



Flanders
State of the Art

HOW WE WORK WITH CYCLING TOUROPERATORS

Ewoud Lagring
VISITFLANDERS

1.

**We defined clear
target groups and
products**



3 TARGET GROUPS



Short bike ride as one of the activities

- **Target audience:** lovers – crossover with themes
- **Focus:** enjoy
- **Product:** Flanders' Finest cycle routes



A cycling holiday

- **Target audience:** fanatics – cycling is the main goal
- **Focus:** discover and enjoy
- **Product:** Iconic cycle routes



Sportive cycling – race & gravel

- **Target audience:** fanatics – MAMIL & WILMA
- **Focus:** suffer, challenge
- **Product:** Cycling in Flanders – Flandrien Challenge

2.

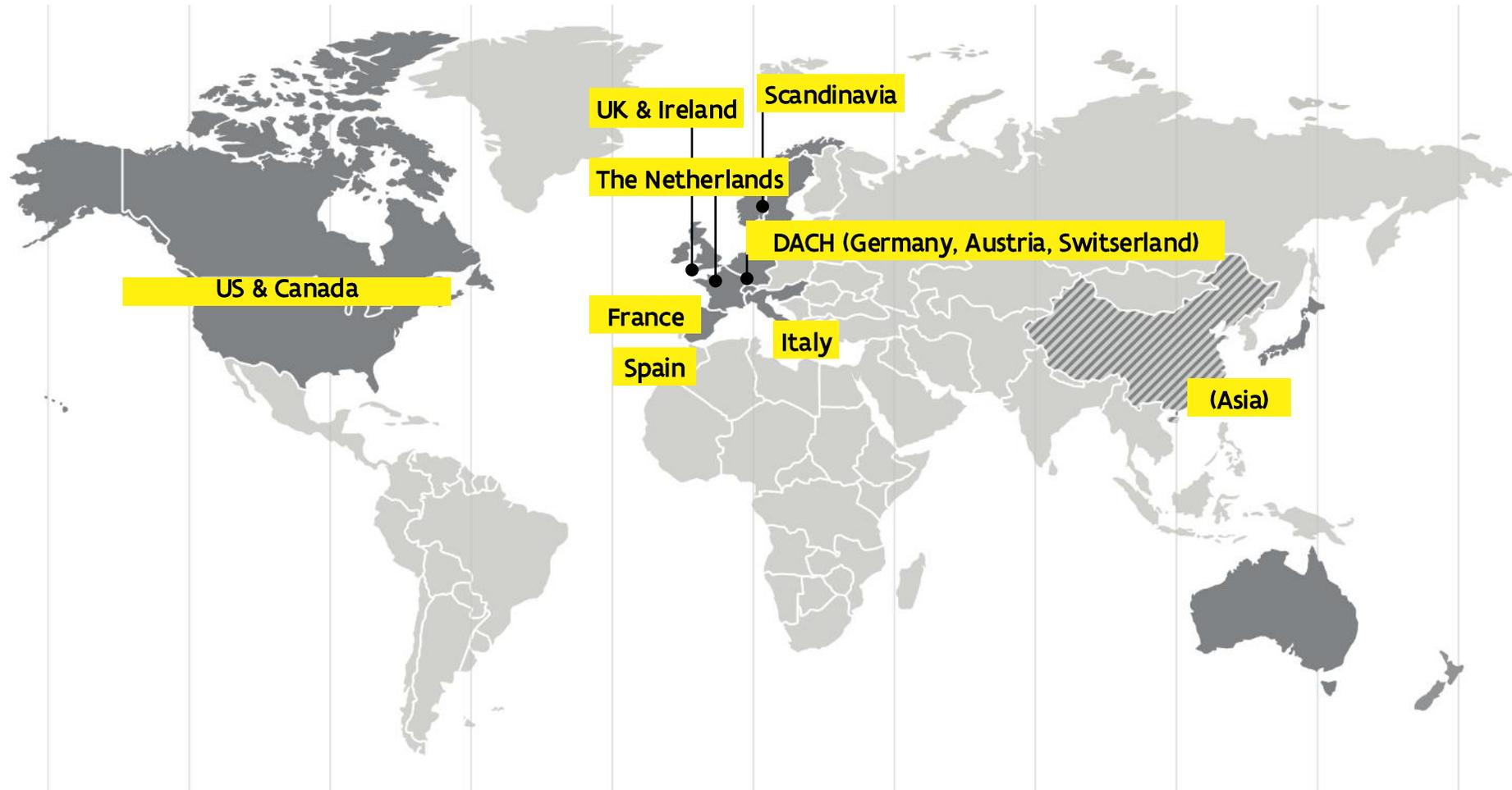
A GLOBAL TRADE NETWORK

TOERISMEVLAANDEREN



International network

We're active in 18 countries
from head office and 8 offices abroad.



3.

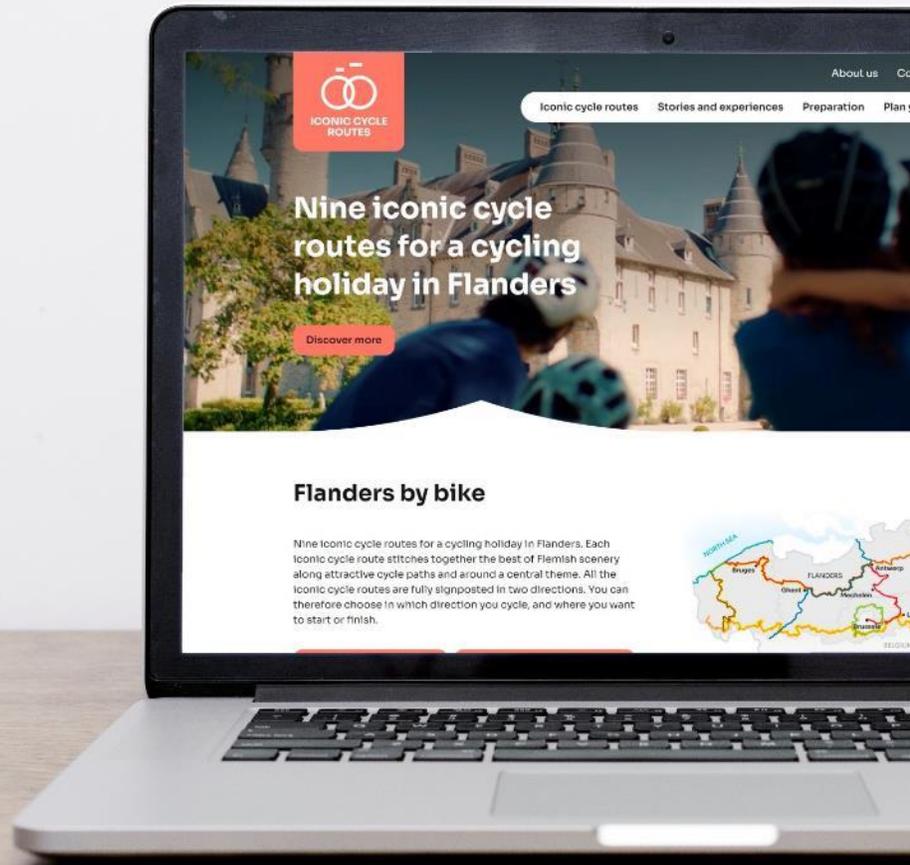
**DEDICATED
WEBSITES WITH THE
BUILDING BLOCKS
YOU NEED**



www.cyclinginlanders.cc

- Wellknown segments
- Routes
- Bike cafés, rental, TO's, hubs
- Stories
- Calender
- Flandrien Challenge
- ...



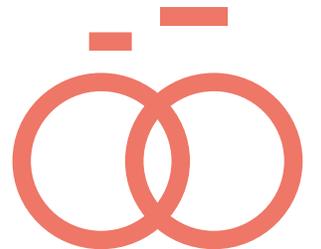


www.flandersbybike.com

- 6 languages
- Routeplanner met bikefriendly places to stay
- Inspiration
- Practical information
- ...

TOOLS

→ www.icoonfietsroutes.be/B2B



4.

ORGANISE FAM TRIPS AND NETWORKING EVENTS

TOERISMEVLAANDEREN



WE WANT YOU TO REALLY EXPERIENCE FLANDERS

- A fun trip as it could really be done
- Without forgetting the specific needs for trade, but also without running from one hotel to another
- Showcasing our assets and building blocks in a 'natural' way

But also by:

- Organising specific workshops
- Getting you in touch with our local partners



5.

INCLUDE OUR LOCAL DMC'S AND PARTNERS



- We invite important partners and DMC's to an informal networking moment during a fam trip or event
- We use their services for bike rental, transport, ... during the trip
- If possible, we include (parts of) their offer
- We let you stay in a bike friendly hotel
- We inform them on novelties and your needs during webinars, events, ...
- Etc.



6.

A WIDE RANGE OF OTHER TRADE TOOLS

TOERISMEVLAANDEREN





- Sales calls
- Events, fairs, ,, abroad
- Trade newsletters
- Joint promo's
- Webinars
- Direct contact with our trade colleagues
- Etc.



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THANK YOU!

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