



Vlaanderen als foodbestemming in jouw meetingevent

Brugge, 14 december 2018

Welkom



Kim van der Does

Maak van je catering
een beleving





CULINARY TOURISM IN FLANDERS

THE CULINARY EXPERIENCE

FROM THE TOURIST DESTINATION POINT OF VIEW:

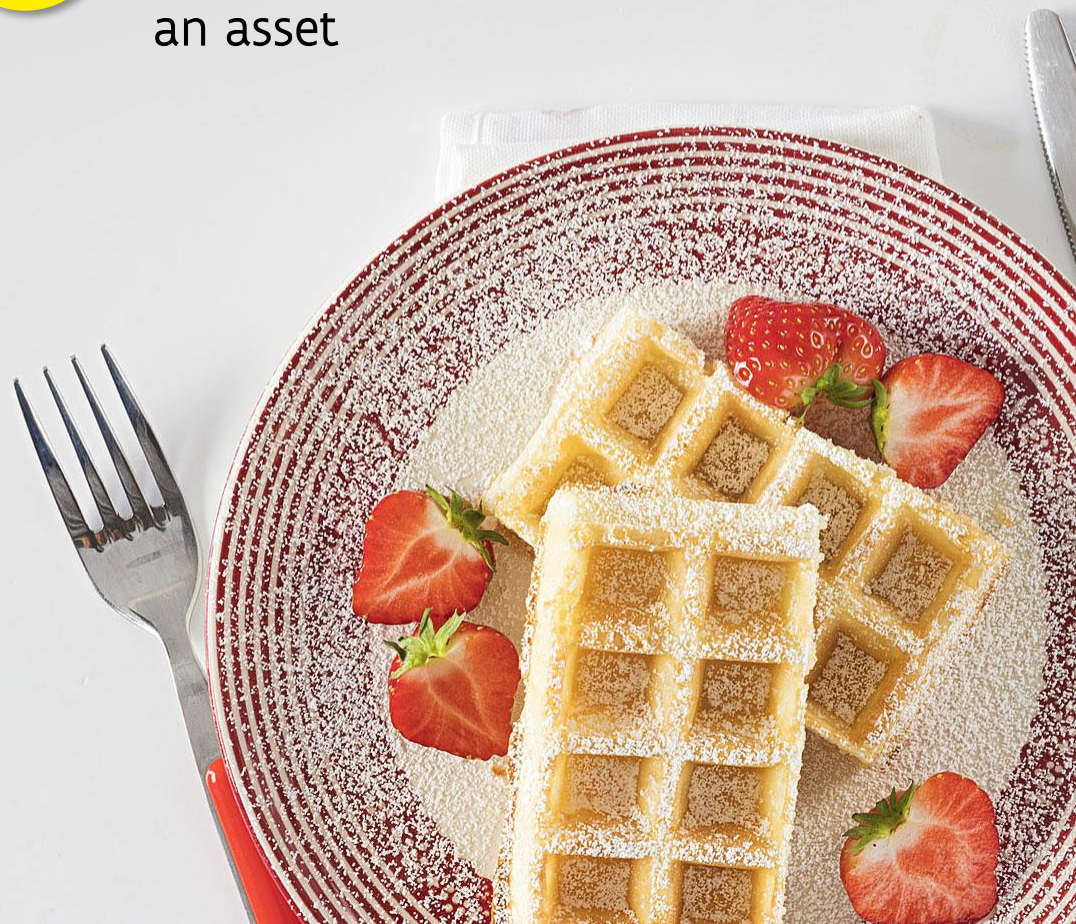


60%

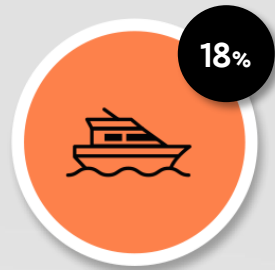
60% believe that food experience has become more important than five years ago.

88%

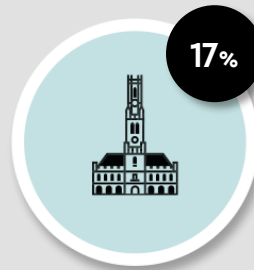
88% of the travel destinations believe that their food culture is an asset



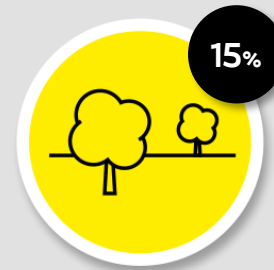
REPUTATION OF FLANDERS



HARBOUR,
SHIP



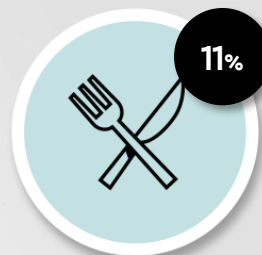
HERITAGE
(HISTORIC BUILDINGS)



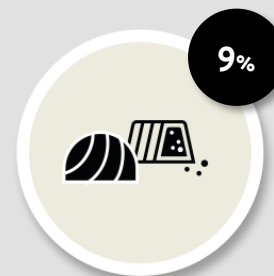
NATURE &
BEAUTIFUL LANDSCAPES



BEER

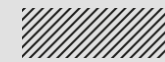


TASTY FOOD
& DRINKS



CHOCOLATE
& PRALINES



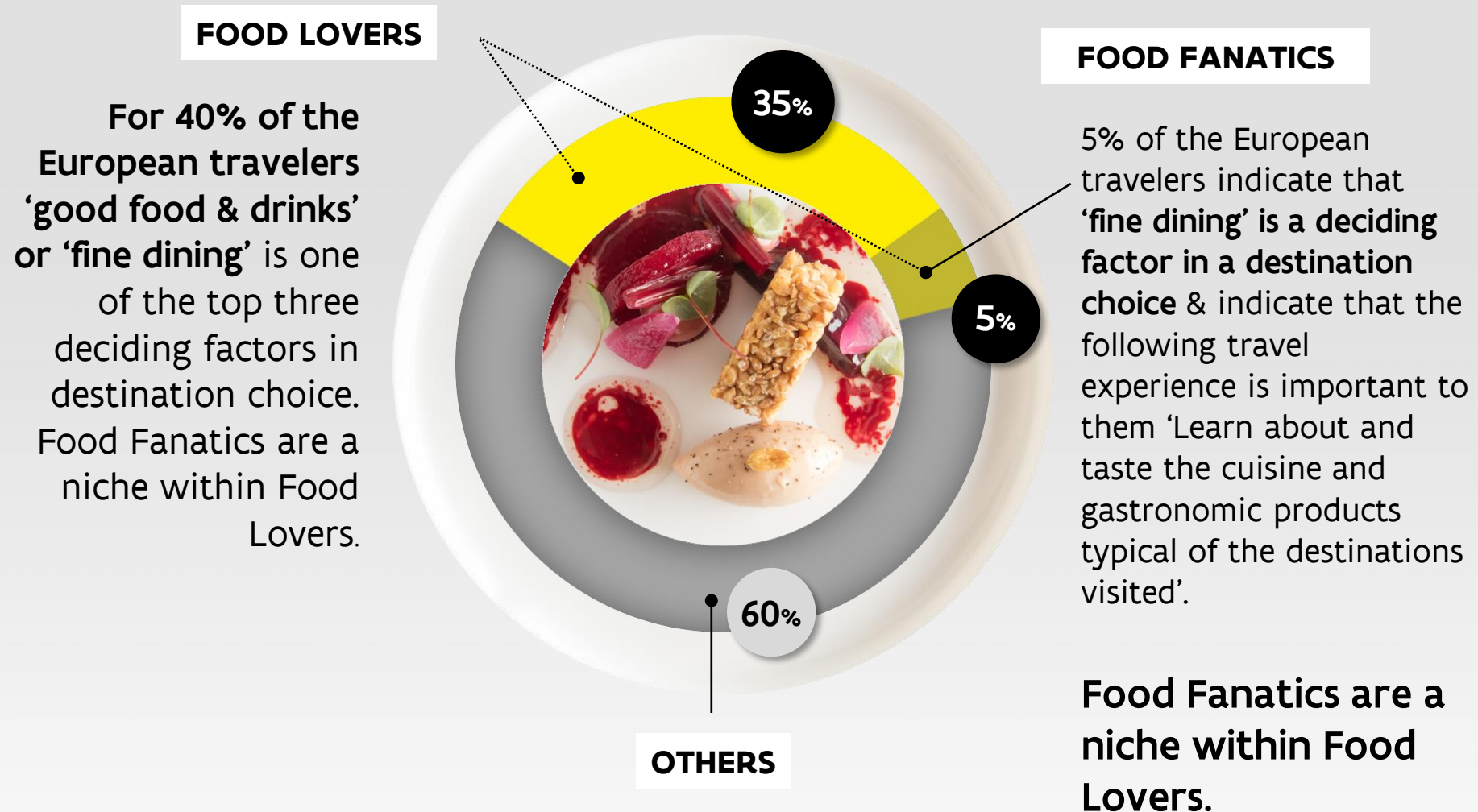


MISSION OF VISIT FLANDERS BY 2020

**FLANDERS =
NEW CULINARY DESTINATION**

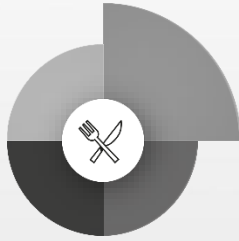


TARGET GROUP: THE FOOD LOVER AND THE FOOD FANATICS



CULINARY PLAN OF FLANDERS STRATEGY - PRINCIPLES



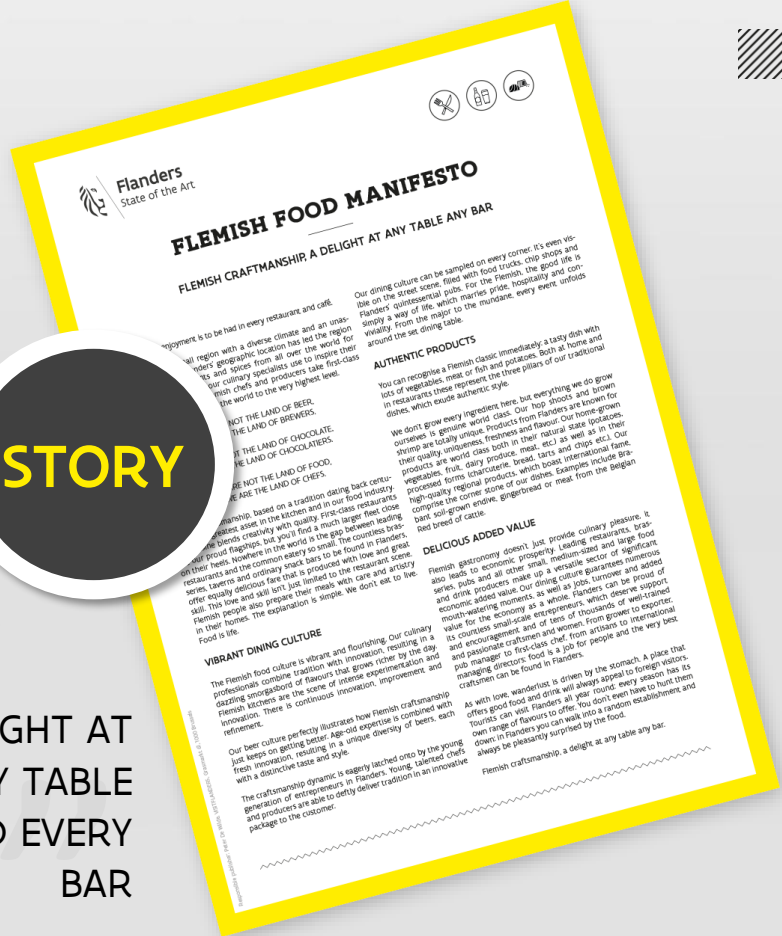


CULINARY PLAN OF VISITFLANDERS STRATEGY - CULINARY POSITION

STORY

A DELIGHT AT
EVERY TABLE
AND EVERY
BAR

VISITFLANDERS



FLANDERS FOOD MANIFEST



• HOME OF BREWERS



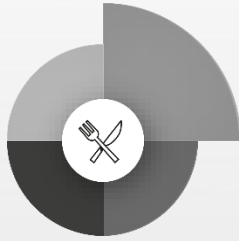
• HOME OF CHOCOLATIERS



• HOME OF CHEFS
Flanders Kitchen Rebels



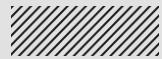
• HOME OF STREETFOOD
French fries, waffles, ...



CULINARY PLAN OF VISITFLANDERS STRATEGY - CULINARY POSITION

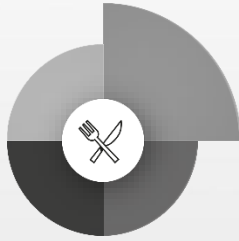


HOME OF BREWERS



- CRAFTSMANSHIP & WORLD AWARDS
- UNIQUE VARIETY & UNIQUE BELGIAN BEERS
- AUTHENTICITY
- TRADITION & INNOVATION
- BEER EXPERIENCES

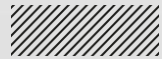




CULINARY PLAN OF VISITFLANDERS STRATEGY - CULINARY POSITION

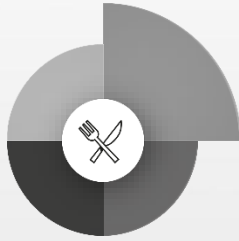


HOME OF CHOCOLATIERS



- CRAFTSMANSHIP & WORLD AWARDS
- BELGIAN QUALITY LABEL
- INVENTORS OF THE PRALINE
- TRADITION & INNOVATION
- CHOCOLATE EXPERIENCES

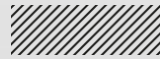




CULINARY PLAN OF VISITFLANDERS STRATEGY - CULINARY POSITION



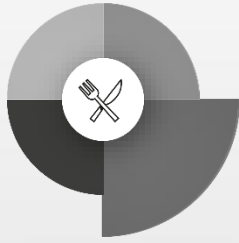
HOME OF CHEFS



- CRAFTSMANSHIP & WORLD AWARDS
- A DELIGHT AT EVERY TABLE AND EVERY BAR
- LOCAL PRODUCTS & LOCAL DISHES
- YOUNG REBELS
- NO NONSENSE

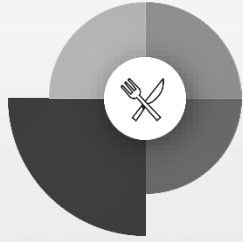


CULINARY PLAN OF VISITFLANDERS STRATEGY –AMBASSADORS



Chefs - Food lovers from Flanders - Brewers
Chocolatiers - Culinary artisans – caterers - venues

CULINARY PLAN OF VISITFLANDERS STRATEGY – INTERNATIONAL AMBASSADORS



**STORY
TELLERS**

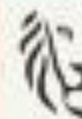
CIP's - Trade - Press - Food lovers
Flemish organisations - Belgian embassies

A photograph of two men in a workshop setting. They are looking at a piece of fabric or a garment. The man on the left is wearing a light blue shirt, and the man on the right is wearing a light grey shirt. They are standing in front of a large window with a grid pattern. A yellow semi-transparent banner is overlaid on the image, containing the text 'STRATEGY PRINCIPLES'.

STRATEGY PRINCIPLES

join forces to grow stronger

- **TOTAL APPROACH**
- **CO-CREATION**
- **CO-FUNDING**



Flanders
Scale of the Art



Thanks!





MAAK VAN JE CATERING EEN BELEVING
HOE DOE JE DAT?

A close-up photograph of a man with a surprised or excited expression, his eyes wide and mouth open. He is holding a silver fork with a piece of food, possibly a dessert or a small sandwich, in his mouth. The background is a blurred outdoor setting with a cloudy sky. The text 'HOE KOMT EEN EETBELEVING TOT STAND?' is overlaid at the bottom of the image.

HOE KOMT EEN EETBELEVING TOT STAND?

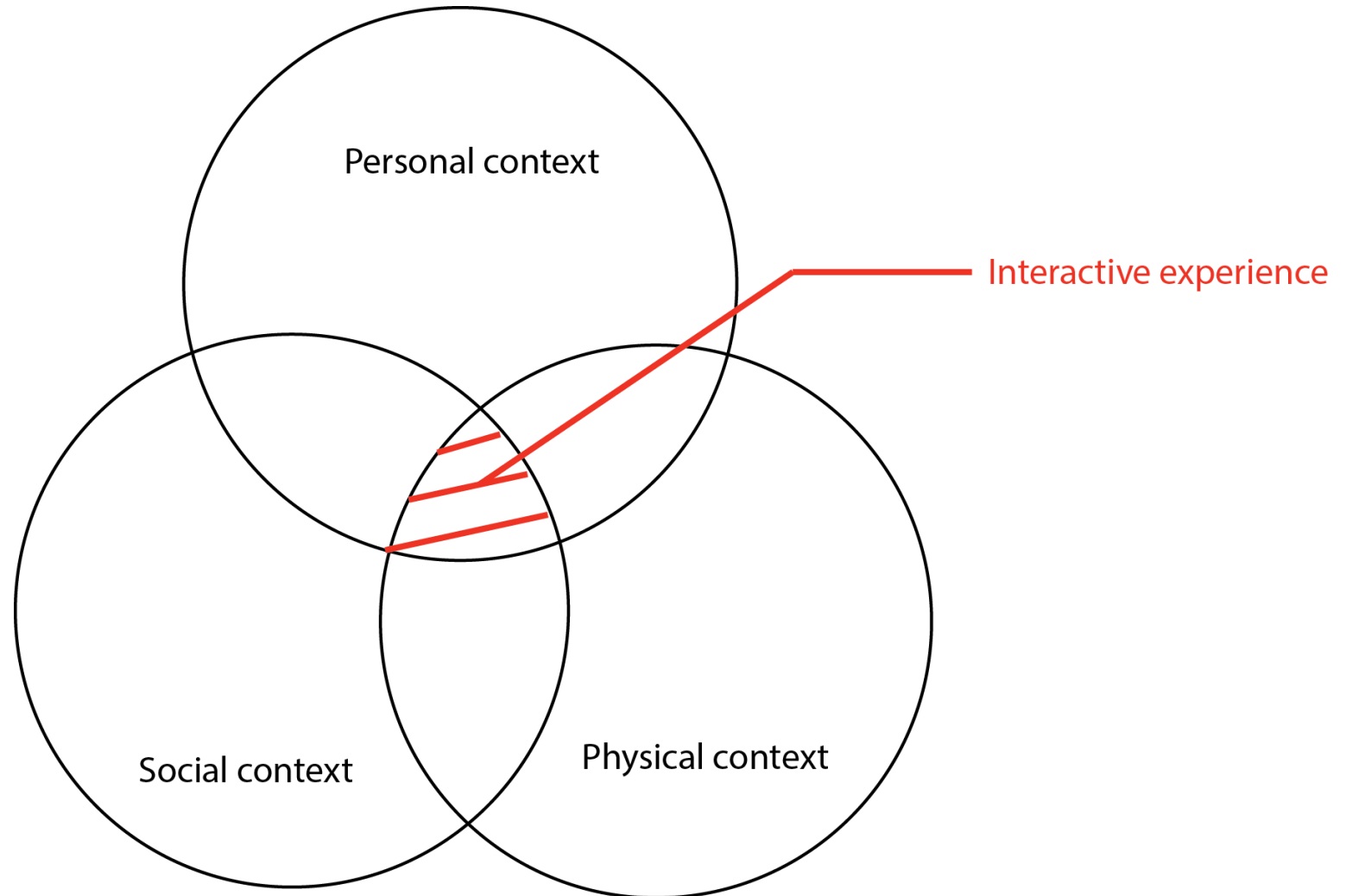
WAT WAS JOUW LAATSTE BIJZONDERE EETBELEVING?





waited 30 mins
Got NO service

BELEVINGSMODEL



PERSOONLIJKE CONTEXT







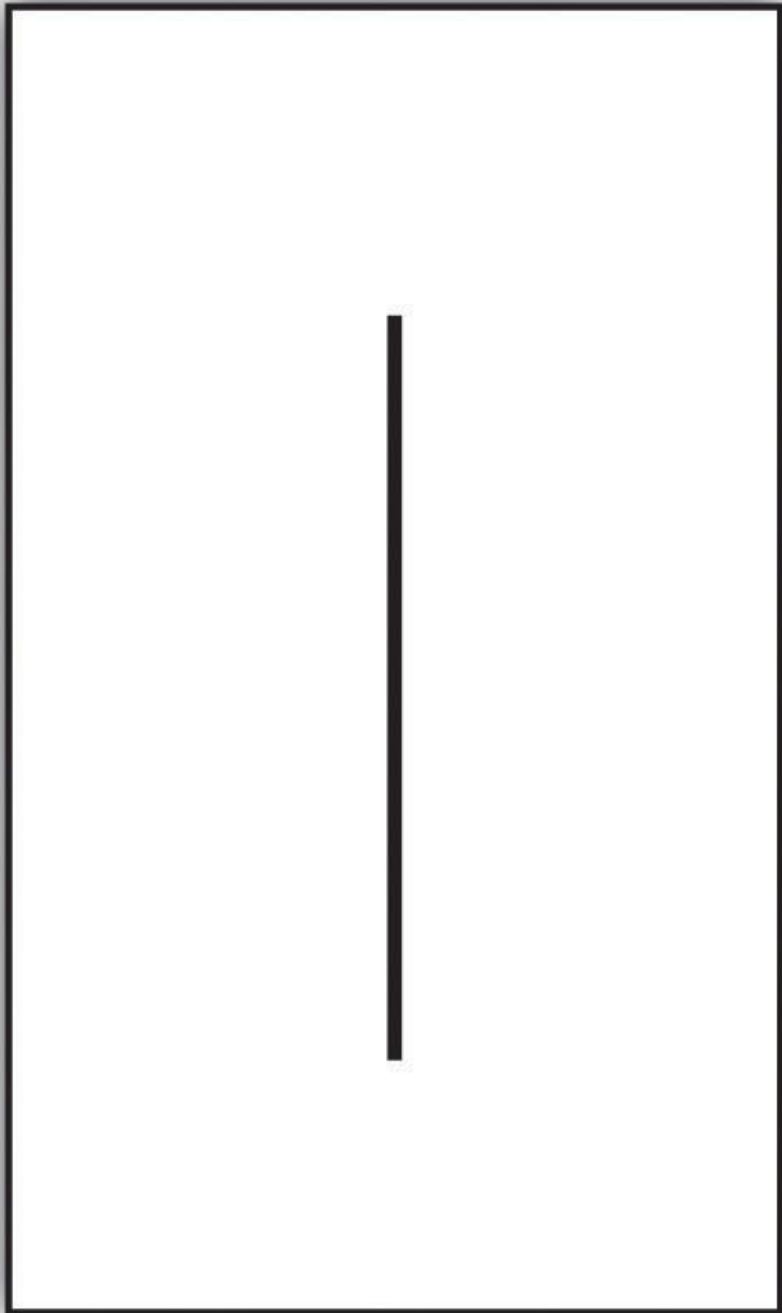
RED BLUE YELLOW GREEN WHITE

RED BLUE YELLOW GREEN WHITE

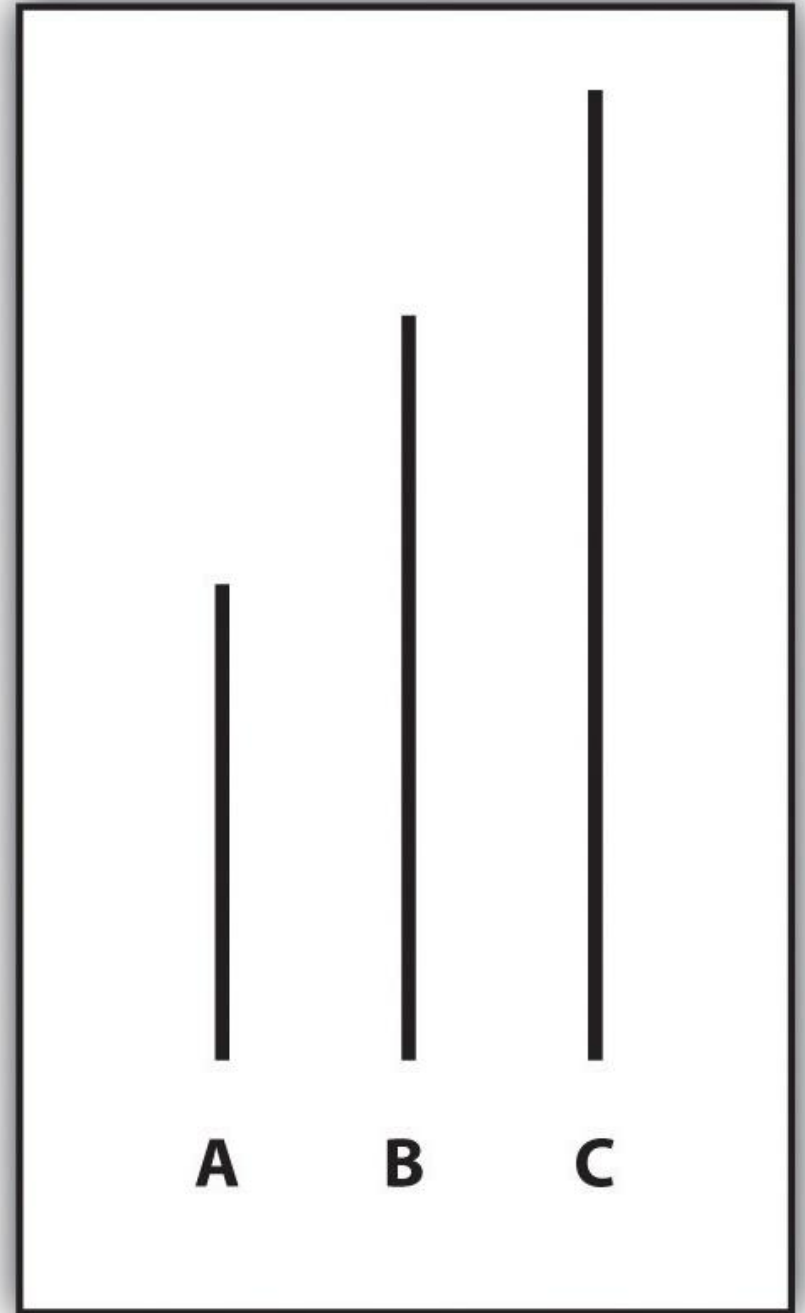
RED BLUE YELLOW GREEN WHITE

SOCIALE CONTEXT





THE ASH
EXPERIMENT

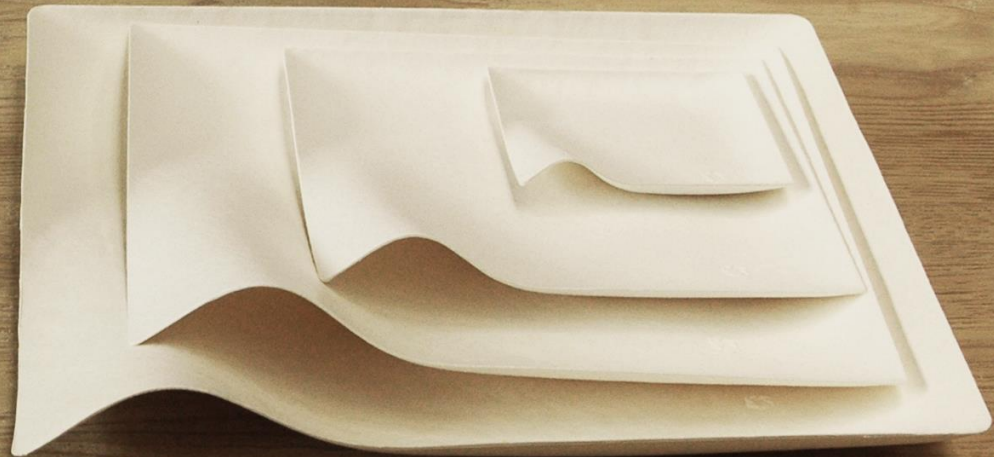






FYSIEKE CONTEXT

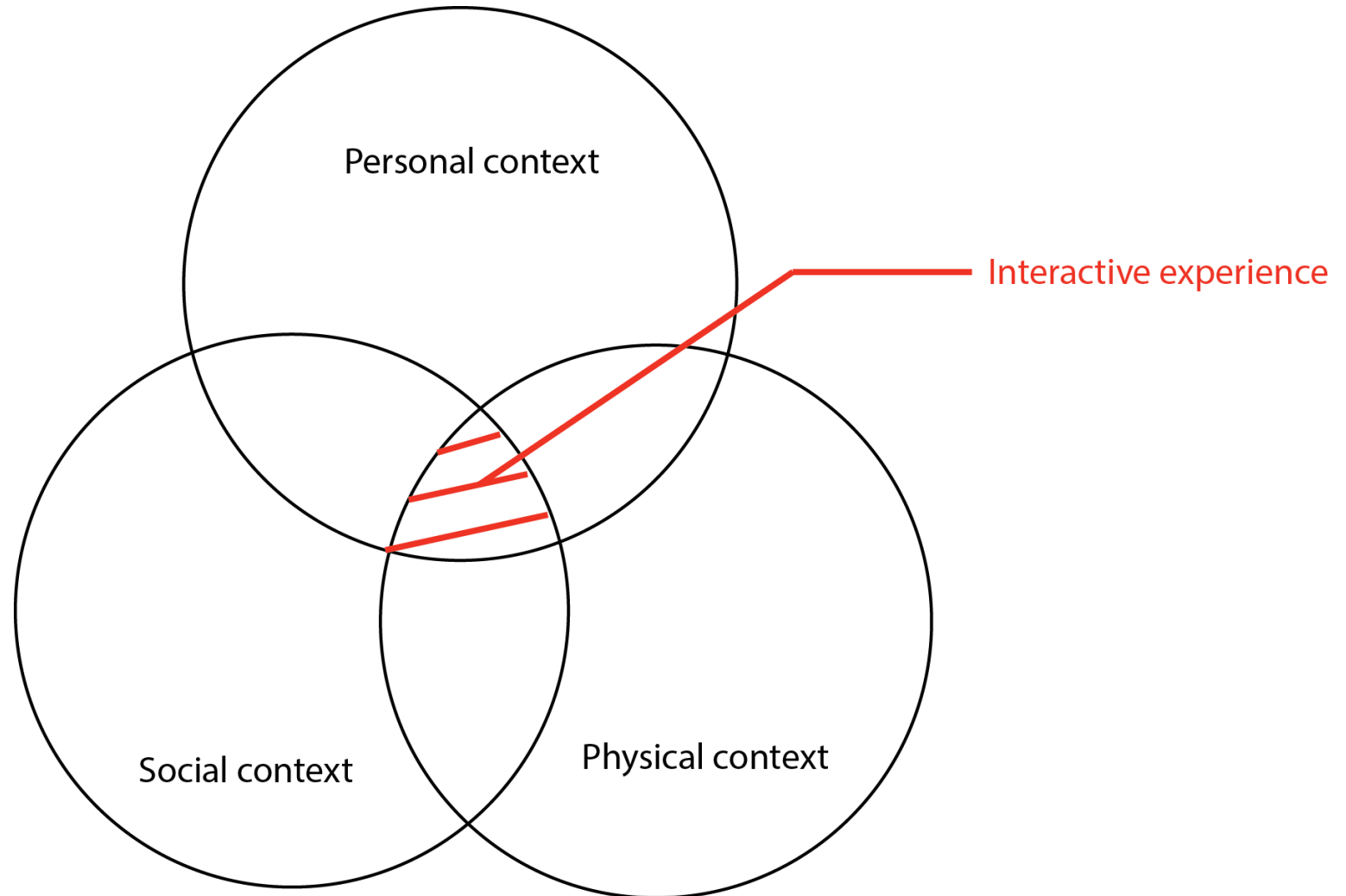






WAT ZIJN DE EERSTE 8 DINGEN DIE JE TE BINNEN SCHIETEN
ALS JE AAN KERSTMIS DENKT?

BELEVINGSMODEL



HOE VOER JE HET THEMA DOOR MET HET BELEVINGSMODEL?

PERSOONLIJKE CONTEXT

SOCIALE CONTEXT

FYSIEKE CONTEXT



HOE MAAK JE INNOVATIE
TASTBAAR MET HET 5 SENSE MODEL?







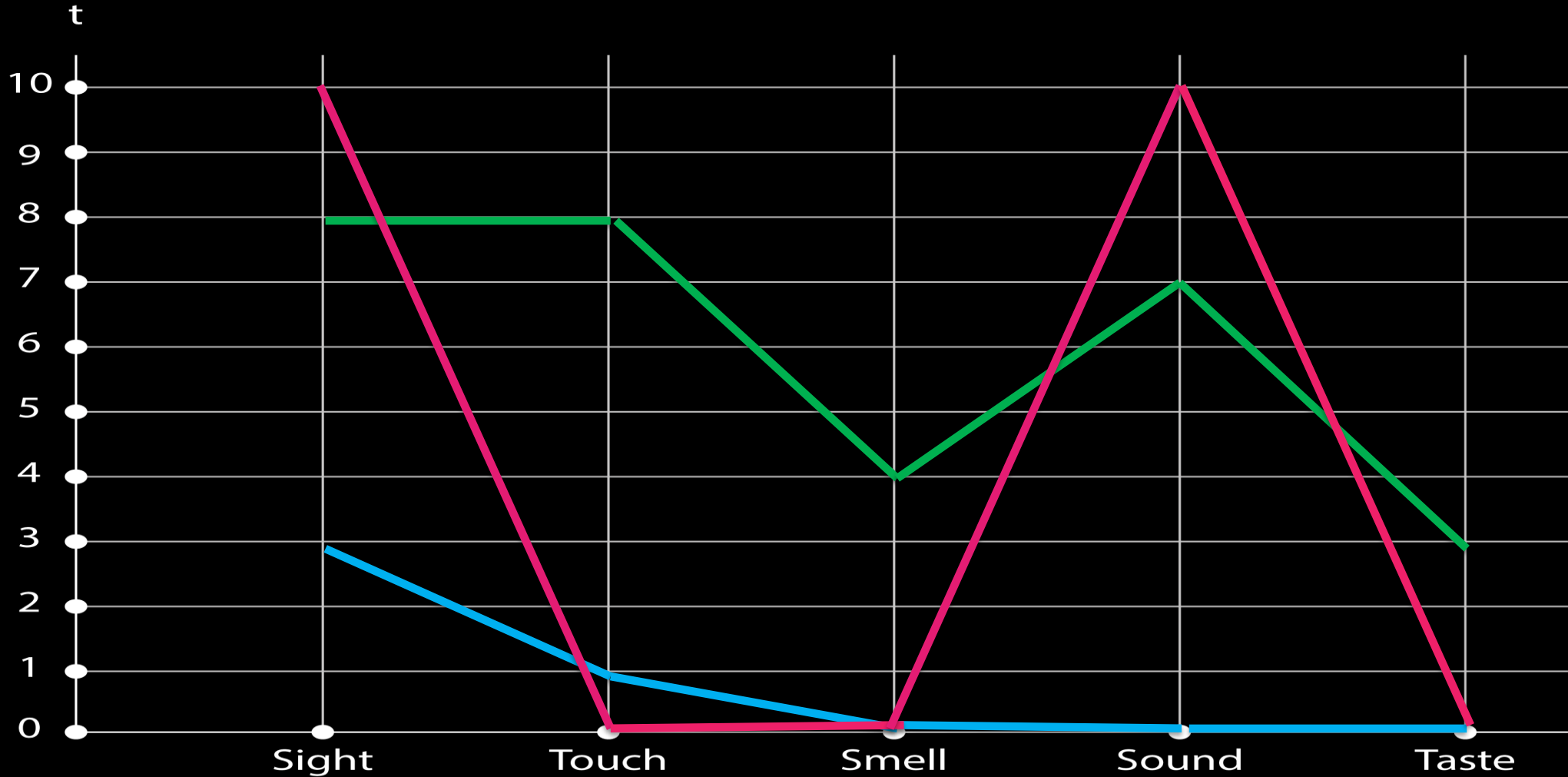
Jong, knapperig
bospeentje uit de Vlaamse
zandstreek, ambachtelijk en
biologisch gekweekt, lichtjes
gestoofd met een touch van tijm en
een vleugje mosterd € 10

Wortel € 0,10

UITNODIGING BELEVING

Digital
Hard copy
Hard copy

Vertical innovation
Horizontal innovation
Status quo





HOE PAS JE ASSOCIATIEPSYCHOLOGIE
TOE OM **CREATIVITEIT** TE STIMULEREN?

ICIENDELUXE











“People will forget what you said,
people will forget what you did, but
people will never forget how you
made them feel”

Dr. Maya Angelou'

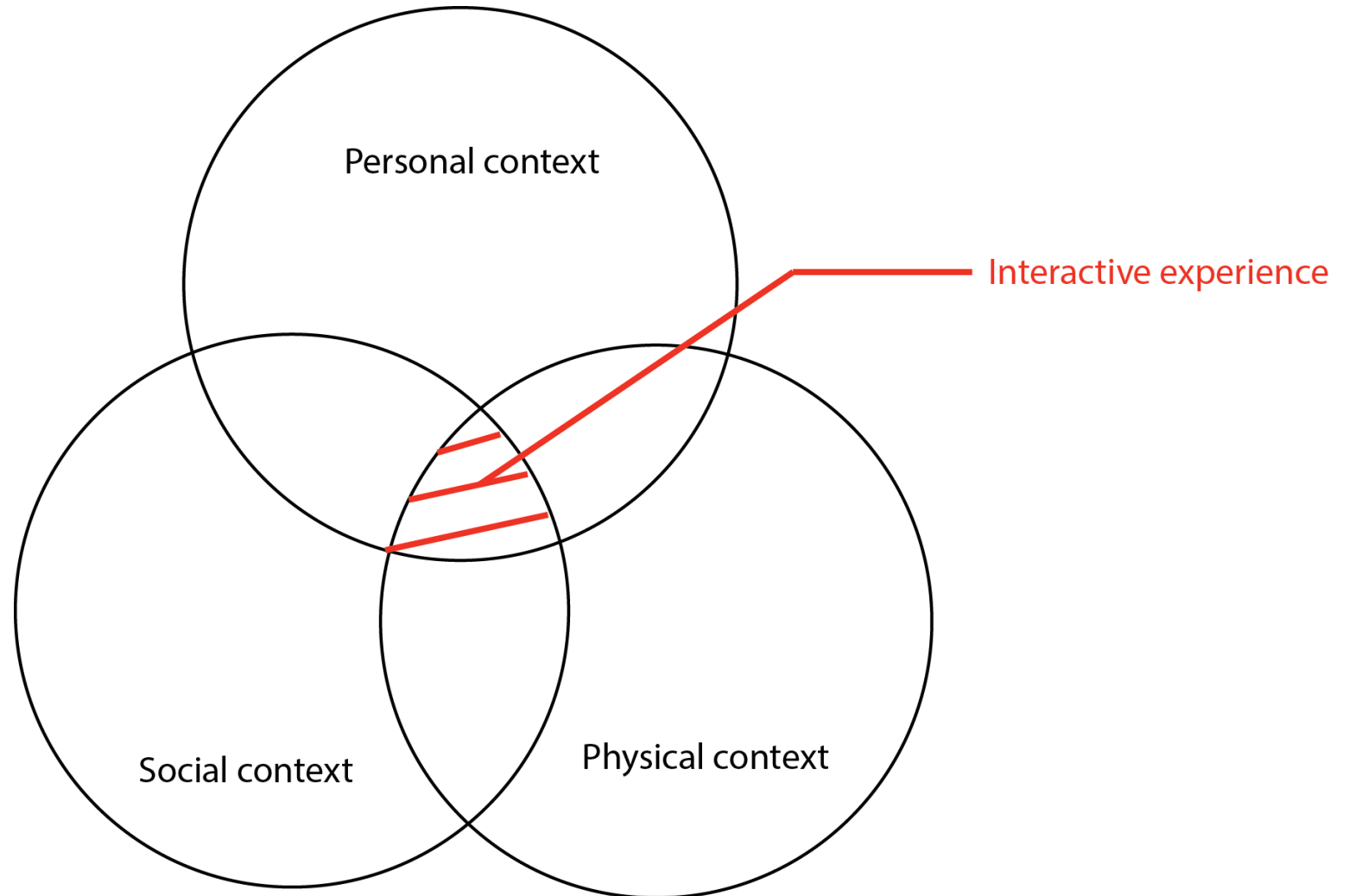
OEFENING

MAAK 5 GROEPEN VAN 8 PERSONEN

- 2 GROEPEN BEDENKEN CATERING IDEEËN VOOR EEN CONGRES DAT ALS THEMA INNOVATIE HEEFT
- 2 GROEPEN BEDENKEN CATERING IDEEËN VOOR EEN CONGRES VAN DE BOUWSECTOR
- 1 GROEP BEDENKT CATERING IDEEËN VOOR EEN CONGRES DIE ALS THEMA DUURZAAMHEID HEEFT

JE HEB PER GROEP 20 MINUTEN DE TIJD OM TE BRAINSTORMEN
ELKE GROEP GEEFT DAARNA VERVOLGENS EEN KORTE PRESENTATIE

BELEVINGSMODEL



HOE VOER JE HET THEMA DOOR MET HET BELEVINGSMODEL?

PERSOONLIJKE CONTEXT

SOCIALE CONTEXT

FYSIEKE CONTEXT
