THE POWER OF ARTS FESTIVALS



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@CentNijs

Vincent Nijs
VISITFLANDERS

Great listening exercise
EFA Lisbon 2019


think about
a great memorable moment on holiday
and share with your neighbour
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OUR JOURNEY
YOUR STORY
TOURISM in FLANDERS + IN THE WORLD
IMPACT OF TOURISM
WHAT CAN WE LEARN FROM YOUR STORIES
LEARNINGS FROM THE FLANDERS STORIES
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STRATEGY OBJECTIVES **OF TODAY**

1



To increase the economic impact of tourism in Flanders

'but not at any cost'

'we choose quality over quantity'

2



Extend the reputation of Flanders as a qualitative tourist destination

3



Raise the participation of Flemish people in tourism.

Holiday participation center

FOCUSING ON ‘VALUABLE SEGMENTS’:
‘THE CULTURAL TRAVELLER’ & ‘MICE TRAVELLER’



The Cultural Traveller is
an overnight visitor for whom the opportunity to
experience culture is a decisive factor in his destination choice

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Source: Visit Flanders – Marketing strategy - www.toerismevlaanderen.be/marketingstrategie

FOCUSING ON VALUABLE SEGMENTS:
‘THE CULTURAL TRAVELLER’

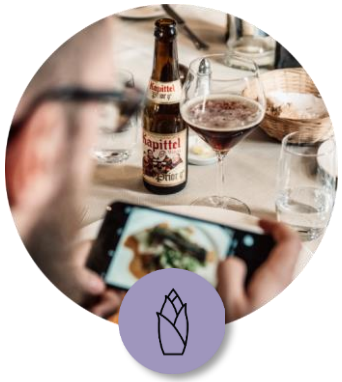
CULTURAL TRAVELLERS ARE HETEROGENEOUS
AND CAN BE MOTIVATED BY DIFFERENT TYPES OF CULTURAL EXPERIENCES:



HERITAGE EXPERIENCE
(cultural, natural, religious,...)



ART EXPERIENCE
(museum, gallery, festivals,...)



LOCAL CULTURE EXPERIENCE
(food, cycling culture, other traditions, language,...)



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Bruegel

Unseen masterpieces







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World tourism – number of travellers?

2018
1,4 billion
people travelled the world!



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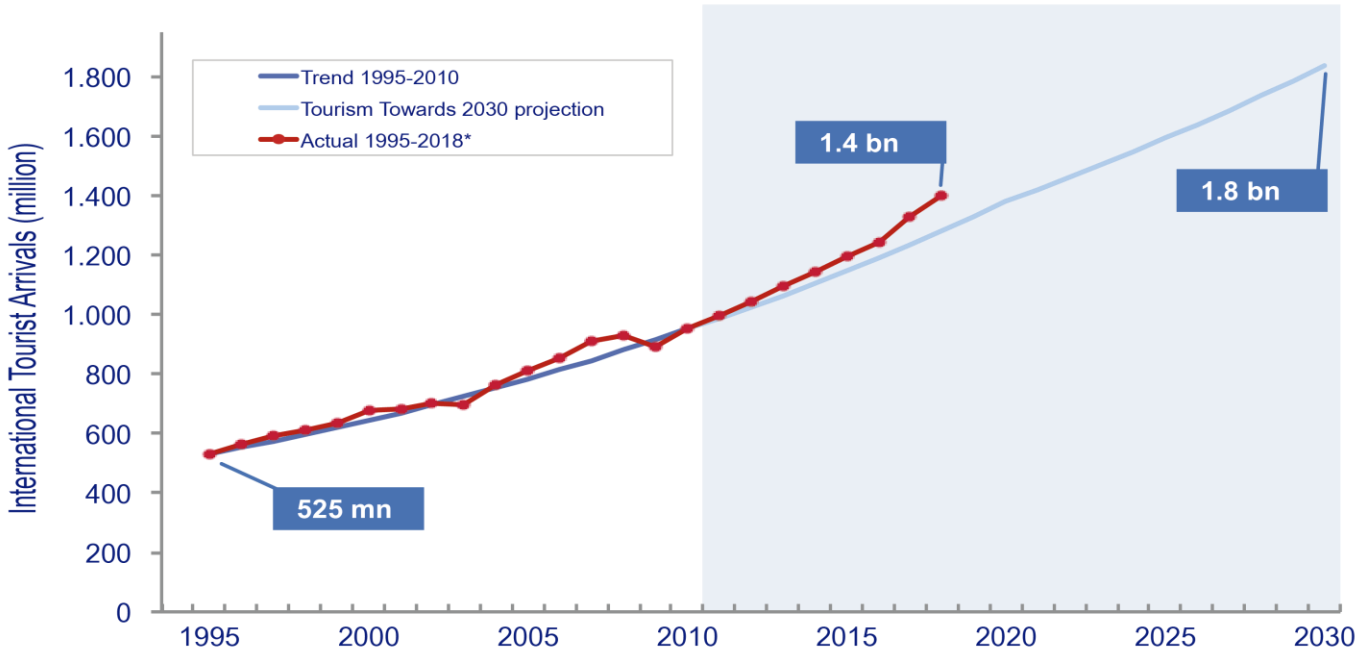
Actual Trends vs Tourism 2030 Forecast - World



Source: World Tourism Organization (UNWTO), January 2019

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9th consecutive year of growth

2018 SECOND BEST YEAR SINCE 2010



Source: World Tourism Organization (UNWTO), January 2019

The impact of tourism (on tourism)



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Source: Harold Goodwin



Source: Skift

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WHO ENJOYS THIS EXPERIENCE?





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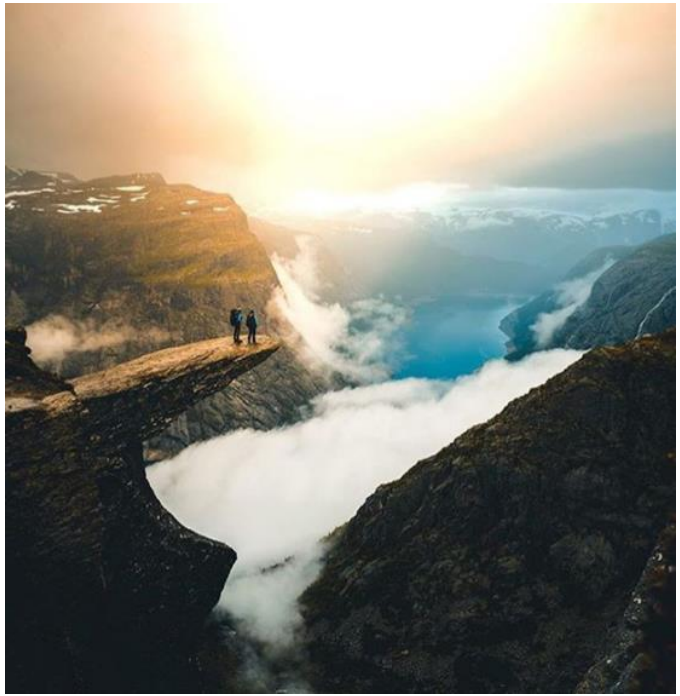
MANAGING EXPECTATIONS?

Insta-spectation



Reality check?



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CHALLENGES FOR ART AND HERITAGE SITES

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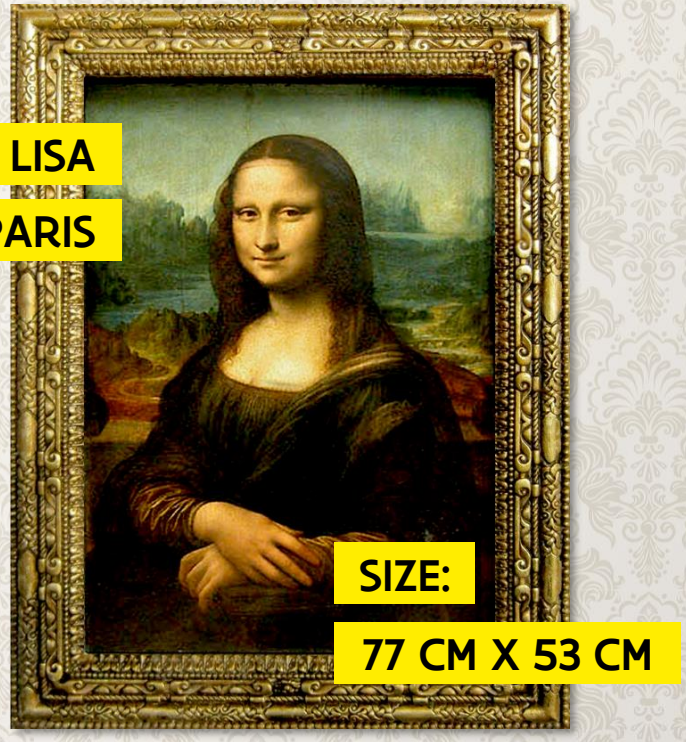

...TO OFFER AUTHENTIC & VALUABLE EXPERIENCES



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DRINKS
DRINKS

DRIVERS?

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GROWING WEALTH



DRIVERS?

POPULATION GROWTH



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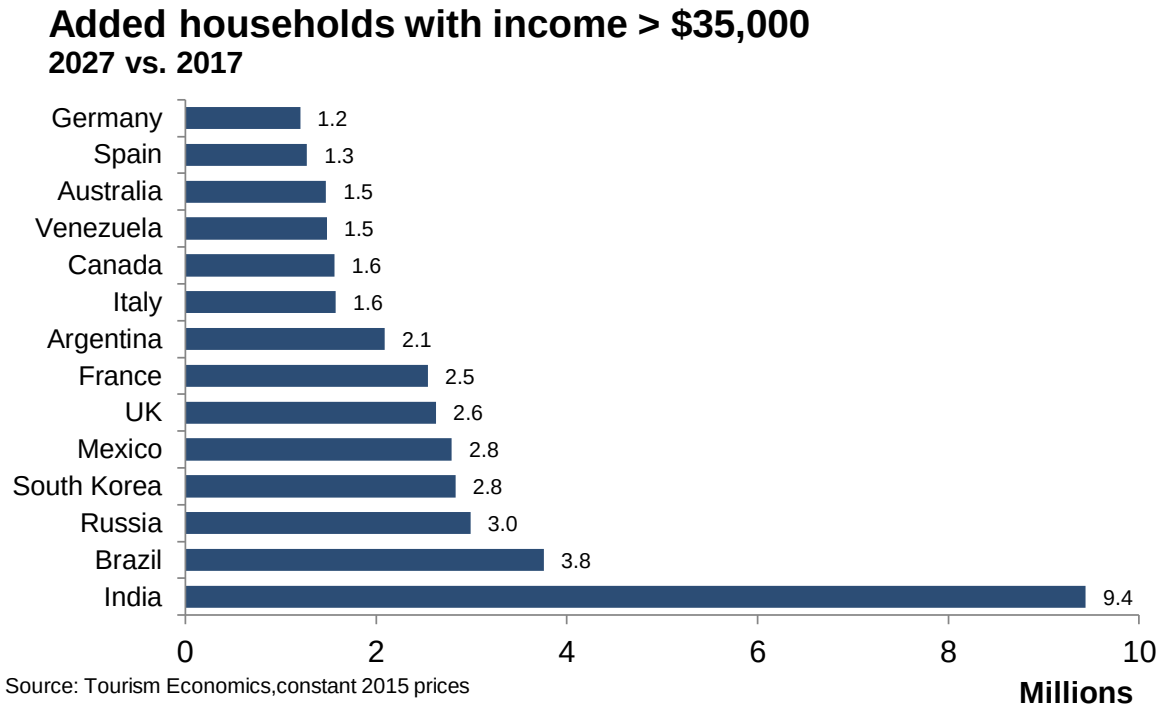
DRIVERS?

Growth travelling households??



Source: Tourism Economics,constant 2015 prices

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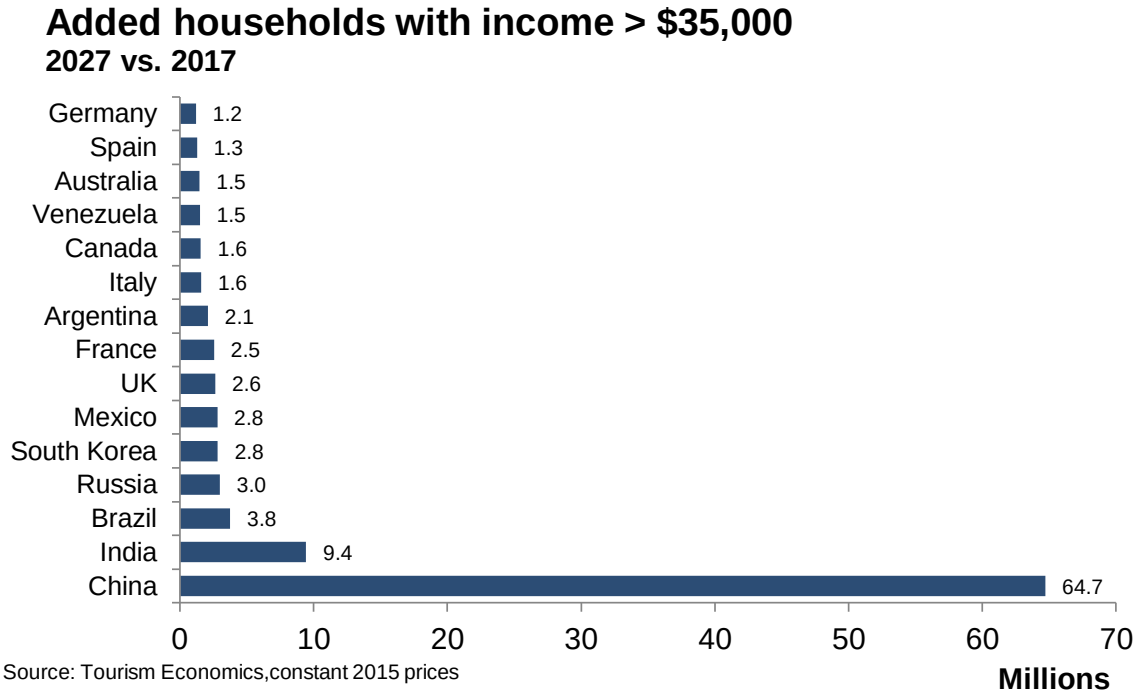
DRIVERS?

Growth travelling households??



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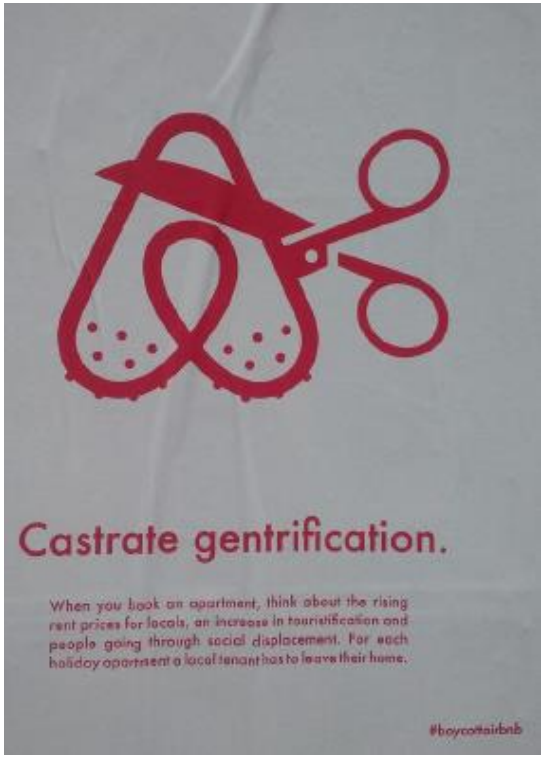
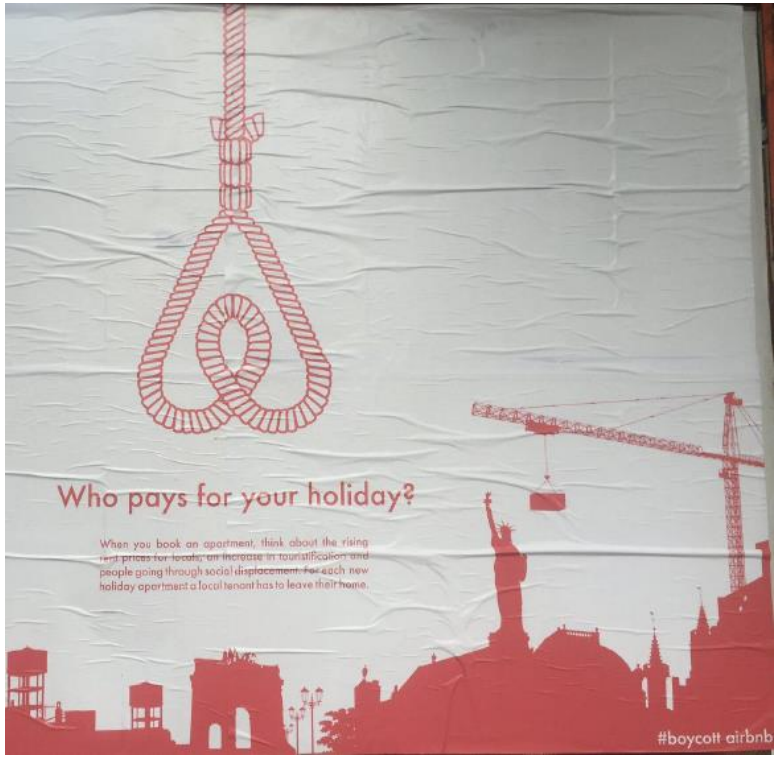
SHARING + DIGITAL





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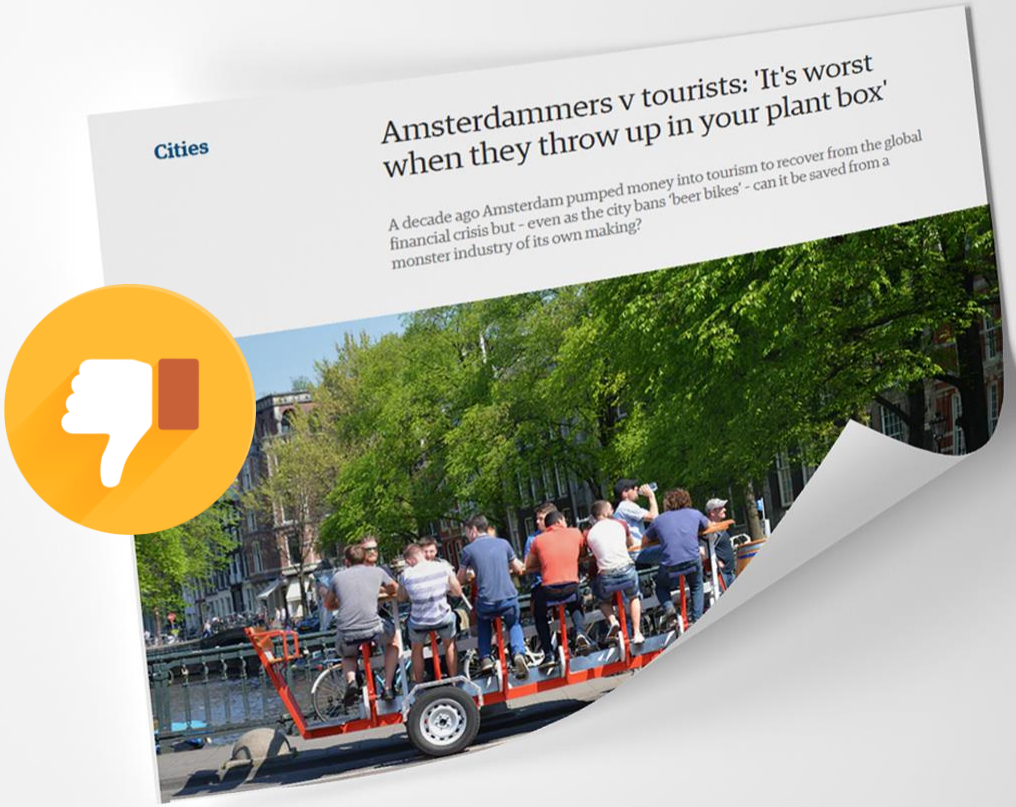
Source: not Airbnb ☺

EFFECT ON DESTINATION IMAGE



Bron: The Guardian, 1/11/17 over Amsterdam

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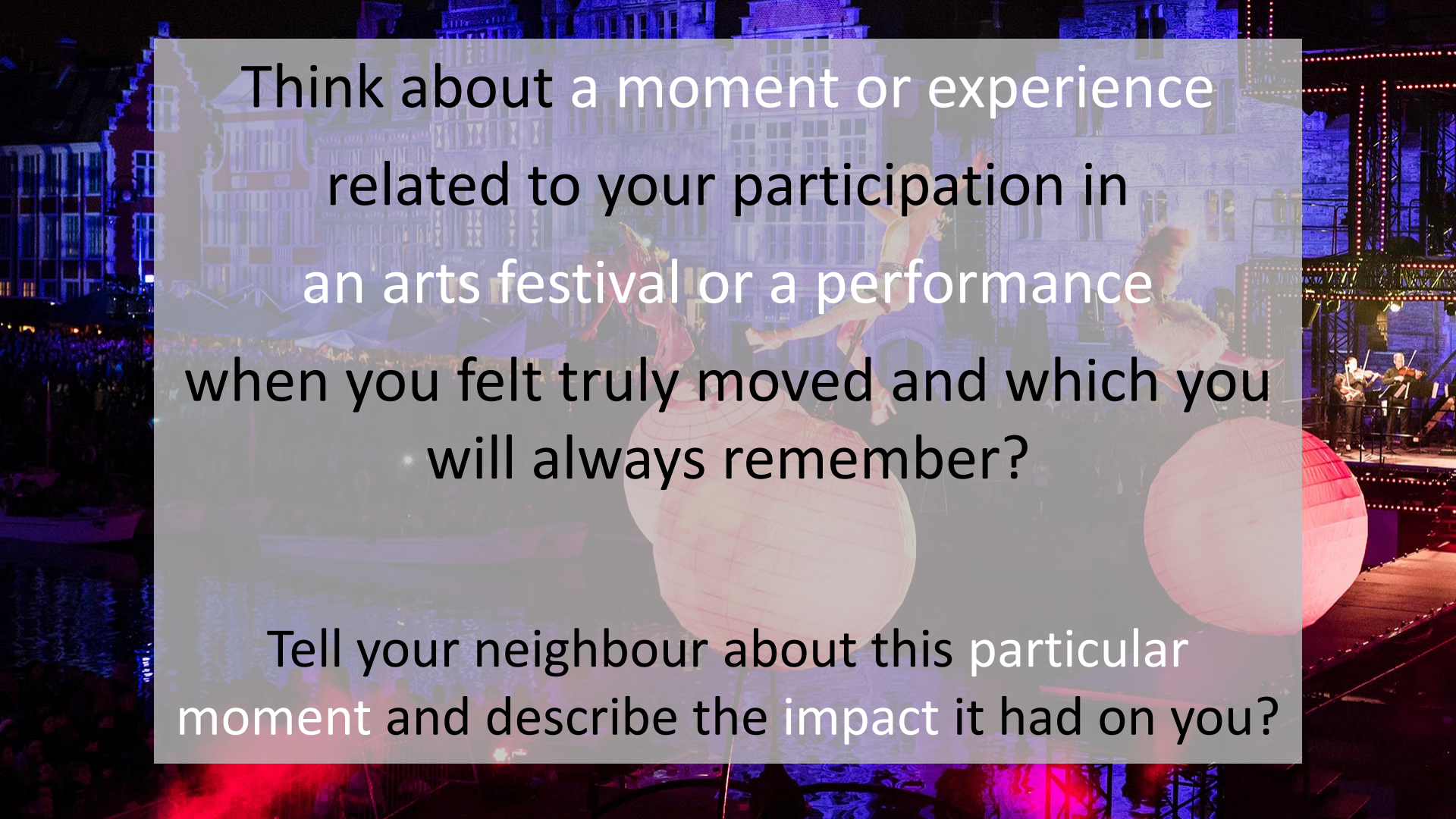


Think about a moment or experience

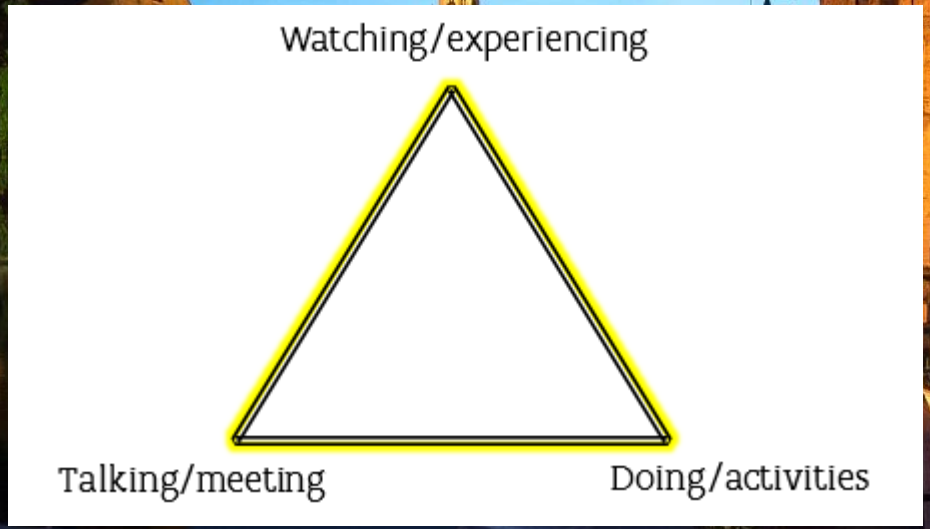
related to your participation in

an arts festival or a performance

when you felt truly moved and which you will always remember?

Tell your neighbour about this particular moment and describe the impact it had on you?

Register your story:
http://bit.ly/2v2mDde



THE POWER OF ARTS FESTIVALS



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THE POWER OF TOURISM?



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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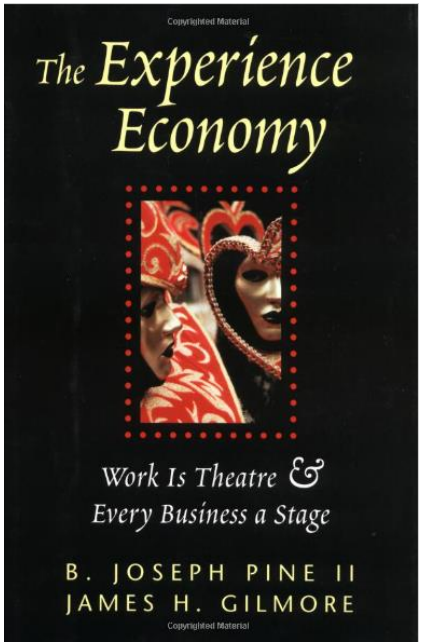
Can we make the world more sustainable and use the power of travel for a more ethical tourism future?


Copyrighted Material
The Experience Economy
Work Is Theatre & Every Business a Stage
B. JOSEPH PINE II
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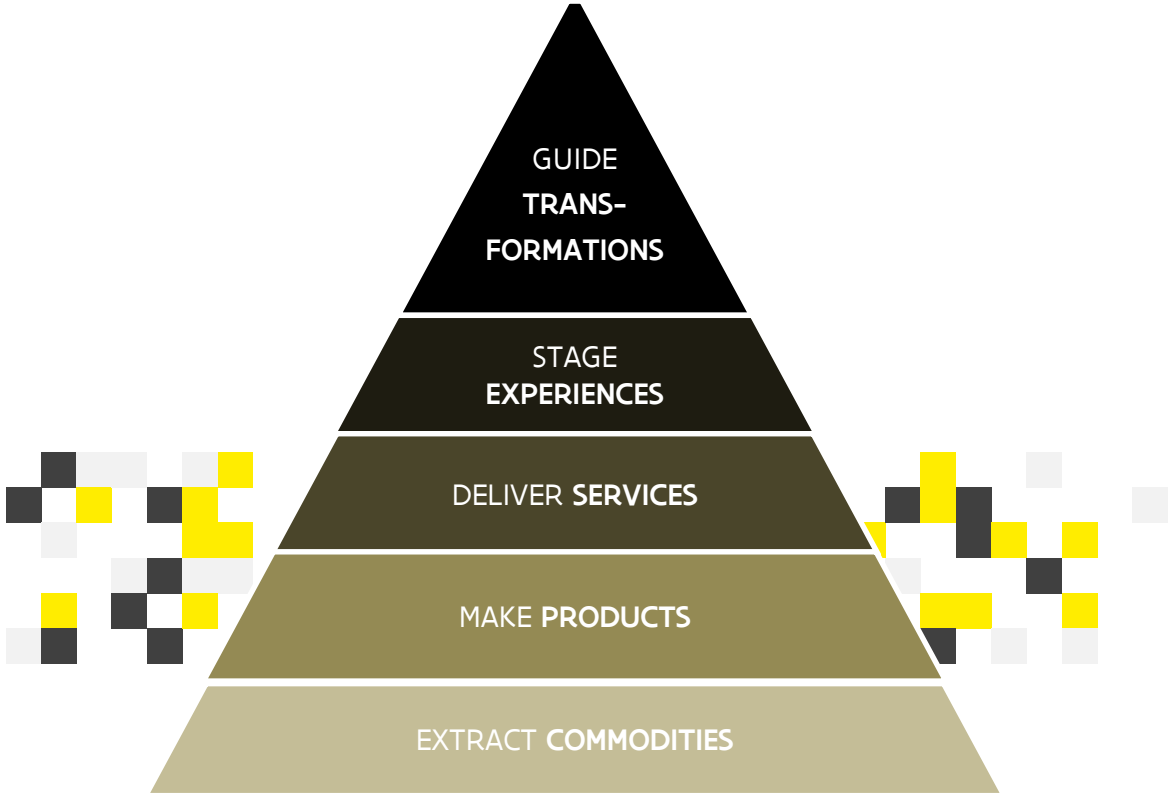
GUIDE TRANS-FORMATIONS
STAGE EXPERIENCES
DELIVER SERVICES
MAKE PRODUCTS
EXTRACT COMMODITIES

RESEARCH

THE GREAT
LISTENING EXERCISE



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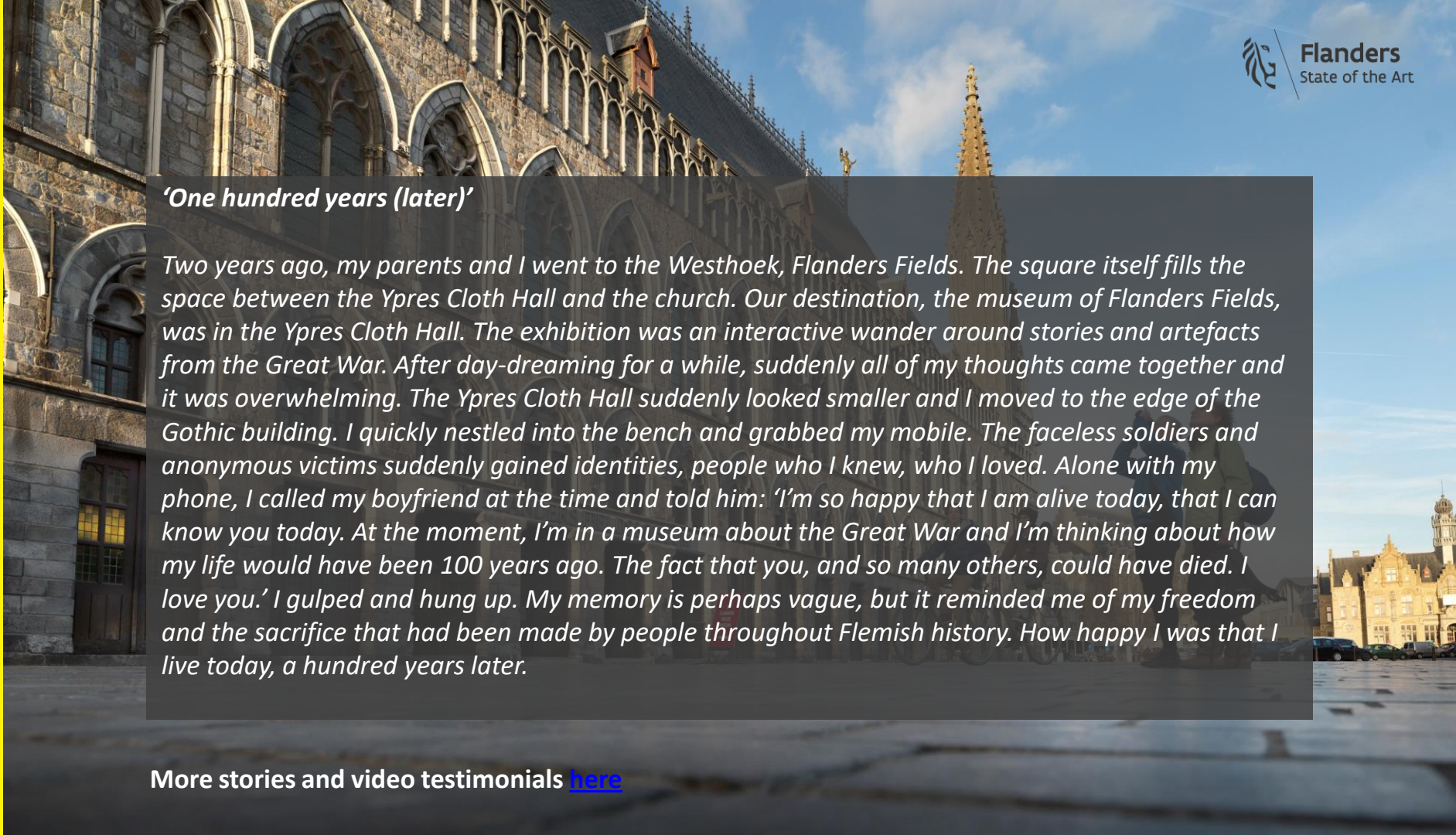
THE GREAT LISTENING EXERCISE – HOW?

- October 2017 – January 2018
- Via ‘ears’ & online
- 1 core question:
- **1.644** stories – as many places
- from 61 countries, focus on Belgians
- 1 million characters
- 175.000 words
- Quantitative & qualitative analysis
- All stories, read multiple times
- THANKS TO ALL ‘EARS’!

Can you tell us about a **moment** or **experience** during a trip or excursion when you **felt truly moved** and which you will **always remember**?

Tell us about this particular moment and describe the **impact** it had on you?



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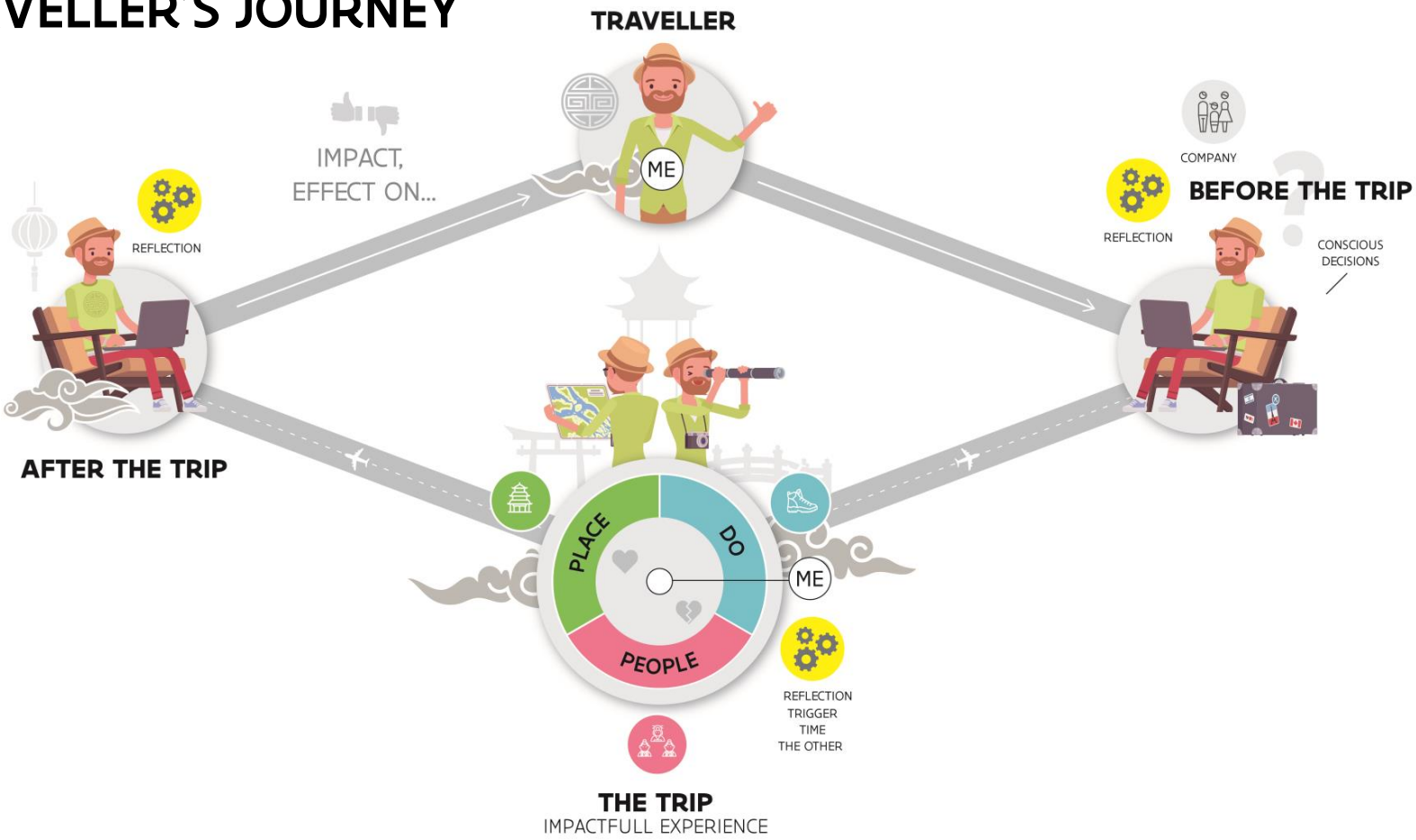
'One hundred years (later)'

Two years ago, my parents and I went to the Westhoek, Flanders Fields. The square itself fills the space between the Ypres Cloth Hall and the church. Our destination, the museum of Flanders Fields, was in the Ypres Cloth Hall. The exhibition was an interactive wander around stories and artefacts from the Great War. After day-dreaming for a while, suddenly all of my thoughts came together and it was overwhelming. The Ypres Cloth Hall suddenly looked smaller and I moved to the edge of the Gothic building. I quickly nestled into the bench and grabbed my mobile. The faceless soldiers and anonymous victims suddenly gained identities, people who I knew, who I loved. Alone with my phone, I called my boyfriend at the time and told him: 'I'm so happy that I am alive today, that I can know you today. At the moment, I'm in a museum about the Great War and I'm thinking about how my life would have been 100 years ago. The fact that you, and so many others, could have died. I love you.' I gulped and hung up. My memory is perhaps vague, but it reminded me of my freedom and the sacrifice that had been made by people throughout Flemish history. How happy I was that I live today, a hundred years later.

More stories and video testimonials here

DE TRAVELLER'S JOURNEY



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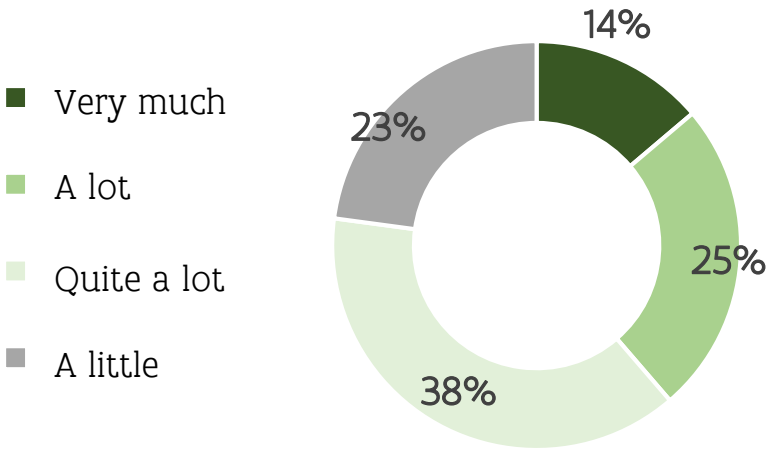
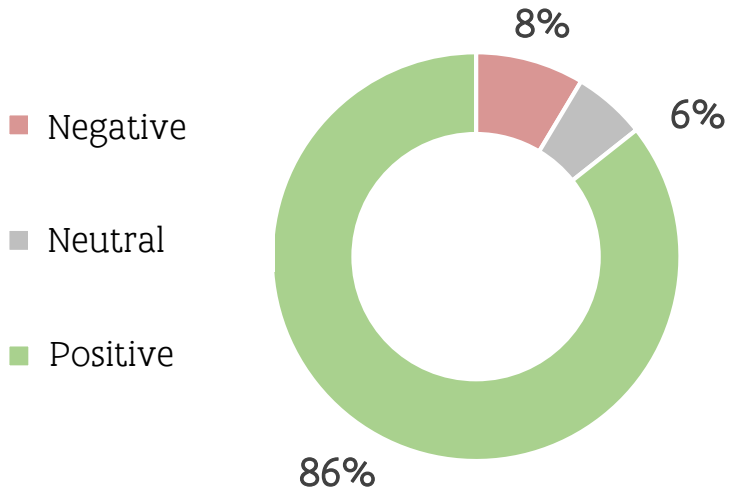
IMPACT TODAY?



n=1644 stories

SENTIMENT EFFECT?

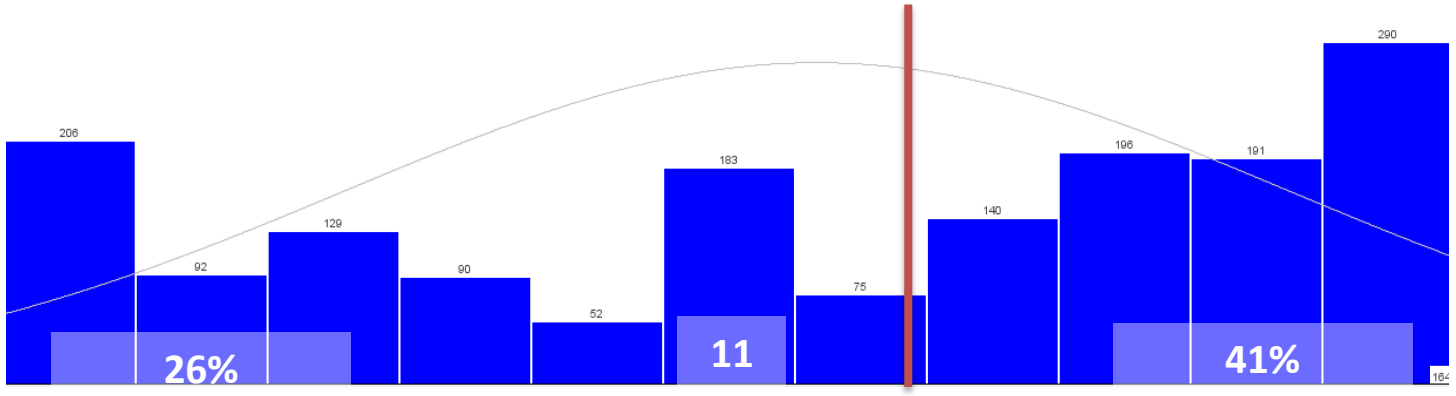


n=1268 stories

You did this trip mainly...

for yourself

to spend time with others



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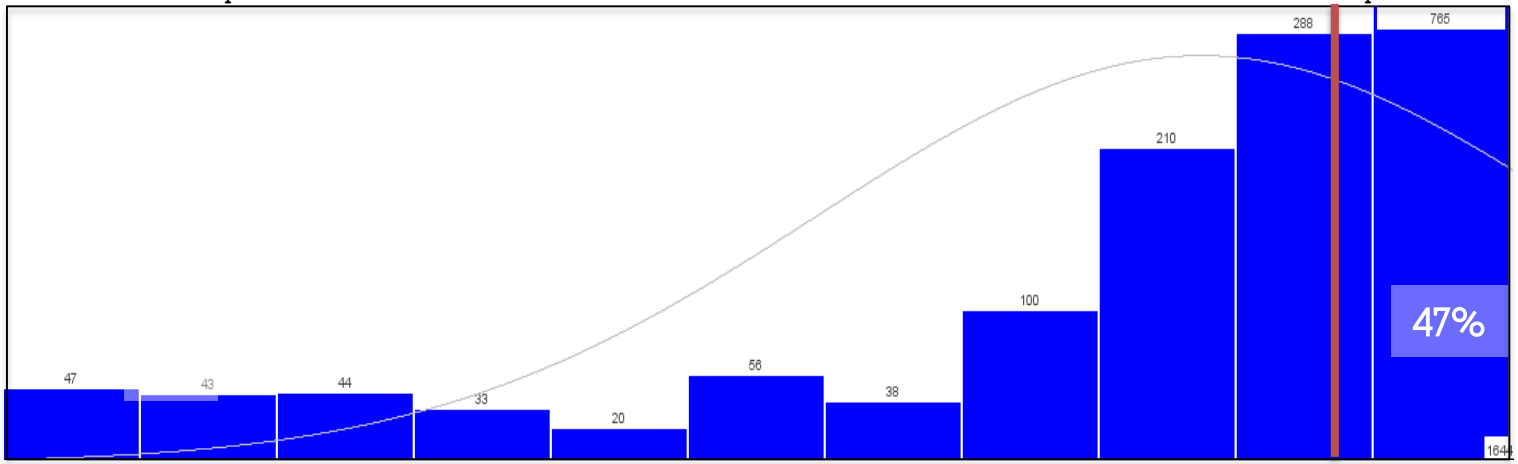
(n=1644)

For this trip I was looking for...

a familiar experience

a new experience



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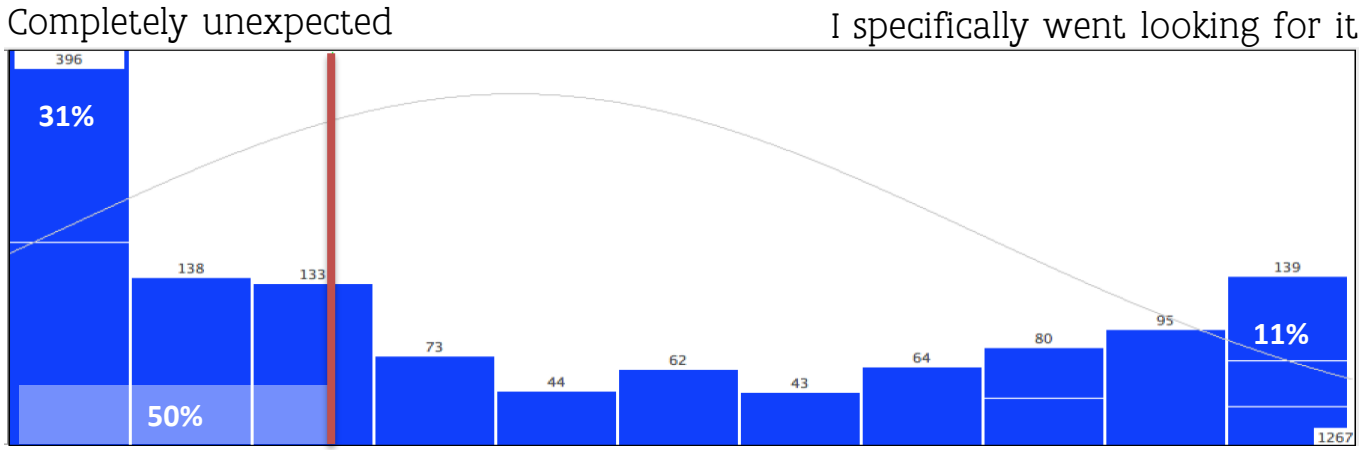
n=1644
stories

Unexpected??

The experience described in your story was...



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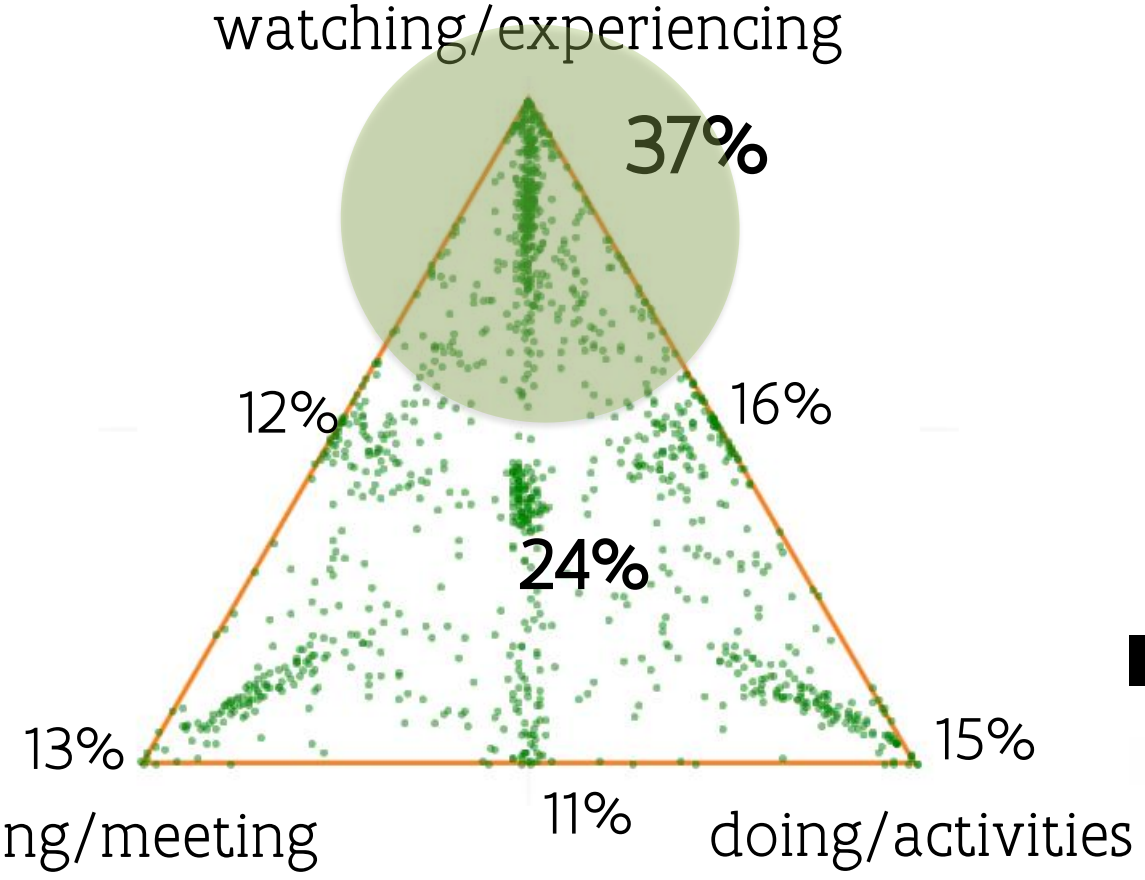
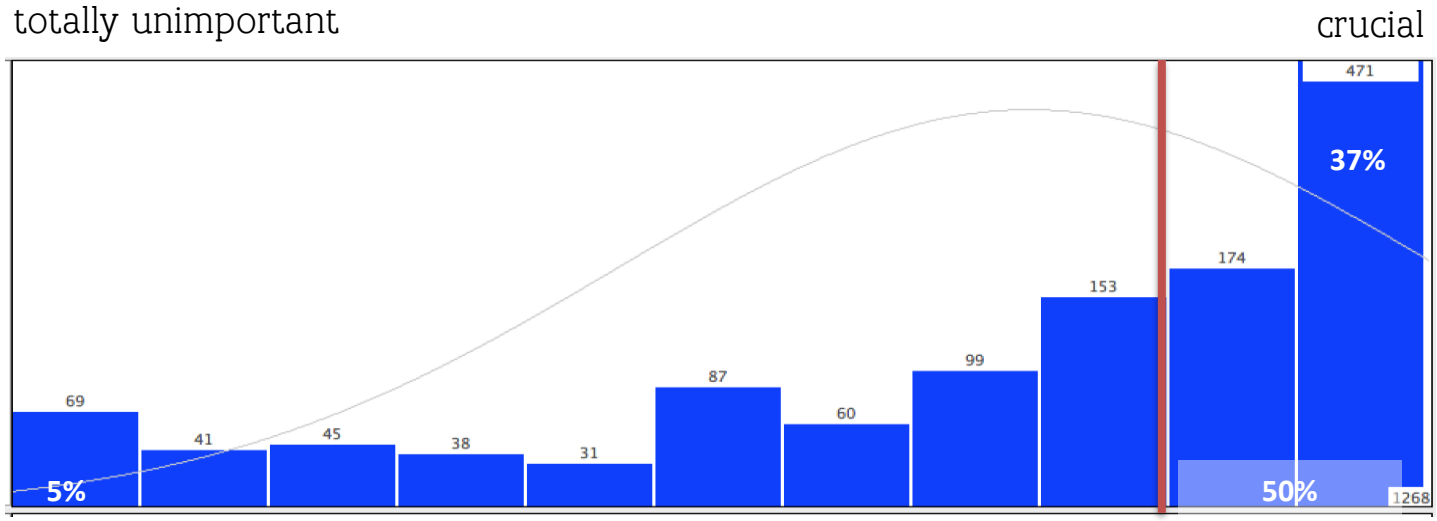
n=1268
stories

WHAT WERE YOU DOING AT THAT SPECIFIC MOMENT?



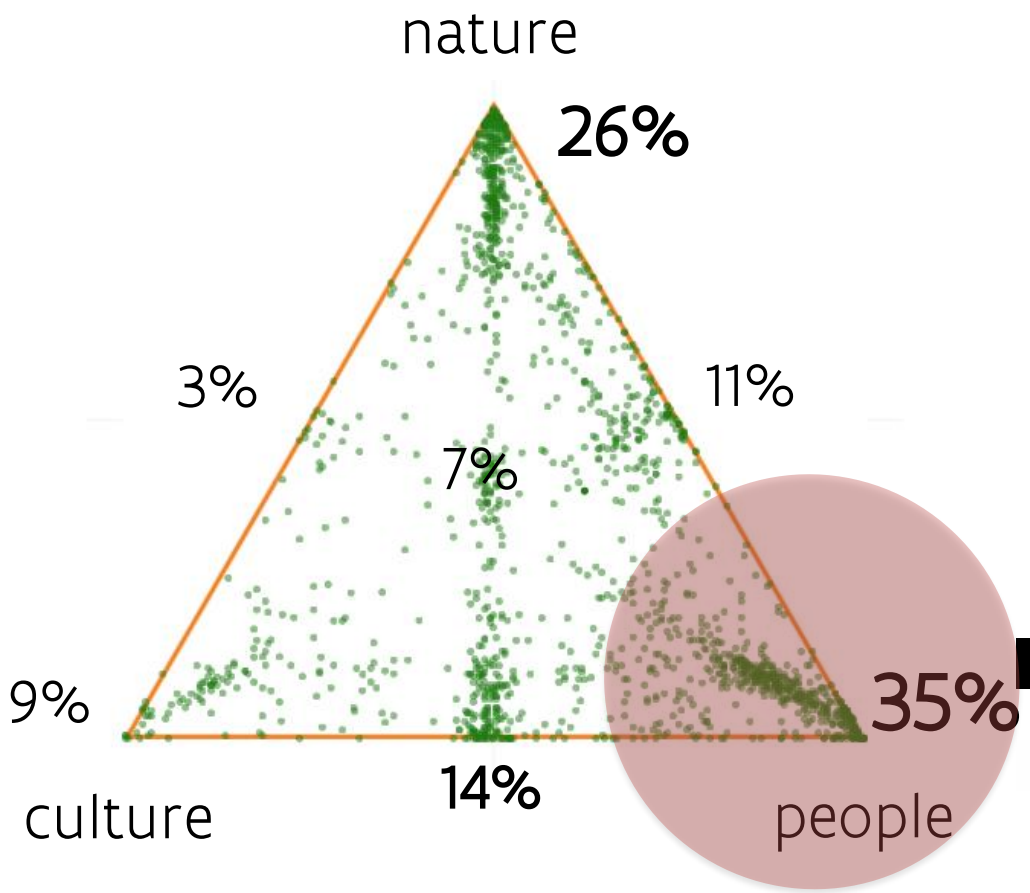
n=1268 stories

Importance of a specific PLACE for the impactful experience



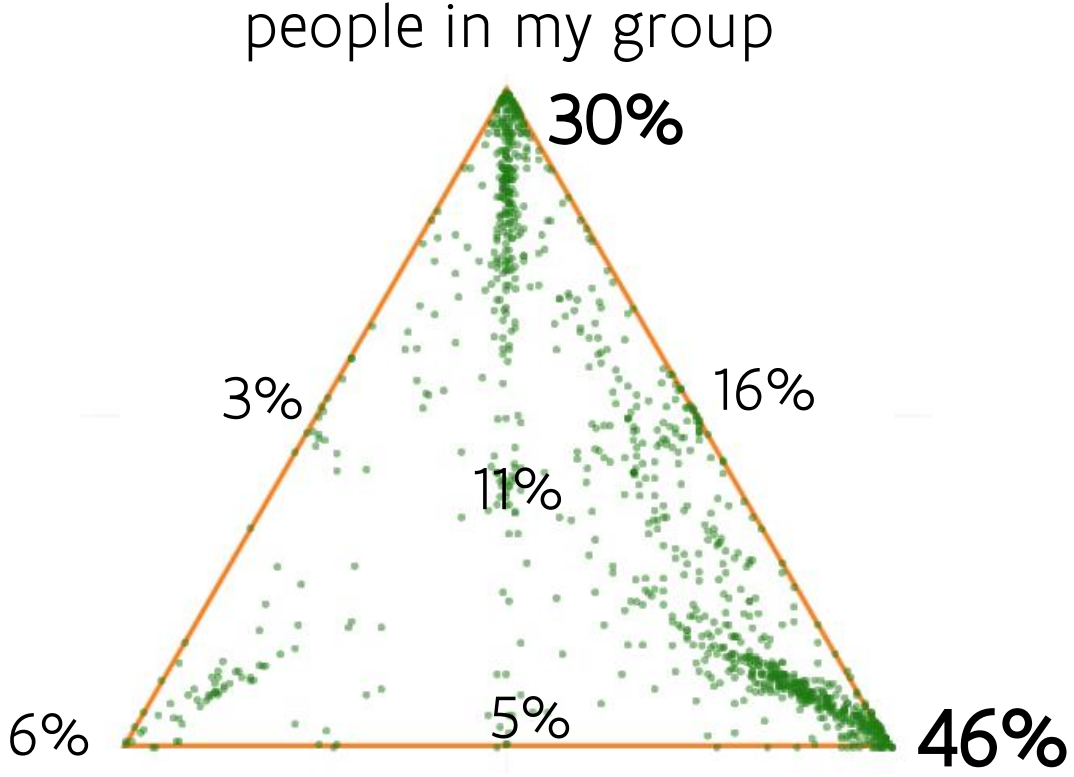
n=1268 stories

The experience you described took place mainly because of...



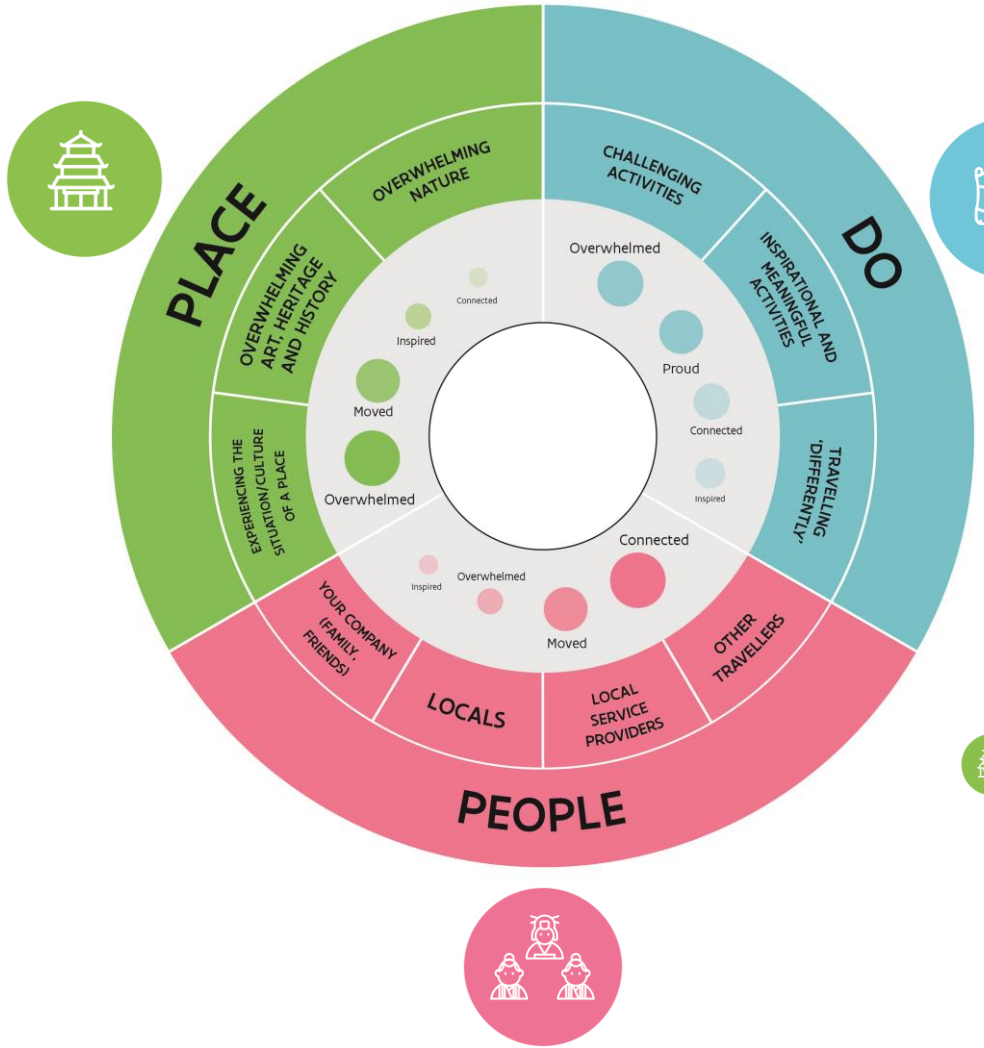
n=1268
stories

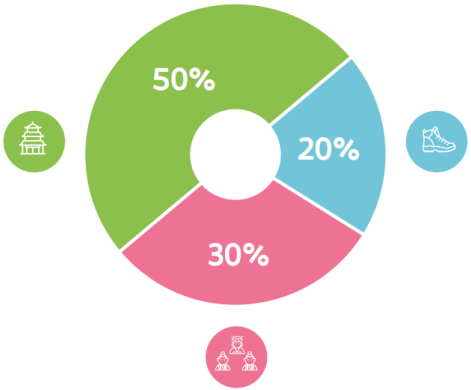
The experience you described took place mainly because of...



n=1268 stories

THE ‘KIND OF IMPACTFUL EXPERIENCE





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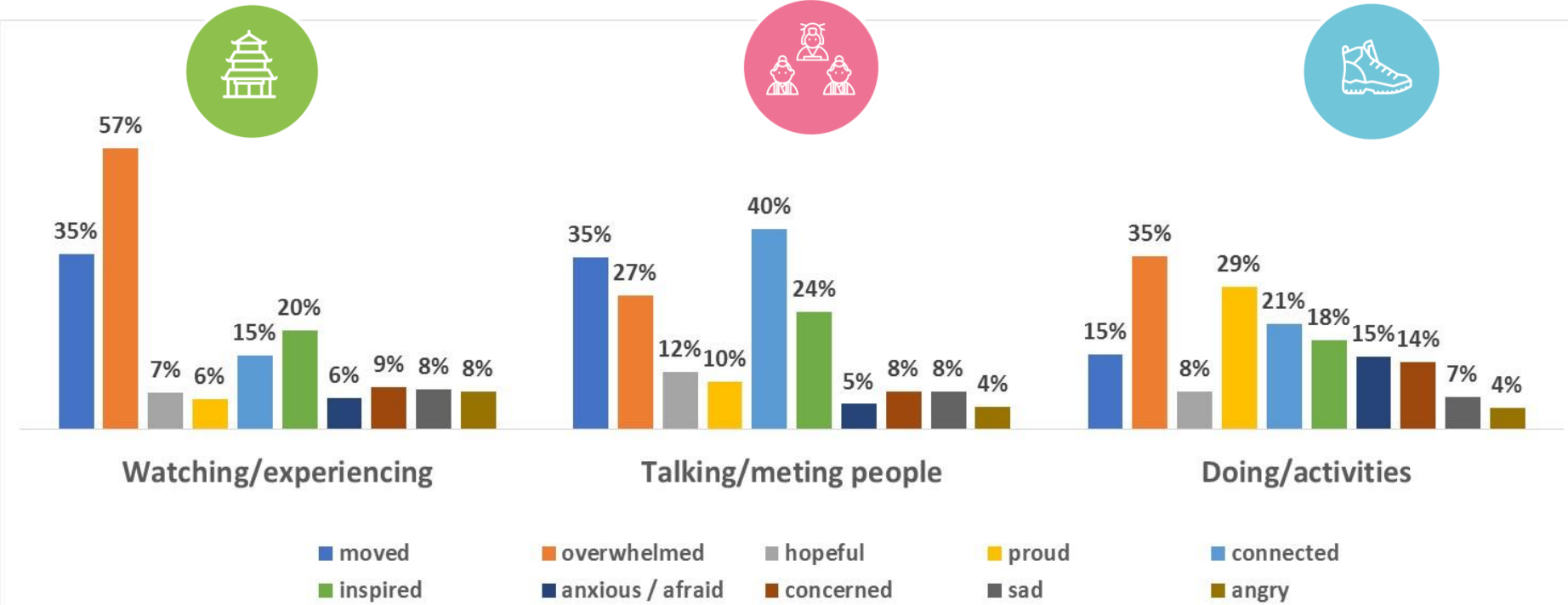
Different emotions going along with the experience



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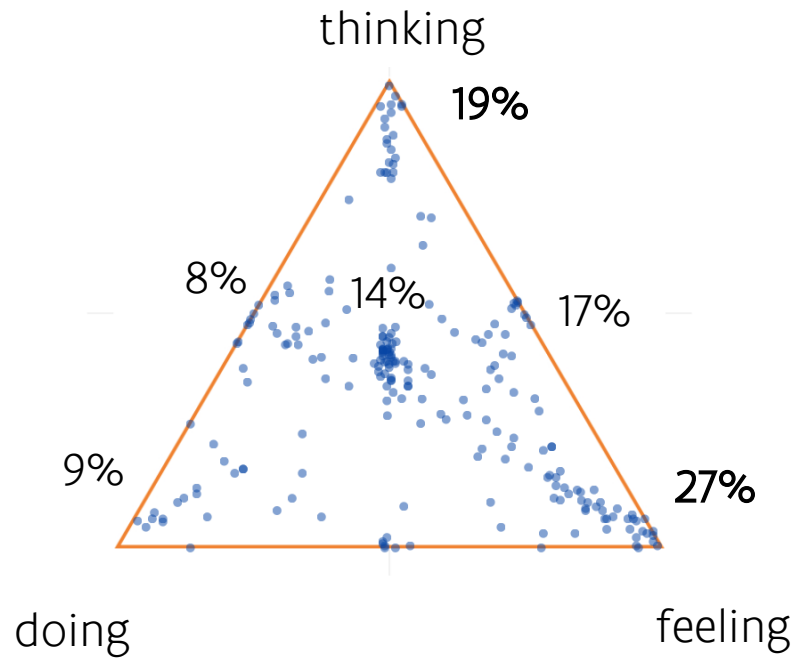
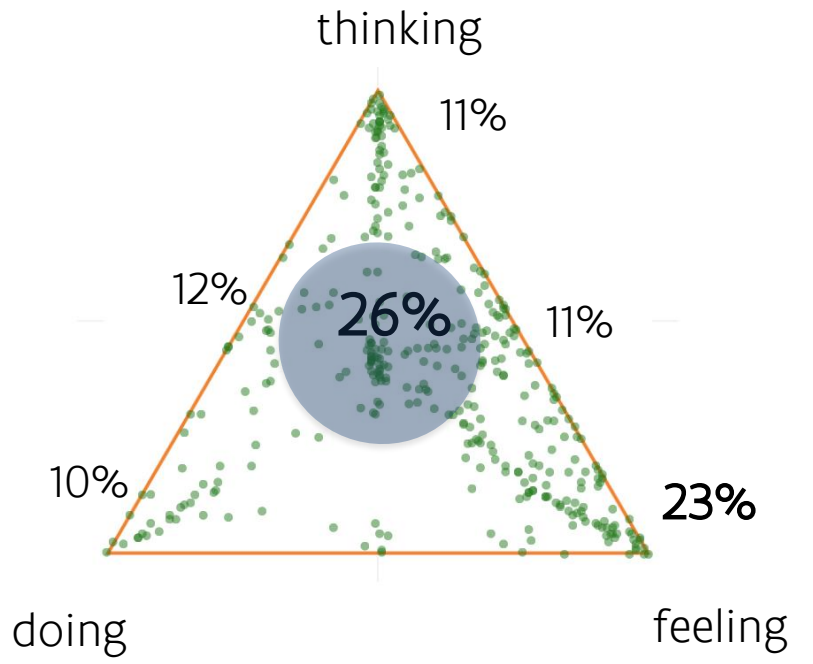
n=1268
stories

The experience has had the most impact on...



little impact today

n=376 stories



a lot of impact today

n=227 stories

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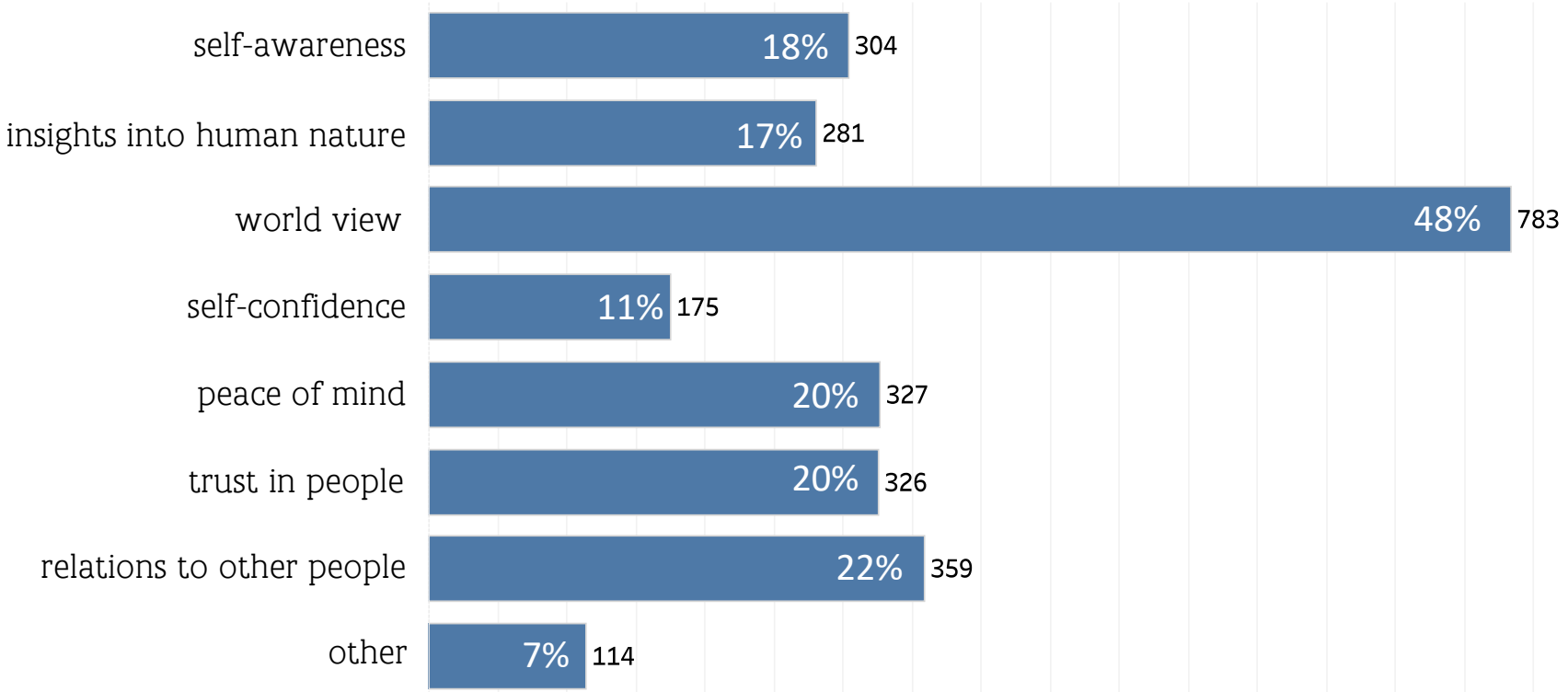
This experience affected my…



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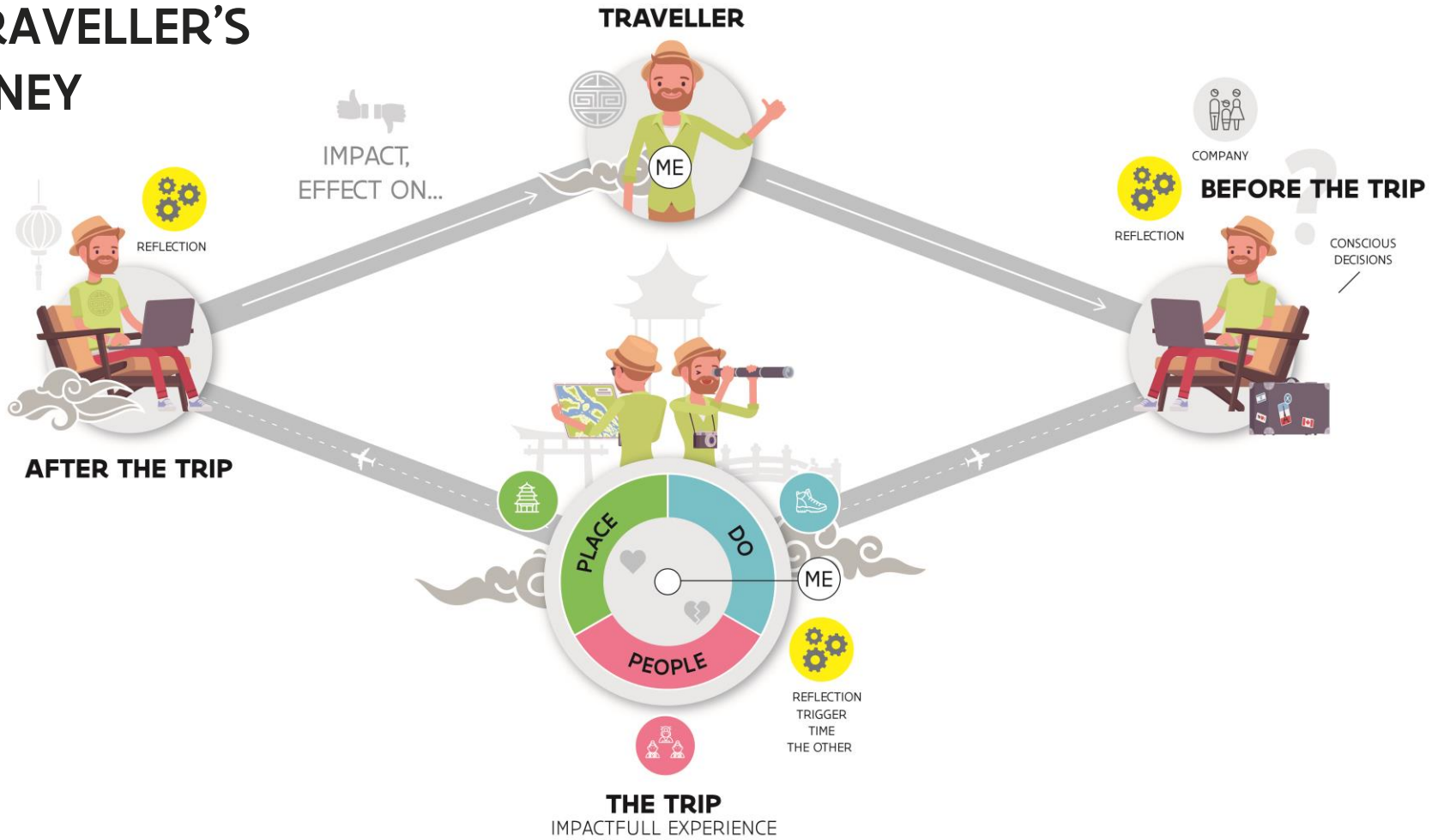
n=1268
stories

DE TRAVELLER'S JOURNEY



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If you think about the input we received from your stories, what will you remember in the context of
the power of arts festivals
for flourishing communities



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FUTURE VISION
CO-CREATED WITH OUR SECTOR
IN ONE MAGAZINE

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www.traveltotomorrow.be

Memorandum (here)

Report listening exercise (here)

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