



Flanders
State of the Art


‘EVERYONE DESERVES A HOLIDAY’

International Seminar on
Positive Social Impact of Tourism

Vincent Nijs

12TH OF SEPTEMBER 2025

VISITFLANDERS

A man in a brown jacket and cap stands on a grassy bank, gesturing and holding a map while talking to a group of four people standing on a paved path. The group includes a man in a green shirt and hat, a woman in a red tank top and denim shorts, and a woman with a backpack. They are in a park-like setting with trees, a small pond, and houses in the background.

“ Think of a moment or experience during a trip that touched you, that you will always remember and still has an impact. Tell your neighbor about this moment. ”

Importance and effects of a holiday



Seeing new opportunities



New experiences and skills



Social interaction and strengthening relations



Mental and physical health



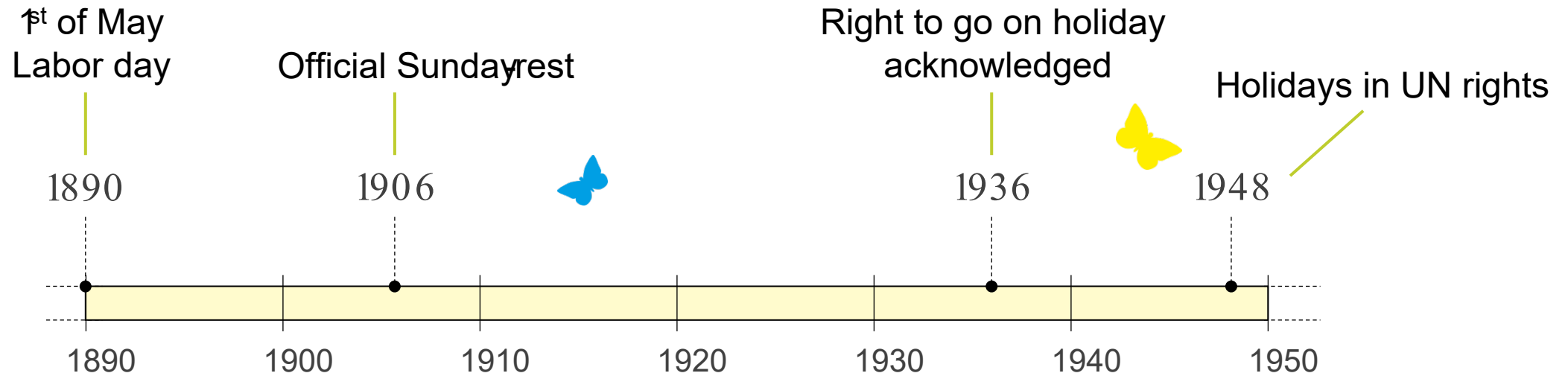
Independence and self-confidence



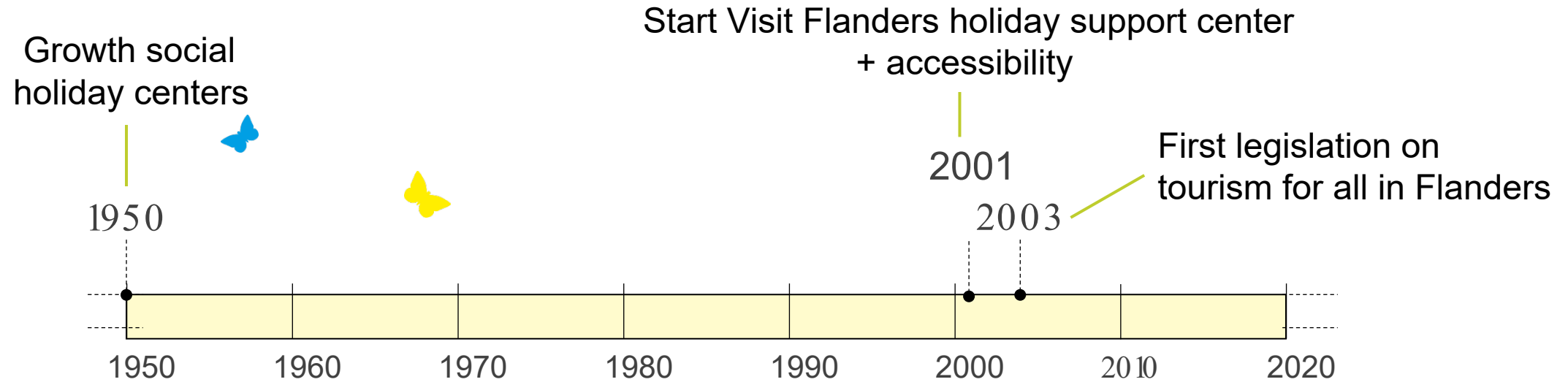
Mobility

Source: Netwerk tegen Armoede+ onderzoek Toerisme Vlaanderen 2014

Social tourism is part of Flanders DNA



Social tourism is part of Flanders DNA



The United Nations

70 YEARS
UNIVERSAL DECLARATION OF
HUMAN RIGHTS
#STANDUP4HUMANRIGHTS

UNITED NATIONS
HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER
South-East Asia Regional Office

ARTICLE 24

—
EVERYONE HAS THE RIGHT TO
REST AND LEISURE, INCLUDING
REASONABLE LIMITATION OF
WORKING HOURS AND PERIODIC
HOLIDAYS WITH PAY.




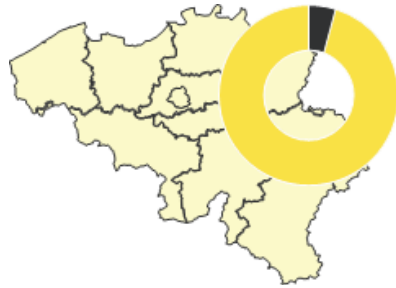
Photo: EPAB
ARA WALTON

LOOK AFTER YOURSELF
LOOK AFTER ONE ANOTHER
RIGHT TO PLAY

Poverty in Europe / EU-SILC Household Survey

- Trouble paying rent or current bills
- Not heating the home properly
- Unable to meet unexpected expenses
- Not eating meat, fish, or a protein-rich alternative every other day
- Unable to take a week's vacation away from home each year
- Affording a private car
- Replacing damaged or worn furniture
- Replacing worn clothing with new clothes
- Unable to own two pairs of shoes in good condition
- Unable to have internet access at home
- Unable to meet friends or family for food or drinks at least once a month
- Unable to regularly participate in leisure activities
- Unable to spend a certain amount of money weekly for personal needs

Poverty in Flanders (Households in 'social and material deprivation')



18 %

of the Belgian population
lives in poverty

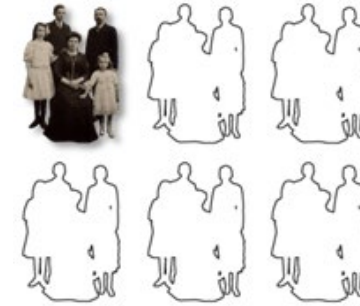
2.100.000 people



13 %

of the Flemish
population lives in
poverty

810.000 people



15 %

of families in Flanders
can not afford a week
of holidays

Social exclusion?

- Not wanting to participate
= CHOICE
- Not being able to participate
= EXCLUSION



Visit Flanders 'facilitates' the network 'EVERYONE DESERVES A HOLIDAY'

We believe in the positive power of holidays, and we want everyone to be able to experience them.

To **increase** the holiday **participation** for those who experience a holiday barrier.

HOW

We achieve our mission through large-scale collaboration within an organizational network in Flanders.

A network of 'VERSCHILMAKERS'

NETWORK SIZE

EVERYONE IN THE HOLIDAY CHAIN CAN CONTRIBUTE,
EACH BASED ON THEIR OWN STRENGTHS

TOURISMPROVIDERS

Accessible accommodations, discounts for those with financial barriers, and comprehensive services

ORGANIZATIONS & REFERRAL SOURCES

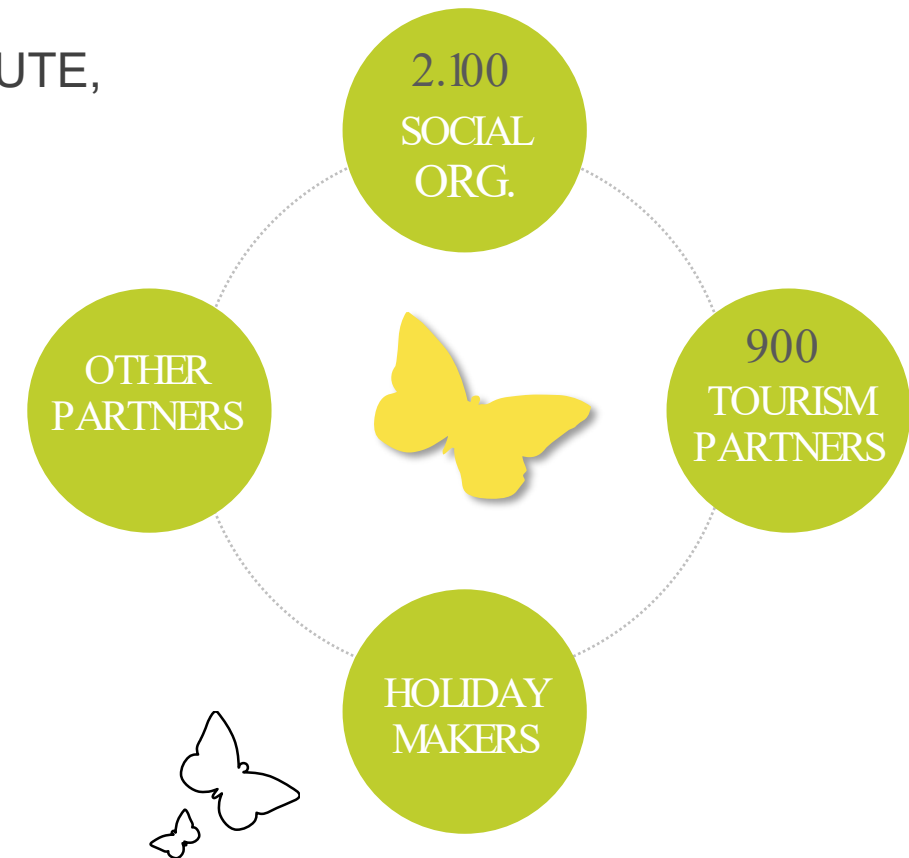
Guiding people to the offerings and reinforcing the message.

HOLIDAYMAKERS

Sharing experiences.


OTHER PARTNERS

Cities and municipalities, provincial tourism offices, umbrella organizations, etc.: Reinforcing the message.



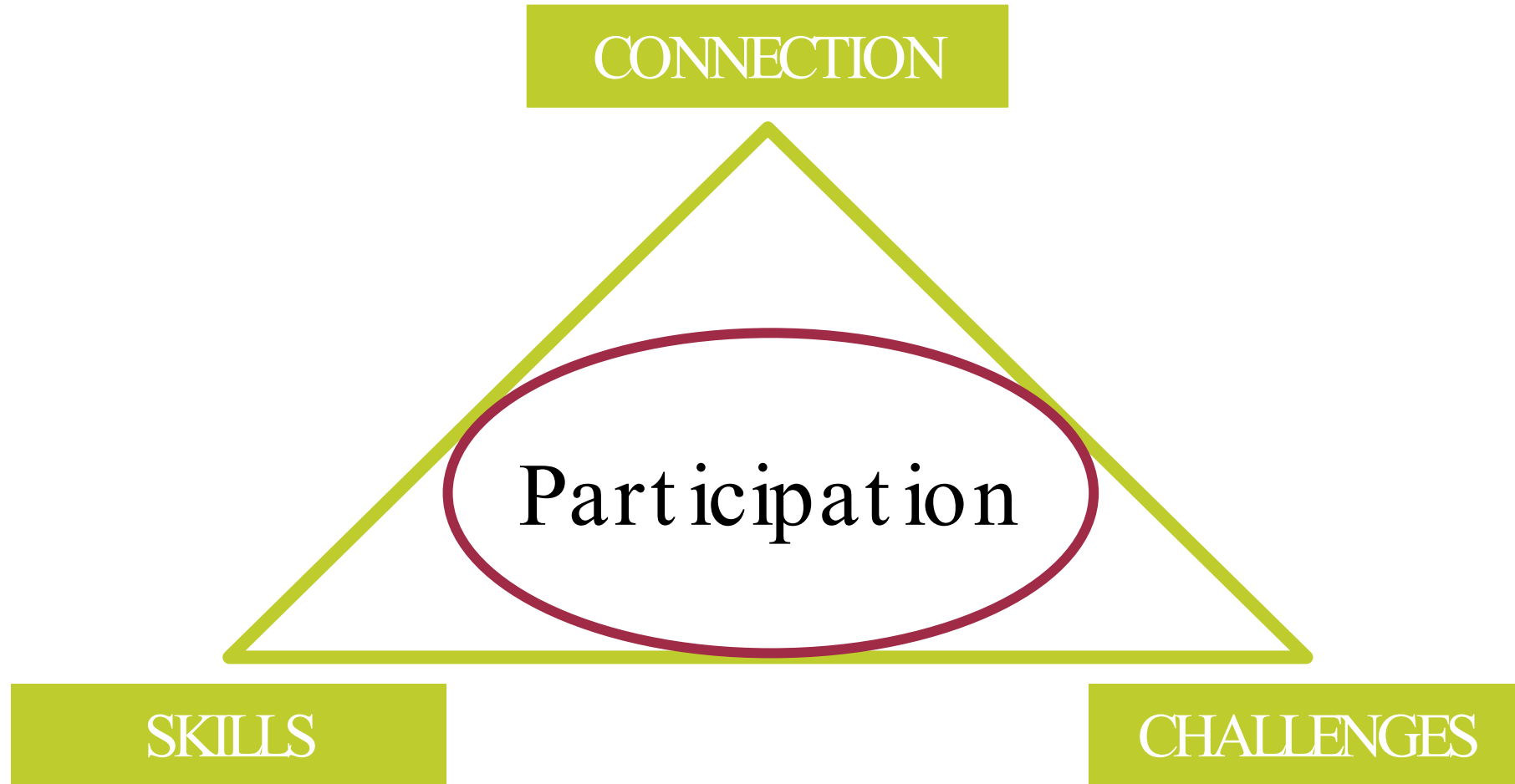
* Differencemakers

DISCOUNTS ALONE ARE NOT ENOUGH

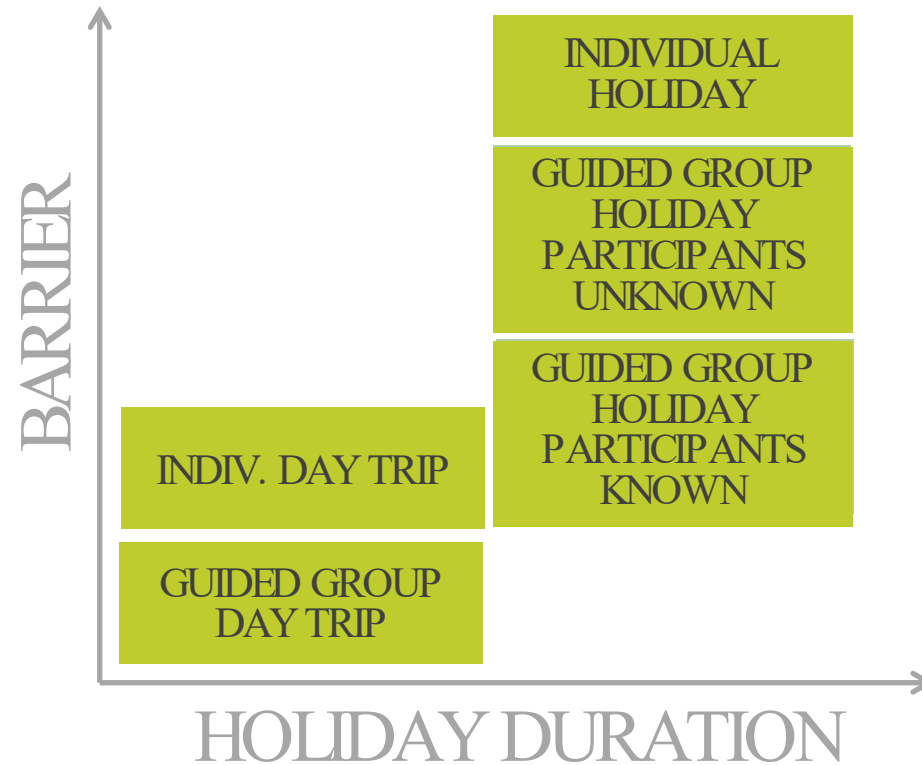


		Normale prijs	Jouw prijs
Individueel: Magritte museum			
t.e.m. 5 jaar		gratis	gratis
van 6 t.e.m. 25 jaar		€ 3,00	€ 3,00
van 26 t.e.m. 64 jaar		€ 10,00	€ 3,00
vanaf 65 jaar		€ 8,00	€ 3,00
Individueel: The Old Masters Museum + Fin-de-Siècle			
t.e.m. 5 jaar		gratis	gratis
van 6 t.e.m. 25 jaar		€ 3,00	€ 3,00
van 26 t.e.m. 64 jaar		€ 10,00	€ 3,00
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Individueel: combiticket Magritte Museum + The Old Masters Museum			
t.e.m. 5 jaar		gratis	gratis
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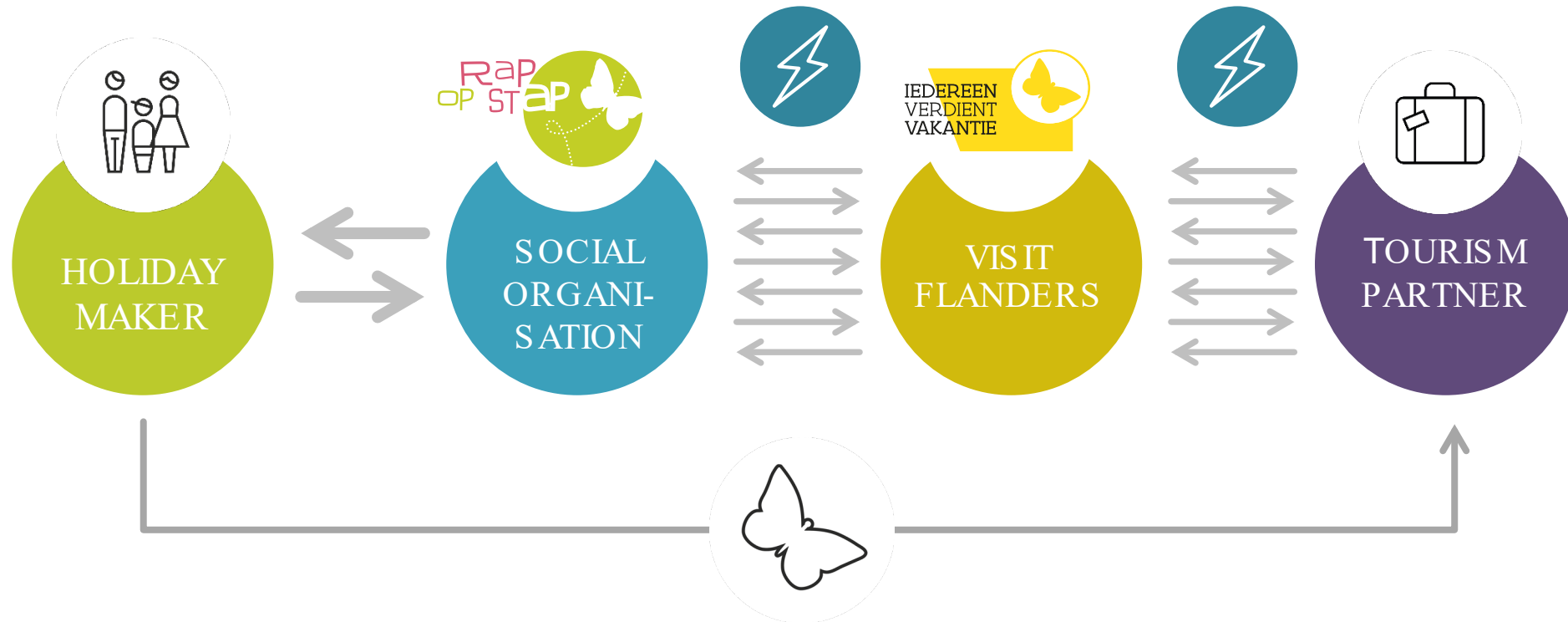
Enhancing tourism participation is balancing between...



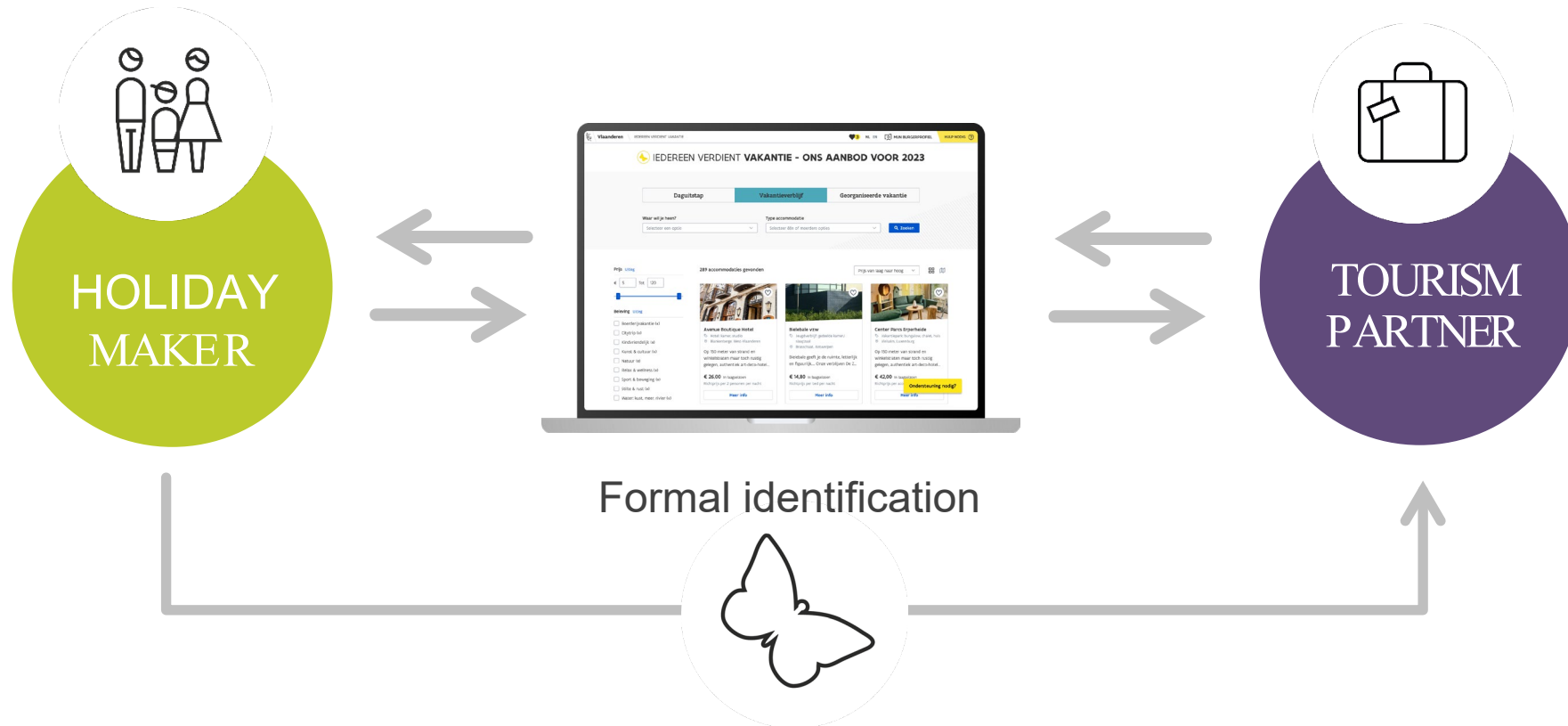
GOING ON HOLIDAY – Something you can learn



GOING ON HOLIDAY – How did it work until January 2025



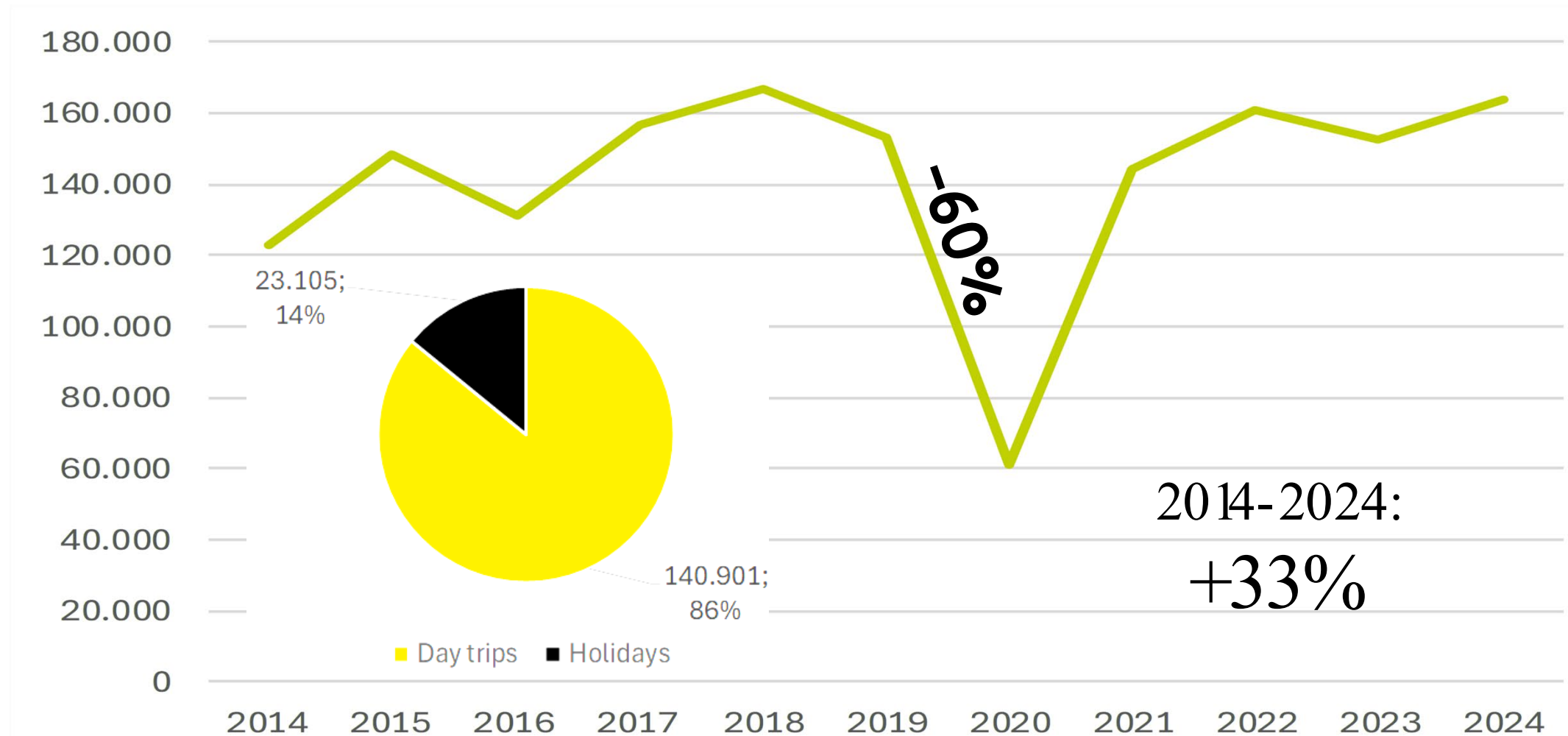
GOING ON HOLIDAY – How does it work now?



GOING ON HOLIDAY – How does it work now?



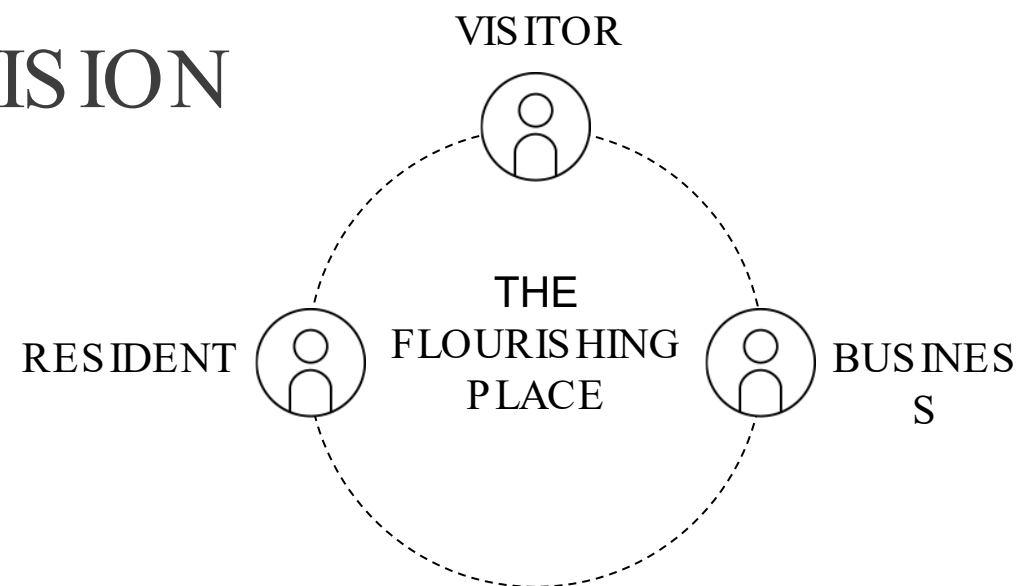
The data: number of trips of the Flemish 'Target group' 2014-2024



Source: Visit Flanders

TRAVEL TO *tomorrow* ...

OUR VISION



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.



Flanders
State of the Art



Your questions?

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Research & data

VISITFLANDERS

DEZE MOET NIET GELAYOUT WORDEN

THE DATA: NUMBER OF TRIPS OF THE FLEMISH ‘TARGET GROUP’ 2014

Year	Day trips	Group stays	Organised holiday	Individual holidays	Totaal
2014	103 131	7420	6708	5842	123 101
2015	128 382	6427	6944	6935	148 688
2016	110 713	6187	7217	7389	131 506
2017	134 488	6097	7513	8920	157 018
2018	145 711	5507	7066	8432	166 716
2019	135 297	3170	6446	8070	152 983
2020	50 974	1063	4149	4818	61 004
2021	126 180	5019	5351	7755	144 305
2022	140 872	4979	6605	8678	161 134
2023	132 472	5783	7439	6847	152 541
2024	140 901	5841	10 320	6944	164 006

TOEKOMSTBEELD

