/22/16, 8:45 PM CET | Updated 3/14/17, 4:37 PM CET


VOGLIAMO
MANIFESTIAMO TUTTI
FUORI LE GRANDI NAVI DALLA LAGUNA

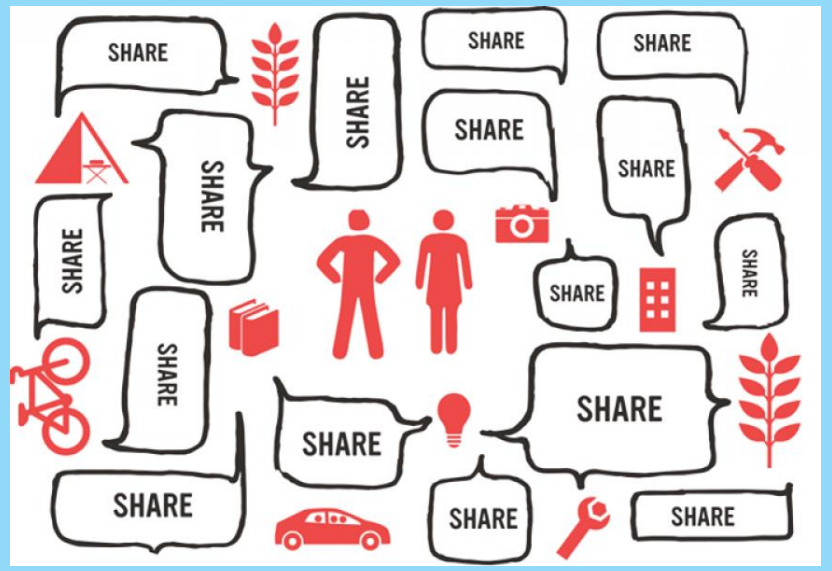




"Top-down"



"Bottom-up"







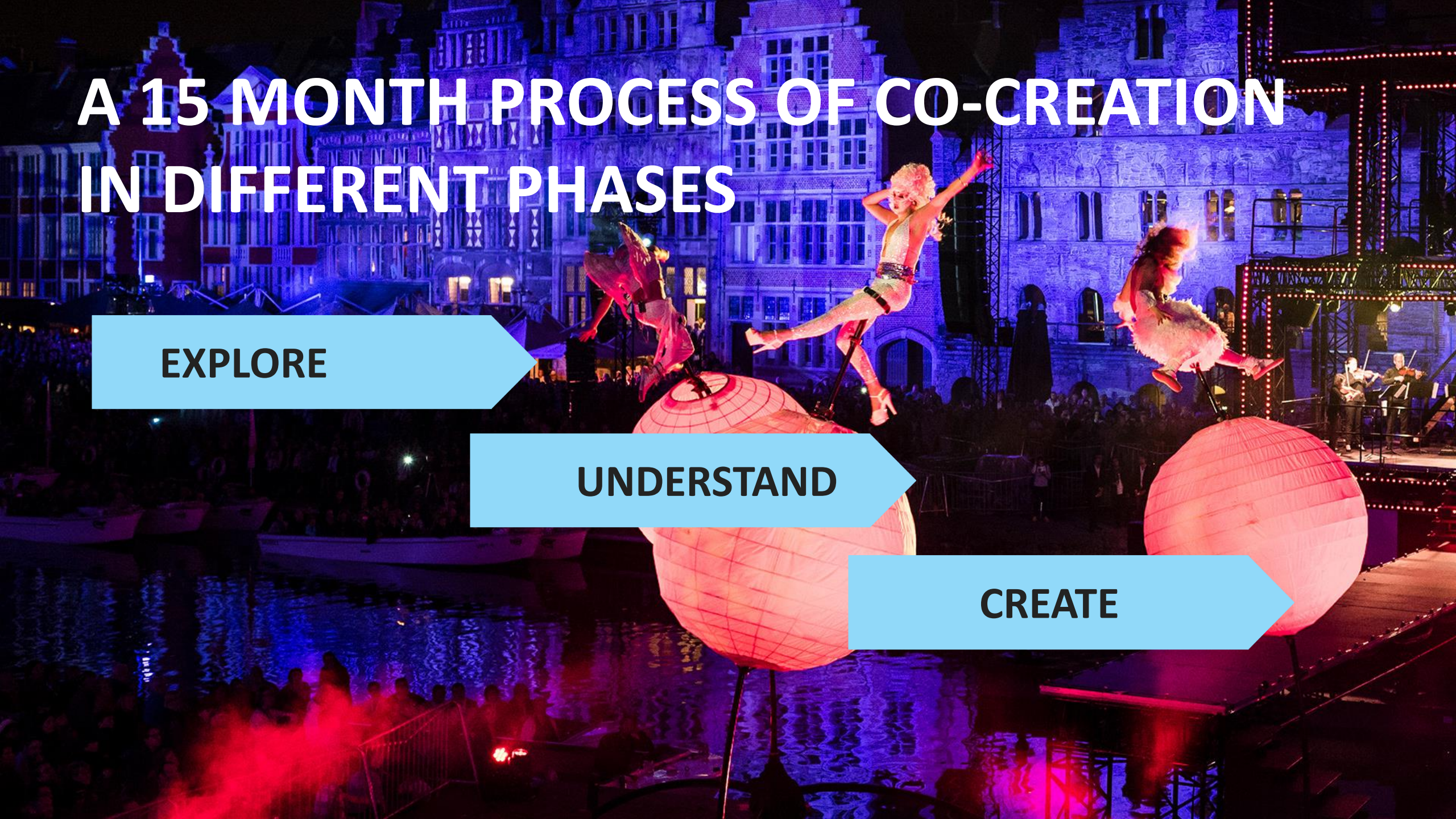
TOURISM *transforms*

“

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

Flanders
State of the Art

A 15 MONTH PROCESS OF CO-CREATION IN DIFFERENT PHASES



EXPLORE

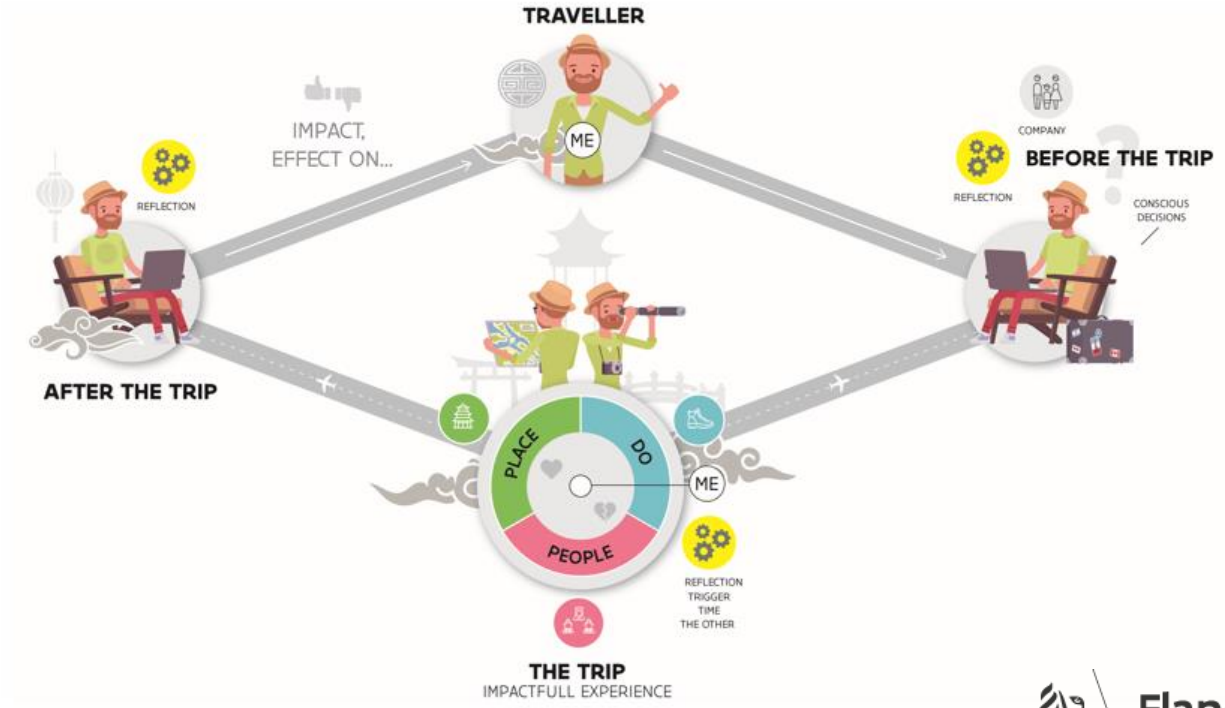
Discover the transformational power of travelling

“

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)



Flanders
State of the Art

EXPLORE

Flanders
State of the Art

CONCEPT FLOURISHING DESTINATION



Business as usual is not sustainable



Tourism is part of a living, dynamic ecosystem

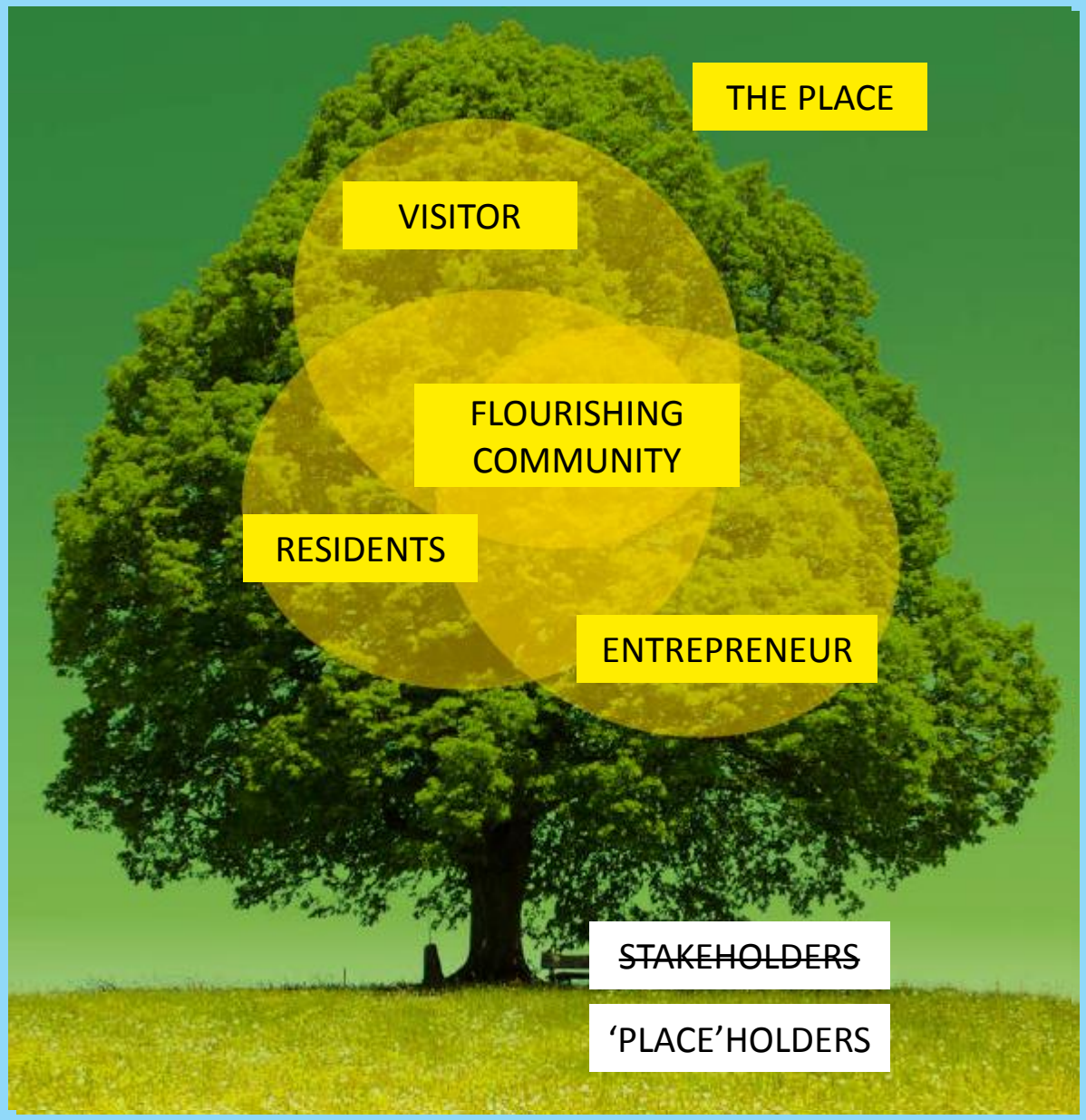
Input: Anna Pollock

FLOURISHING destination

↓

Flourishing COMMUNITY

A flourishing community is a living network that is interconnected



Flanders
State of the Art

Flanders
State of the Art

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





Flanders
State of the Art

FUTURE VISION
CO-CREATED WITH OUR SECTOR
IN ONE MAGAZINE

info@reizennaarmorgen.be

www.traveltotomorrow.be

Memorandum (here)

vincent.nijs@visitflanders.com