

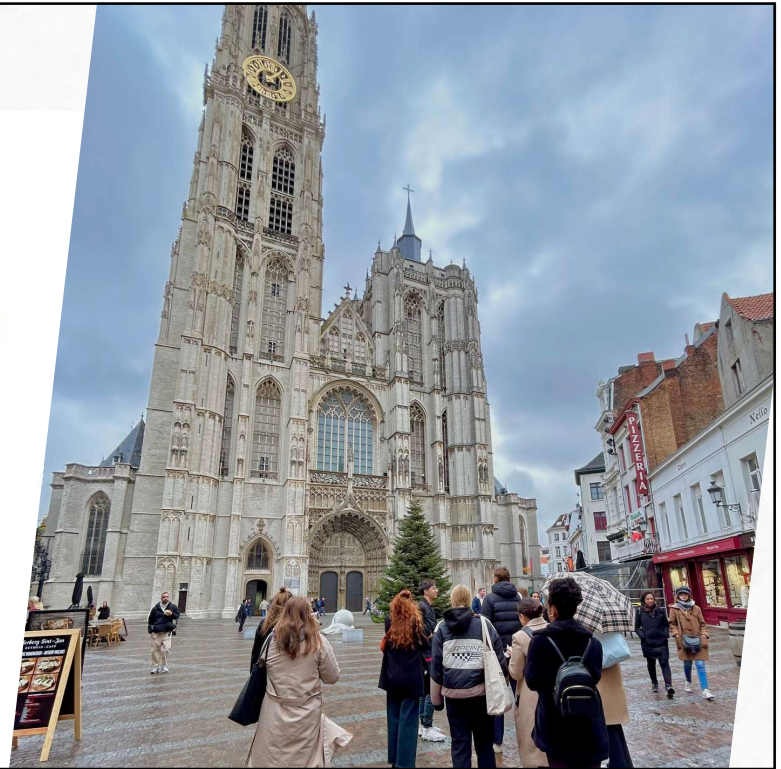
Sunny Murderes are the guests of the young urban traveler podcast :)

# VISIT ANTWERP



**Team Yellow:**

- Eugénie (Belgium)
- Elsa (France)
- Romeo (Finland)
- Savanna (Switzerland)
- Juliette (Germany)
- Julia (The Netherlands)
- Yun (Italy)
- Tannya (Spain)
- Ole (Germany)



## OUR THOUGHTS



CONFIRMED	SURPRISED
Rich historical <b>heritage</b>	<b>Balance:</b> modern and heritage
Huge <b>diamond</b> district	Jewellery shops. <b>Fashion</b> very present
Good <b>accessibility</b>	Walkable Insufficient cyclist infrastructure
Food <b>diversity</b>	<b>Expensive</b> No splitting bills
Cultural diversity	<b>English</b> speaker ++
Rich history	Construction at attractions
<b>Young</b> city	<b>Safe</b> feeling even when alone <b>Shopping</b> opportunities
<b>Art</b> museums	<b>Modern</b> museum
	Strong entrepreneurship and <b>innovation</b>

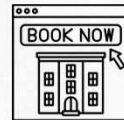


# CUSTOMER JOURNEY



## Inspiration:

- Social media agency/ specialist



## Booking:

- Train tickets



## Planning:

- Travel to Antwerp
- Things to do



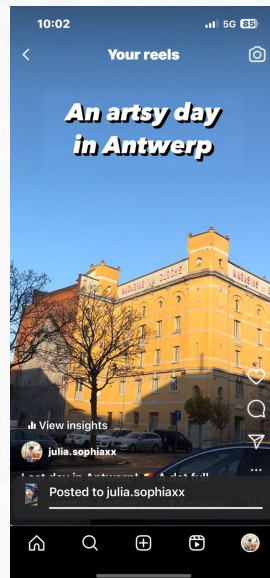
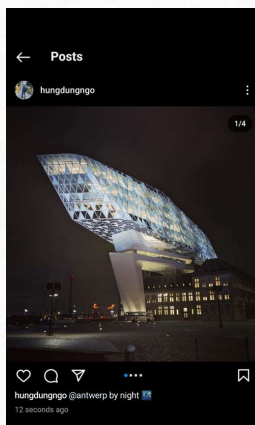
## Staying:

- Walking culture
- Accessibility

# CUSTOMER JOURNEY

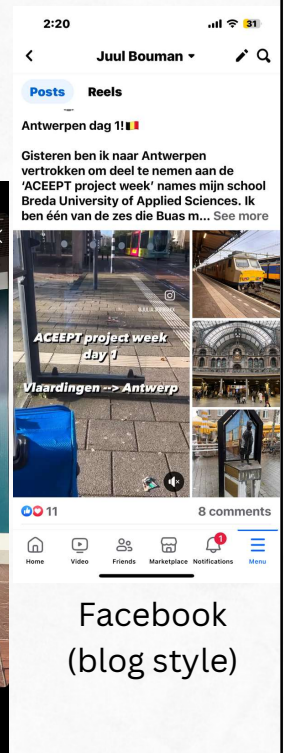
Sharing

Instagram  
(Feed post)



Instagram  
(Reels)

Instagram  
(Story)



Facebook  
(blog style)




## OUR ANTWERP





### Strength


- Electric scooter, easy transport within the city
- Wide range of shops
- Rich cultural heritage
- Balance between modern and traditional activities

### Weakness

- High prices in the restaurant
- Always have to settle the bill collectively
- A lack of interactive experience with the locals

## OUR FUTURE ANWERP




### Opportunities

- More people tend to avoid large crowds
- Young people are more interested in events advertised on social media

### Threats

- Proximity from Brussels and Amsterdam
- Not all information is available online





# OUR JOURNEY



# OUR RECOMMENDATIONS




## EVENTS



### Attract

- Street food festival
- Interactive experiences (workshops with local creators, park run, outdoor movie festivals)


## STAY LONGER



### City Pass: from 1,86 to 2

- Free transportation
- Local restaurant discount (circular economy)
- For overnight stayers
- The more you stay the less you pay

## ADVERTISING



### Communication

- Tiktok
- Encourage posting
- Ranking
- Changing branding logo

# WHY ANTWERP?





- surprising
- young cultured
- inclusive & accessible
- cosy & lively
- contrasted





# THANK YOU

<https://young.urban.traveler.podcast>

