






PROFILE: warm and friendly cultural/historical destination

DISTINCTIVE QUALITIES

International USPs

palaces and towers



(Burgundian) renaissance,
female innovators

Attractive monuments and storytelling

pioneering artisanship



(meetings with locals at
the top of their game)

Auxiliary qualities making
it regionally attractive



warmly welcomed guests
genuine hospitality



**cocooning and reassuring yet relaxed
atmosphere** space to breathe





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<<2018 2019 2020 2021 2026>>

EN ROUTE TO A FLOURISHING DESTINATION

A **flourishing destination**:

- **Is regenerative** and respectful.
- Helps a local community thrive.
 - » Makes a **significant contribution to the local economy**, without dominating. Provides good jobs and appropriate incomes, creates new opportunities.
 - » Helps **preserve and grow the natural and cultural resources**. Respects and nurtures natural and cultural heritage and the lived environment.
 - » Ensures **meaningful interaction** between visitors and residents. Is inclusive and sets store by hospitality.
- Respects people, culture and nature **worldwide**, makes an active contribution to the UN's development objectives.

EN ROUTE TO A FLOURISHING DESTINATION

Case 1: Flourishing Villages





EN ROUTE TO A FLOURISHING DESTINATION

Case 2: Inclusivity







EN ROUTE TO A FLOURISHING DESTINATION

Case 3: Ambassadorship







EN ROUTE TO A FLOURISHING DESTINATION

Case 4:

Contribution to local challenges: child poverty





UWERIJ LAMOT

31 Oct

31 Oct

31 Oct

31 Oct

31 Oct

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KEEP ON FLOURISHING

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