

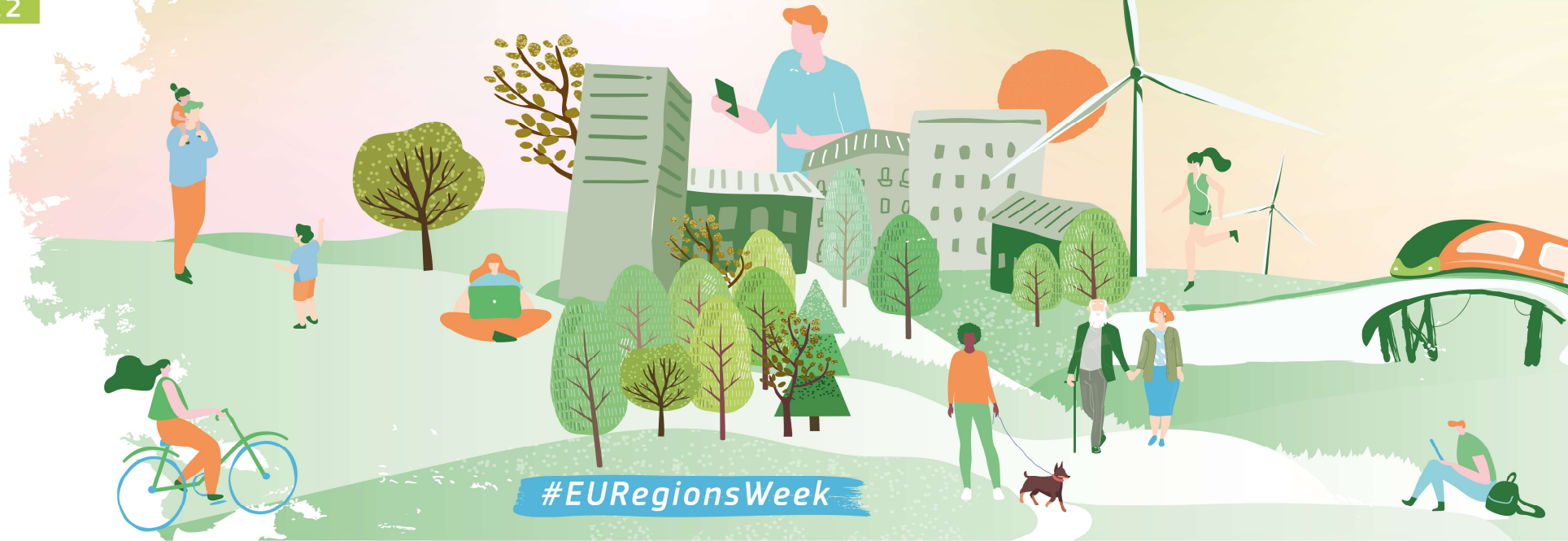


EUROPEAN WEEK OF
REGIONS & CITIES

2003 - 2022

New Challenges for
Europe's Cohesion

VISITFLANDERS: 'Travel to Tomorrow'



Vincent Nijs
Chief Strategist



Flanders
State of the Art



TRAVEL TO TOMORROW 'IN PRACTICE'

VISITFLANDERS

VISION &

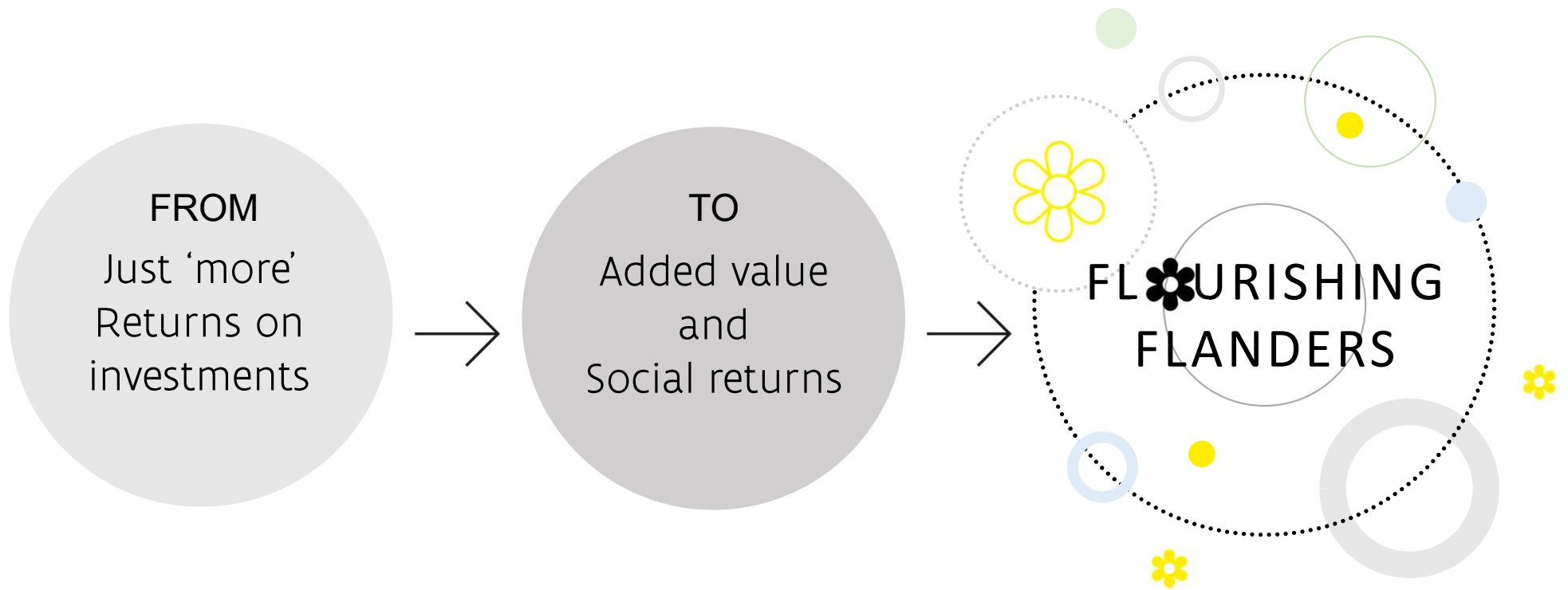
SUSTAINABILITY PLAN



*Flora et
Labora*

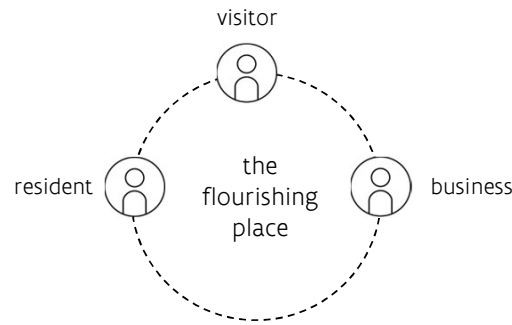
*Vincent Nijs
Chief Strategist*

The positive power of tourism





VISITFLANDERS

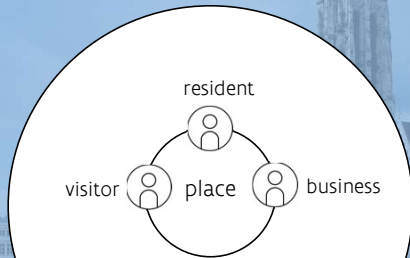


OUR VISION

Tourism becomes a means, not an end

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.

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**.



Travel to Tomorrow, an ambitious vision with the potential to do better in terms of sustainability.

**TO EMBRACE SUSTAINABILITY,
VISITFLANDERS DEVELOPED A PLAN WITH:**



SMART GOALS
for 2030



ACTION PLANS



A design for
IMPLEMENTATION

FOR OUR DESTINATION AND INTERNAL ORGANISATION





SUSTAINABILITY PLAN



DESTINATION DEVELOPMENT



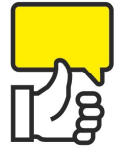
TRANSPORT

Satisfaction about public transport scores at least **200** points
More overnight tourists in the cities come by train instead of by car



INCLUSIVENESS AND ACCESSIBILITY

25% increase of accommodation with an A or A+ label
All dedicated conference locations have the M-label



COMMUNICATION AND ACCESS TO INFORMATION

Annual report on sustainability performance
Sector gives up at least **8/10** for quality of sustainability info



LIVEABILITY

At least **40%** of residents indicate that they have a say in ideas about tourism
90% of VISITFLANDERS' contacts are familiar with the Travel to Tomorrow Vision

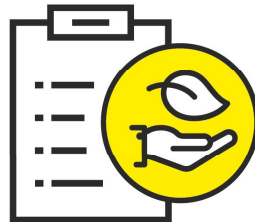


ECOLOGICAL SUSTAINABILITY OF OUR TOURISM OFFER, CONFERENCES AND EVENTS

44% more Green Key labels
100% of the dedicated conference locations has a sustainability certificate

GREENHOUSE GAS EMISSIONS

Emissions from accommodation will be reduced by **50%** by 2030
Climate neutrality as part of subsidy projects



SUSTAINABILITY PLAN VISITFLANDERS

INTERNAL OPERATIONS

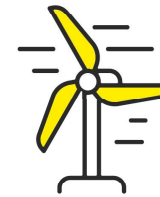
WASTE MANAGEMENT AND USE OF RAW MATERIALS

Sustainable purchasing policy and
75% less waste in our own operations



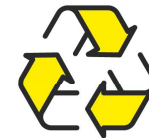
WATER MANAGEMENT

40% less water consumption in our own operations



ENERGY CONSUMPTION

100% green electricity and **35%** less primary energy consumption in our operations



GREEN PRODUCTS AND SERVICES

100% reusable materials for stand construction, give-aways,...

ECOLOGICALLY SUSTAINABLE PERSONNEL POLICY

25% less emissions through work-related travel





Network of European Regions for
a Sustainable and Competitive Tourism

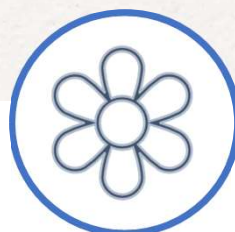
NECSTouR



Glasgow Declaration
Climate Action in Tourism



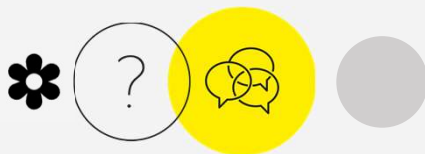
GLOBAL
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SUSTAINABILITY**
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**EUROPEAN
TRAVEL
COMMISSION**

SUSTAINABILITY IN AN INTERNATIONAL NETWORK

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