

Antwerp Tourism & Conventions

This is Antwerp campaign

Case for Digital Tourism Innovation
Campus



Introduction

- Antwerp has 1.7 million overnight stays/year
 - 22% of the visitors is aged 18-29
 - Average stay is 2,5 days
 - Top markets: Netherlands, Germany, United Kingdom, France and Spain



Introduction

- In 2009 Antwerp Tourism & Convention decided to profile Antwerp as a ideal destination for young travellers
 - A profile study learned what kind of young travellers choose Antwerp as a destination
 - A strategic plan drew the lines between which we would market Antwerp as a young travellers destination



Introduction

- Keywords for us were:
 - Off the beaten track
 - Any moment during a trip plans can be changed
 - Easy access to information at the destination itself
 - Local insights and tips



THIS IS ANTWERP

- This Is Antwerp
 - Guide to the **hidden hotspots** and **hangouts** of Antwerp. **Selected by a community** of people with a heart for Antwerp. **Designed for international young travellers**, approved by **locals**.
- Youth campaign since 2011
- Includes
 - Website with blog posts from 20 young locals
 - App for Android and iOs with weekly updates
 - Magazine (two times a year)
 - Event calendar (every month)



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THIS IS ANTWERP app

- All the hotspots necessary for a successful visit to Antwerp is provided:
 - see, shop, eat & drink, go out, sleep, relax & gather, to do, wifi and student.
 - complete up to date information on opening hours, public transport, telephone numbers and special events
 - get to know the locals favourite spots
 - connect to the community
 - iPhone and Android
- Offline
- > 30 000 downloads
 - Made it to the Top 10 travel apps App store in Belgium
 - Android 8.523 downloads
 - iOS 23.569 downloads



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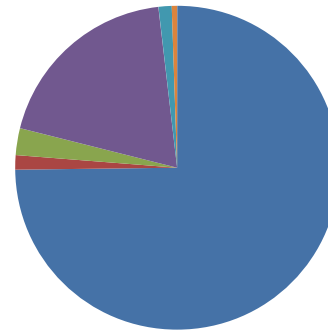
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THIS IS ANTWERP app

- Belgium
1. **Google Earth**
Google, Inc.

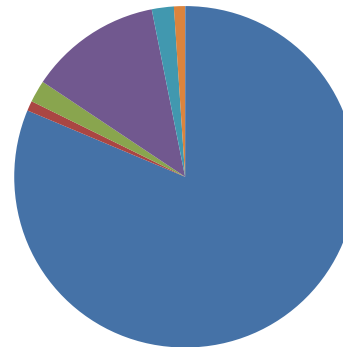
 2. **Booking.com Hotel reservations for 290,000+ hotels**
Booking.com
 3. **TripAdvisor Hotels Flights Restaurants**
TripAdvisor LLC
 4. **BrusselsAirport Flightplanner**
The Brussels Airport Company
 5. **RailTime: Your fast track to rail information**
Infrabel NV
 6. **Wikitude**
Wikitude GmbH
 7. **De Lijn**
The Mobile Company
 8. **This Is Antwerp**
In the Pocket 
 9. **SNCB/NMBS**
NMBS / SNCB
 10. **National Parks by National Geographic**
National Geographic Society

Android



- Belgium
- France
- Germany
- Netherlands
- UK
- US

iOS



- Belgium
- France
- Germany
- Netherlands
- UK
- US



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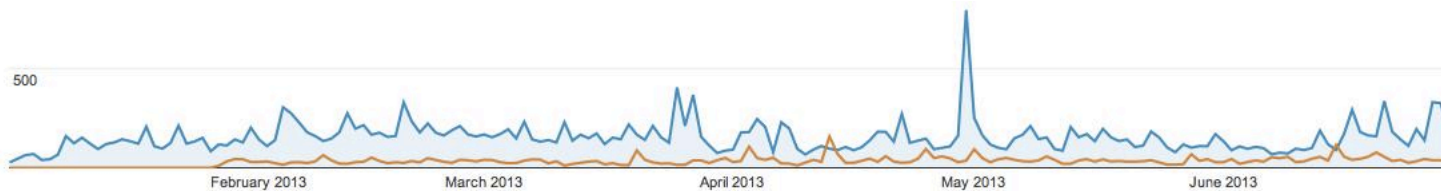
THIS IS ANTWERP

- Website

- www.thisisantwerp.be

- blog posts by locals
- online magazine
- community

- 5.000 visitors/month



20,498 people visited this site



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- Social media community
 - Facebook, Twitter, Youtube, ...
 - Daily updates
 - High level of interaction
 - Active promotion of unique travel deals



The image shows a screenshot of the Facebook page for 'thisisantwerp'. The page features a cover photo of a man in a raincoat carrying a large white tube through a wooded area at night. The profile picture is a stylized 'A' logo with the text 'THIS IS ANTWERP ART / MUSIC / FASHION / LIFE'. The page has 4,685 likes and 207 comments. A recent post from 'thisisantwerp' is visible, dated May 27, with the text: 'Still looking for a place to sleep in Antwerp on Sunday? Book our Music City Trip and stay the night at AB Hostel and get a ticket for Planet Caravan (with bands like OM and Condor Gruppe) at Muziekcentrum TRIX. Only 32euro/pp!'. Below the post is a link preview for 'This Is Antwerp "Music City Trip"' with the URL 'thisisantwerp.be'. At the bottom right of the screenshot is a large, stylized 'A' logo.

THIS IS ANTWERP

- Magazine & Calendar
 - Circulation 30.000
 - In Antwerp (60 places)
 - In Belgium hostels
 - In hostels around Europe (Berlin, Amsterdam, Paris, London, Lissabon...)
- FREE
 - a taste of what ANTWERP has to offer.
 - it covers all the topics which are important to youth such as shopping, street style, music, going out, locals, skills, wifi, sleeping.
 - The style and layout of the magazine handy format, colourful style summer and winter edition
 - young LOCALS tested and approved and supplied the CONTENT
 - distributed locally, nationally and even internationally via shops, youth hostels and hotels, partners, tour operators, ...



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- Questions:

- See also:

- <http://prezi.com/ddy7r93fpd6f/this-is-antwerp/>

- Feel free to contact:

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