



**Flanders**  
State of the Art

# VISIT FLANDERS' SOCIAL SUSTAINABILITY STRATEGY

---

Webinar "Tourism Strategies Towards Resilience"

Marjan Nauwelaert

VISITFLANDERS



# VISIT FLANDERS

## VISION TRAVEL TO TOMORROW

### TRANSVERSAL LINES

#### ECOLOGICAL SUSTAINABILITY

TRANSITION  
PROGRAM

RESEARCH  
ECOLOGICAL  
IMPACT

INTEGRATION  
IN PRODUCT  
DEVELOPMENT  
AND  
MARKETING

#### INCLUSION & LIVEABILITY

WHY  
HOLIDAYS  
MATTER

ACCESSIBLE  
TOURISM

RESIDENT  
PERCEPTION  
AND  
INVOLVEMENT



**NECSTouR**  
European Regions for  
Competitive and Sustainable Tourism

**EUROPEAN  
TRAVEL  
COMMISSION**

# 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





# 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







**Flanders**  
State of the Art

# THANK YOU

---

[Marjan.nauwelaert@toerismevlaanderen.be](mailto:Marjan.nauwelaert@toerismevlaanderen.be)

[www.toerismevlaanderen.be](http://www.toerismevlaanderen.be)



VISITFLANDERS