Flanders
State of the Art

TRAVEL TO *tomorrow* ...

Passionate communities

Cycling in Flanders

Lynn Dauwe | VISIT**FLANDERS** | 19/11/19 | Fyn

Flanders
State of the Art

TOURISM *transforms*

- Looking for the positive power of tourism
- For the traveller, the resident, the entrepreneur and the place

Flanders
State of the Art

PASSIONATE COMMUNITIES

- How can locals feel more connected to the visitors?
- How can visitors connect to a place and its people?
- Focus on a target group which shares the same passion as the locals.

Flanders
State of the Art

PASSIONATE COMMUNITIES

We define a passionate community as a group of people that is connected by a common passion which transcends time and space, and which requires an emotional engagement, certain knowledge and a willingness to travel to experience that specific passion.

RESTAURANT CAFE 'DES ARTS'

527.10.11
PBO x 5

VISITFLANDERS

Cycling in Flanders

CYCLING IN FLANDERS

VISITFLANDERS

MORE THAN JUST BICYCLE ROUTES.

CYCLING IS PART OF OUR HERITAGE.

IT'S IN OUR BLOOD.

OUR CYCLING CULTURE IS ONE OF

OUR UNIQUE SELLING PROPOSITIONS.

FLANDERS LIVES AND BREATHES CYCLING

1 CYCLING AND BIKE CULTURE

-- Home to some of the best classic cyclists --

EDDY MERCKX

BEL - POINTS: **8020**

RIK VAN LOOY

BEL - POINTS: **4900**

ROGER DE VLAEMINCK

BEL - POINTS: **4110**

FRANCESCO MOSER

ITA - POINTS: **3600**

RIK VAN STEENBERGEN

BEL - POINTS: **3530**

JOHAN MUSEEUW

BEL - POINTS: **3460**

PAOLO BETTINI

ITA - POINTS: **3460**

TOM BOONEN

BEL - POINTS: **3330**

FAUSTO COPPI

ITA - POINTS: **3130**

SEAN KELLY

IRE - POINTS: **3080**

WWW.CYCLINGHALLOFFAME.COM

VISITFLANDERS

2 CYCLING AND BIKE CULTURE

-- HOSTING SOME OF THE BEST BIKE RACES --

- **WORLD TOUR ROAD RACES**
  - Omloop het Nieuwsblad (new in 2017)
  - Dwars door Vlaanderen (new in 2017)
  - E3-Harelbeke
  - Gent-Wevelgem
  - Ronde van Vlaanderen
  - BinckBank Tour (stage race)
- **TOUR DE FRANCE**
  - departures/finishes
- **WORLD CHAMPIONSHIPS**
  - in Road cycling, Cyclocross, BMX

3

CYCLING AND BIKE CULTURE

-- Cutting edge bicycle industry --

Ridley bicycles
Lazer helmets
Bioracer clothing
Vermarc clothing
Eddy Merckx Cycles
...

<<< Flanders Bike Valley >>>

CYCLING
FLANDERS
VISITFLANDERS
HOW DO WE TRANSLATE THIS
INTO A TOURISM EXPERIENCE?
STRATEGY

OUR GOALS

VISITFLANDERS

Put cycling in flanders on the bucket list of the passionate cyclist

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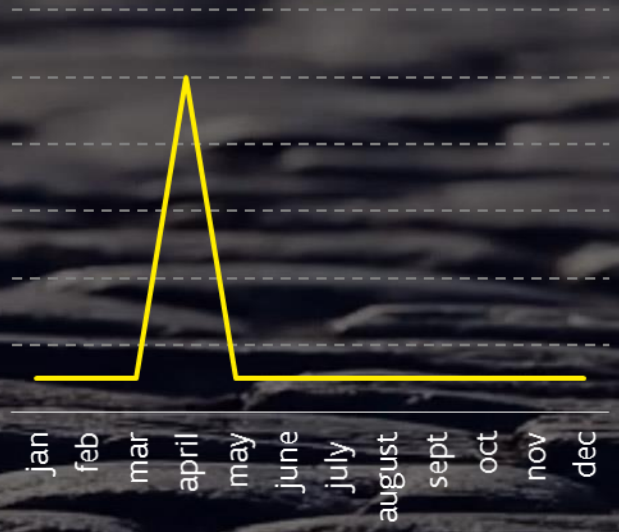
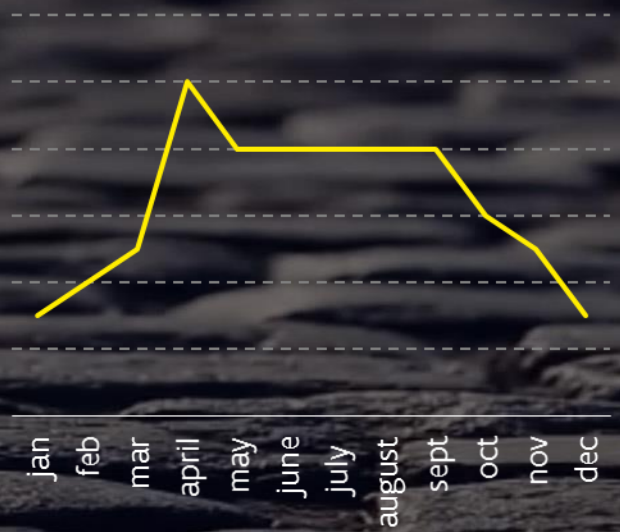
‘ If you call yourself a real cyclist you must at least have ridden once our bergs & cobbles ’

OUR GOALS

VISITFLANDERS

Flanders is an <u>all year round</u> cycling mecca for cycling fans!





‘You can have a Ronde experience in August.
If you’re lucky it might even rain...’

VISITFLANDERS

TARGET GROUP

VISITFLANDERS

SUFFER

Challenge

Strength

Endurance

- Sportive cyclists
- Spectators for cycling events
- Visitors to our cycling museums, cycling heritage, shops, pubs

WILMA!

Women In Lycra Middle Aged

Reason to come

VISITFLANDERS

WHO' S THE ROAD CYCLIST

CYCLING SPECIFIC

The cobblestone climbs of the Tour of Flanders:	84%
To follow in the footsteps of heroic racing cyclists:	63%
It's nearby:	10%
Other:	7%

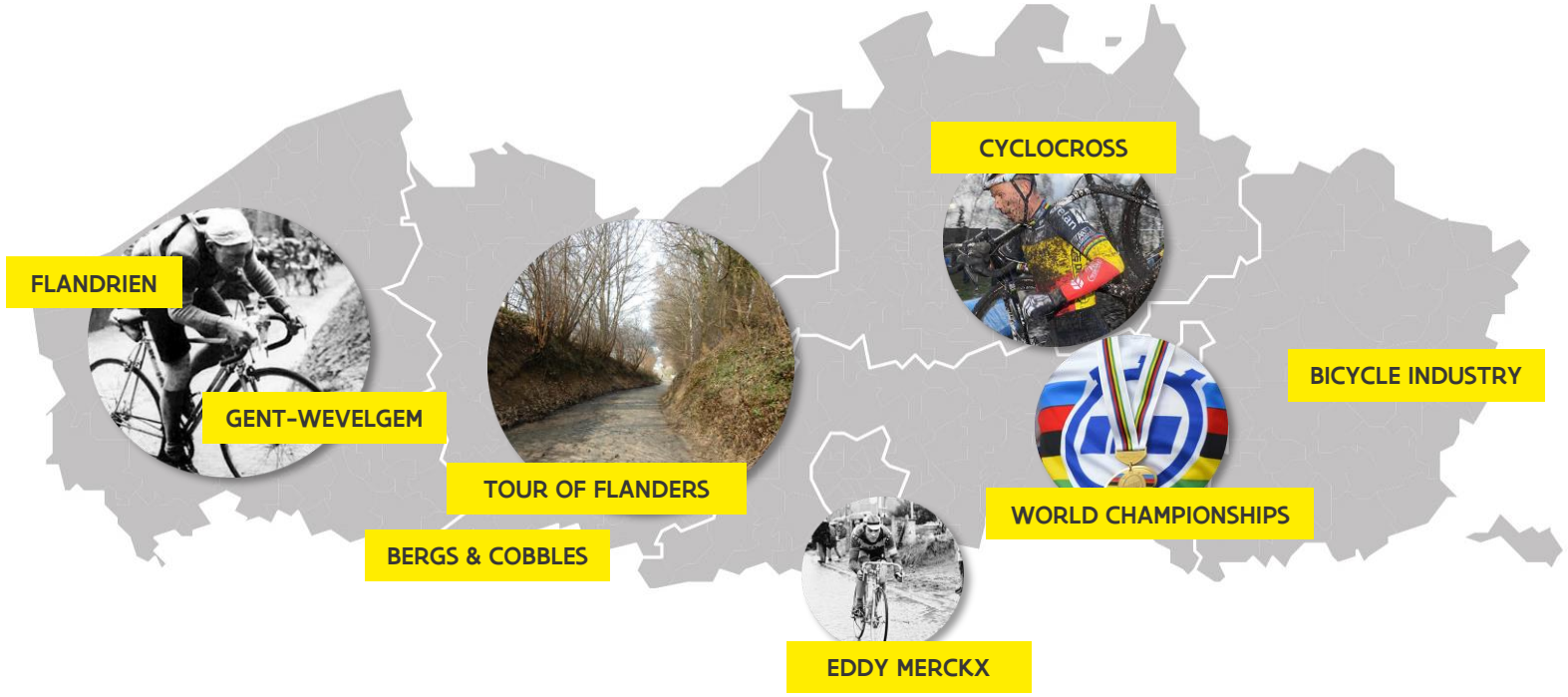
NON-CYCLING

Historic cities and heritage:	66%
The wide range of beers and or breweries:	60%
Food culture:	45%
Art and culture:	25%
Chocolate:	20%

POSITIONING

FLANDERS IS CYCLING

VISITFLANDERS



WORLDTOUR RACE + MUSEUM/X-CENTER – SUFFERZONE (4 K'S KEMMELBERG, KWAREMONT, KOPPENBERG, KAPELMUUR) – HERITAGE/FLANDRIEN

CYCLING
FLANDERS
VISITFLANDERS
DESTINATION
DEVELOPMENT

DESTINATION DEVELOPMENT

VISITFLANDERS

VISIT**FLANDERS** launched project call

RONDE100

Budget:

€3 million

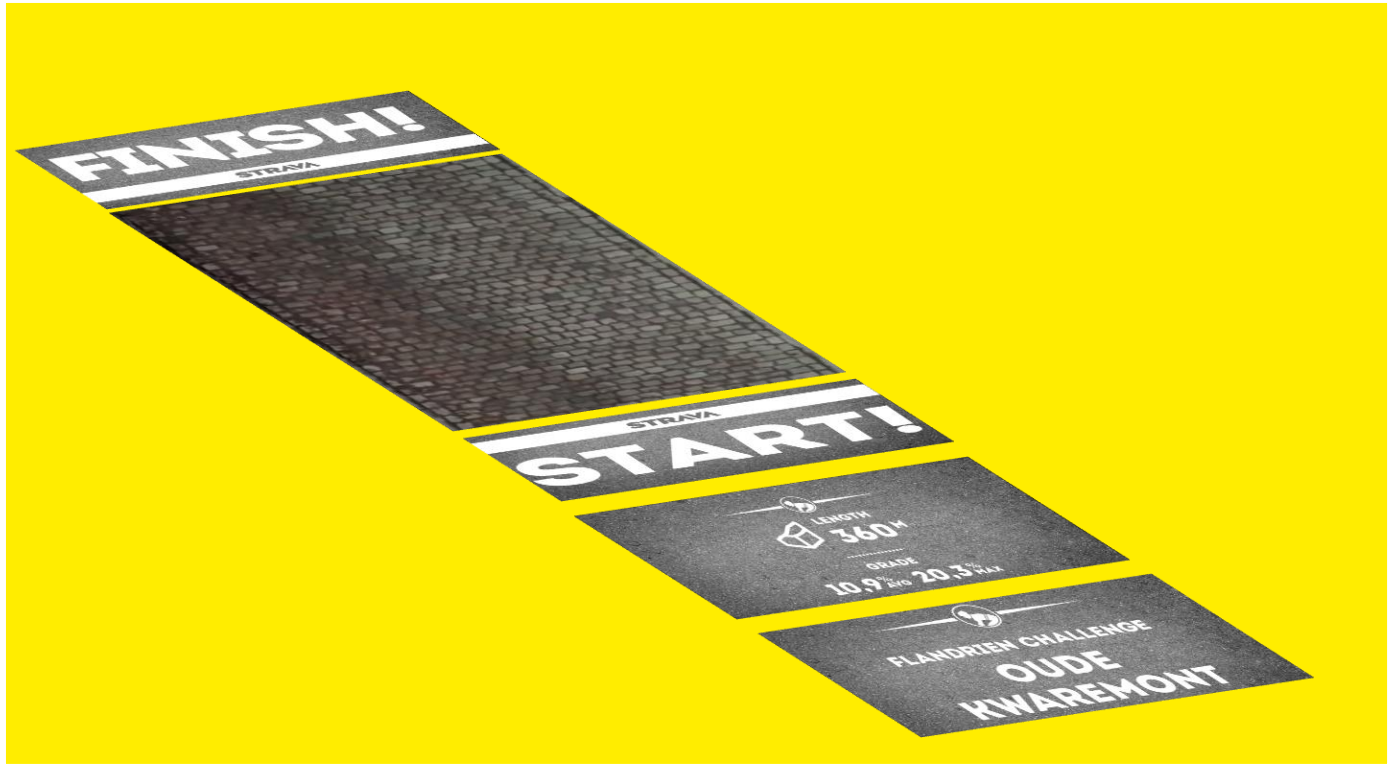
CYCLING FLANDERS

VISITFLANDERS

15 selected projects

DESTINATION DEVELOPMENT

VISITFLANDERS



STRAVA

VISIT**FLANDERS** launched project call

LEVERAGE PROJECTS

Budget:

€400K

DESTINATION DEVELOPMENT

VISITFLANDERS

Signposted route:

Gent-Wevelgem

Hub: Kemmel

showers, changing rooms

CYCLING
FLANDERS
VISITFLANDERS
DESTINATION
PROMOTION

APPROACH

VISITFLANDERS

Business-to-Business / MEDIA

Invited **journalists and bloggers** to discover our cycling culture. We pay their transfers, accommodation and meals.

RESULT:

- A great number of stories are published in newspapers, magazines, and on websites, mainstream and specialist

Stories were published in newspapers, magazines, and on websites, mainstream and specialist, including **AD** (Netherlands), **RennRad** (Germany), **Telegraph Online** (UK), **DT** (Spain), **Velo News** (USA), **Il Giornale** (Italy), **Svenska Cycling Plus** (Sweden) and **Cycle Sports** (Japan).

APPROACH

VISITFLANDERS

Business-to-Business / TRADE

We approach cycling tour operators to communicate our offer.

We organize fam trips

We are present at the main tourist fairs:

- World Travel Market in London
- ITB Berlin

APPROACH

VISITFLANDERS

Business-to-Consumer

Brand: CYCLING IN FLANDERS

Website: www.cyclinginflanders.cc
Social media: Instagram

CAMPAIGN

NICHE EVENTS

Rouleur Classic, sports events

APPROACH

VISITFLANDERS

FOCUS ON THE MAIN PASSIONATE CYCLING MARKETS

- UK/US
- Italy
- Denmark
- …

THANK YOU!

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@cyclinginflanders

#cyclinginflanders