



STEFAN VANDIST

# “Hoe bestemmingen doen floreren?”

@stefaanvandist voor Denktank Toerisme Vlaanderen, 17 April 2018



Talks



walks



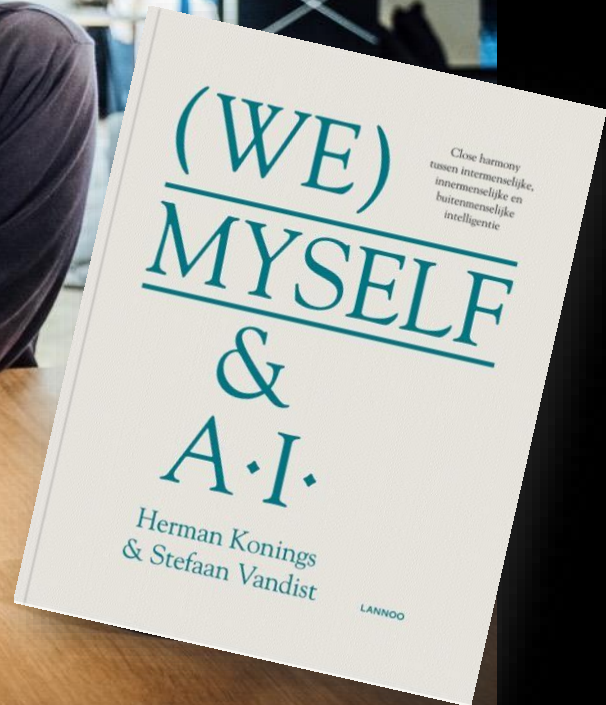
SPRINTS



EXPLORATIONS

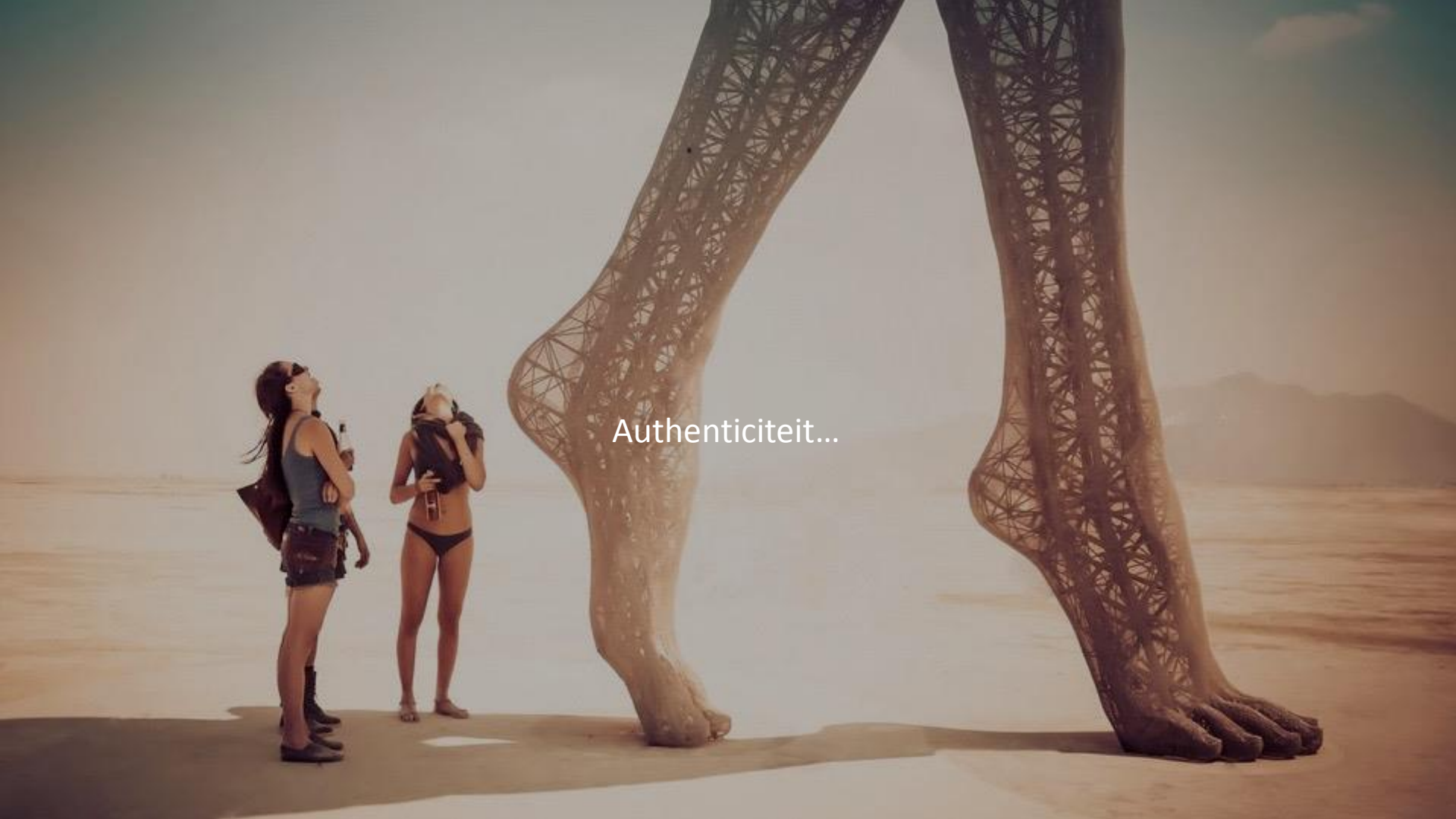






“Hoe creëren we florerende  
bestemmingen voor de toerist, de  
bewoner en de omgeving?”





Authenticiteit...



A large, dark, lattice-like sculpture of human legs stands on a sandy beach. Two people, a woman in a blue tank top and a man in a black tank top, are standing to the left of the sculpture, looking up at it. The background is a hazy, overcast sky and a distant shoreline.

51% van de consumenten in de VS  
gelooft dat claims zoals  
ambachtelijk, authentiek, lokaal,  
biologisch of duurzaam enkel  
dienen om hogere winstmarges te  
realiseren  
(Mintel 2016)



# ARTISAN GRILLED CHICKEN SANDWICH

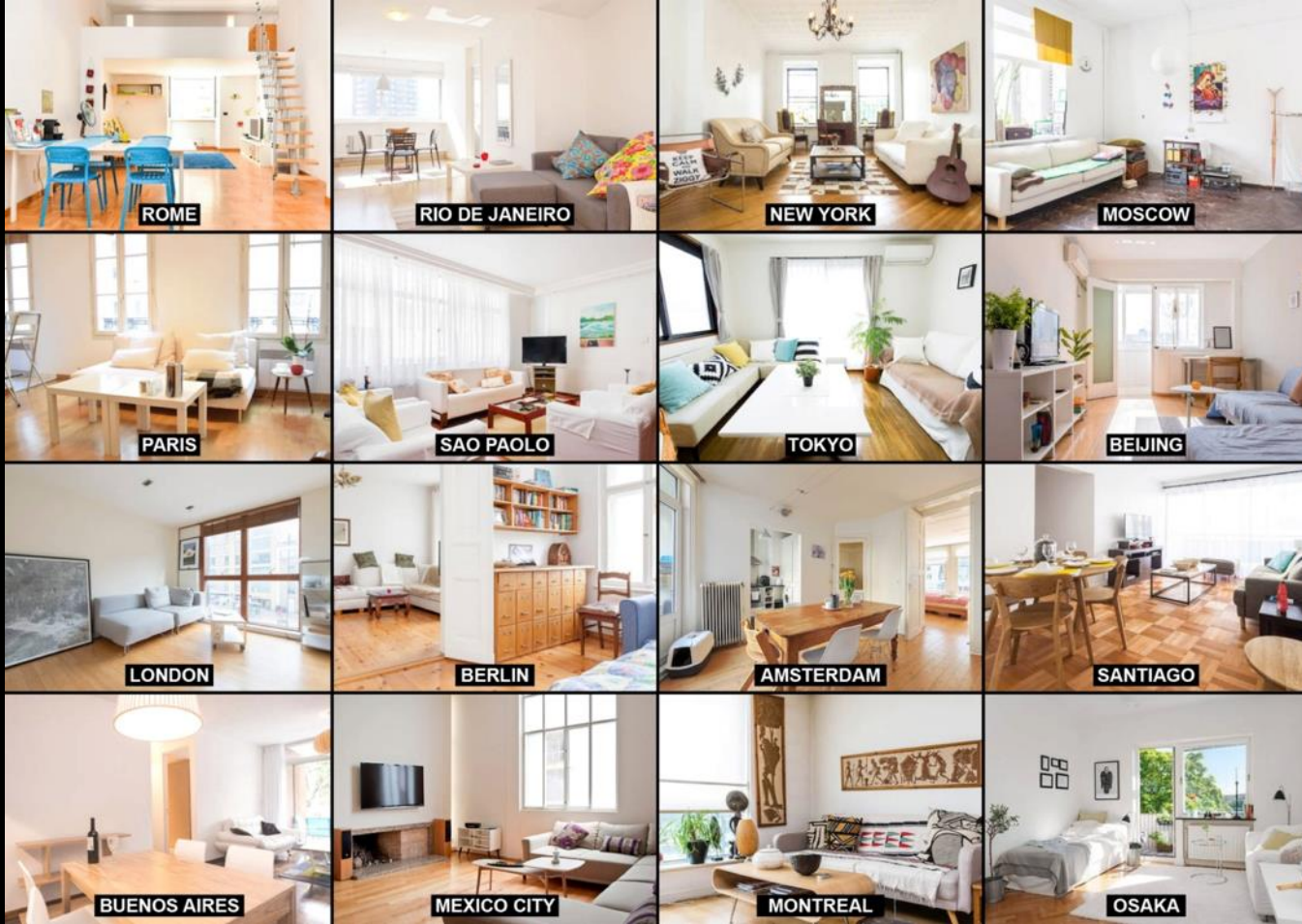
**DAYM DROPS**  
▶ REVIEW

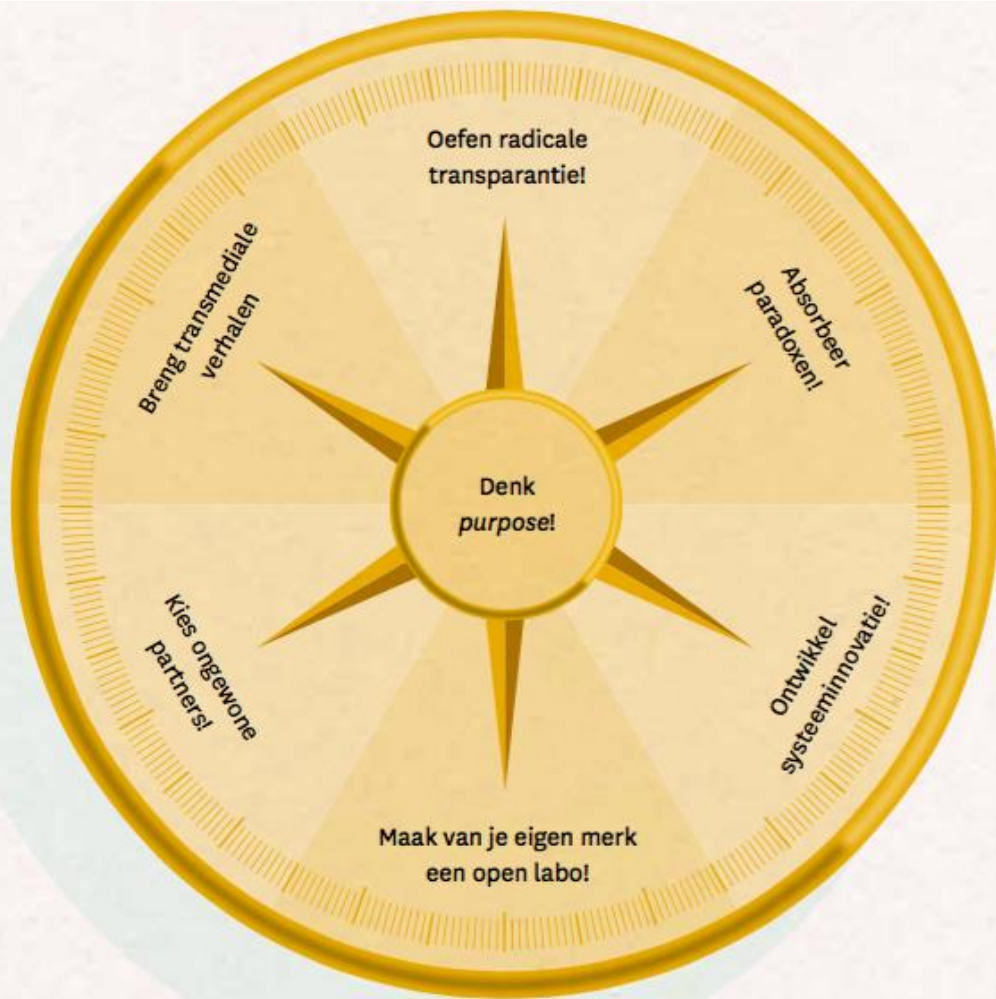




# THE Generous JACK

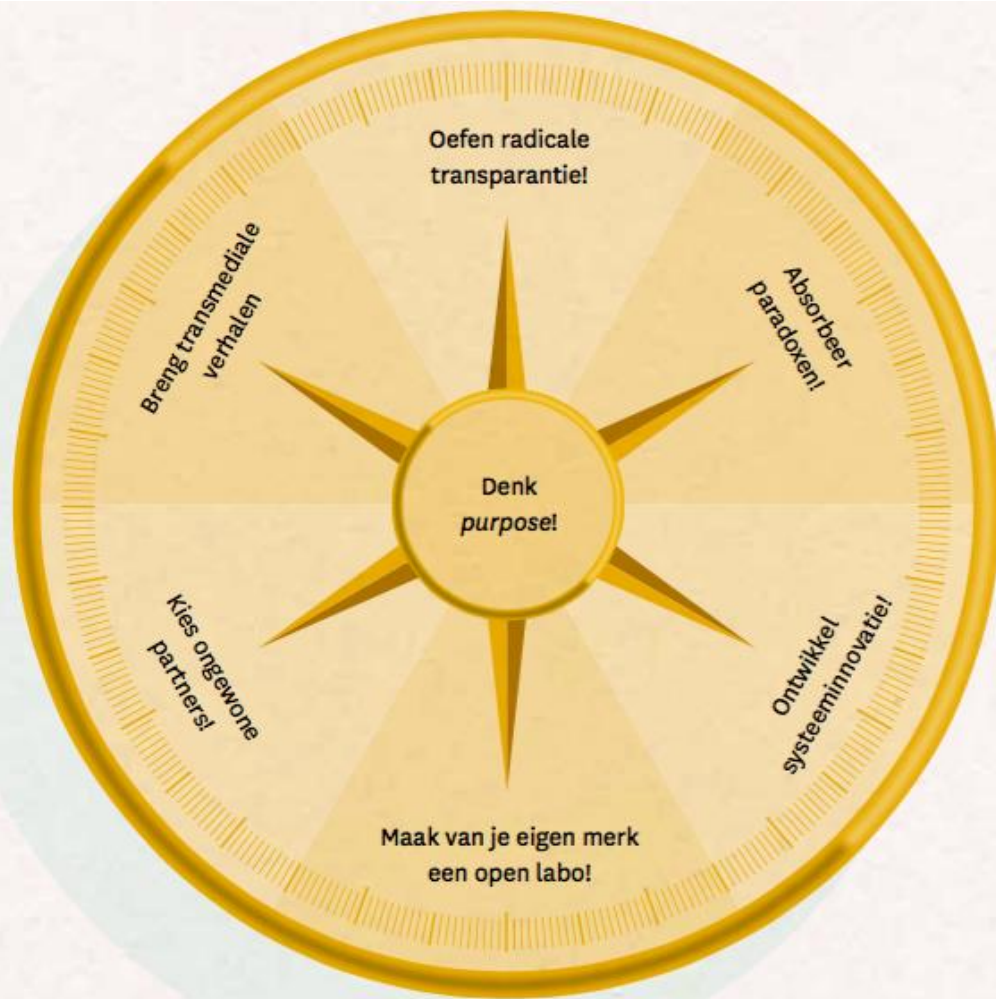






# Post-authenticiteit





# #1

## Absorbeer paradoxen

“Intelligentie bestaat meer dan ooit uit het vermogen tot samenwerken met de ander



Oddsson Hotel (Reykjavik)



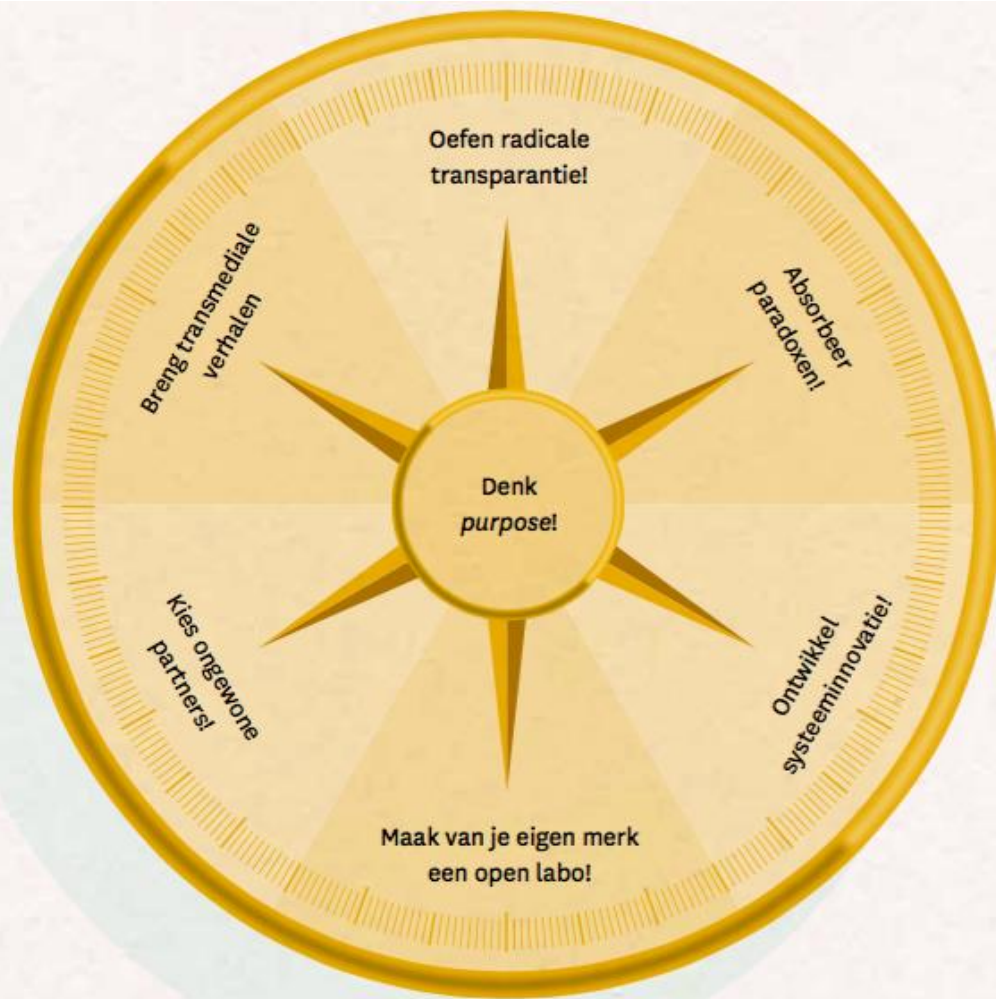


Oddsson Hotel (Reykjavik)





Byron Bay Railroad (Australië)



## #2

# Systeem- innovatie

“Niets zo avontuurlijk dan nieuwe  
horizonten verkennen







Zoku Living (Amsterdam)





Zoku Living (Amsterdam)





# Meet Ness.

The first personal search engine based on your unique tastes, preferences and personality. See why you'll love finding restaurants with Ness.

Available on the  
**App Store**



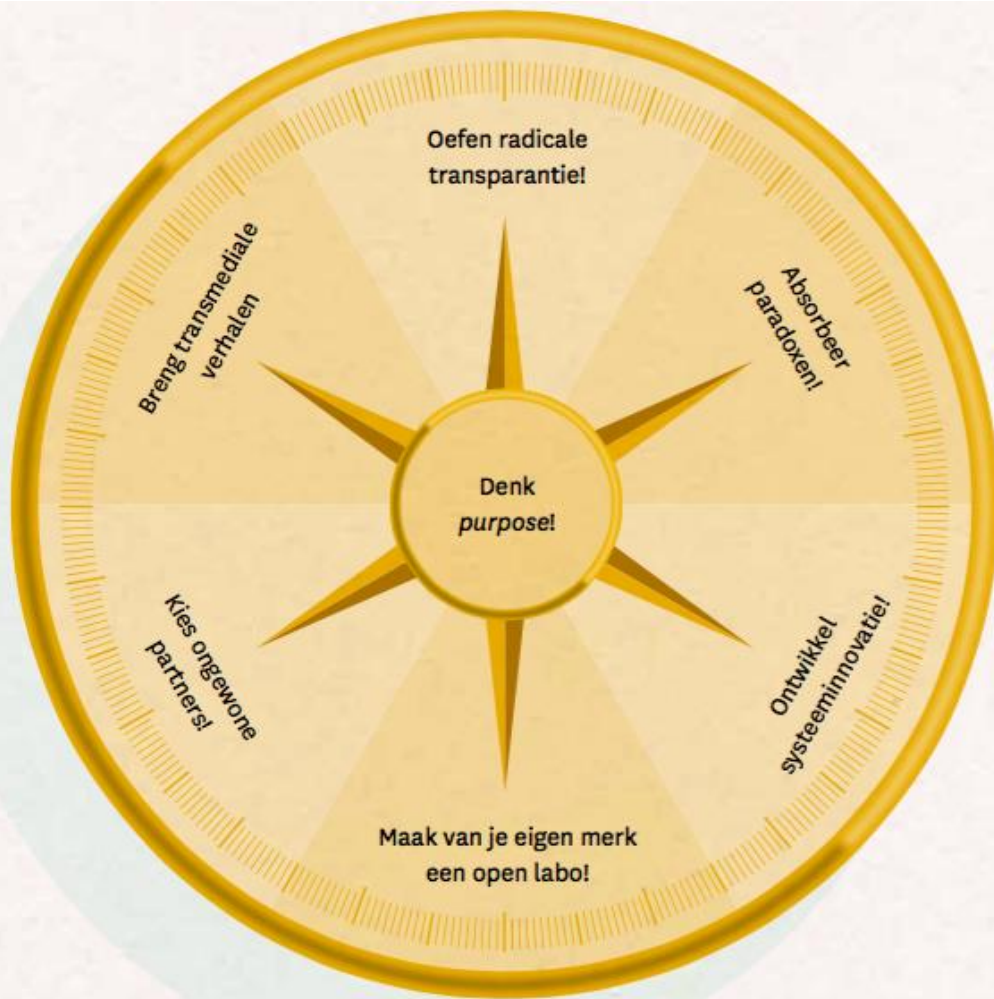


Take your DNA Journey together

He's 43%  
German

She's 26% Irish

100%  
beautiful mix  
of them both



# #3

## Open labo

“Niets zo verbindend als je merk openstellen voor iedereen





New West End Company (Londen)



I'm working to bring clean air, sit back, relax,  
and breathe.\*  
\*no cigarettes here please







New West End Company (London)



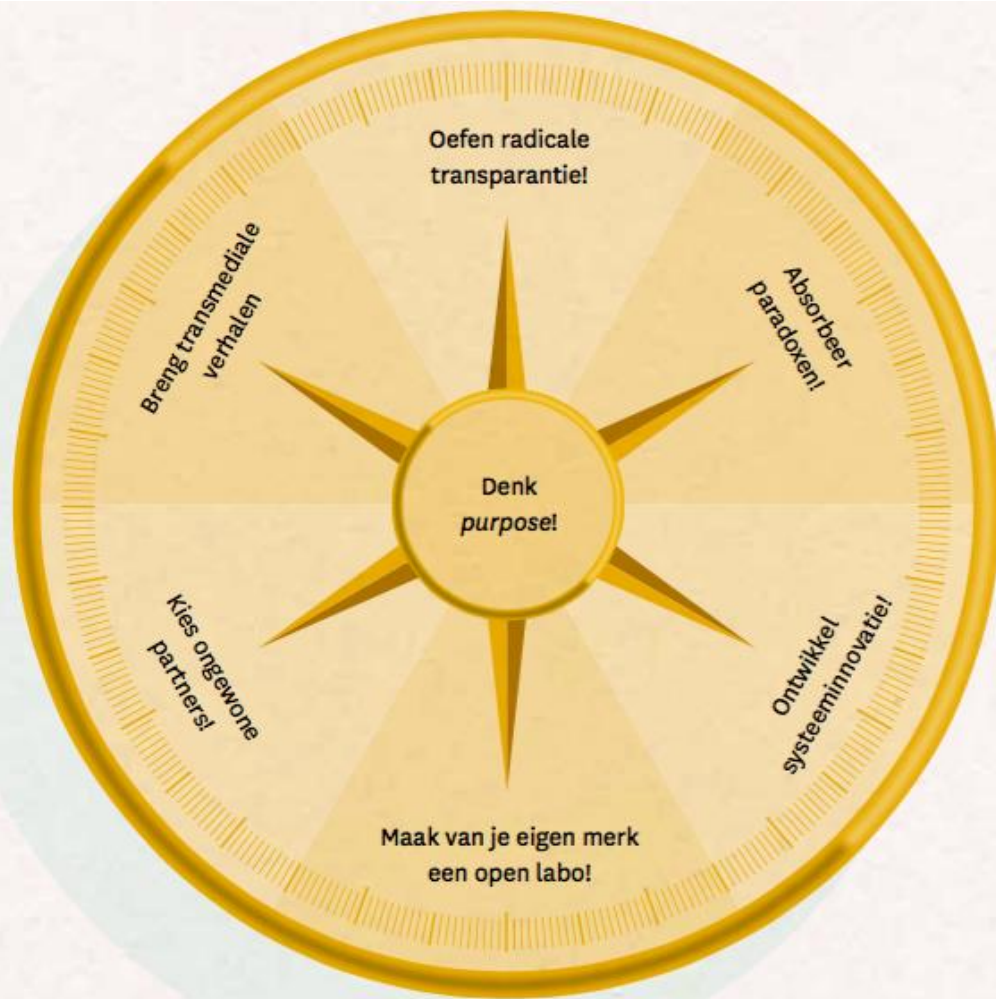


NDSM (Amsterdam)



NDSM (Amsterdam)





# #4 Ongewone partners

“Ongewone samenwerking  
leidt tot ongeziene innovaties



**EVERYBODY SHOULD LIKE EVERYBODY**

The Student Hotel (Amsterdam)





**7 WOMEN AND 6 MEN  
OF GENERATION Y  
WILL CONSTITUTE A  
SHADOW COMEX  
AND BREATHE NEW LIFE  
INTO OUR MANAGEMENT**

**SEBASTIEN BAZIN**  
CHAIRMAN CEO OF ACCORHOTELS



Jo & Joe (Frankrijk)



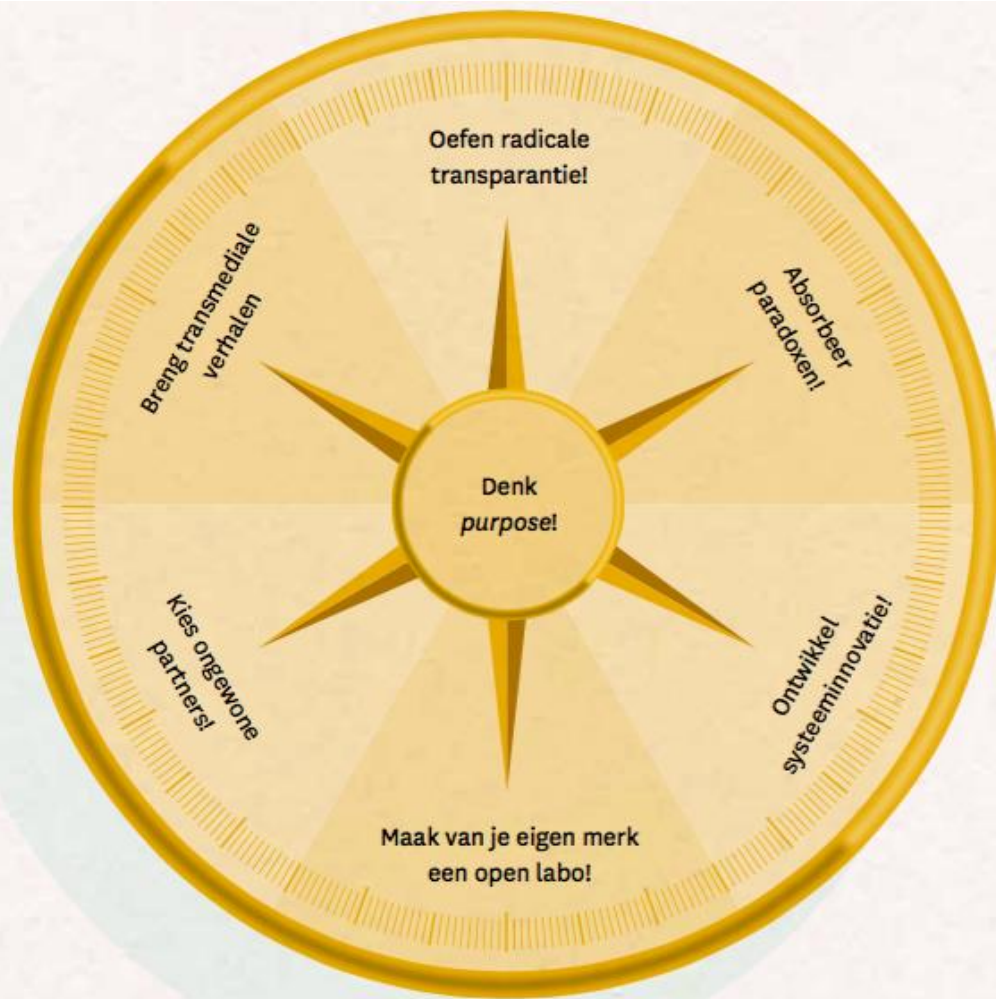


Jo & Joe (Frankrijk)



Jo & Joe (Frankrijk)





# #5 Transmediale communicatie

“Storytelling van het ene medium  
naar het ander





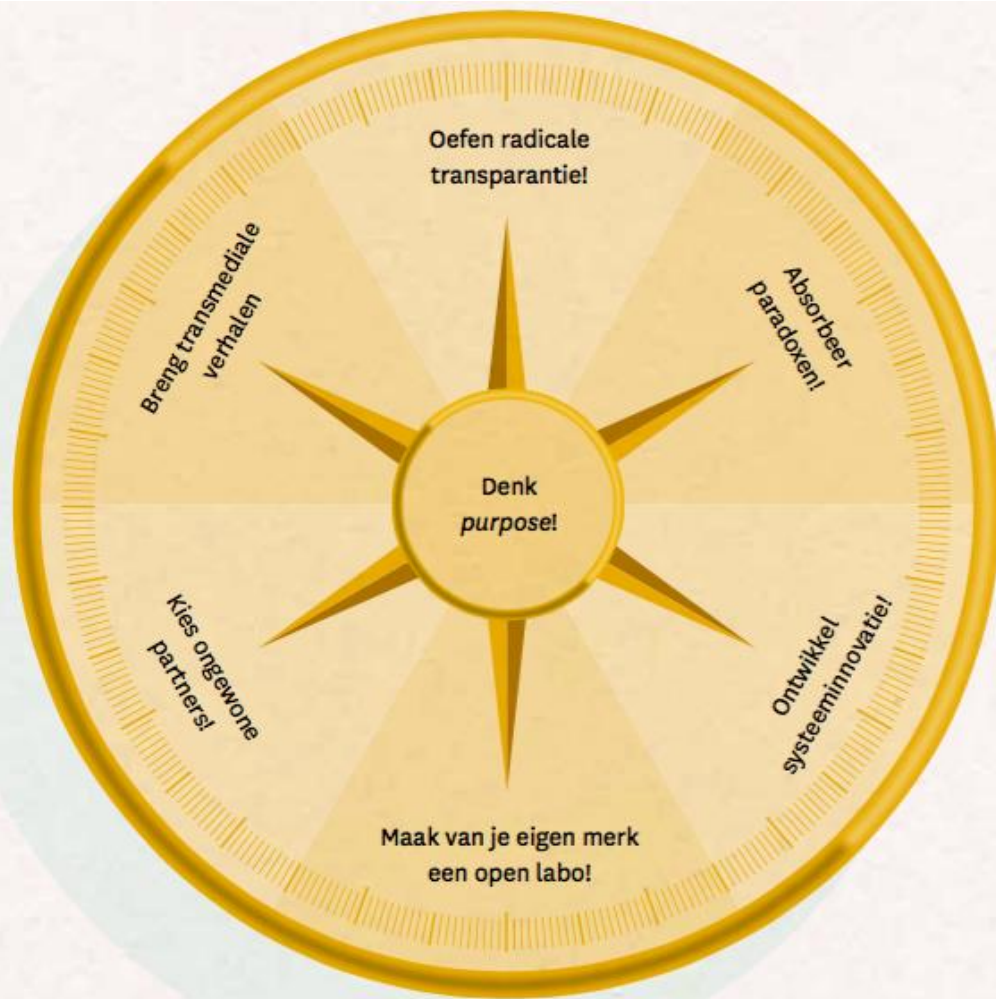


#Wasted (London)









# #6 Radicale transparantie

“De waarheid is altijd slechts twee muisklikken verwijderd



Lemonade

# Forget Everything You Know About Insurance

Instant everything. Killer prices. Big heart.

[CHECK OUR PRICES](#)

[▶ Watch the video](#)



Motel Ones (Hamburg)



CO-CREATING THE NEXT OPERATING SYSTEM FOR OUR SOCIETY

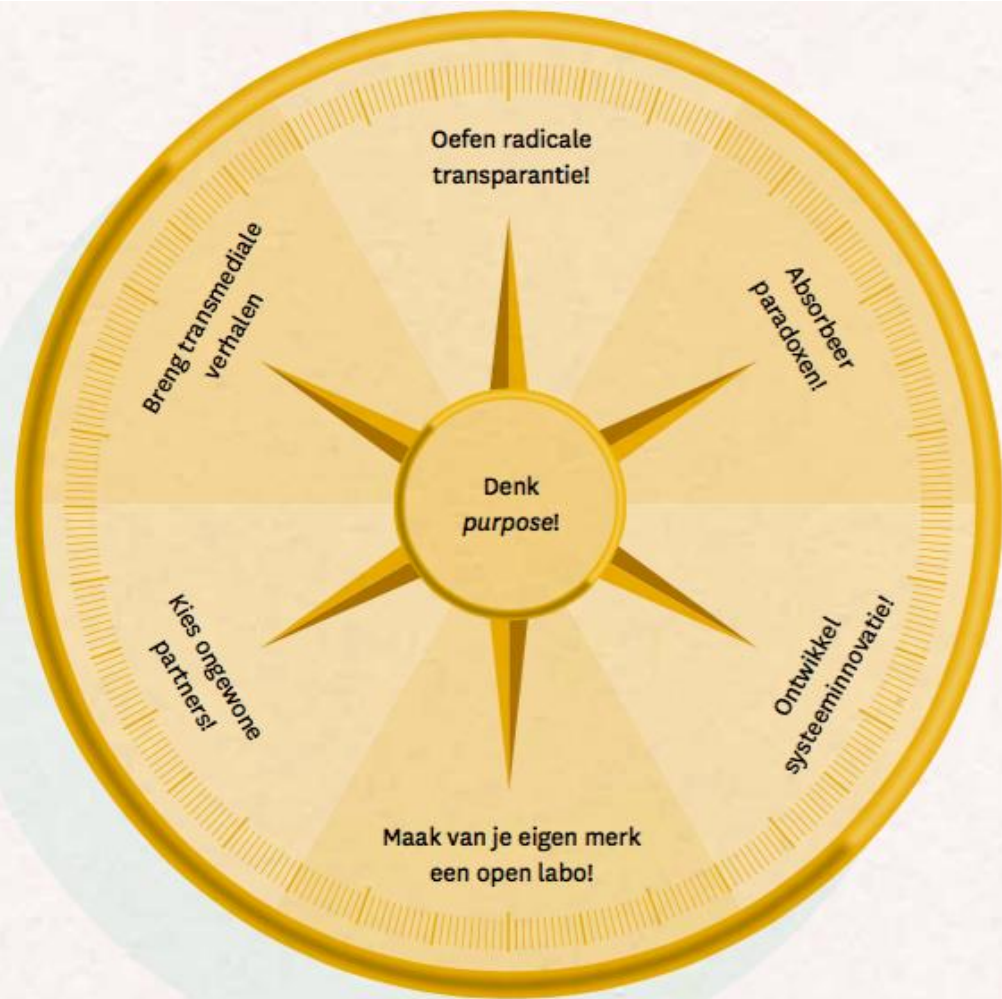


APRIL 5-8

SUGAR FACTORY GRONINGEN, THE NETHERLANDS

[www.blockchaingers.org](http://www.blockchaingers.org)

#BC1718





Welke richting biedt het kompas om tot een  
florerende bestemming te komen?

Welke voorbeelden zijn het meest blijven hangen?

Welke oriëntaties zijn het meest krachtig en relevant?

Met welke benadering kan je zelf aan de slag?



A surreal landscape featuring two women on the left looking up at two massive, wireframe legs that appear to be stepping out of the ground. The legs are constructed from a complex, brown, lattice-like structure. The scene is set on a sandy beach with a hazy, mountainous background under a soft, orange-tinted sky.

Dank voor uw aandacht!

<http://stefaanvandist.eu>  
@stefaanvandist