



# Our Antwerp Story

TEAM GREEN



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# CONTENT

Personas

Expectations vs reality

The customer journey

SWOT analysis of the city

Our story (moodboard)

Proposals

Conclusion



# YOUNG URBAN TRAVELLERS

**FRANCE**  
**BELGIUM**

**GERMANY**

**SWITZERLAND**

**FINLAND**

**ITALY**

**SPAIN**

**TURKEY**

AURELIE CHADEAU  
FLORIANNE VERBRUGGEN

MARIE SCHIRPKE &  
ANNEMARIE DARWINKEL

KATE GAUSI

JUUSO PARKKINEN

TERESA BARBARITO

CARLA URIETA

DURU KARAMESE &  
EGEMON ELEVIS



## THE YOUNG URBAN TRAVELLERS

likes exploring and experiencing cities  
motivated by cultural experiences, nightlife,  
food, and art

## INFORMATIONS

Age : 20-25  
Location : Europe  
Occupation : Student  
Income range : €250-500

## CHARACTERISTICS

Adventurous  
Curious  
Independent

## GOALS AND NEEDS

Travelling by being  
sustainable and safe  
social interactions  
affordability

# EXPECTATIONS VS REALITY

## Over Expectations

Architecture

Public Transportation

Vintage stores

## Under Expectations

Diamonds

Prices

## Met Expectations

Shops

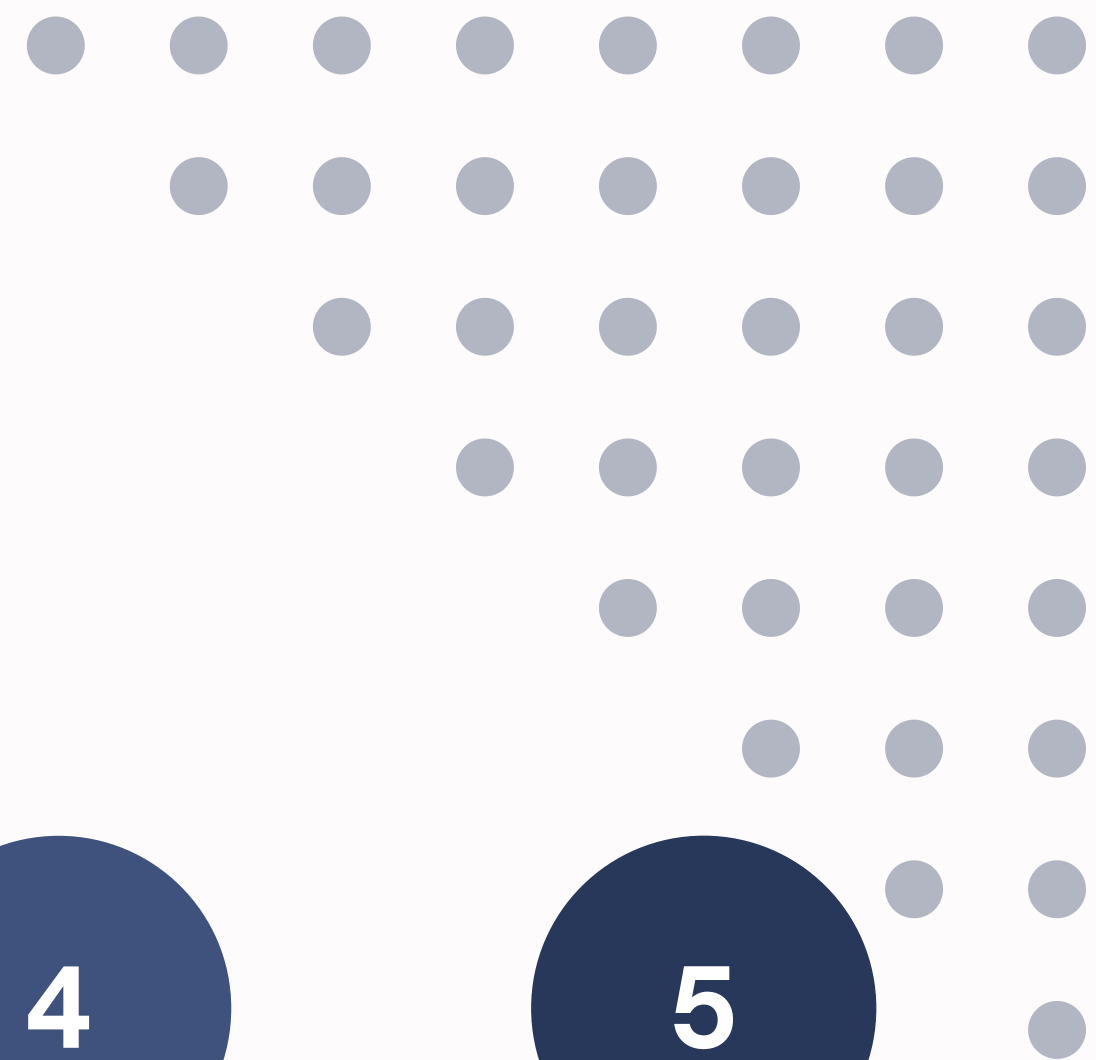
An overall great feeling of Antwerp

**It is a future proof city trip destination**



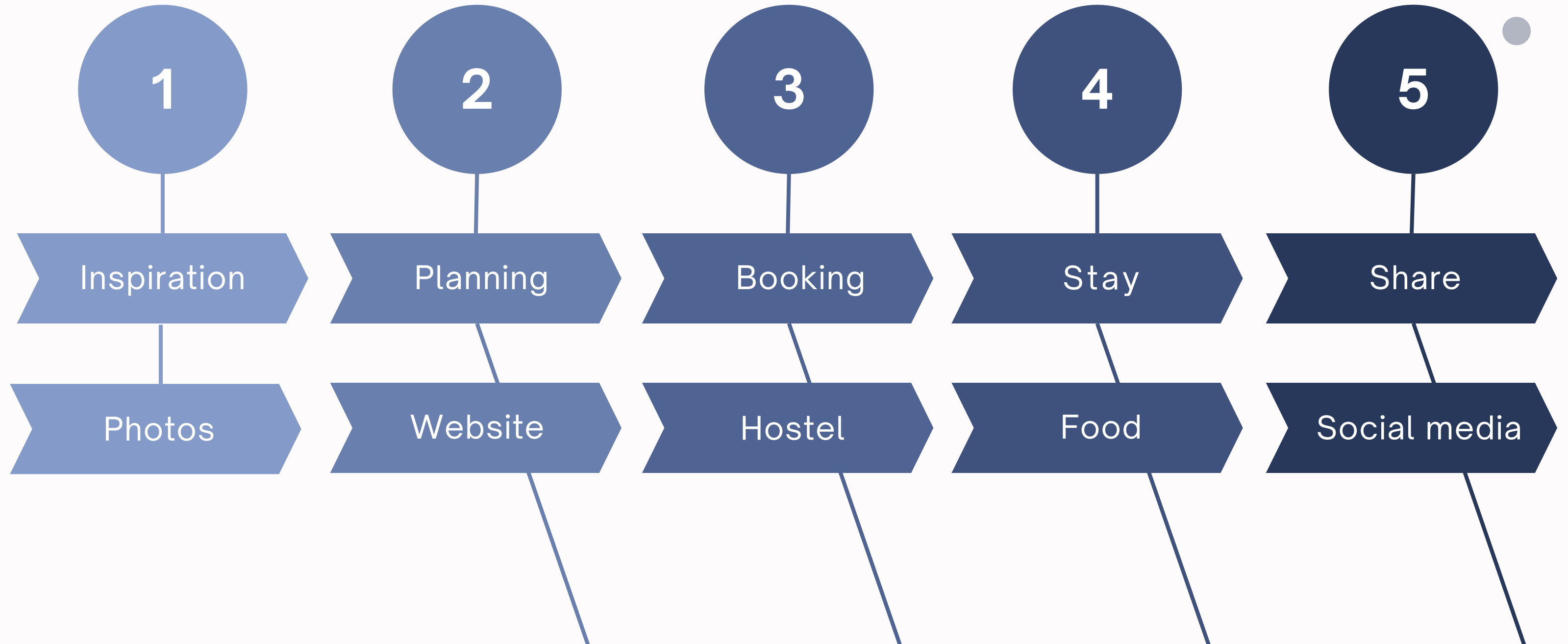
# CUSTOMER JOURNEY

5-Step Ordering Process



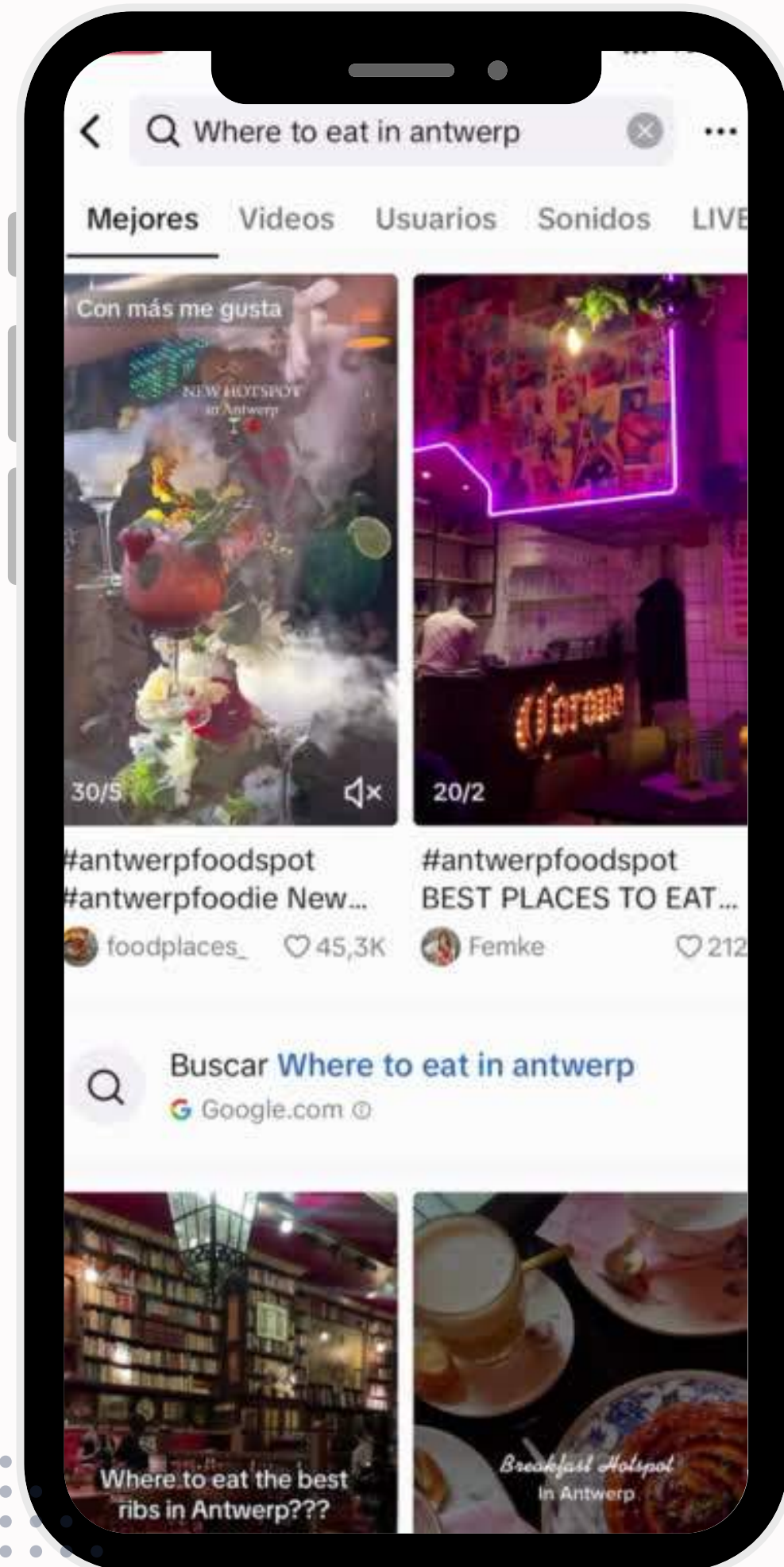
# CUSTOMER JOURNEY

5-Step Ordering Process



# DIFFERENT SEARCH METHODS

*TO FIND A RESTAURANT FOR EXAMPLE*



## YOUNG PEOPLE

Recommendations on  
TikTok or Instagram

Reviews on TripAdvisor

## THE TRADITIONAL WAY

Recommendations from  
acquaintances

Improvised sites on the fly



# SWOT-ANALYSIS

## **STRENGTHS**

- Safety
- Shops and activity offers
- International



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## **OPPORTUNITIES**

- Solo travel trends
- Preference to travel to a beta-city



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## **WEAKNESS**

- Prices
- Opening hours



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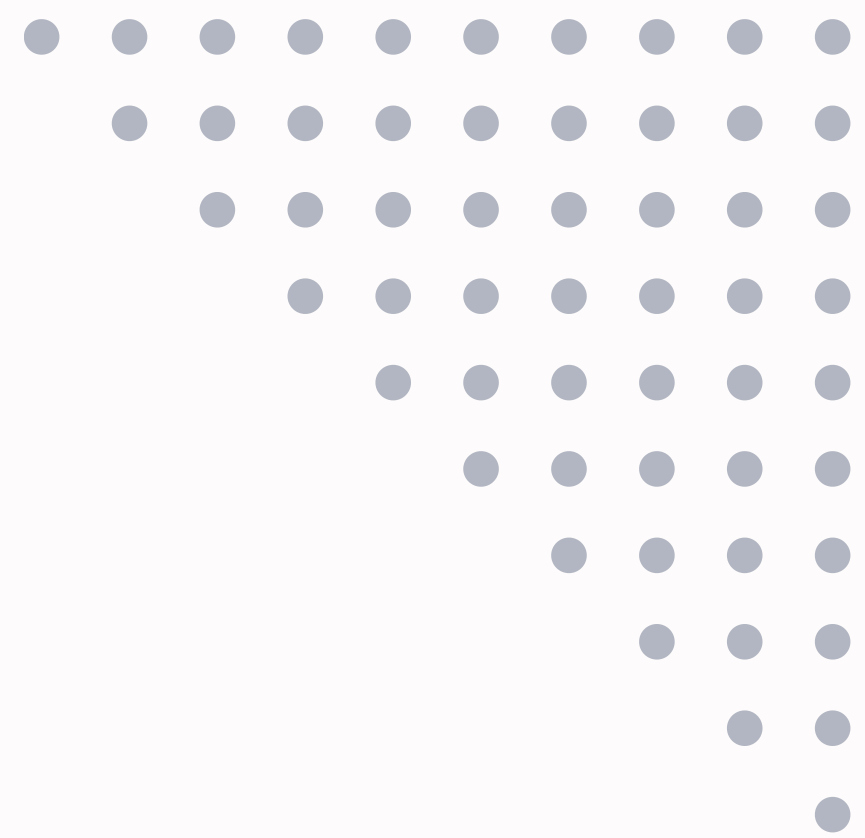


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## **THREATS**

- Weather
- Local competitors

# OUR ANTWERP STORY



Our Scoutings

Our Experiences

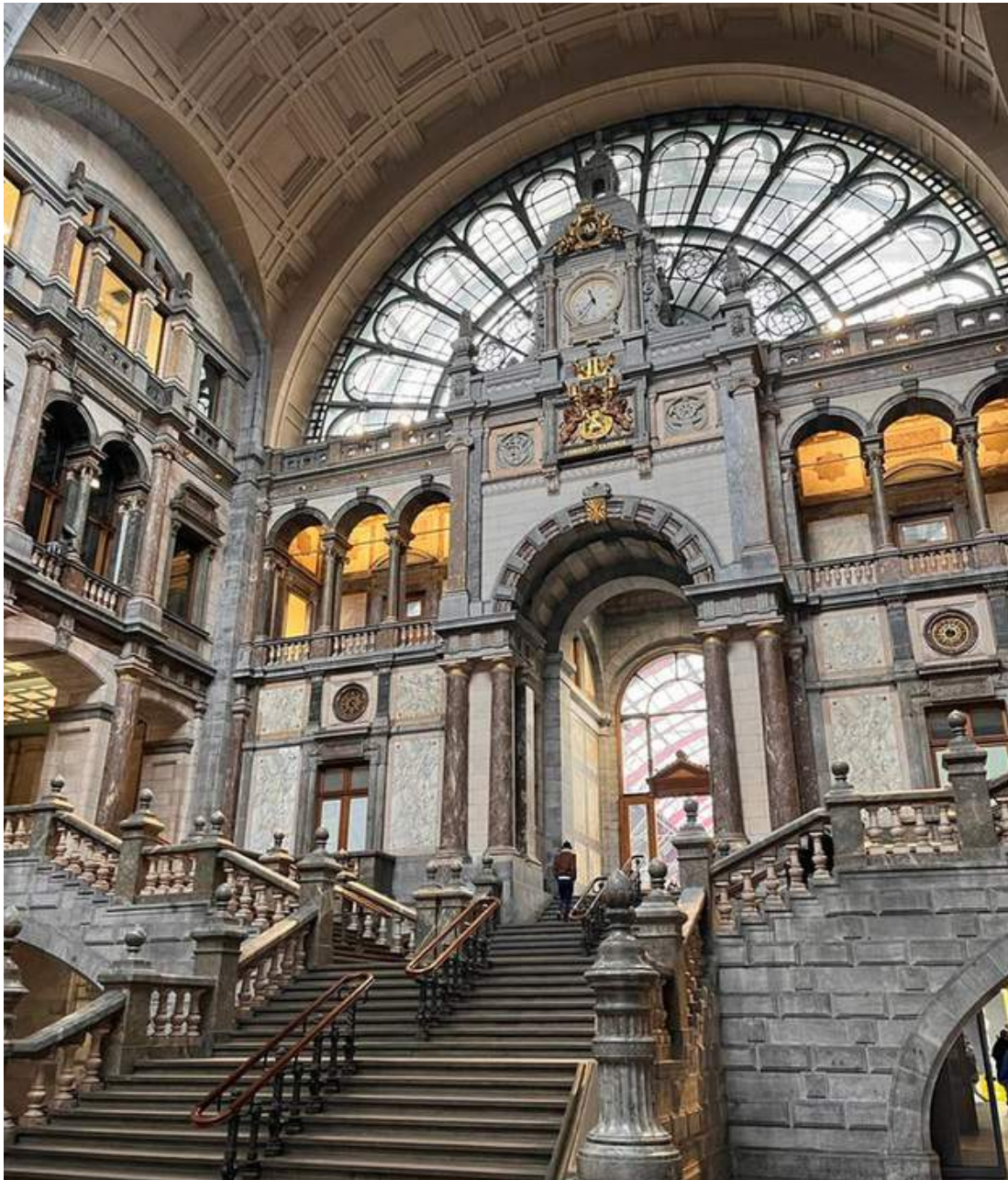
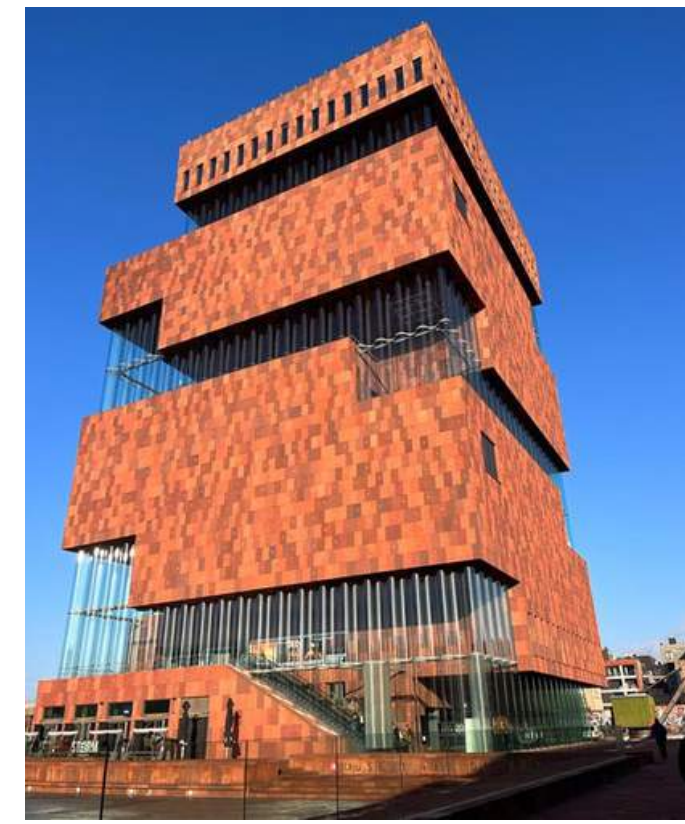
Our Feelings



LET US SHOW  
YOU

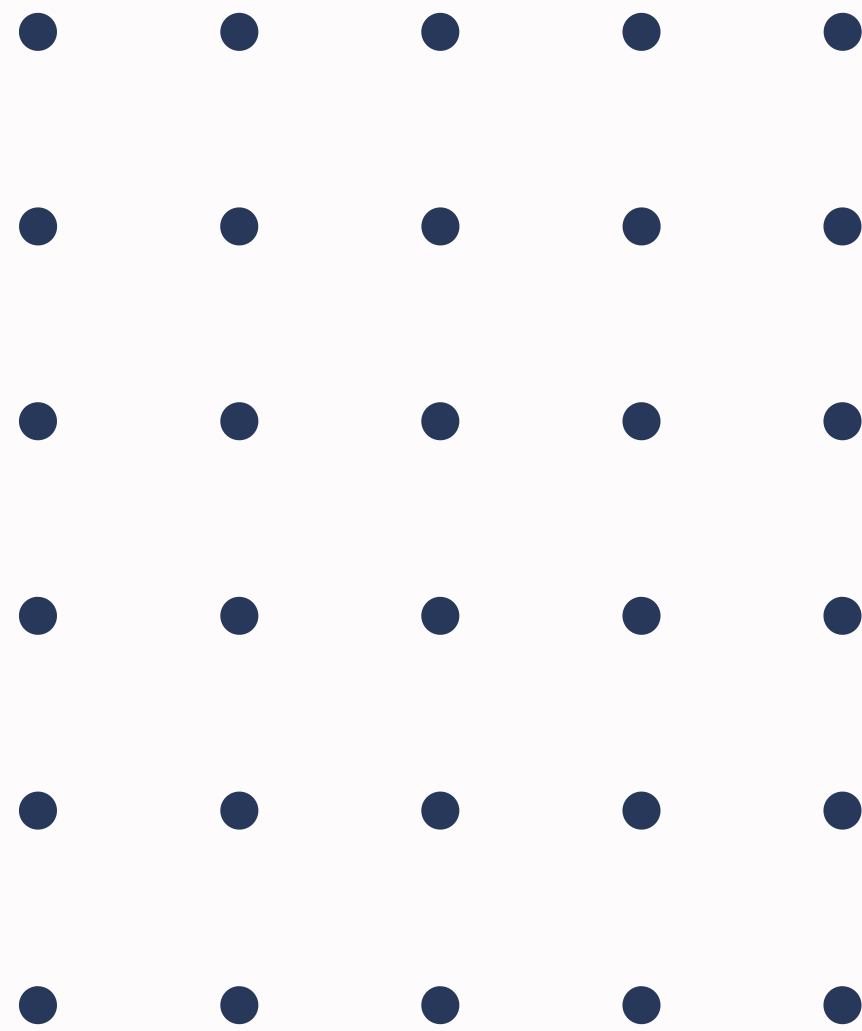






Antwerp  
CROSSROAD BETWEEN OLD & NEW  
Moodboard

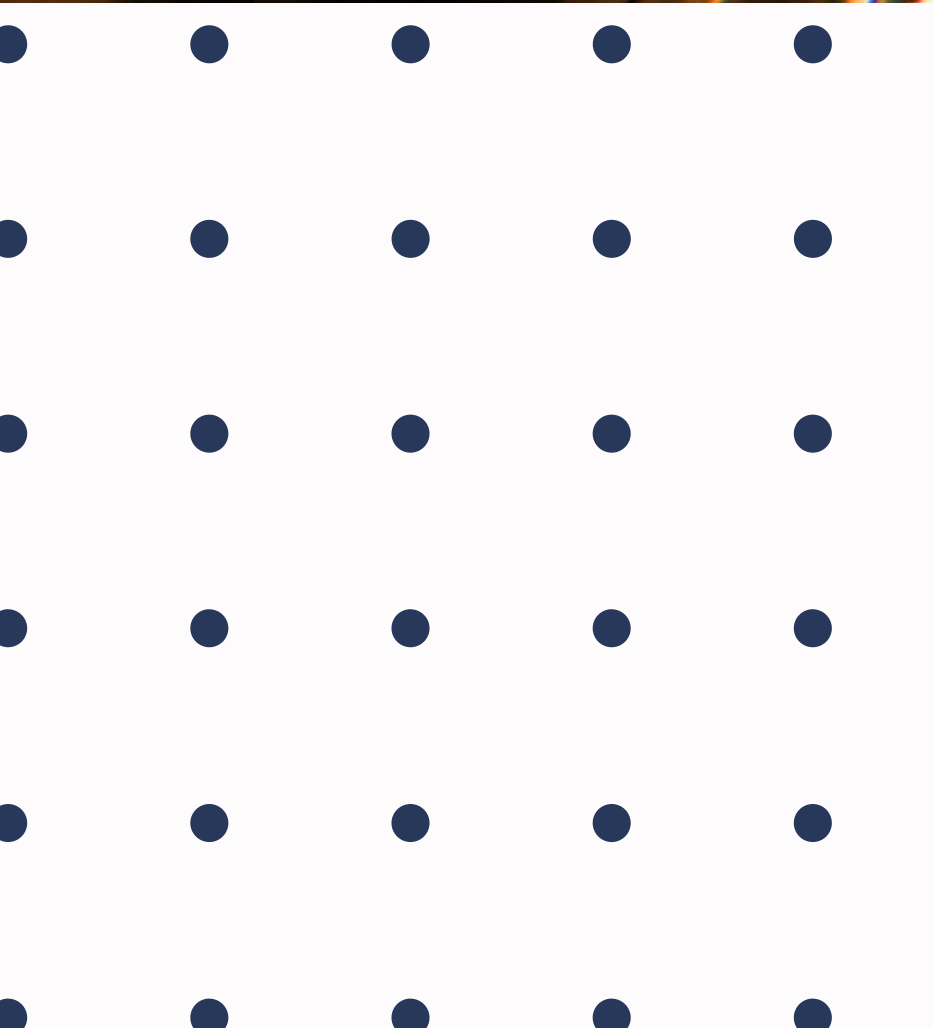




# PROPOSALS

## ANTWERP

- **Affordable pricing**
- **Young focused discount** : Happy hours -Discounts on leisure and culture - Card for young tourists with discounts
- **Museum promotion** : Highlight the main museums
- **Thematic events** : Doing acts in exchange for action and thematic events Boat parties on the river Scheldt with local beers
- **Social media engagement** : Action on social medias in exchange with something.



# CONCLUSION



## Vibrant City

Antwerp is a vibrant city with history and fashion



## Variety of activities

Young urban travelers enjoy the balance with culture and recreational activities



## Culturally rich

Antwerp has so many museums and it's history goes way back



UNTIL NEXT  
TIME IN  
ANTWERP !