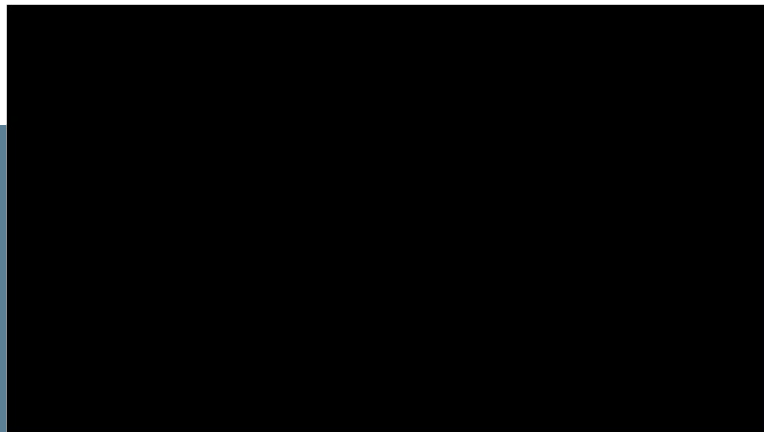




Antwerp as a future-proof citytrip destination?

ACEEPT 2023



Welcome in Antwerp!



Welcome in Antwerp

A metropolis on a human scale in the heart of Europe

- Despite its relatively humble proportions, it boasts the **biggest port area in Europe** and its vast offering of **cultural, historical** and **culinary delights** is enhanced by more than **170** nationalities
- Shopping, boutiques, museums, start-up hubs, premium hotels, the historical home of Rubens and the world's biggest diamond trade hub are **all within strolling distance of each other**
- Antwerp embraces **heritage** and **innovation, business** and **leisure, global ambitions** and a genuine concern for **nurturing a highly enjoyable quality of life** for all its residents and visitors

3

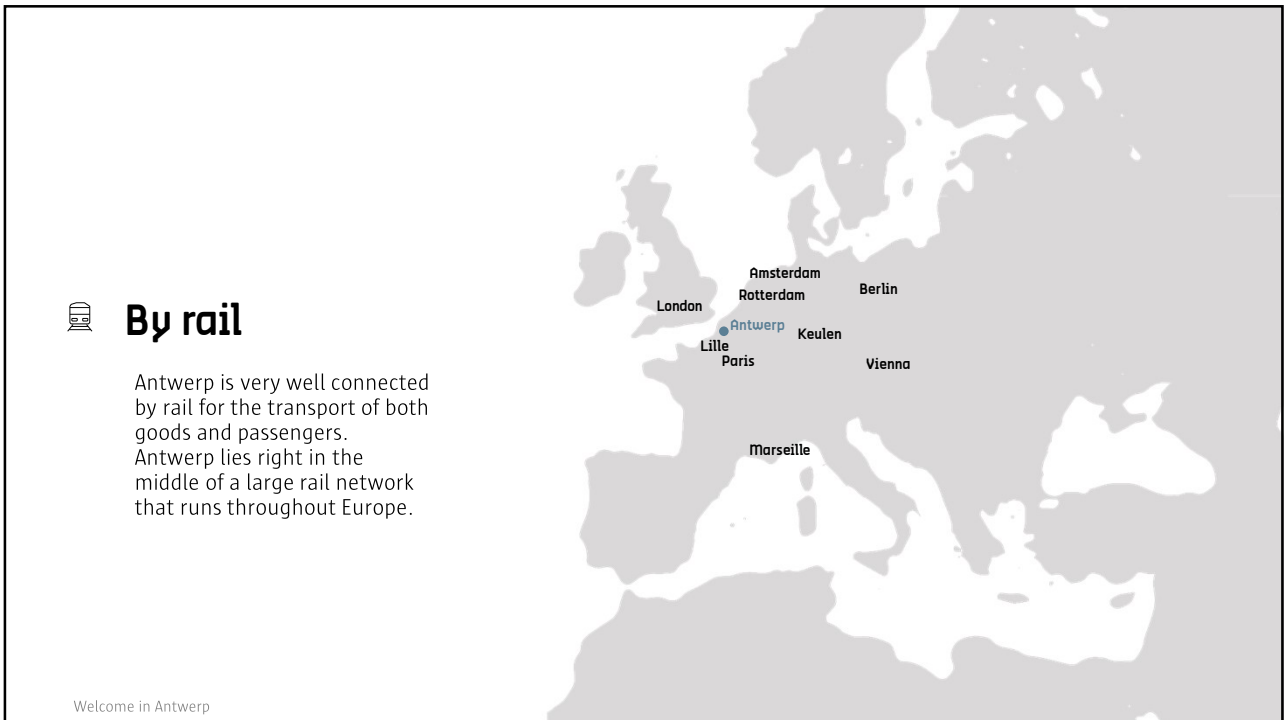
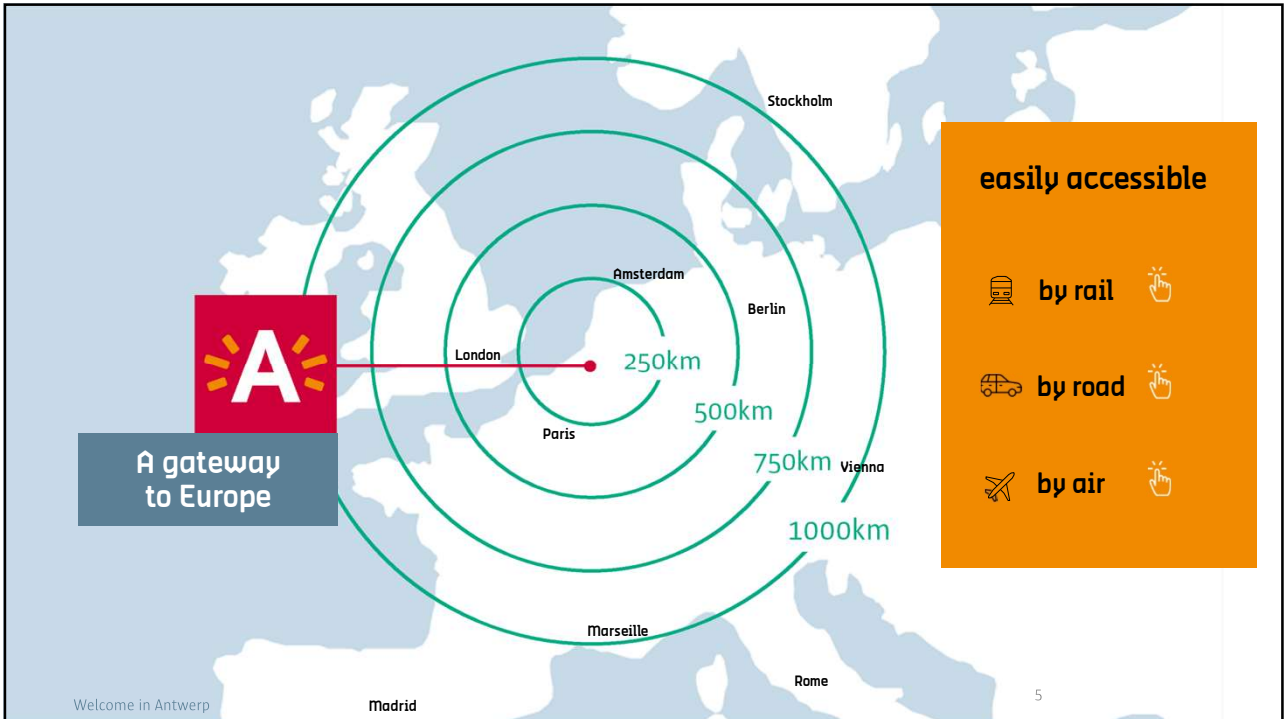
A thriving city with a cosmopolitan flair



Welcome in Antwerp

- Antwerp is a **tolerant cosmopolitan city** giving trendy destinations a run for their money
- In Antwerp **creative and innovative minds flourish**, it is here that new ideas and concepts in terms of **art, fashion, design** and **innovation** are spawned
- Antwerp has found a way to combine its world leadership in terms of **industry, creativity** and **retail**, its undisputed n°1 position in the **global diamond trade** and the wide range of facilities for **maritime traffic** with a **unique quality of life**

4





By road

Antwerp is literally surrounded by motorways and thus easily accessible. The motorways lead directly to our neighbouring countries.

Welcome in Antwerp



By air

Europe's 10 largest airports are all easily accessible from Antwerp.

Welcome in Antwerp





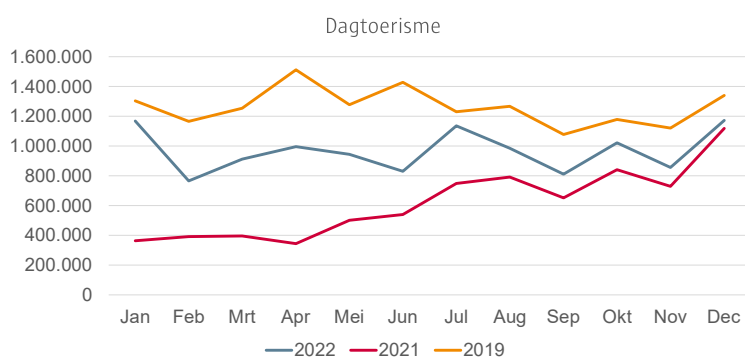
Daytrippers

11,6 mio

Belgium: 75,1%
International:

Top 3 international:

-  NL 66%
-  FR 7,7%
-  DE 6,2%




Overnight stays

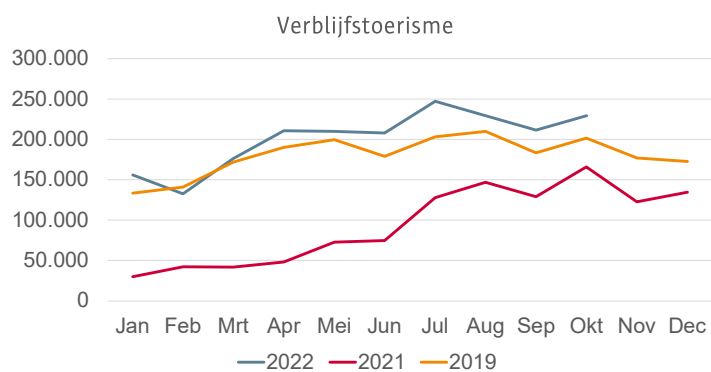
2,18 mio

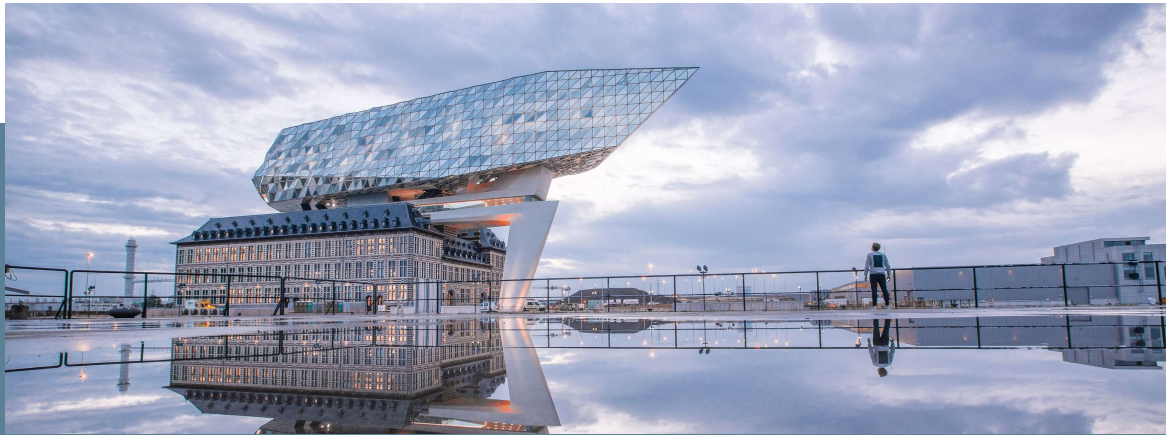
Average lenght: 1,87 nights

Belgium: 38,4%
International: 61,6%

Top 3 internationaal:

-  NL 37,9%
-  DE 13,5%
-  FR 7,3%



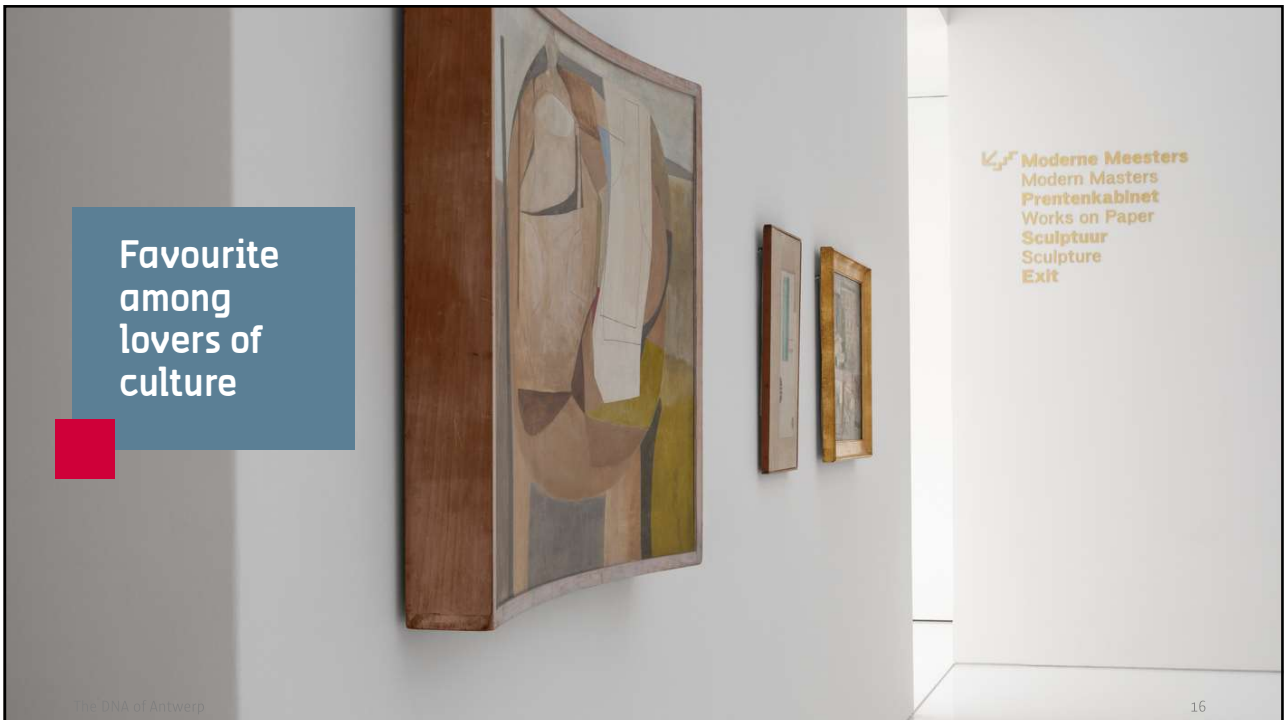
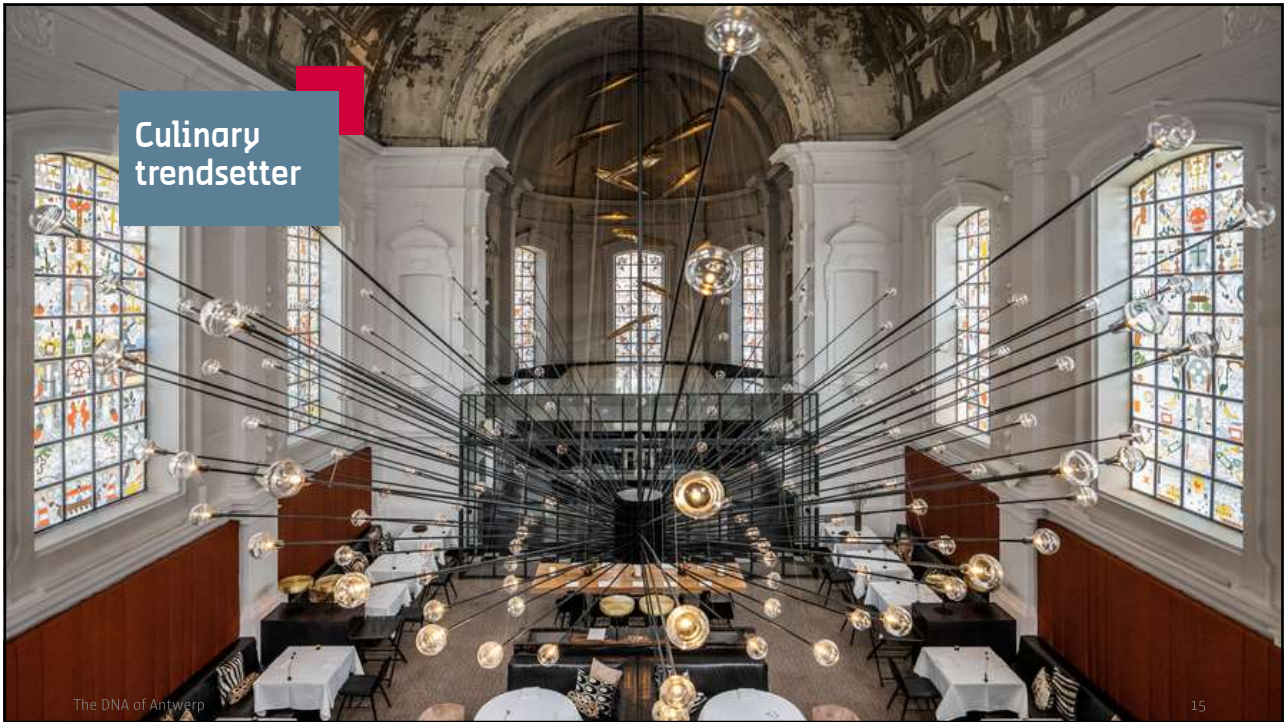


The story we tell



Diamond capital
since 1477







Target groups

Personae



Special interest groups

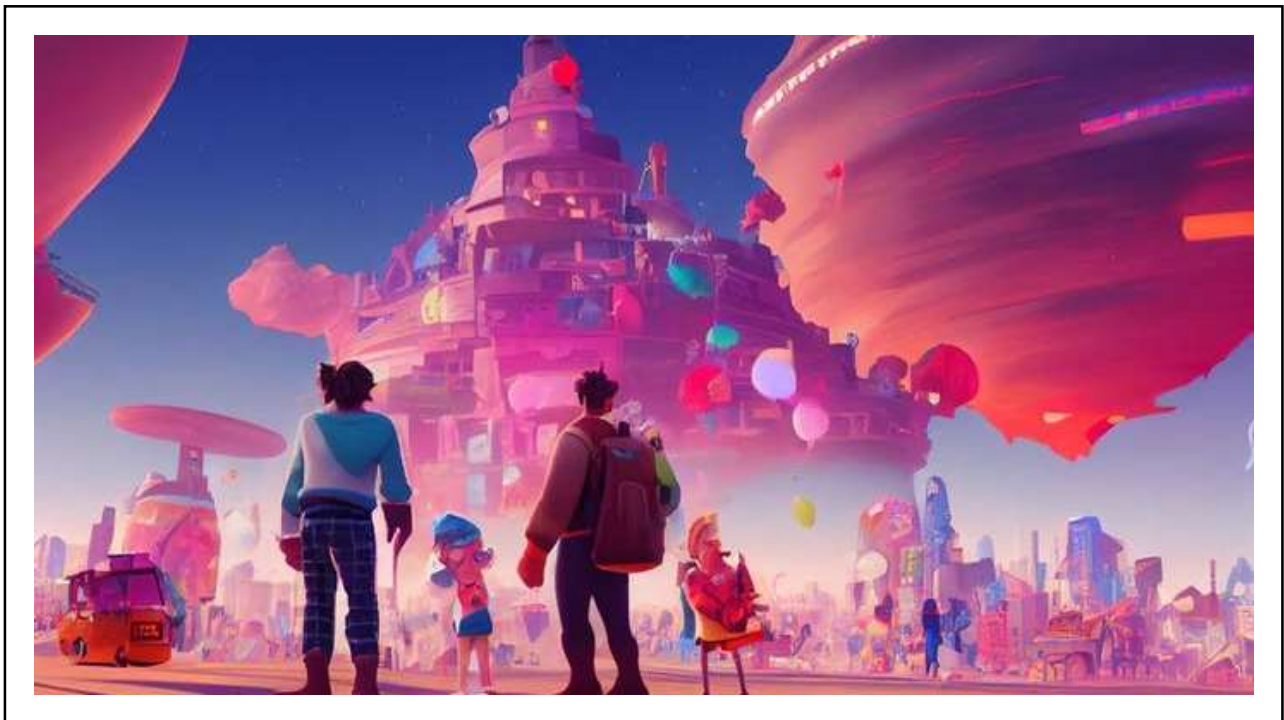
- Premium
- Passion groups:
 - Food tourism
 - Culture
 - Fashion
- Young Urban Traveler



Our challenge: How to stay relevant and be futureproof as a citytrip destination?

Because of globalization many places now look the same, especially in cities. But when we go on a trip, we want to discover things that we have never seen before.





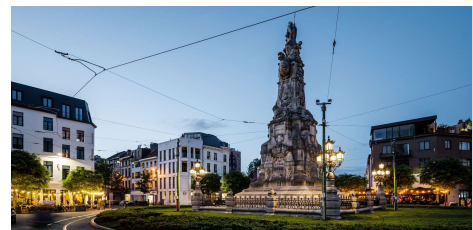


Looking for answers

Quality



Diversiteit van de wijken





"directing experience"