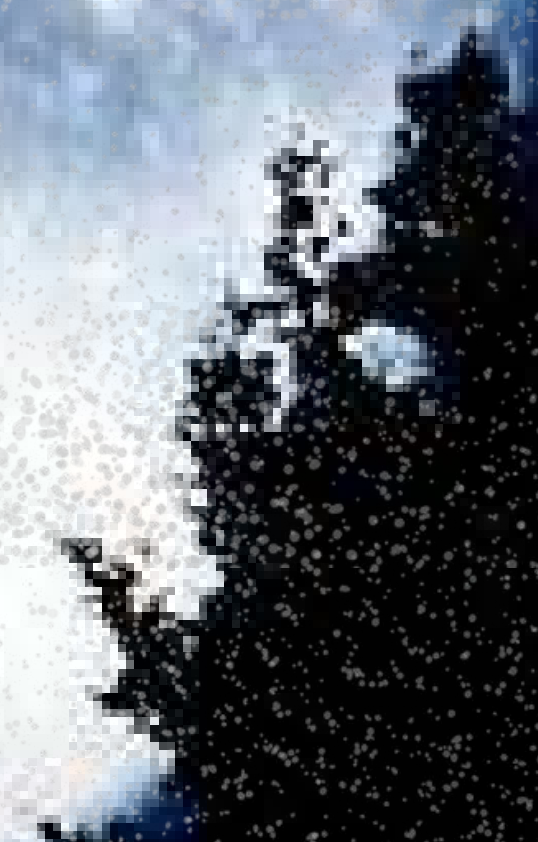


FLY me over Antwerpen



THE REAL DEAL



Biking experience



Museum

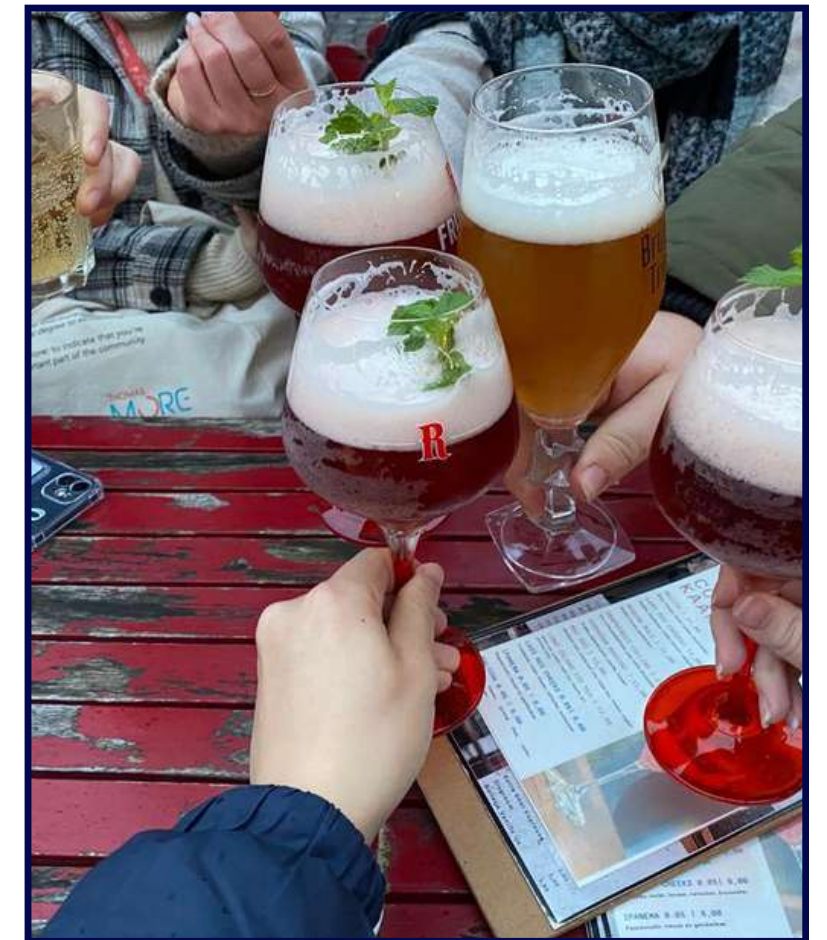


Museum aan de Stroom

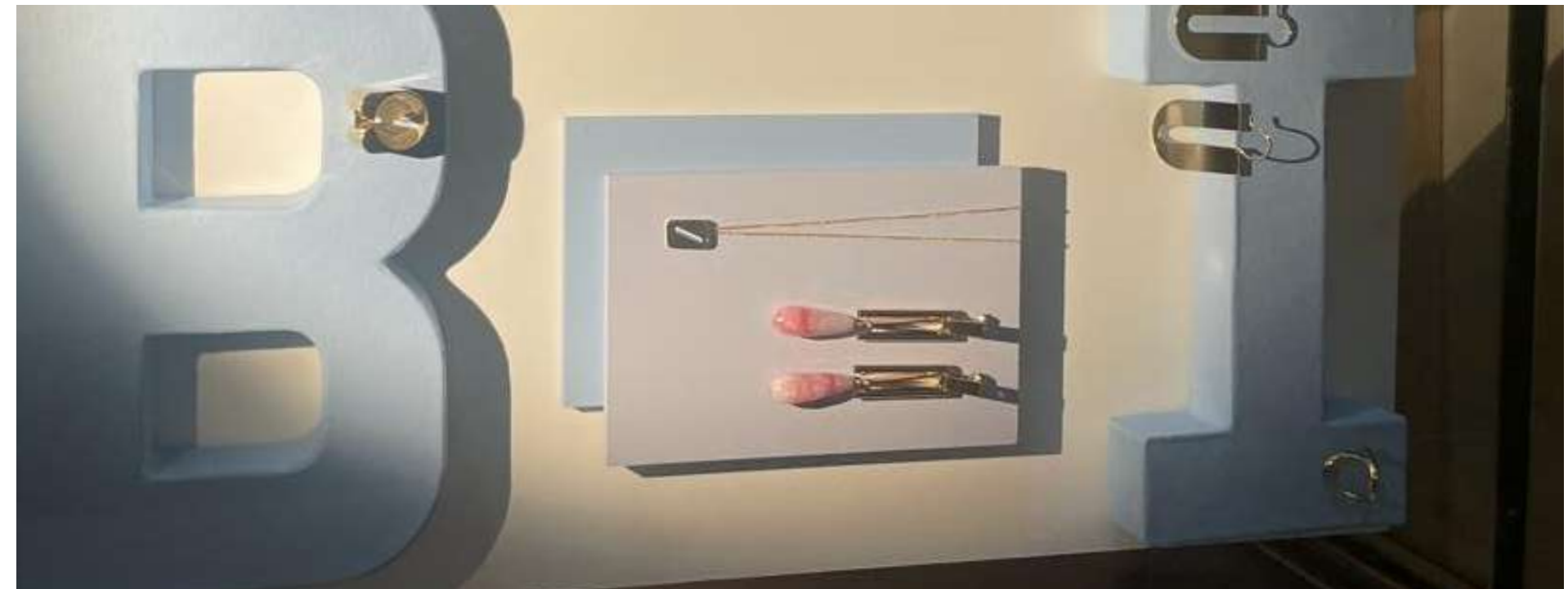
KMSKA



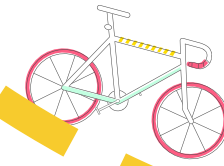
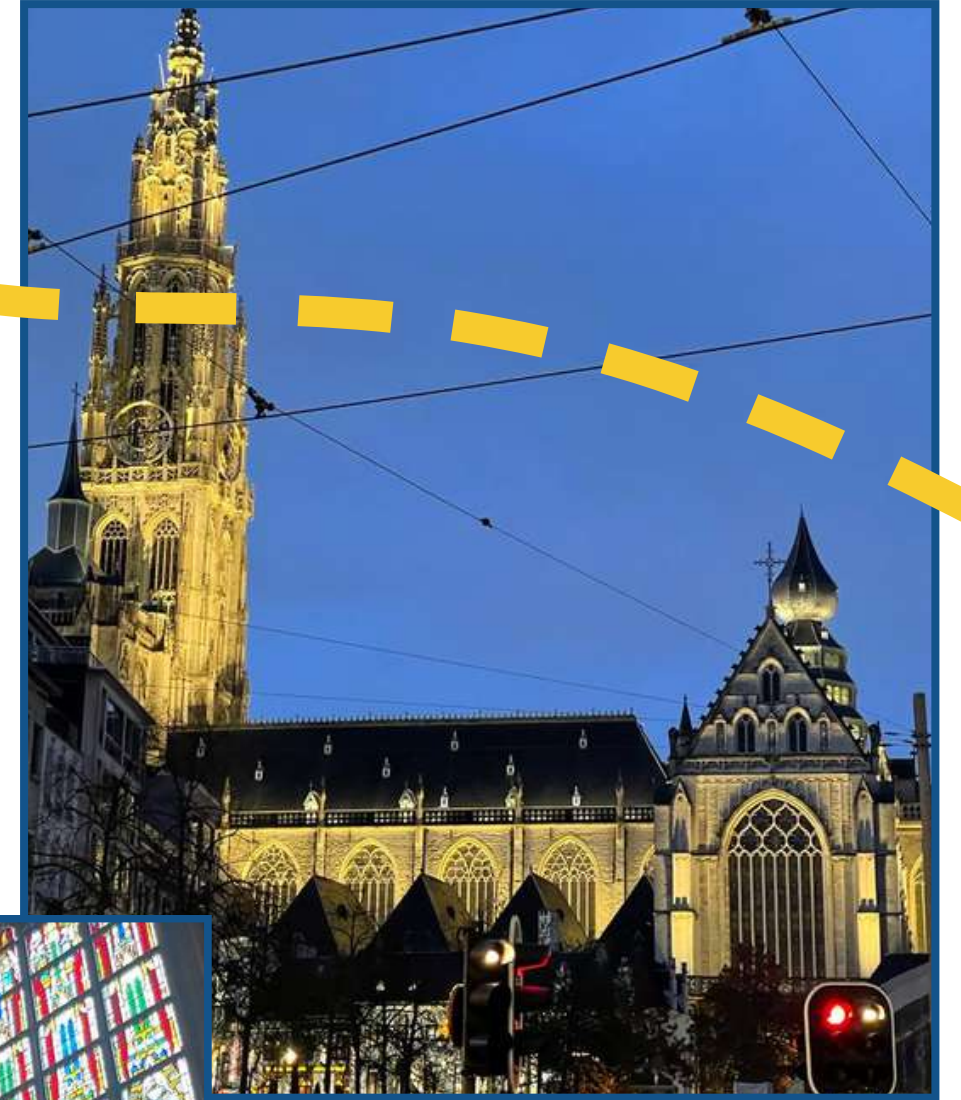
Food and drink



Tourism information Center



Churches and monuments

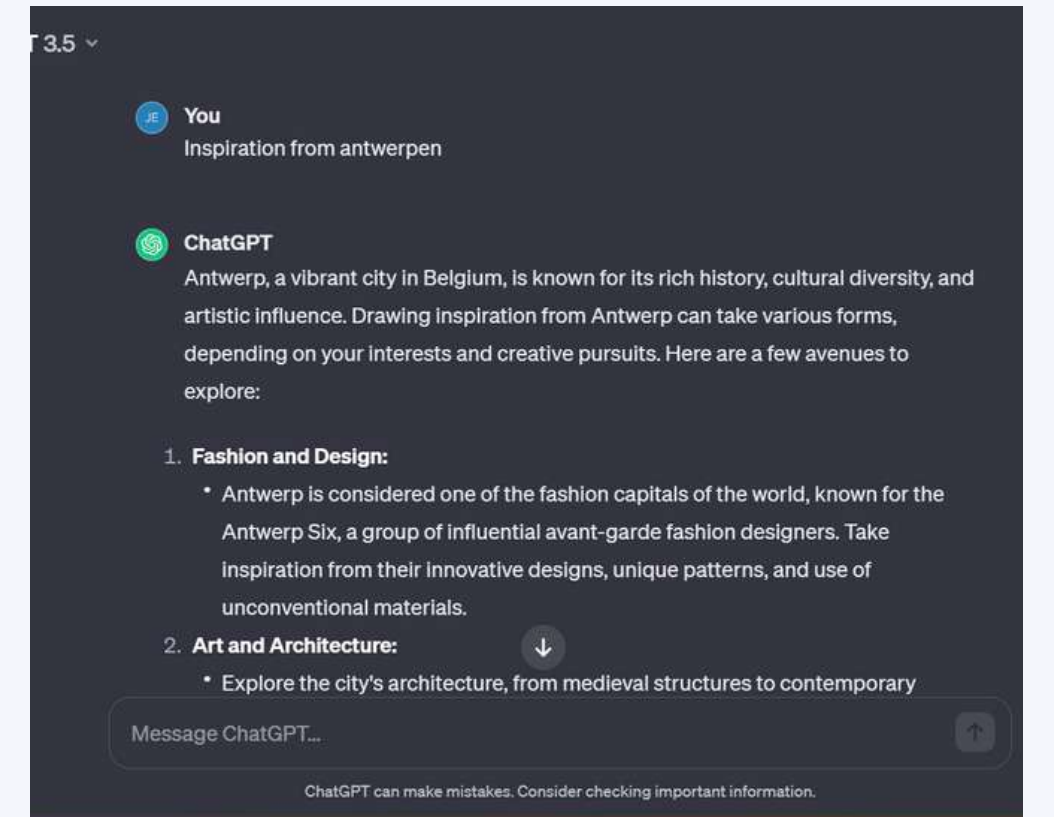
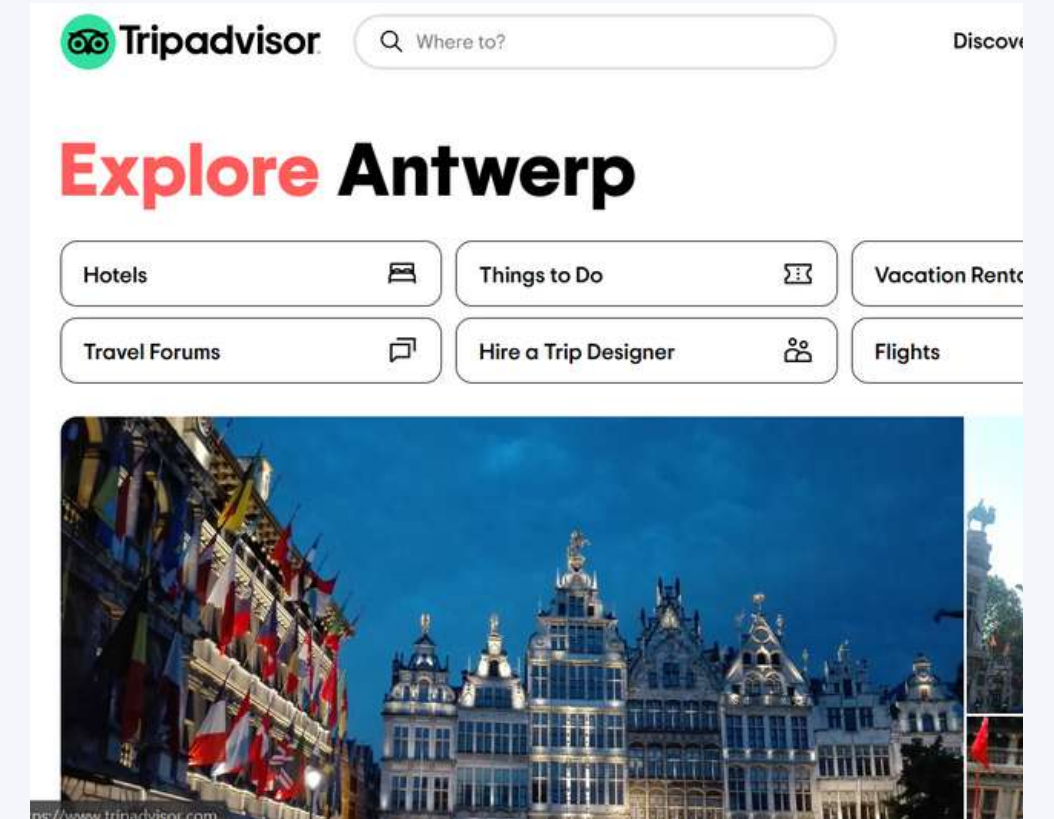
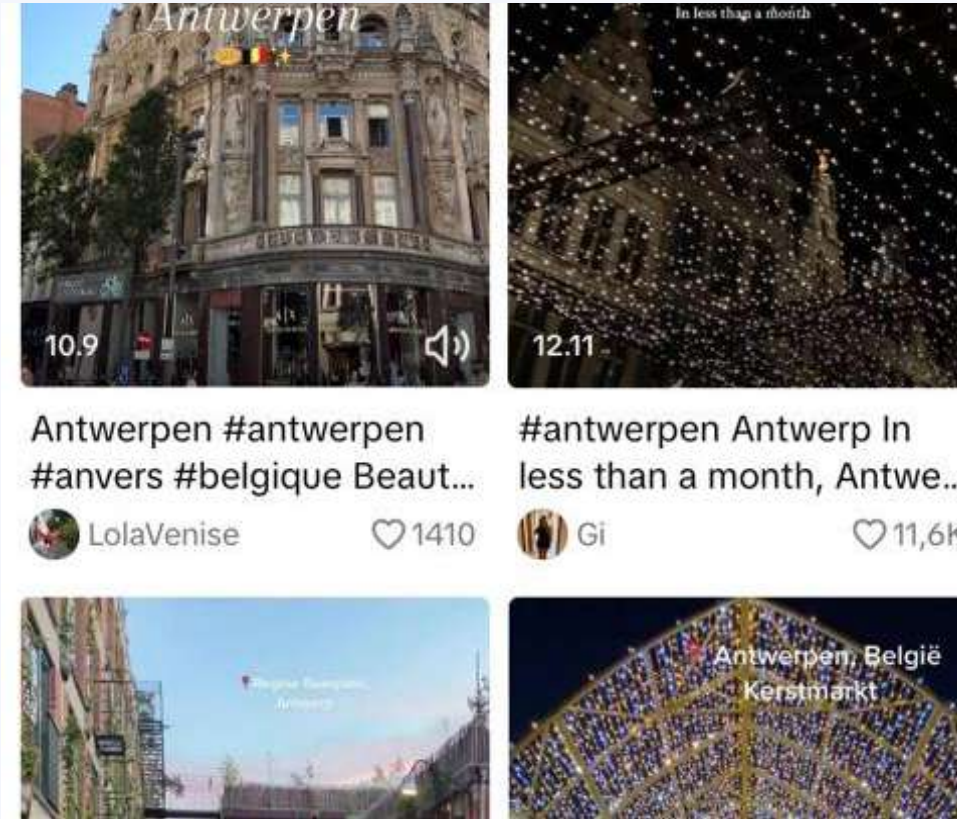


CUSTOMER JOURNEY

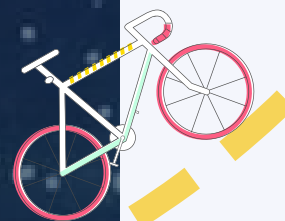
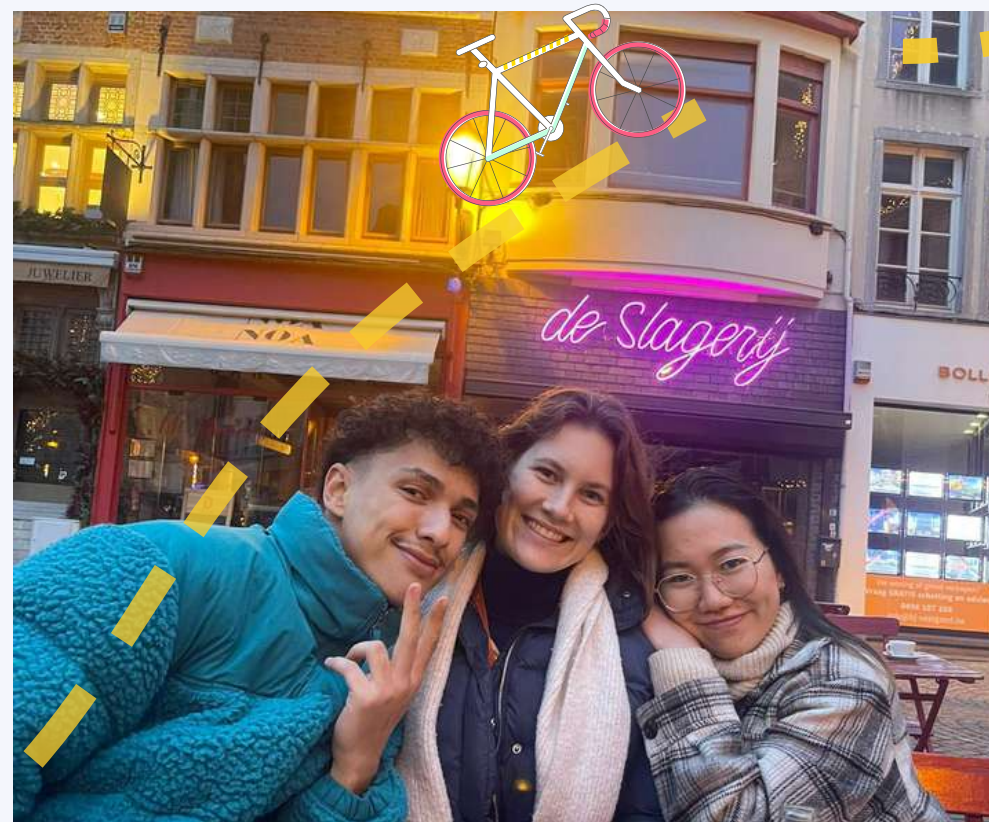
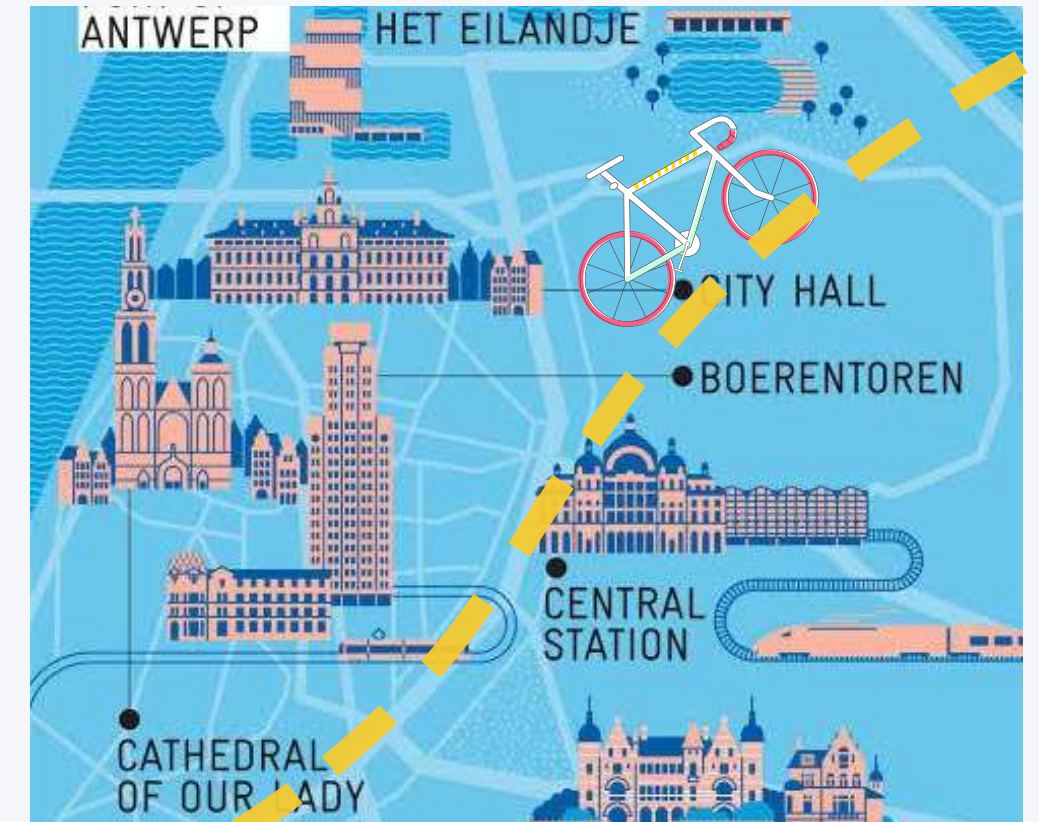


Customer journey

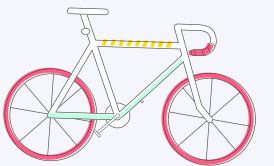
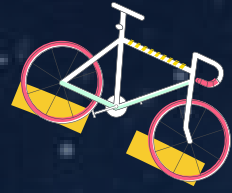
Inspiration



Planning



Booking



B buy a ticket customer service 👤 🔍 🛒 📄 Menu ☰

My journey

From: Departure point or address

To: Destination or address

Date: 23/11/2023 Time: 23:48

Departure Arrival

> [Personalize my journey](#)

[Plan my journey](#) >

> [Travel Information](#)

⚠️ Several fraudulent messages are circulating about an SNCB promotion for cheaper travel. Do not react to them and only trust communications from our official channels.

NEW From 10/12: New train offer
[Find out what's changing](#) >

Need to renew your season ticket?
[That's easy and quick online](#) >

HELLO EUROPE
Low prices, high speed: Paris from €29, London from €39...
[Benefit from the limited...](#)

Staying



Google

bed and breakfast antwerpen

Afbeeldingen

Maps

Vergelijkingsites

Luxe

Sablon

Goedkope






Charlie's

Zuid

Ongeveer 6.210.000 resultaten (0,36 seconden)

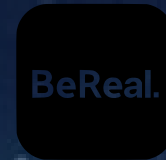
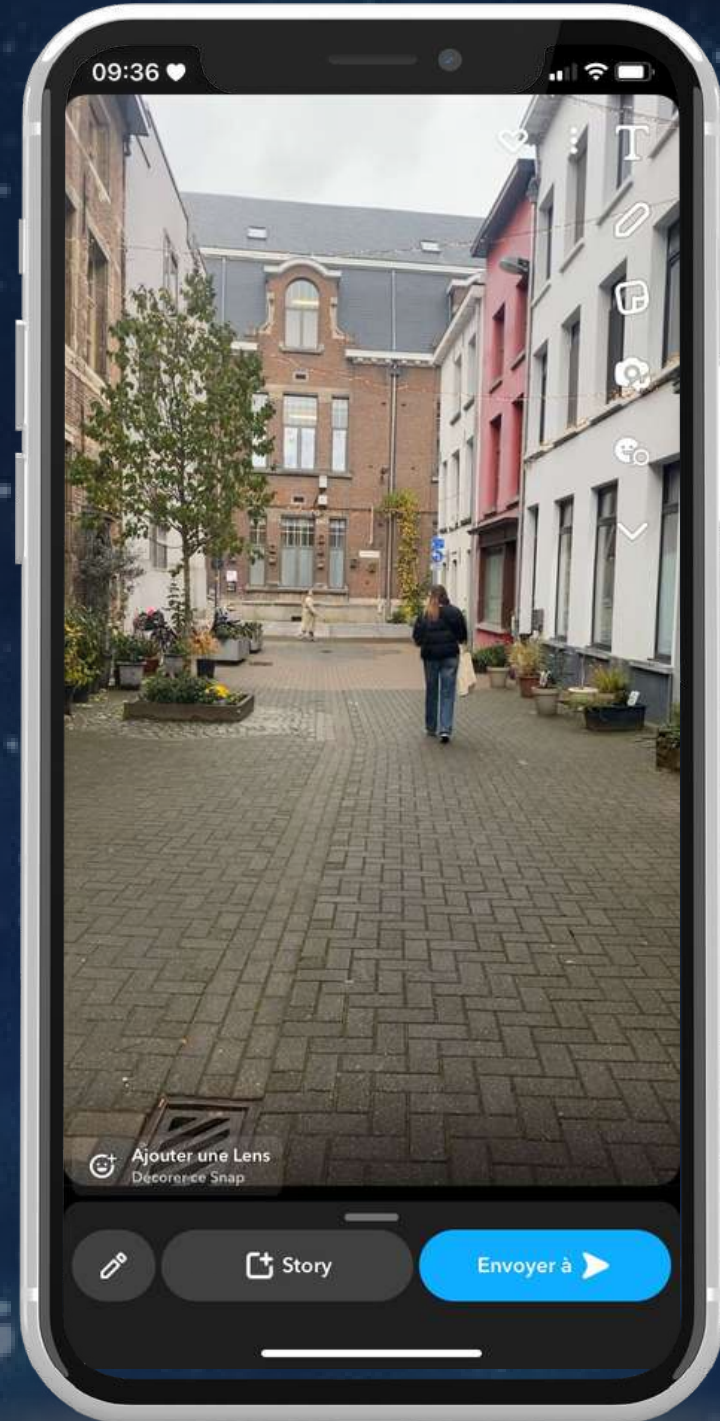
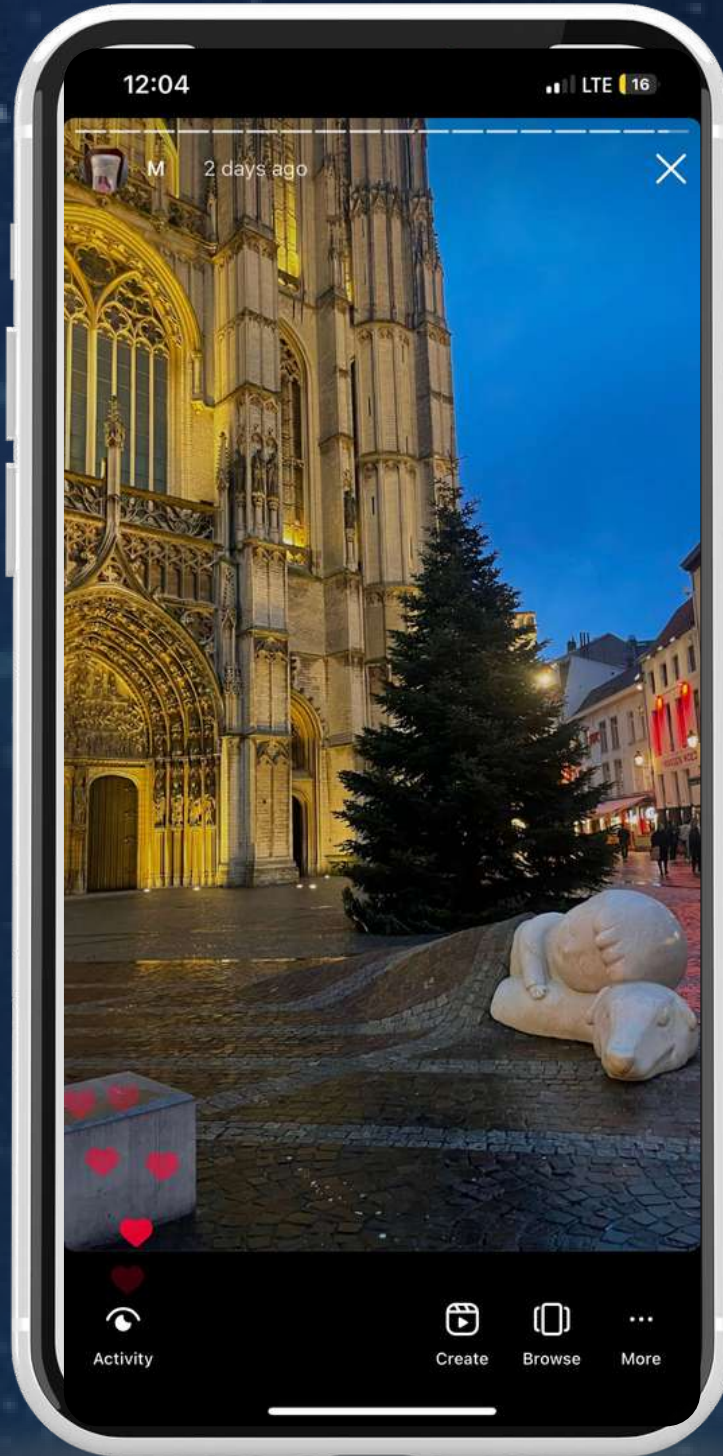
Gesponsord · bed and breakfast antwerpen bekijken :

Antwerpen · 26–27 nov

 Hotel O Antwerpen...	 B&B HOTEL Antwerpen...	 A-Stay Antwerpen	 B&B HOTEL Antwerpen Zuid	 Radisson Blu Astrid Hotel...
€ 92 momondo.be 4,4 ★ (886)	€ 81 Booking.com 4,5 ★ (470)	€ 73 momondo.be 4,1 ★ (921)	€ 81 Booking.com 4,3 ★ (928)	€ 125 Radissonhotel... 4,1 ★ (2,3K)



Sharing



SWOT & RECOMMENDATIONS





S

STRENGTHS

- Unexpected discoveries
- The diversity of food
- Cultural heritage
- Affordable and digital mobility around the city
- Digitalization of the city

W

WEAKNESSES

- Not enough information about the student discounts
- Not clear timetable of places
- Too long explanation reading
- Unbalanced tourism

O

OPPORTUNITIES

- sustainable tourism initiatives
- collaboration with other cities to host some events

T

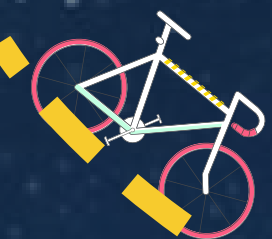
THREATS

- Competition with the close cities: Brussels, Gent, Mechelen, etc.
- Changing travel trends

1. Student-Ambassador



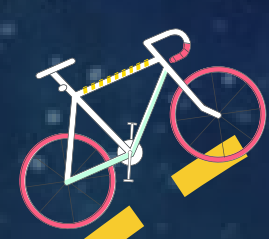
Lotte's yum yum place



1. Student-Ambassador

- 7 universities - 50,000 students - 173 nationalities - 50 international courses
- Promote the local hidden gems
- Create a young urban community
- Gain real-life experience

Our lovely guide



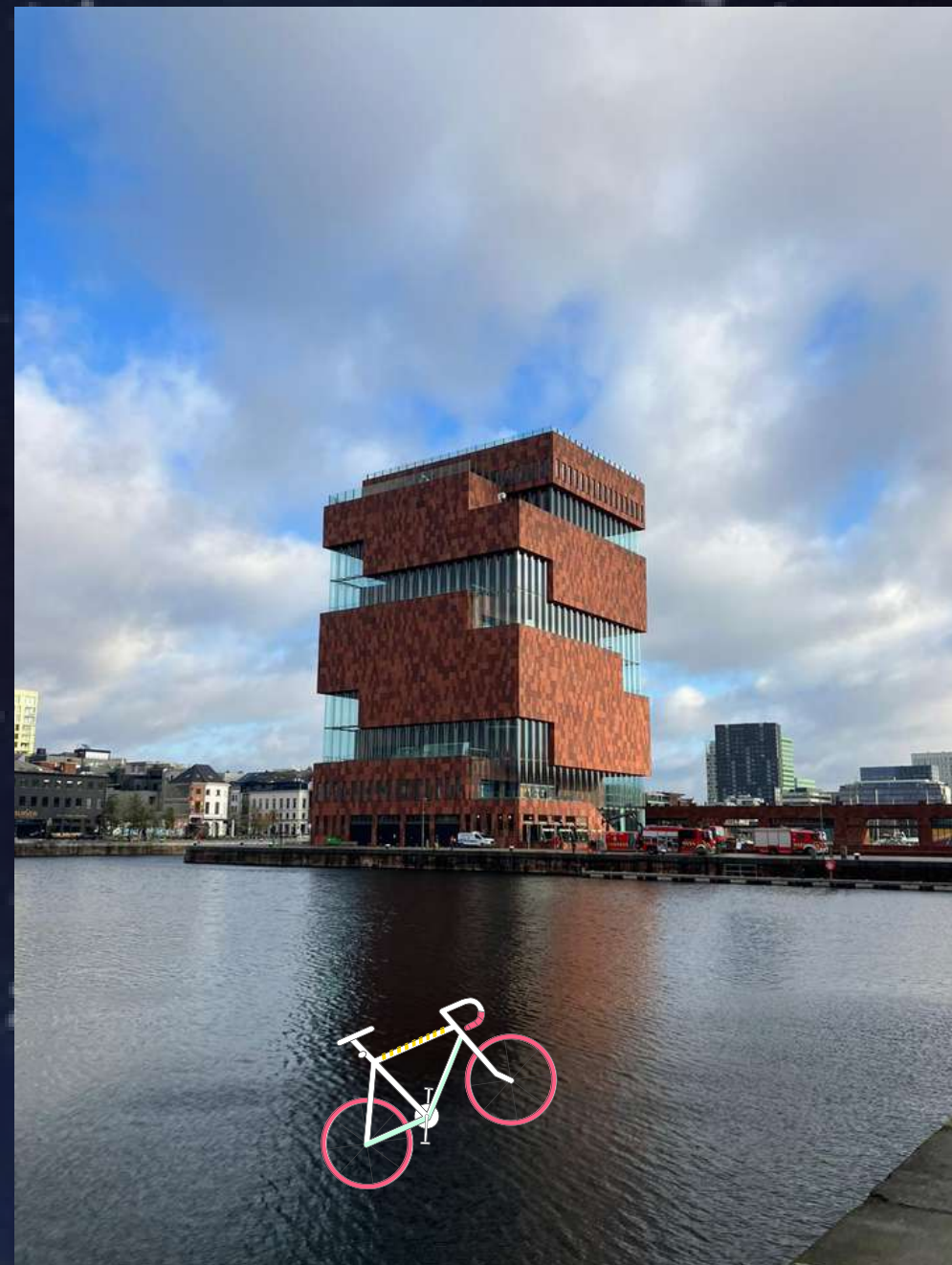
2. Extra objects in the city





3. VR BIKE

- VR BIKE -
EXPERIENCE THROUGH
THE CITY



OUR ANTWERP-STORY





Conclusion

To conclude, we tell our stories to our friends and family by using pictures. That is why instagrammable places and small surprises throughout Antwerp are important to attract us, the young urban traveller. We want to discover Antwerp by ourselves by using the new technology, like VR. Antwerp is more than only bars, chocolate and shopping streets, because the water and the botanical garden, makes us feel relaxed in this busy city.

All the places that we visited with our virtual bike, rooftop, chocolate experience etc., can be represented as our Antwerp diamonds! Young urban travellers make their own diamonds.



Ready to fly over Antwerpen



*Thank
you!*