

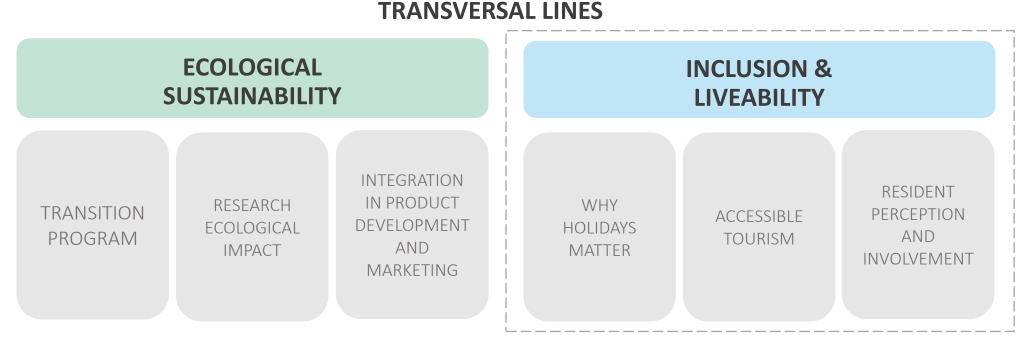
# VISIT FLANDERS' SOCIAL SUSTAINABILITY STRATEGY

Webinar "Tourism Strategies Towards Resilience" Marjan Nauwelaert

VISITFLANDERS

#### **VISIT FLANDERS**

#### VISION TRAVEL TO TOMORROW





EUROPEAN TRAVEL COMMISSION

TOERISMEVLAANDEREN

#### FLANDERS HAS A LONG TRADITION IN SOCIAL TOURISM





### WHY HOLIDAYS MATTER

- Decree Flemish government
- Experience **at least one holiday in your life**, in Flanders
- Target group lives in Flanders
- At the heart of our organisation
- Over 100 booking agencies

### ENHANCING ACCESSIBLE TOURISM IN FLANDERS

- Supporting tourism sector in becoming more accessibility
- For over 20 years **decree Tourism for All** at the start
- Coaching, publications, site visits,...
- Accessibility label for accommodations and meeting venues
  - 340 labels for accommodations in 2024



#### VISITFLANDERS

#### LISTENING TO RESIDENTS

- Biannual extensive **resident survey** in art cities and touristic areas – since 2017
  - Topics
    - > Support for tourism
    - > Positive and negative impact
    - > Involvement in decision making
    - > Desired types of tourism
- **Participation programs** with residents, associations, entrepreneurs and visitors.
  - In all tourism projects developed by Visit Flanders



#### VISIT**FLANDERS**



## THANK YOU

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