



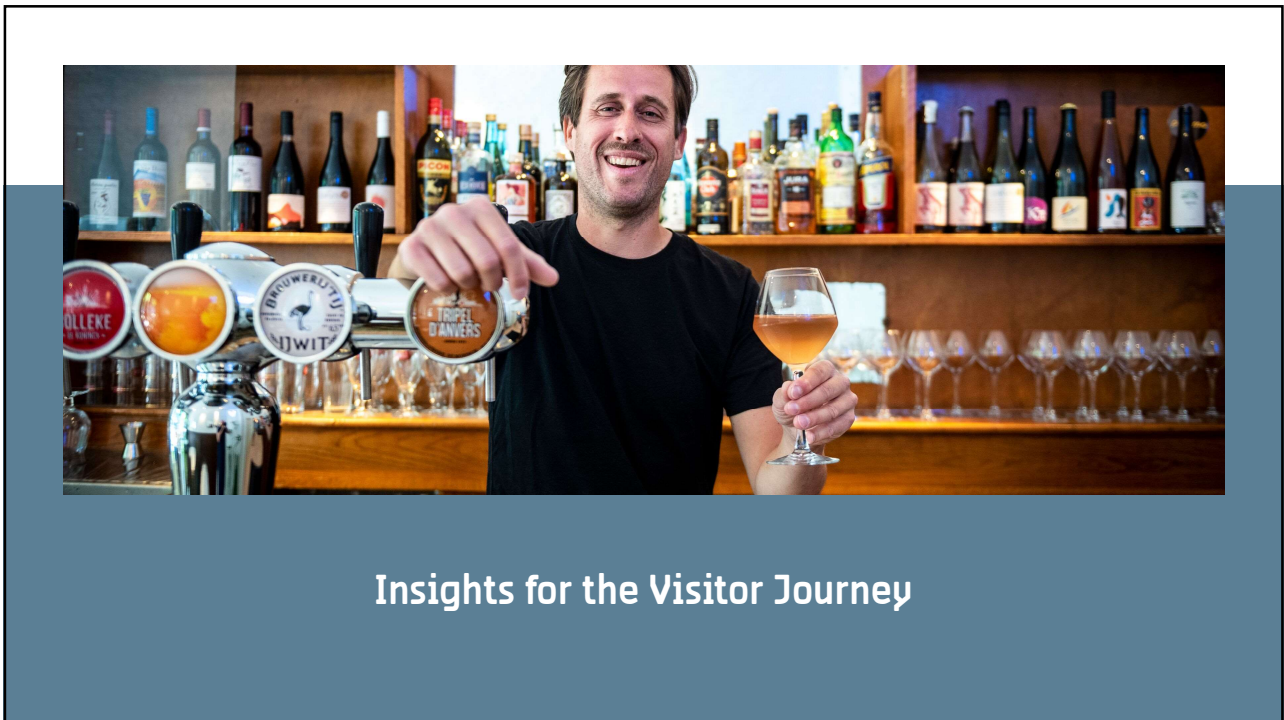
Feedback and learnings pre-task Customer Journey

ACEPT 2023

Purpose of this assignment

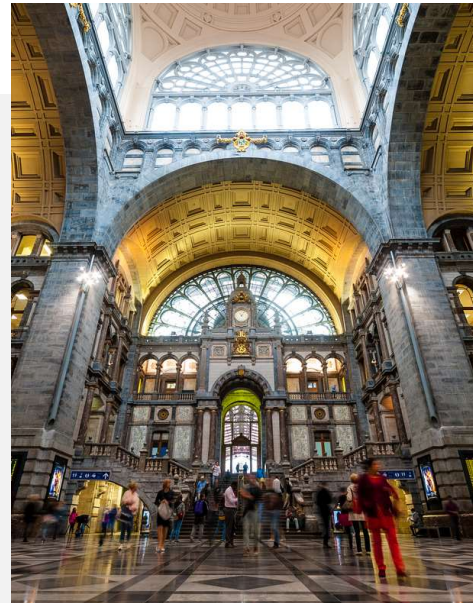
- Ambition Visit Antwerp: marketing Young Urban Traveller
- Gather input from different target markets to gather specific insights
- Building blocks to prepare a brief or a go to market strategy





General Knowledge

- Port - Diamond – Architecture – Culture
- Antwerp = Belgium: Waffles – Beer – Chocolate – Fries
- Not an A-list city
- Longer distance = less specific



Inspiration



- Video – Video – Video
- Tiktok
- Blogs & social media: what do you search for? How do you search? What is good content for you?
- Friends & family
- Locals
 - personal
- Some very remarkable mentions: Tripadvisor, TV'ads, streetad's, local libraries in Antwerp....



Planning

- Hotel – transportation
- Food – museum –nightlife – bikes - ...
- Need for flexibility
- After tips from a local
- Need for more insights in market specific tools for planning

Booking

- Budget
- Airbnb
- Combination with other cities → A-list cities



Stay



- “The Classics”
- Social interactions & local recommendations
- Sense of connection
- 2 -3 days
- Off the beaten track?