



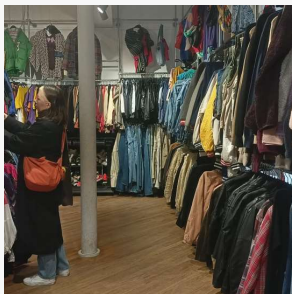
Our Antwerp story



Viktoria - Skye - Julia - Paul - Firat - Emma - Ellen - Chaoyu - Anya - Alicia



The real deal !



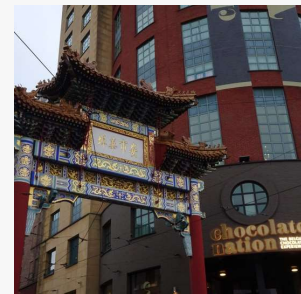
Confirmed

Gastronomy
History & Culture
Vintage shops



Not Confirmed

Street Art
Vibrant City



Surprised

Expensive
Diversity
Fashion
New & old blend

Persona

Name: Emma Dujardin

Age: 23

City: Paris

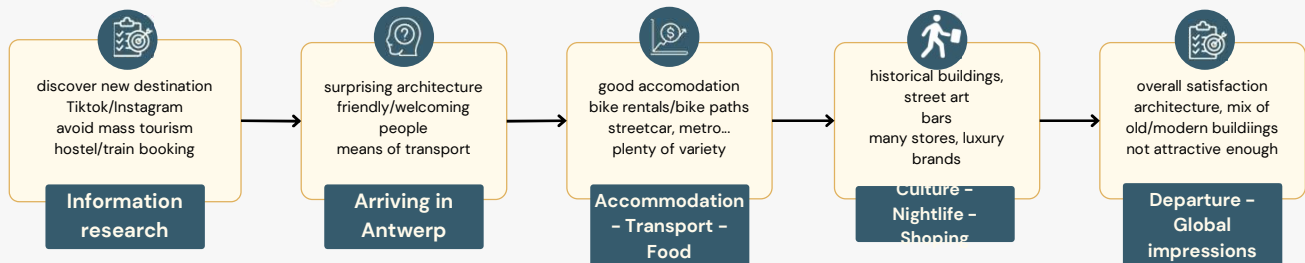
Job: law student

Living standards: average

Hobbies: loves traveling and adventure, nightlife.



Customer Journey



Our ideas for the future

- Transport
- Culture
- Fashion week
- Communication



SWOT Analysis

Strengths

- beautiful scenery
- many different types of shops
- everything is reachable
- a lot of students (universities & high schools)
- many bars
- Instagram account with a lot of followers

Weaknesses

- many places closed during the day
- lack of promotion / practical information on social media
- only promotion of high-end fashion

Opportunities

- less crowded than neighbouring A-cities
- technology
- fashion and shopping

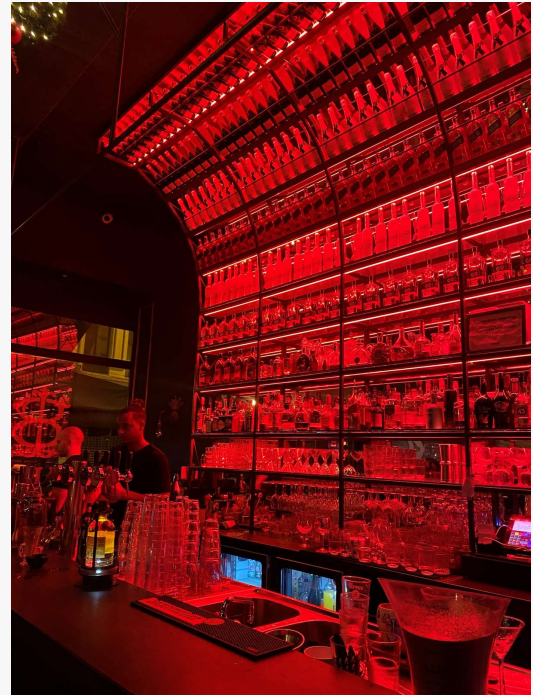
Threats

- some A-cities near Antwerp (Brussels, Amsterdam, Paris)
- weather variability
- limited activities for young people

SWOT

Nightlife

- many bars & many high schools and universities + many young people = lots of potential
- website or app with centralized info of the nightlife
- promote it on social media (which is used a lot by young people)



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SWOT

Second-hand fashion

- second-hand shopping is really popular among young people
- display there's not just high-end fashion



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SWOT

Conclusion

Considering that half of us did not know Antwerp, after visiting the city we find it hard to believe that Antwerp can attract and target young urban travellers for an overnight stay. Through the cities DNA, we came up with recommendations that we think could help enhance its uniqueness in the young urban travellers eyes. We thoroughly enjoyed getting lost in the city, on our journey from vintage shops to the different museums, monuments and bars.



