Antwerp in Depth

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Introduction

- Many great surprises
- Confirming factors for travelers

- The old town spirit:
--> Gothic style buildings
--> Cobblestone roads

Customer journey

1 - Inspiration

- Official accounts
- TikTok

2 - Planning

- Time for unplanned activities
- Plan to go to the Tourist Office

Customer journey

3 - Booking

- Booking in another place than the city center

4 - Stay

- Ask locals for advice

Customer journey

5 - Sharing

- Instagram
- BeReal

SWOT

Strengths

- Bikes
- Accessibility

Weaknesses

- Lack of Green Spaces
- Traffic Congestion

Opportunities

- Airport
- Residents

Threats

- Overtourism
- Appartments are rented out to tourists

Recommendations

Green Spaces
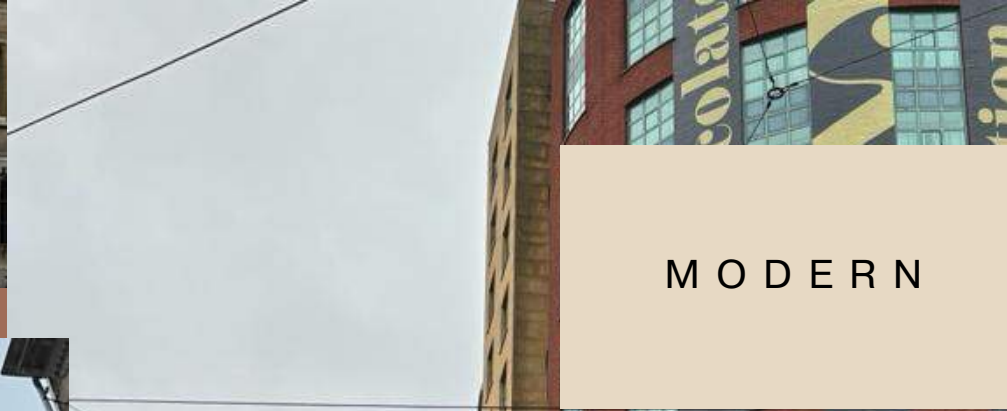
Add greeneries

Collaborate

Neighbouring cities
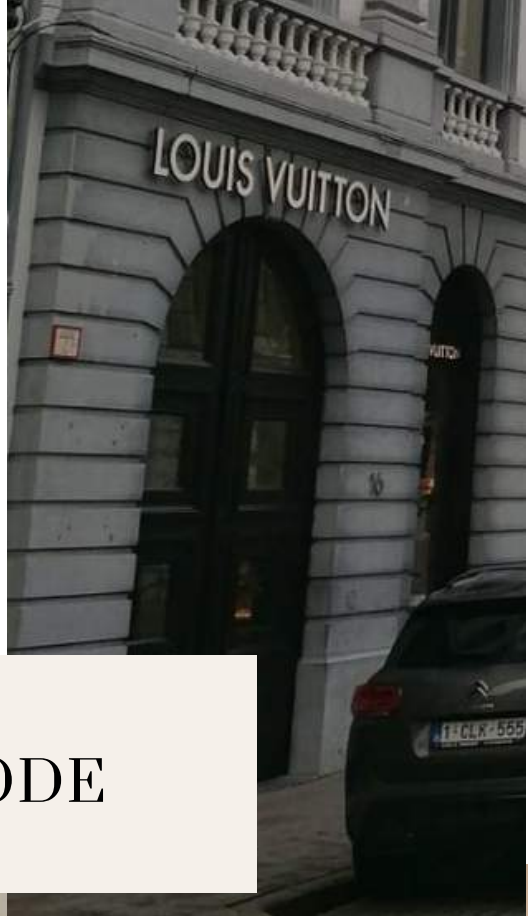
Big Sign

Social media boost

Diversity

Harmony

History

MODERN

ARCHITECTURE

Culture

STREET
ART

MODE

MIX OF TYPE,
CENTURY AND
STYLE

GASTRONOMY

ART

Chocolate

kom op
tegen
kanker

Conclusion

Antwerp is a city with open arms that has everything in its past (architecture, history), present (arts, fashion, gastronomy) and future for travellers everywhere from world. And all of this in the city are in distances in blink of an eye.

Thank you!