

# TRAVEL TO *tomorrow ...*



**Flanders**  
State of the Art

## T4T COLLABORATIVE GOVERNANCE FLANDERS CASE

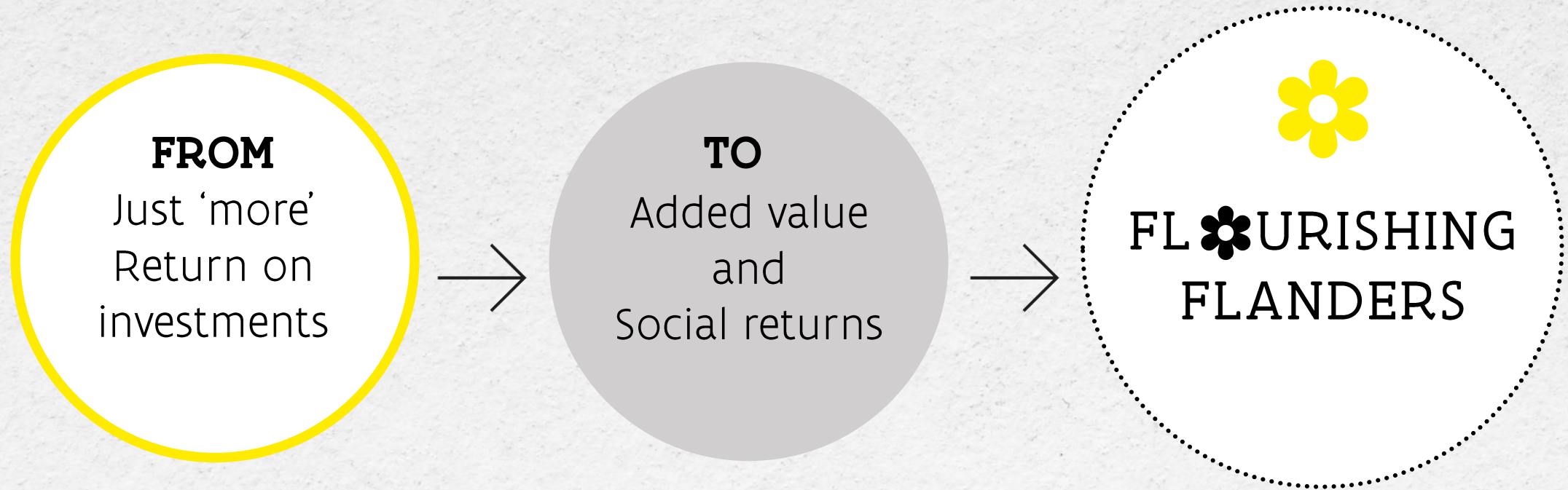
Vincent Nijs  
Chief Strategist  
VISITFLANDERS





# COLLABORATIVE GOVERNANCE IN FLANDERS: THE POSITIVE POWER OF TOURISM

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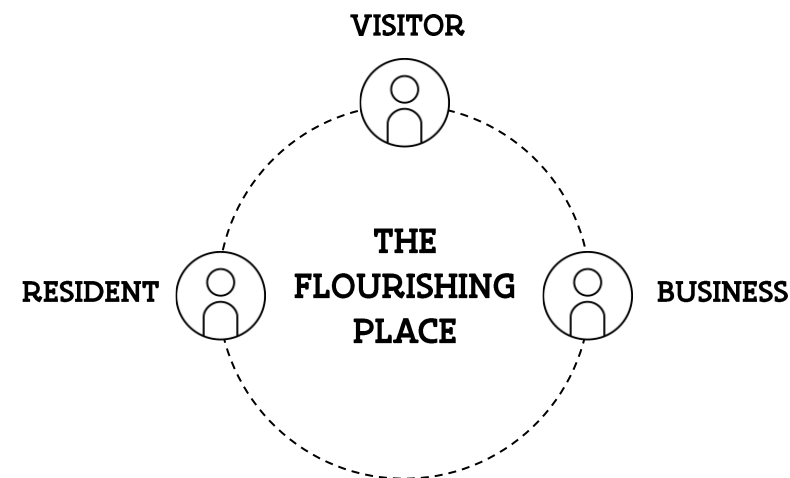
TRAVEL TO  
*tomorrow ...*



## OUR VISION: TRAVEL TO TOMORROW

Tourism is a means, rather than an end.  
It can help to bring balance.

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

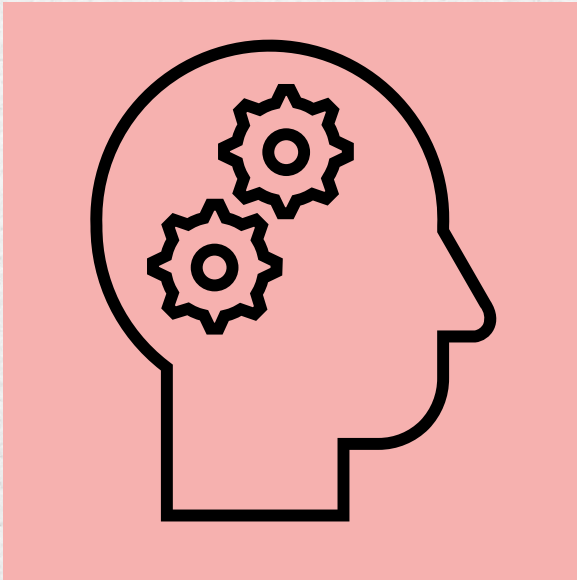


= COLLABORATIVE VISION



# LEARNINGS

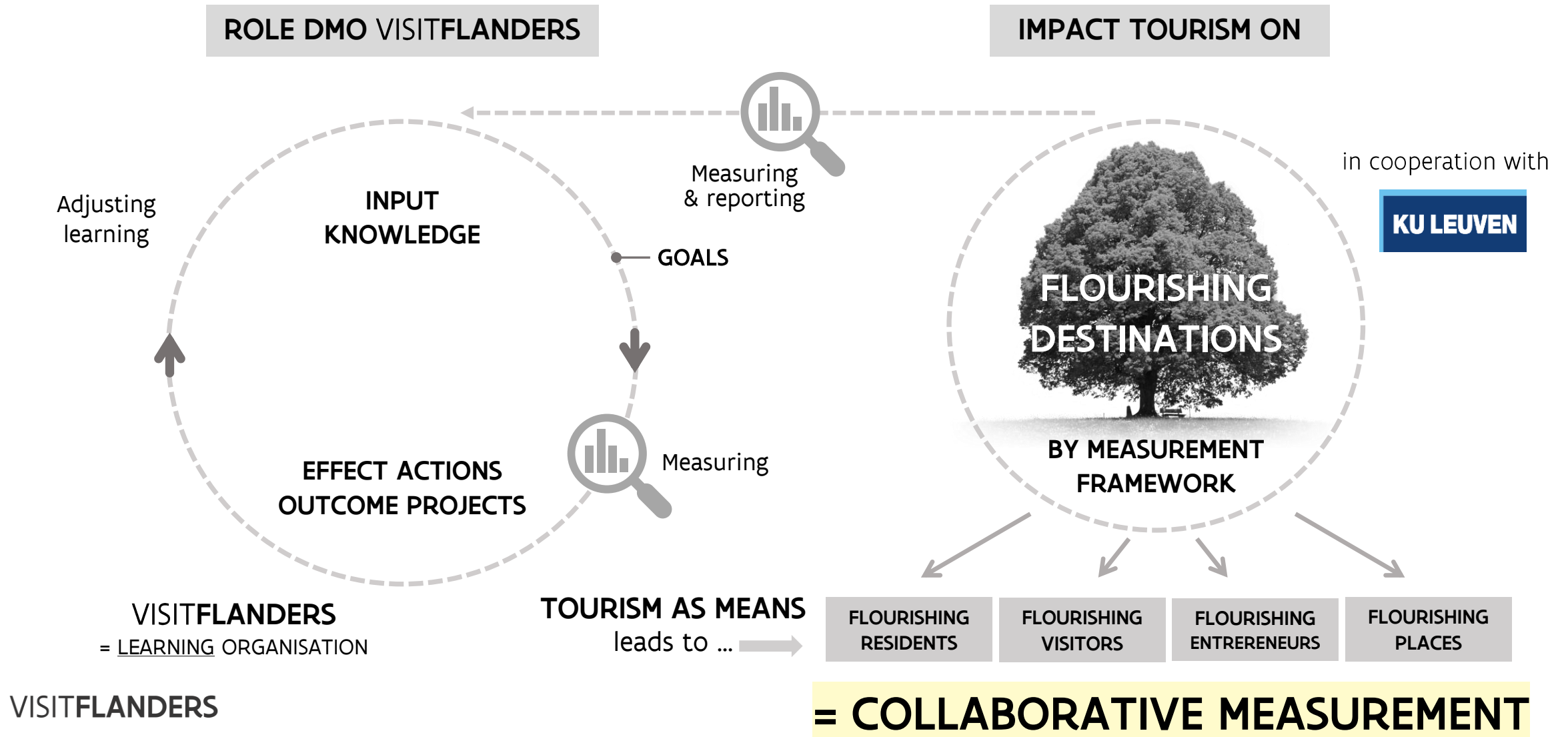
CREATING TRAVEL TO TOMORROW  
& WORKING IN PARTICIPATIVE AND  
COLLABORATIVE WAY



- Vision and strategy comes first
- Creating paradigm shift will make you feel uncomfortable
- It is about long term policy making
- Be in the lead of your own process, but seek expertise for certain tasks
- Bottom-up approach takes time but takes you further
- Go with 'coalition of the willing' – small players can have great idea's
- Understand there might be resistance and misunderstandings
- Be open in communication, no hidden agendas
- Tourism management is important at national and regional level, but actions are often needed and most relevant at local level
  - So: SHARE ONE VISION TOGETHER
- Co-create 1 measurement framework for the whole destination, and a network to measure and benchmark together
- Seek international collaboration on advanced strategies
- = be open, share, learn

**= COLLABORATIVE GOVERNANCE**

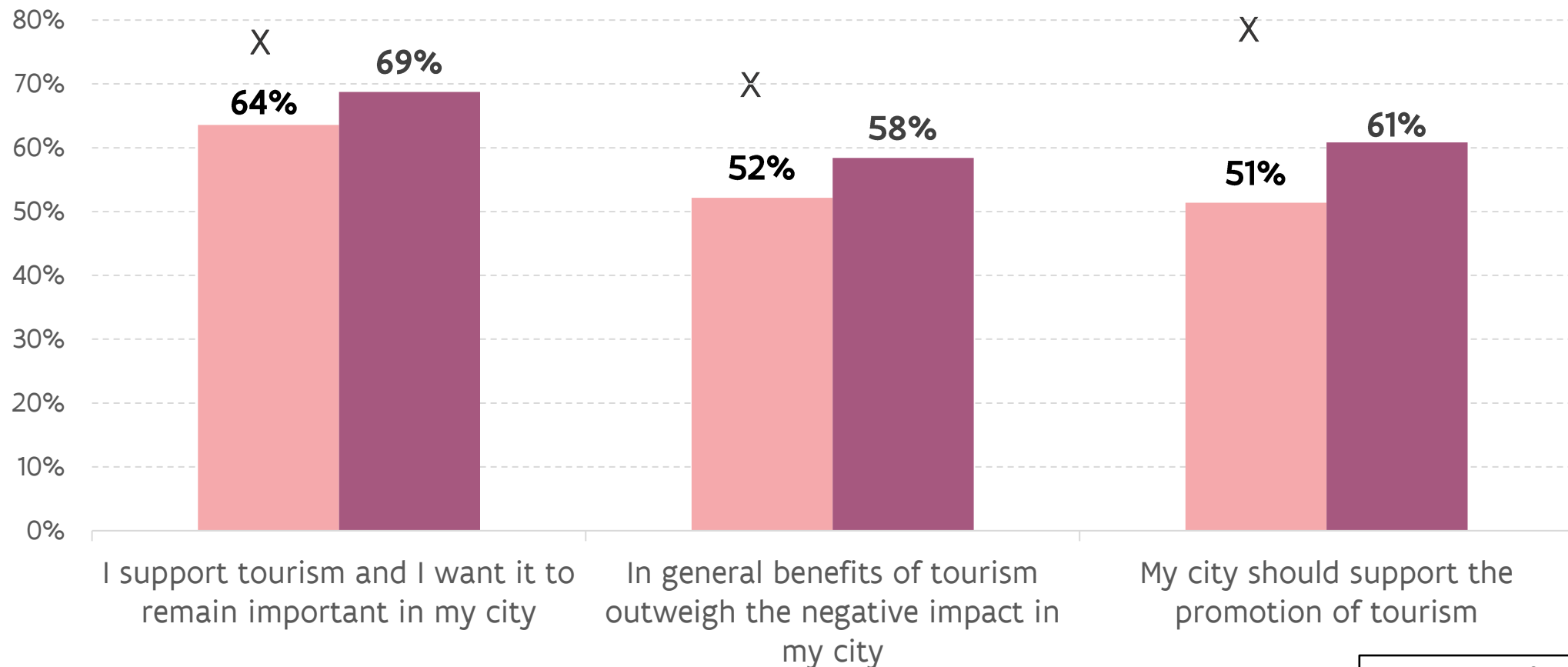
# MEASURE (YOUR) IMPACT **TOGETHER!**



# EXAMPLE RESIDENT STUDIES 2017-2023

## = COLLABORATIVE RESEARCH

SUPPORT FOR TOURISM? % 'agree' with... X 2017





VISITFLANDERS

# COLLABORATIVE GOVERNANCE IN EUROPE





# NECSTouR 2030 Pathway

Regenerative, data-driven and resilient tourism across European Regions



## VISION

Tourism has the power to make destinations and communities flourish.

**Our commitment is to benefit:**

Business



## MISSION

Lead and collaborate to strengthen the positive value of tourism in European Regions.

Communities

Visitors



## IMPACT

Better places to live, better places to visit.

Environment



## Strategic Objectives 2030

- Strengthen regional capacity for regenerative destination management.
- Support regional tourism climate action: mitigation and adaptation.
- Empower destinations to measure tourism impacts for decision-making.
- Enable regions to implement the European Tourism Agenda and Strategy.
- Double NECSTouR's network impact through collaboration and innovation.



## Strategic Hubs

*Empowering destination leaders to deliver sustainability*



GOVERNANCE HUB



CLIMATE HUB



TOURISM OF TOMORROW-DATA LAB



Projects



Tools



Knowledge



Pilots



Networking





# Tourism of Tomorrow Data-Driven Destinations Hub

EU Competence center to  
support data management in  
tourism destinations

Coordinator:



Partners:



European Regions for  
Competitive and Sustainable Tourism



VISIT  
FLANDERS



ASESORIA  
JURIDICA  
BALEAR



MINISTERO  
DEL TURISMO  
REPUBBLICA ITALIANA



Co-funded by  
the European Union







**Flanders**  
State of the Art

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# Your questions?

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**TOERISMEVLAANDEREN**