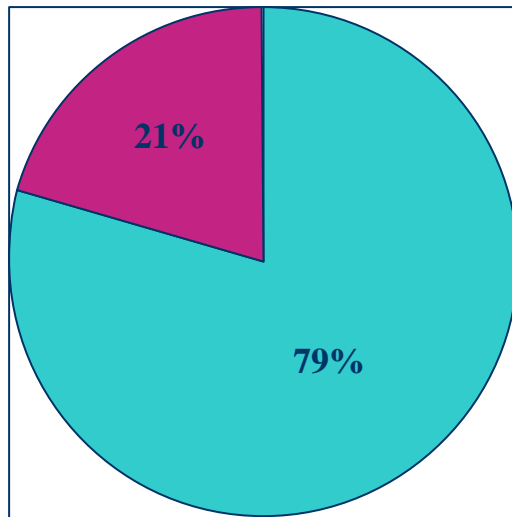


# Holiday participation for all

International project 2007

**Exploratory steps beyond the  
bounds of Flanders**

# Social Tourism today in Flanders



■ **Tourisme commercial**  
■ **Tourisme social**

- +/-3,6 million overnights a year
- 475 centres
- 23.300 beds

# Tourist centres in Flanders

Youth hostel  
in Malines



Floreal  
Nieuwport

Barkentijn  
Nieuwport



# Support for the vacation perception of specific target groups within our society

- Vacations for persons living on or under the poverty line
- Vacation for persons with a handicap
- Vacation for children and youth
- Vacation for families, senior citizens and social-cultural groups

# Vacations for persons living on or under the poverty line

- Financial resources to ensure that vacations for persons living on or under the poverty line are affordable
- Support and advice centre for intermediary organisations
- Consultation platform

## **Tourist Office for Flanders – Holiday participation for all**

- A crossroads between the social and cultural fields
- Promoting social rates offered by the tourism sector. Website, brochures, informative sessions...
- A booking center for daytrips and holidays destined for people on a low income

# Partners

- **Tourist accommodation centres and attractions**
  - Offer highly reduced rates to people below the poverty line (between 30 and 70 % reduction)
  - Equal treatment of people with social rates (no visible difference between them and regular visitors)
- **Government** : Financial support (10 intermediary organisations):
  - 75 % of major cost of the holiday
  - 2854 persons in different vacations
  - coordinator for 6 organisations
  - ! People must pay a minimum for their holiday
  - ! Organisations must collect charity-money
- **900 member organisations** (targetgroup = people in poverty)
  - Select and prepare the participant
  - Make sure special prices are not abused by non-entitled people

# International PROJECT 2007

- **10 Flemish participants went to Paris**
- **5 Families from the UK and 1 family from France came to Flanders in may and august 2007**
- **Organisation / cooperation Family Holiday Association (UK partner), Vacances Ouvertes (French partner) and Tourist Office for Flanders**

# Going to Paris

## Principles

- **Holiday is not free of charge**
- **Participant pays 70% of full price. Tourist Office for Flanders pays travelling expenses**
- **Tourist Office for Flanders ensures by an organisation of social tourism (vakantiegenoegens) the presence of a travelling companion to help solve all further questions / issues during holiday.**

## Opportunities

- **Experience abroad. Discovering a new country, a different culture ...**

# A European holiday experience

## Paris



# Reactions

- “We never saw Paris, it was wonderful”
- “We were very happy some one could learn us to use the metro and help us with the language”
- “Thanks to the guide we did more than we expected, we needed this little shove”
- “Without this special price we couldn’t afford it”
- “This was a real big adventure”
- “We used all the free museum tickets and saw so many interesting things

# A European holiday experience

## Meer info?

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