

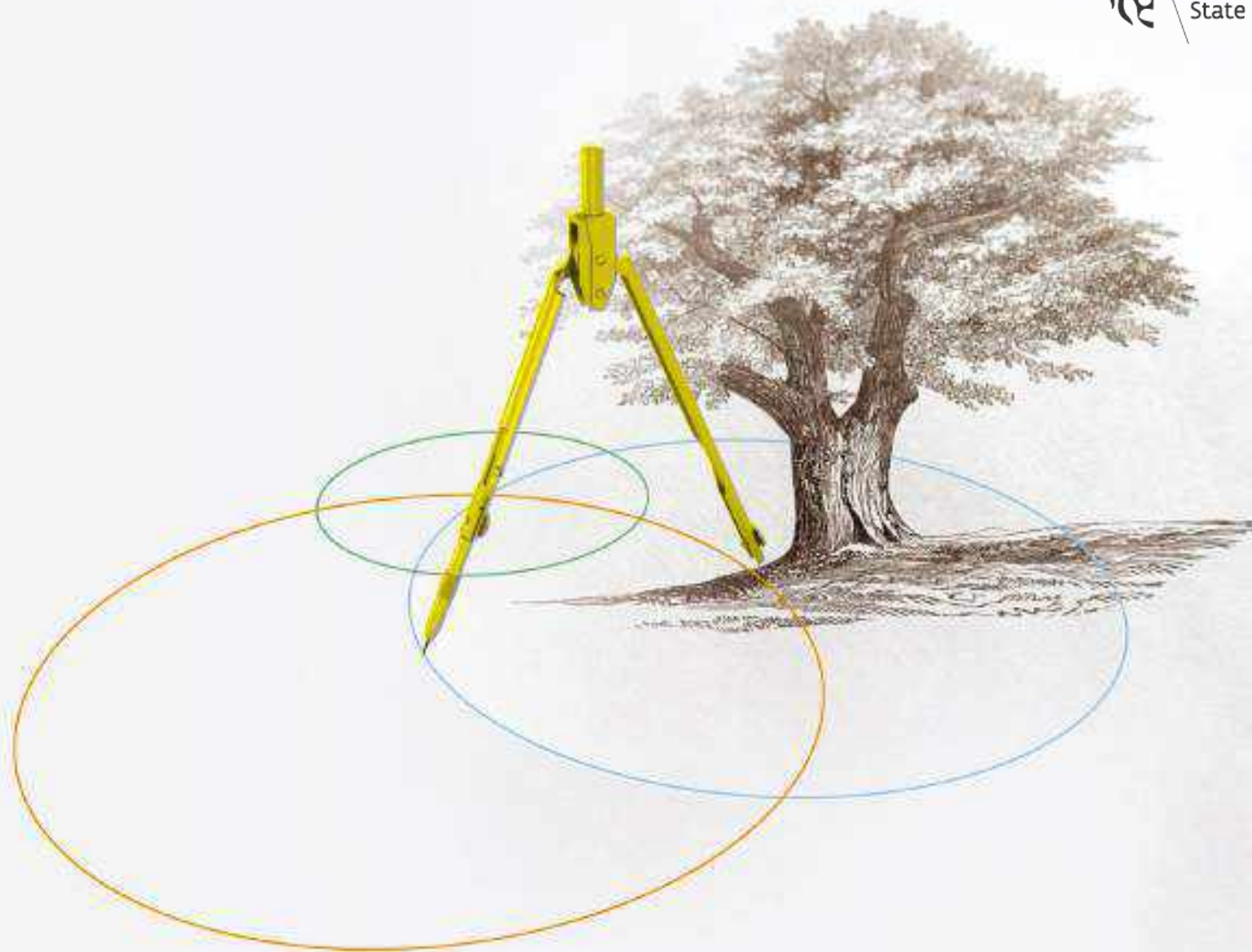
Flora et Labora

VISITFLANDERS'

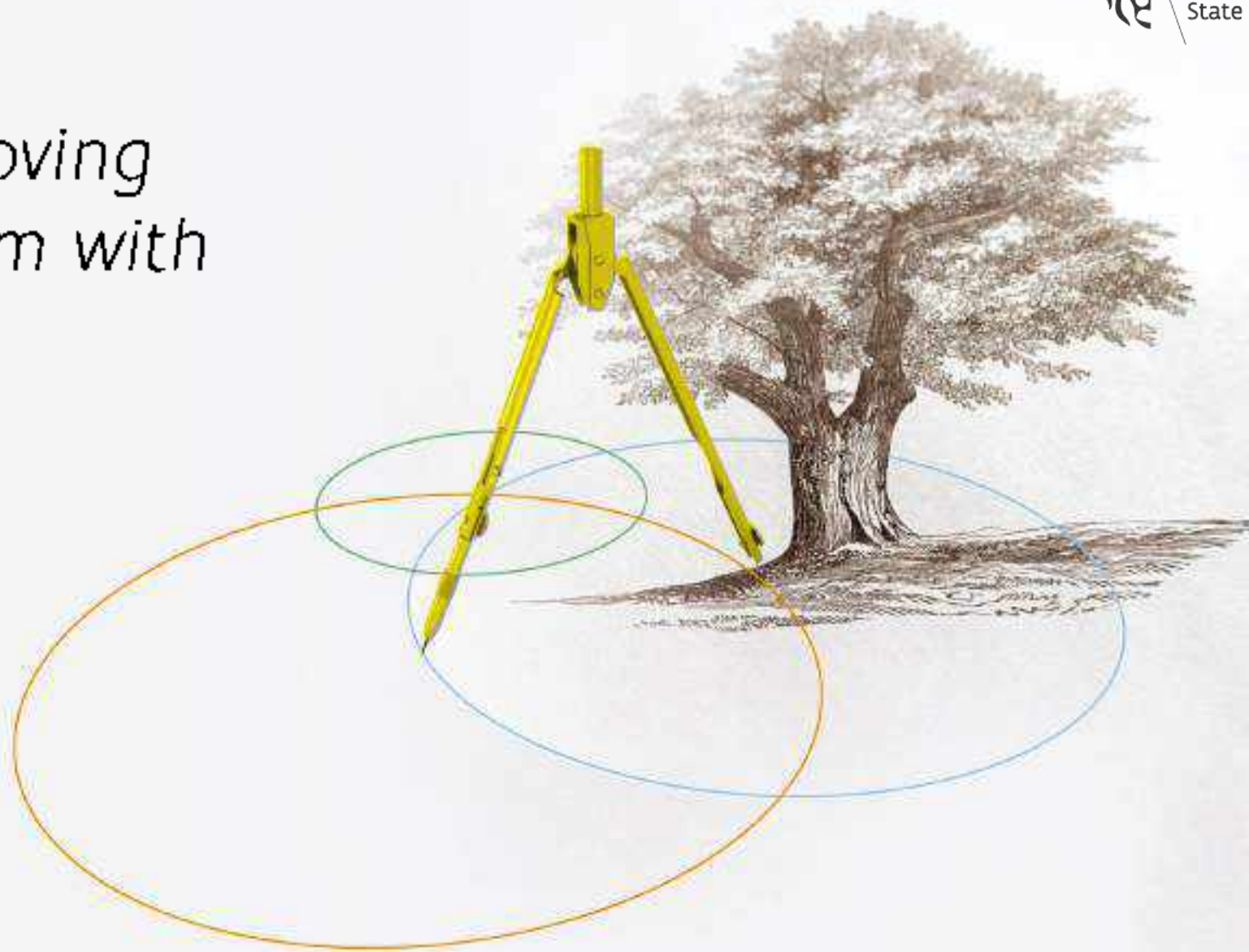
VISION AND STRATEGY

6th UNWTO World Forum
on Gastronomy Tourism

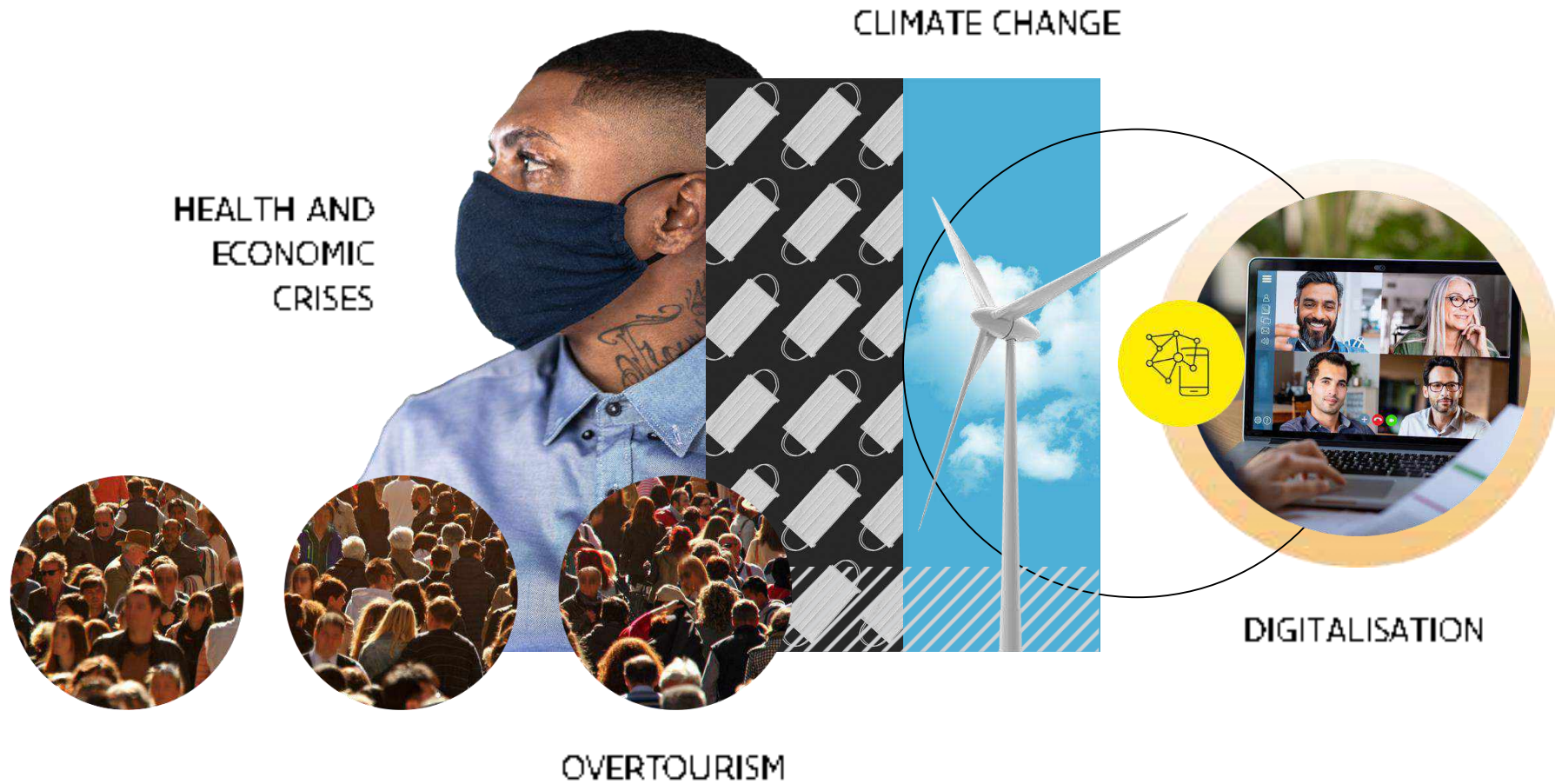
Peter De Wilde,
CEO VISITFLANDERS



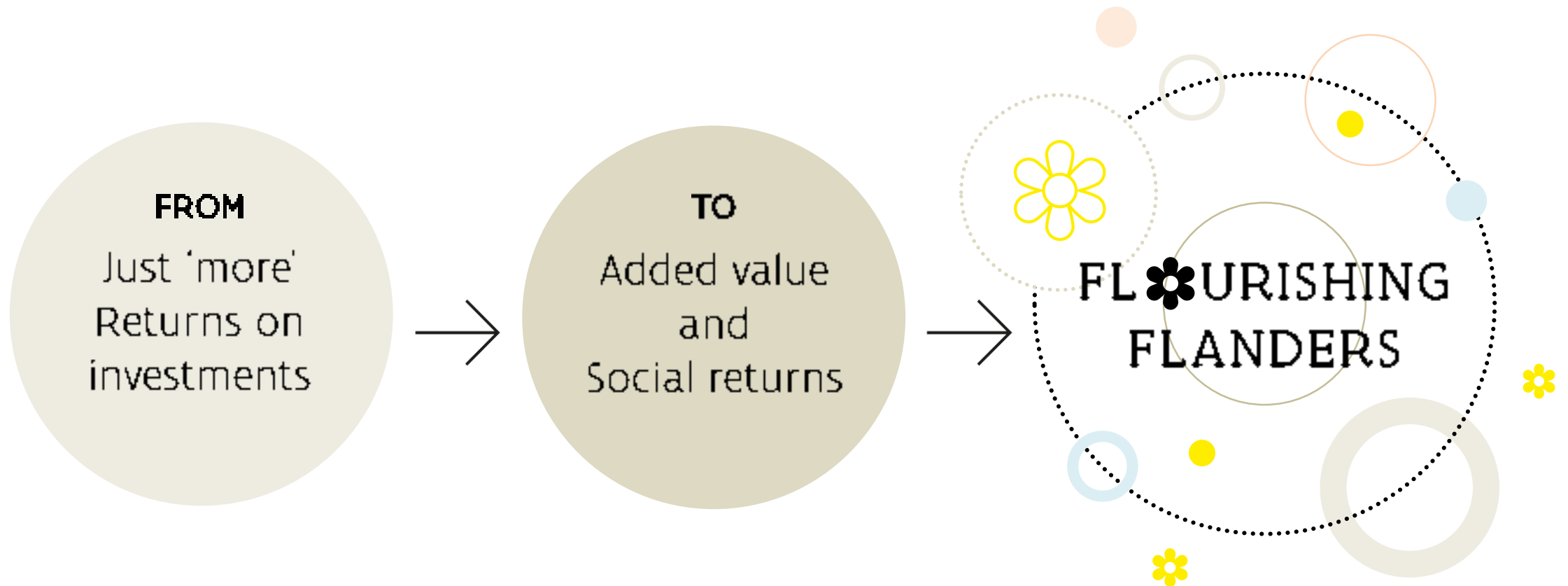
*Why are we moving
towards tourism with
added value?*

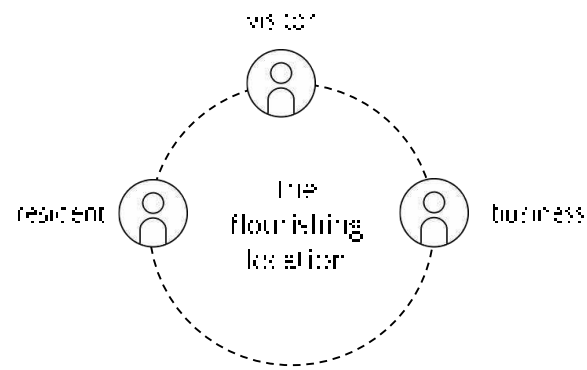


CURRENT TOURISM MODEL IS UNDER PRESSURE



THE POSITIVE POWER OF TOURISM





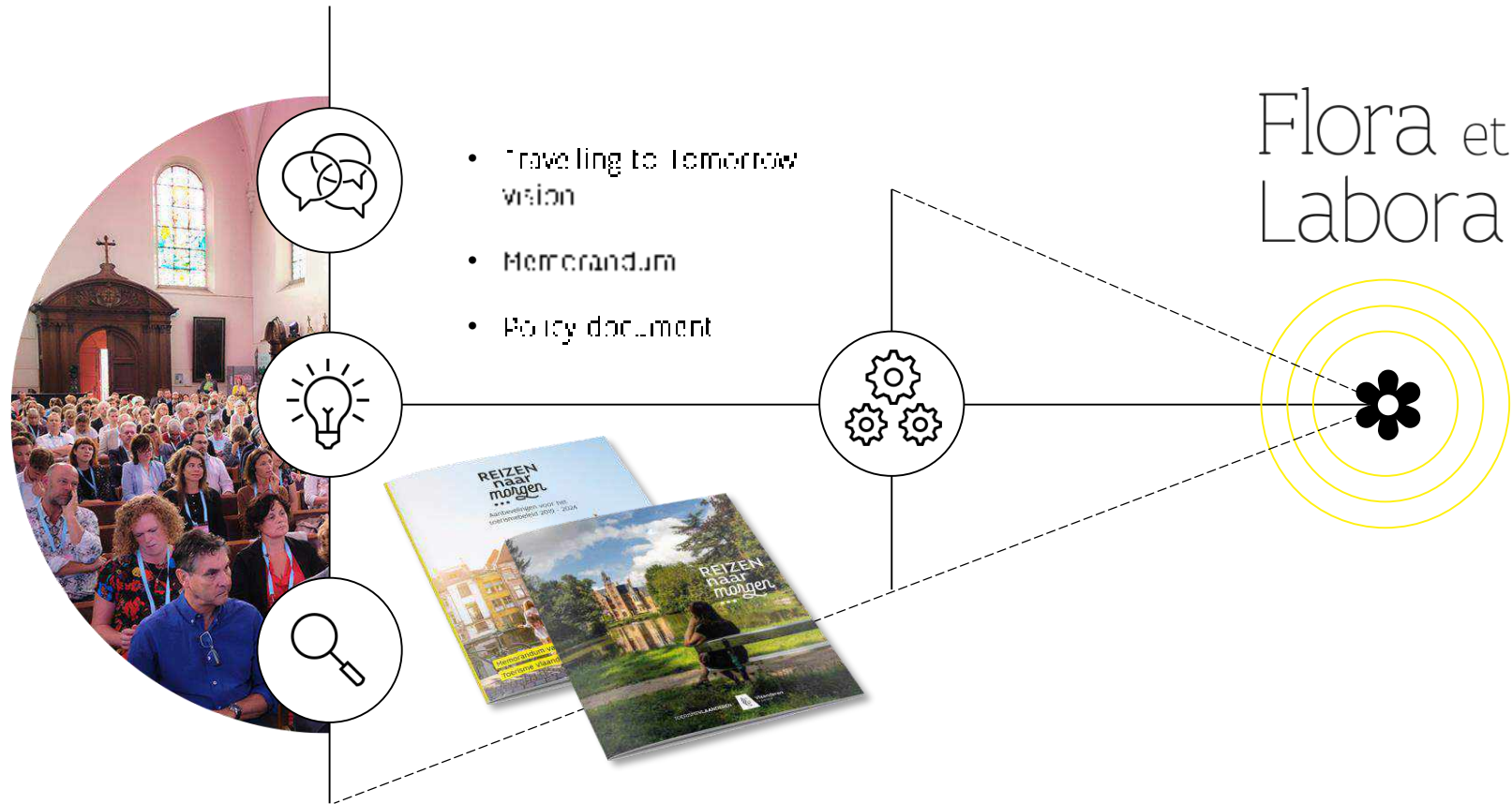
OUR VISION

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

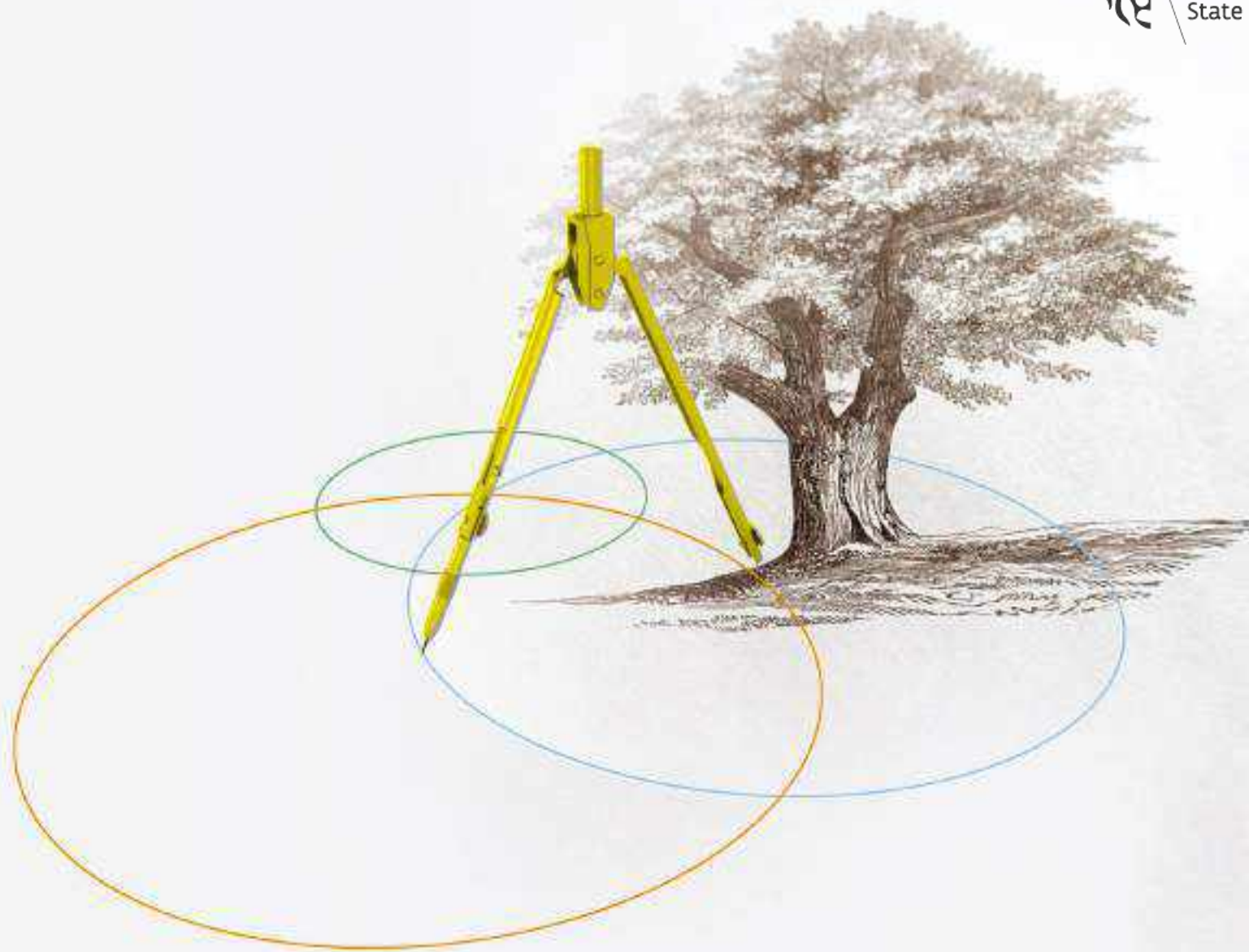
A LOOK BACK AT THE CREATION OF FLORA ET LABORA

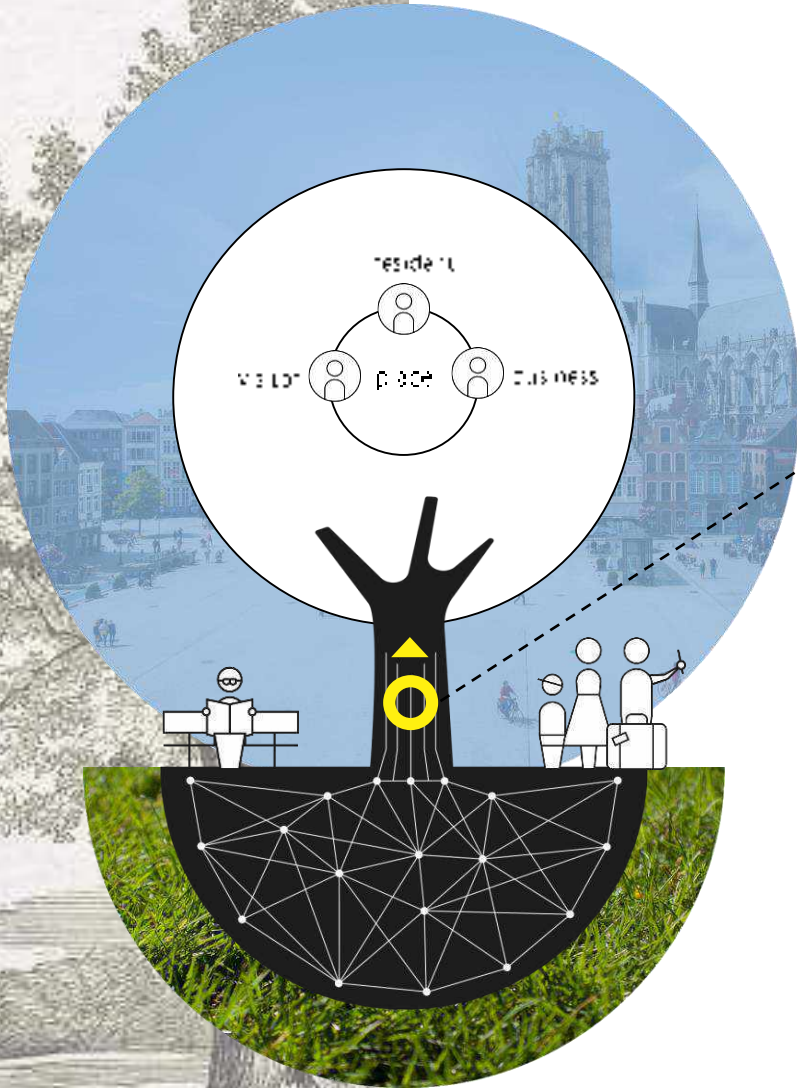
A scientifically based, participative process

- 10 public and private participants, both Flemish and international
- + 1,600 travel stories on basis of large-scale listening exercise
- + 800 tourism professionals during various meetings
- 5 think-tanks
- + xxx internal meetings and VISITFLANDERS exercises



How do we
move towards
tourism with
added value?





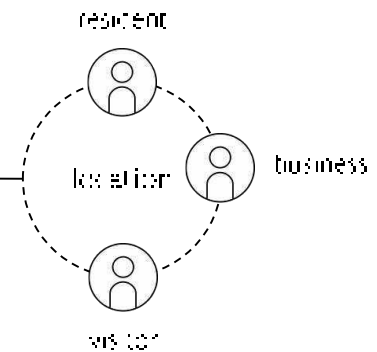
our strategy on the basis of five key principles

- 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.

STRATEGIC KEY PRINCIPLE

1

Creating **added value** for all stakeholders in a balanced manner



Broader social added value.



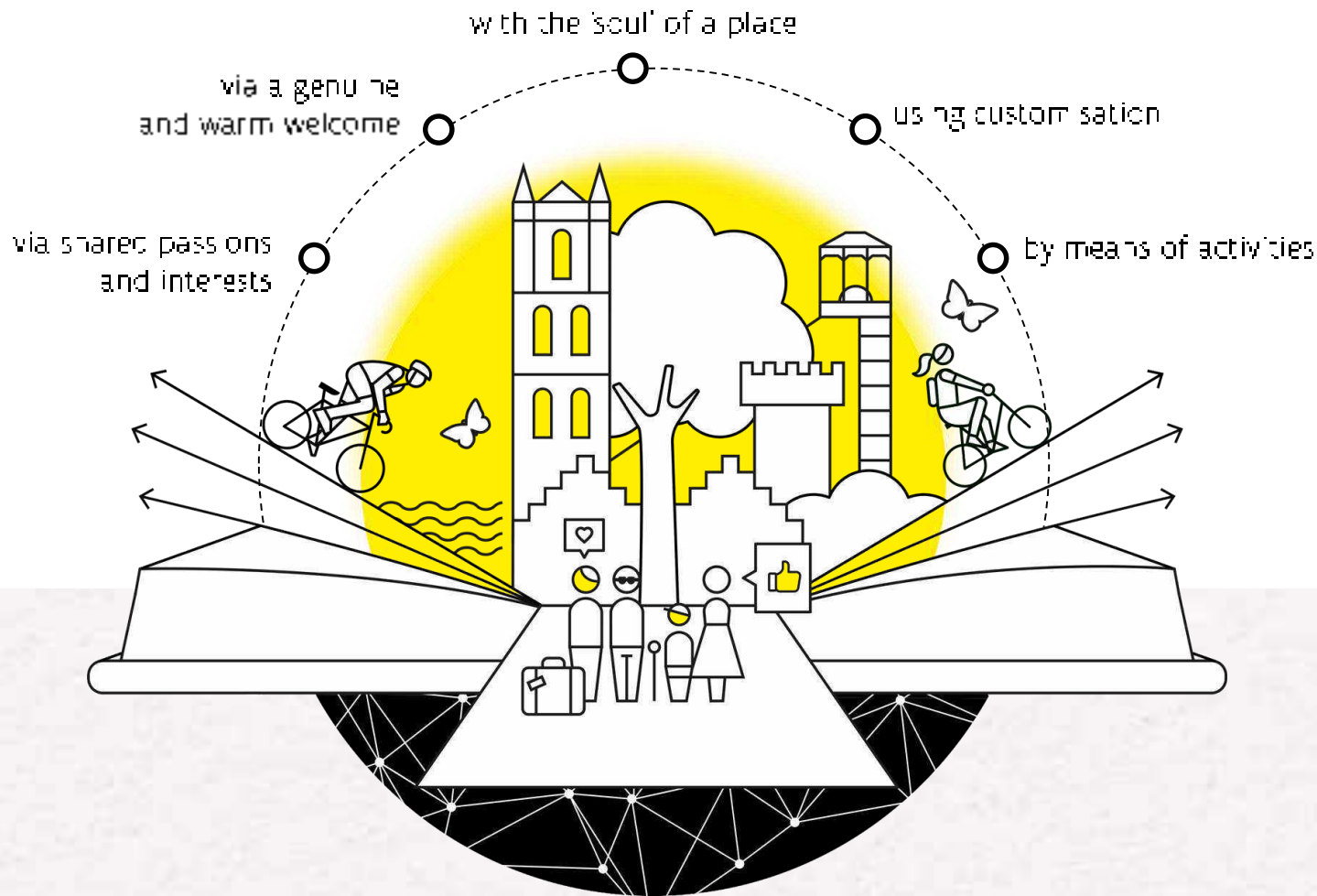
Balance between economic benefits and the positive social impact of tourism.



Balance for all stakeholders: visitors, residents, businesses, and places.

STRATEGIC KEY PRINCIPLE

2



Connections between people, places and activities within a unique story.

STRATEGIC KEY PRINCIPLE

3



VISITFLANDERS as
network connector

uniting



inspiring



facilitating



STRATEGIC KEY PRINCIPLE

4

Quality, with room for
innovation and creativity

- Memorable and transformational experiences.
- Quality as the goal for all themes.



STRATEGIC KEY PRINCIPLE

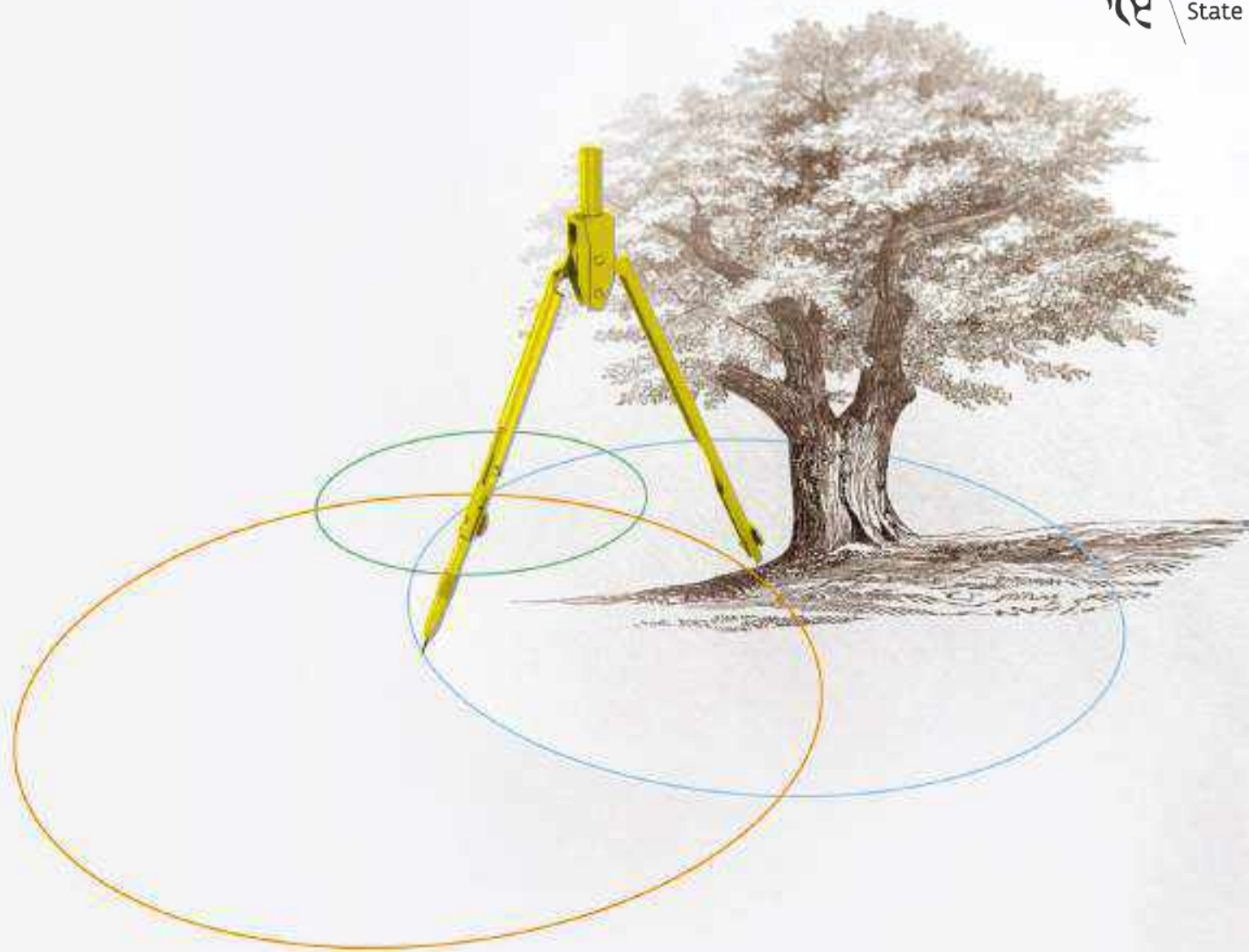
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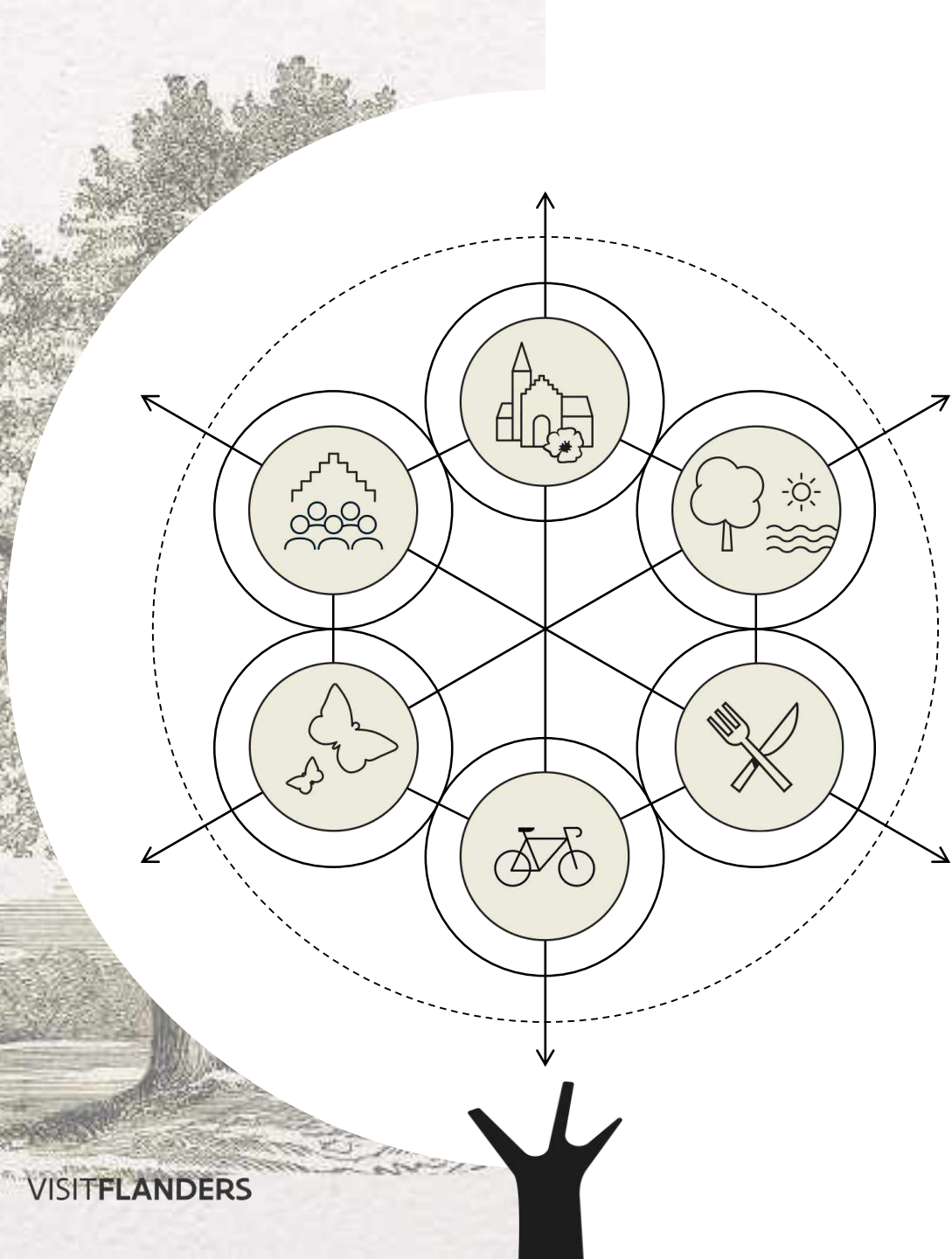
Strategy and knowledge-driven methods

- Our approach and focus is based on the strategy.
- We share our strategy with all stakeholders.
- We expand our knowledge on themes, the market, target groups, and trends.



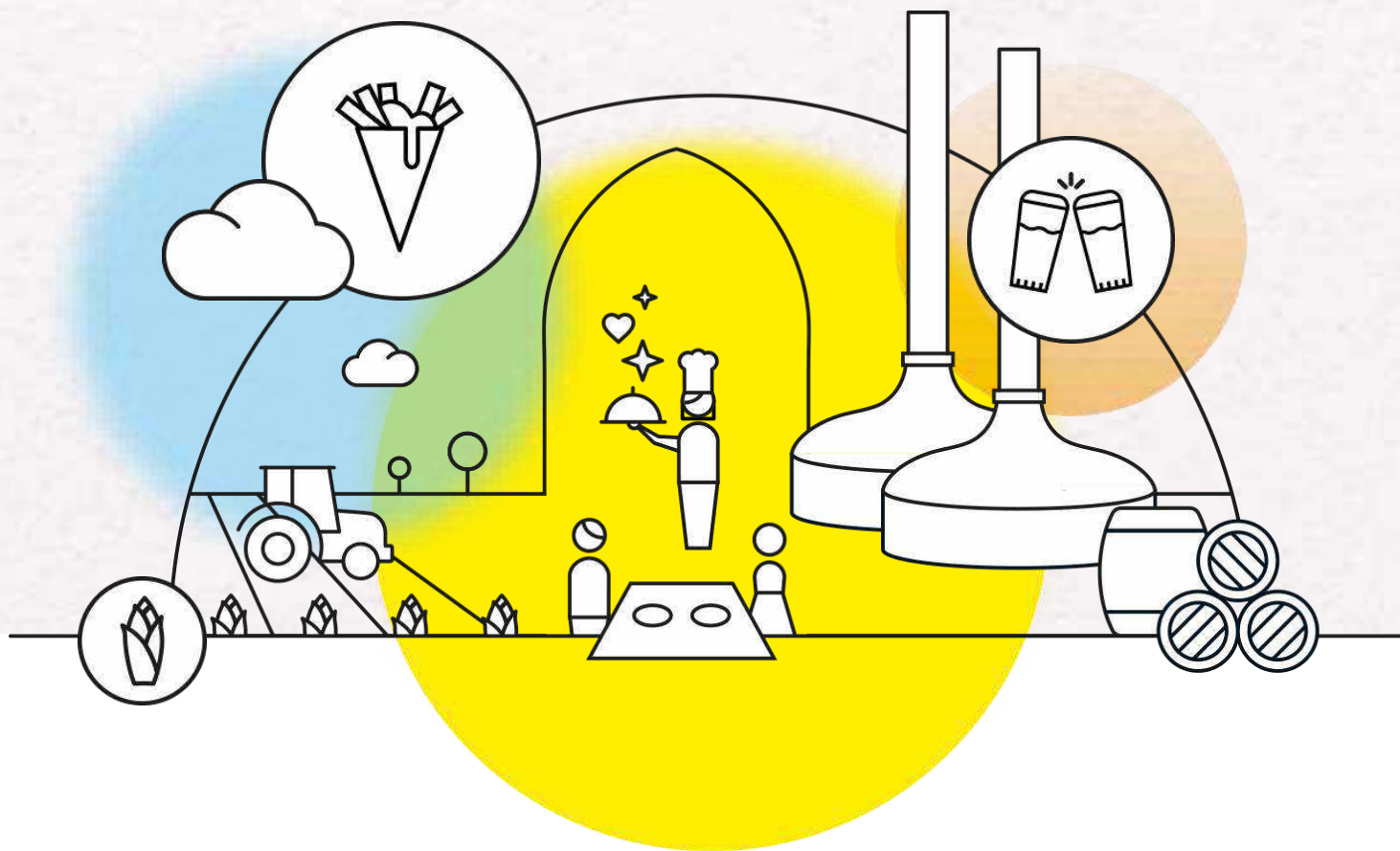
How do we
apply this to
gastronomy
tourism?





Six themes which connect into the DNA of Flanders

- Heritage experience
- Flanders Naturally!
- **Culinary Flanders**
- Flanders as a cycling country
- Why Holidays Matter (Iedereen Verdient Vakantie)
- Conferences and events



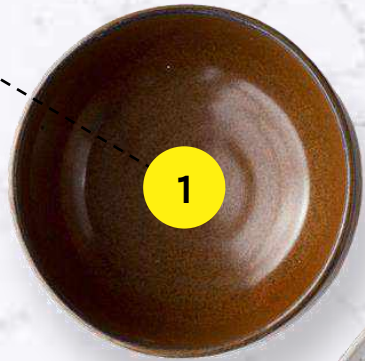
Culinary Flanders



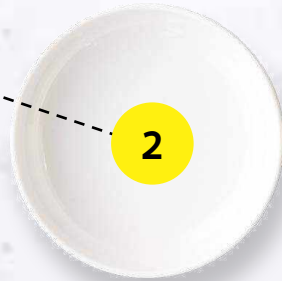
Stimulating the use of local produce

INITIATIVES

Developing
strong **culinary**
experiences



Working
together with
other
departments



**Flemish
Culinary Center**

will be the **meeting place** in Flanders where the **global food & beverage community** can experience Flanders' **culinary heritage** and learn about **innovation** in an interactive way.



Thank you!

