Flora et Labora

VISIT
VISION

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

investments → Added returns

URISHING
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
  Hermitage and international
- 1,600 travel stories
  on the basis of targeted
  listening exercise
- 200 tourism
  professionals during various meetings
- 200 tanks
- 300 internal meetings and
casual exercises

- Traveling to Tomorrow
  - Vision
  - Memorandum
  - Policy document

Flora et Labora
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
STRATEGIC KEY PRINCIPLE 1

Creating added value for all stakeholders in a balanced manner

- Broader added value
- Balance between economic benefits and the positive social impact of tourism
- Balance for all stakeholders: visitors, residents, businesses, and

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STRATEGIC KEY PRINCIPLE

Connections between people, places and activities within a unique

with the 'soul' of a place

and warm welcome

via shared passions and interests

customisation

means of activities
Participation

STRATEGIC KEY PRINCIPLE

connector

uniting
inspiring
facilitating

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Quality, with room for innovation and creativity

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

- 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 gastronomy
themes
which connect

• Heritage experience
• Flanders Naturally!
• Culinary Flanders
• Flanders as a cycling country
• Why Holidays Matter (ledereen)
• Conferences and events
Stimulating the use of local produce
INITIATIVES

1. Developing experiences

2. departments

3. Culinary Center

A meeting place where the global food & beverage community can experience Flanders' culinary heritage in an innovative, interactive way.