

*Antwerp*

*Pink Panthers 2023*

VLAEYKENS GANG



# Table of content



*The real deal*



*Our customer journey*



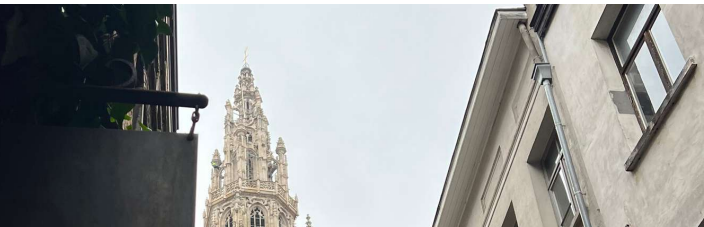
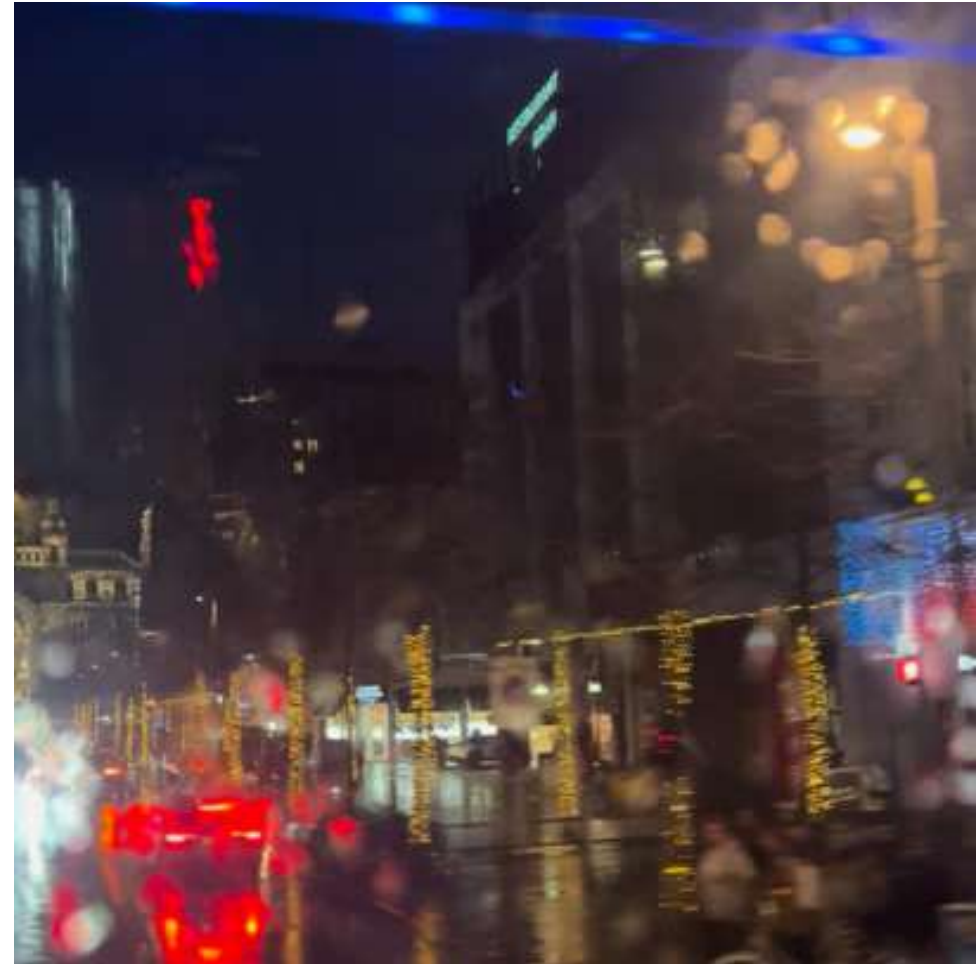
*Antwerp as future-proof city destination*



*Our story*

# Antwerp

The real deal



# Improvement points



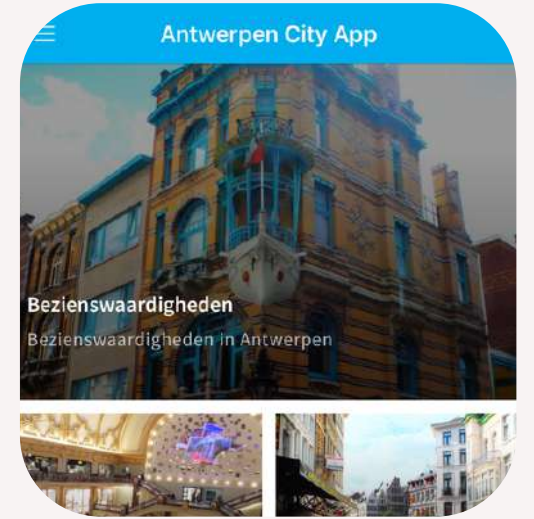
Industrial zone



Construction work



Meir



App

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# Customer journey

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## Inspiration

Looking for Apps from the city and mainly use internet to get some information.

## Planning

Plan less and just get the information about what to do for the preparation of the stay

## Booking

Directly contact the hotel to avoid using big platform such as booking.com

## Stay

Asking people from the city to get some more tips about the activities and go directly to the tourism office.

## Share

Use the official pathway to share our experience  
"@Antwerpen"



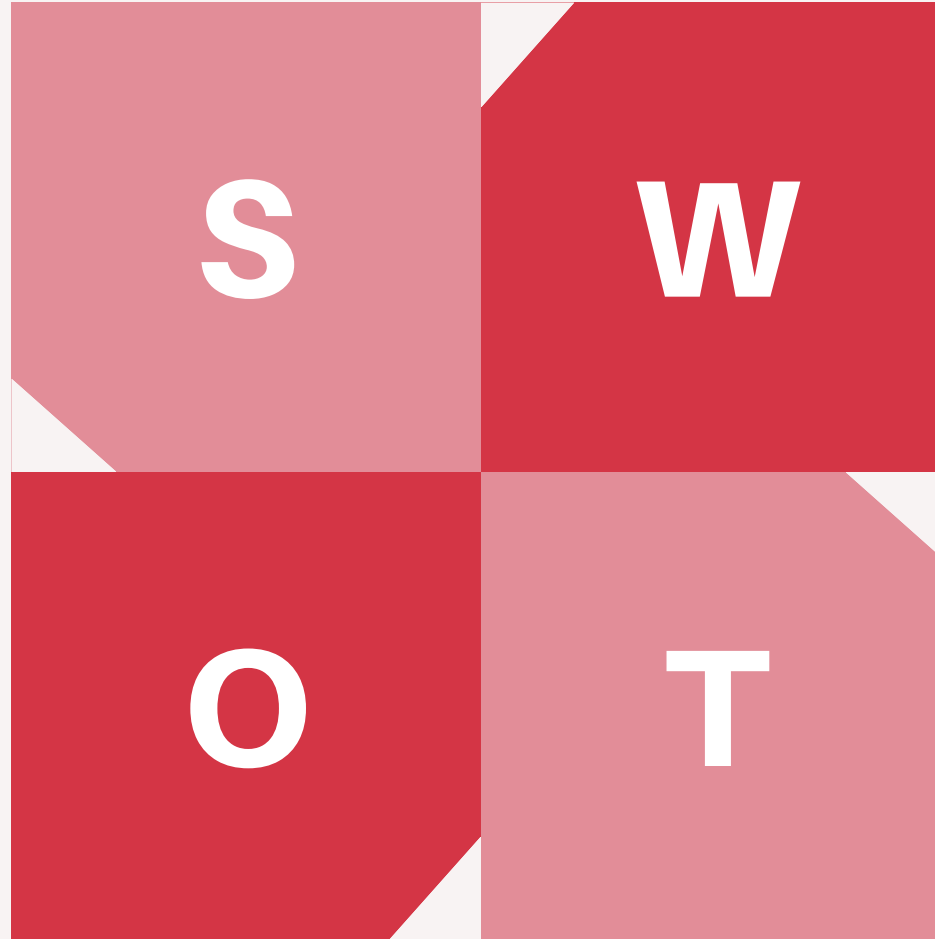


## STRENGTHS

- Religious and cultural heritage
- Variety in architecture
- Street-Art
- Hub for fashion and art

## OPPORTUNITIES

- Variety in cultures in Antwerp
- Street-Art
- Innovation and research
- Open to young travelers
- Nightlife for students



## WEAKNESSES

- Construction works
- Lack of green space
- City's image
- Lack of promotion
- Traffic overload

## THREATS

- One or two-day visit city
- Worldwide city reputation (drugs)
- Safety in Antwerp
- Expensive and scarce housing

# Recommendations



## RECOMMENDATION 1

Visit Antwerp app with special interest, map of the street art

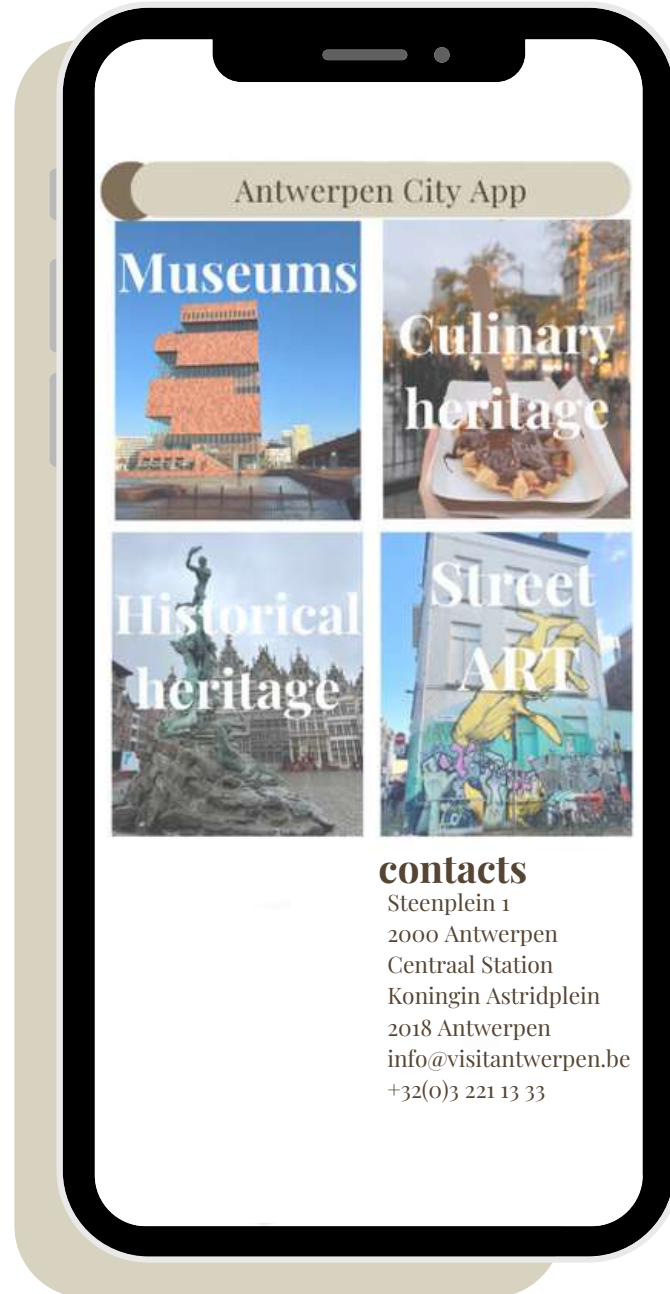
## RECOMMENDATION 2

Street art implemented with QR codes and online descriptions

## RECOMMENDATION 3

Historical City Game, that offers discounts in the local museums

## RECOMMENDATION 1



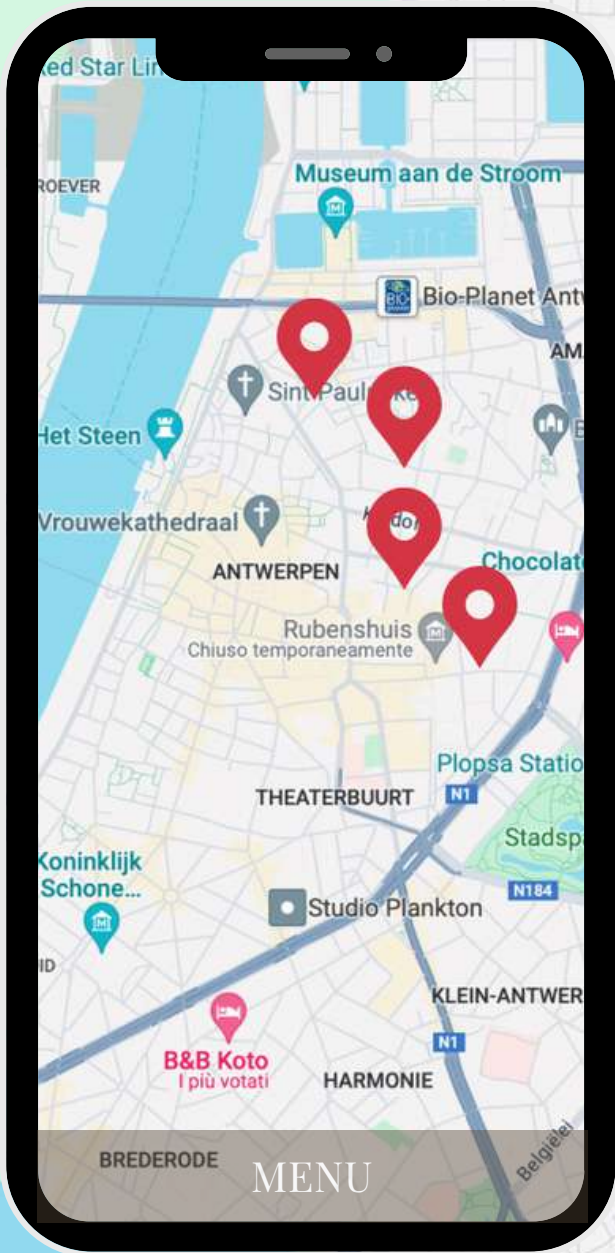
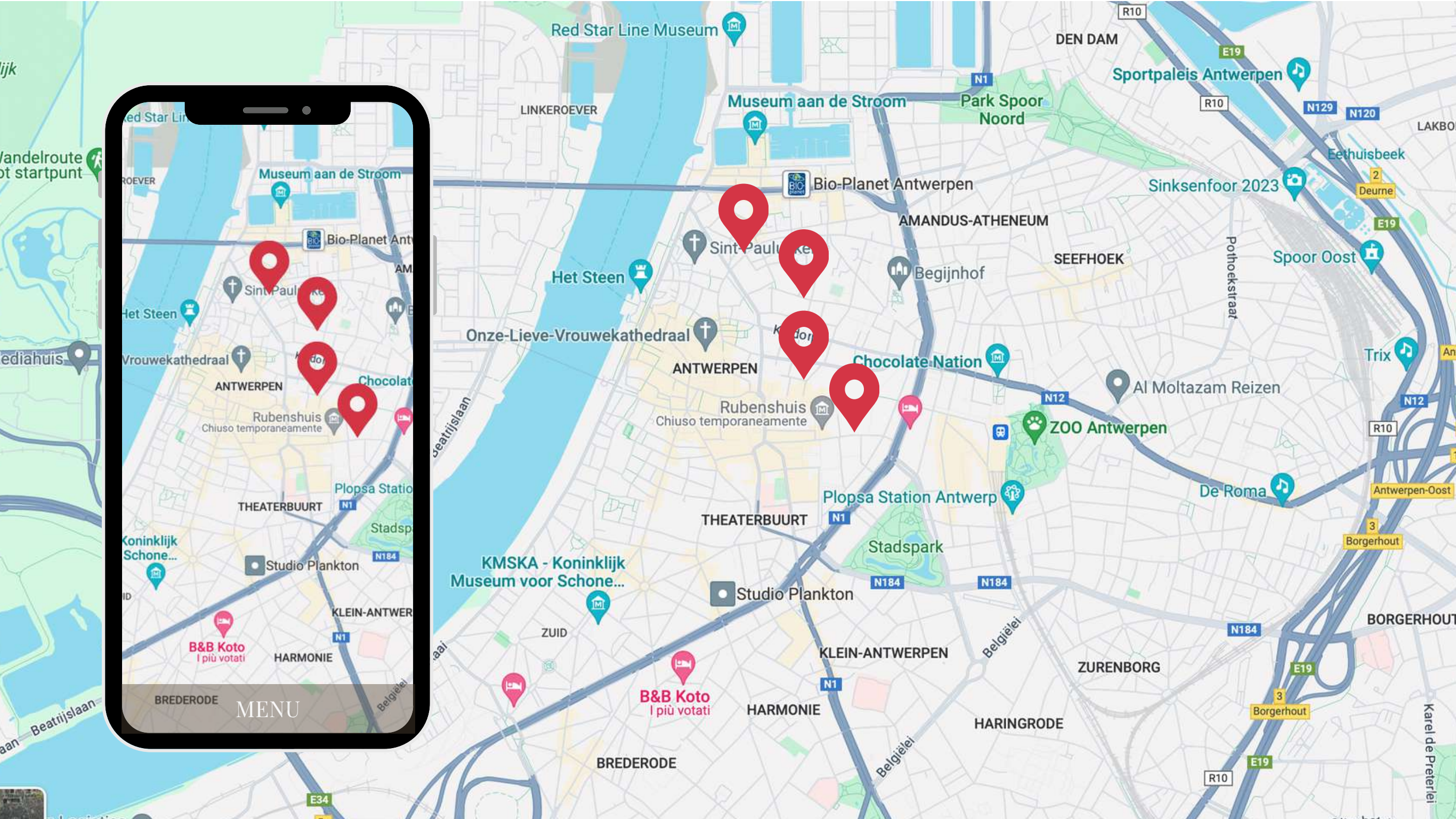
## RECOMMENDATION 2



## RECOMMENDATION 3







BREDERODE MENU

B&B Koto  
I più votati

B&B Koto  
I più votati

Informations about the street art (name)  
meaning and technique/important info  
about the artist  
year



other paintings that are similar  
Street arts you can like :





Mural inspired by the find of a whale bone in  
the Antwerp subsoil;  
Houten brug  
By Larsen Bervoets  
2013

Street arts you can like :





Mural for my father  
portrait of his own father, made of lines  
by El Mac  
2018

Gramayestraat

Street arts you can like :



B&B Koto  
I più votati

# What residents think about it



# *Our survey results :*

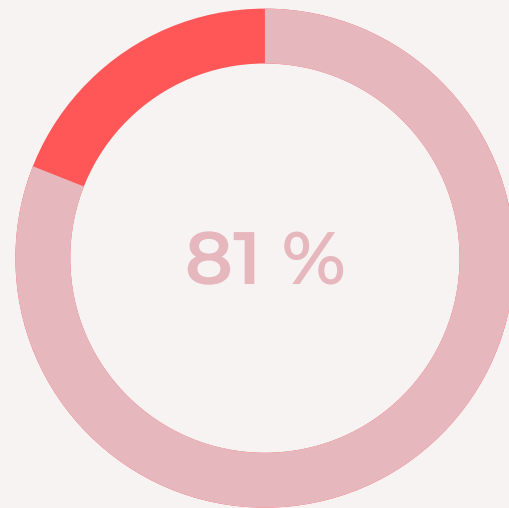


**Date :** 22nd of November.

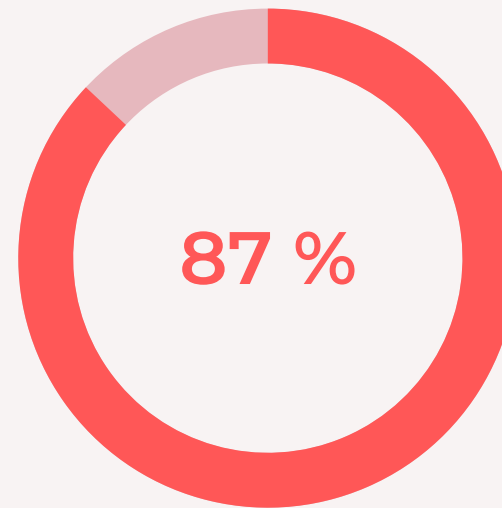
**Place :** Railway station, “Antwerp Centraal”.

**Sample :** 50 people from the city.

Do you know much about street art in Antwerp ?



Do you think street-art is highlighting the city ?



Do you think young urban travelers would be attracted by street art in Antwerp ?



● Yes    ● No

# MOODBOARD



Waaw moment



Top moment

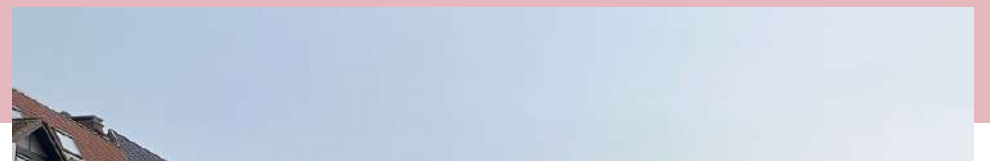


Connection



# *Conclusion :*

- To round off our week, after having had some unique experiences, we realised that the city of Antwerp was full of surprises.
- With its beautiful, high-quality architecture and its many museums, we quickly realised that art is part of the city's DNA.
- So we've come to the conclusion that lovers of art, gastronomy and life's little pleasures will all be well catered for.
- Our favourite part is a more hidden aspect of the city. Street art is present in the city and is a great asset for it. We see this popular art form, accessible to all, as the future of tourism for young adults.





# Our iconic encounter





**Thank you for your attention**  
The pink panthers team