



Tourism with CLASS

Culture - Luxury - Authenticity - Society - Sustainability

Tourism with CLASS is a low-impact coastal tourism concept in Knokke-Heist, Belgium, for experience-seeking travellers, combining eco beach cabin living with authentic cultural and community-based activities.



customer

- Eco-conscious travellers
- Local residents and visitors of all ages
- Solo travellers, families, and social groups
- Authentic and sustainable experiences
- Meaningful and varied activities

opportunity

- Increasing demand for sustainable and experience-based tourism
- Gap in immersive coastal experiences
- Need for local value creation

problem

- Low-value mass tourism
- Overtourism & overcrowding
- Weak local integration
- Declining destination quality
- Growing resistance to tourism





- Hybrid partner-based accommodation model
 - Traditional beach cabins redesigned as eco accommodation
 - Partner hotels for luxury services e.g. spa, dining
 - Eco-sanitary hub near cabins with basic facilities
- Small-scale coastal development
- Calm and nature-immersive environment
- Seamless link between accommodation and activities



The Stay

Low-impact coastal living supported by premium local hospitality infrastructure.

The Experience



MAKE & MEND



CATCH & COOK



Art from Waste (2-3 hours)

- Collect coastal waste
- Create art with local artists
- Raise awareness of environmental impact

Coastal Craft (2 hours)

- Create eco-friendly souvenirs with local artisans
- Guided by circular economy principles

From Sea ... (2 hours)

- Sustainable fishing lesson by licensed guides
- Marine ecology briefing

... to Plate (2 hours)

- Local cuisine cooking workshop
- Prepare freshly caught seafood with local chefs
- Zero-waste meal concept

The Adrenaline

Stand-Up Paddleboarding (SUP)

- Soft coastal adventure focused on movement and nature connection
- Licensed instructors
- Safety briefings, controlled zones, and weather-based scheduling
- Beginner-friendly equipment provided on-site or via partner surf school



The Environment

Sustainability Measures

Low-Impact Coastal Accommodation

- reversible foundation
- small-scale development
- nature-integrated design

Circular Resource Systems

- solar energy
- greywater use
- recycling systems

Marine & Environmental Protection

- coastal clean-ups (linked to workshops)
- zero-waste practices
- marine ecosystem education

Local Partnerships & Community Value

- use of existing infrastructure
- promotion of local businesses
- community engagement
- local sourcing



Benefits

- Protection of environment and biodiversity
- Strengthened sustainable destination branding
- Community acceptance
- Long-term viability



The Brand



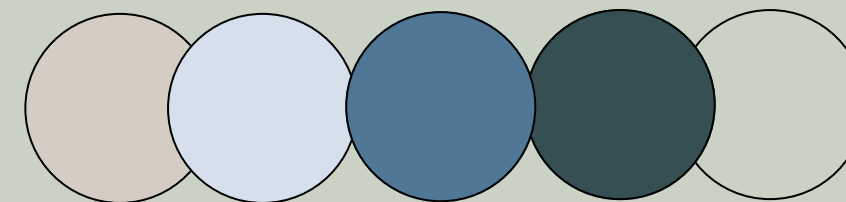
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“Where coastal life becomes meaningful travel.”

- Calm, premium, and nature-focused brand identity rooted in Knokke-Heist
- Digital promotion via Instagram, TikTok, influencers, and travel platforms
- Highly visual and shareable experiences e.g. sunrise cabins, sea activities
- Unique blend of luxury, sustainability, and coastal lifestyle
- Strong storytelling moments (“sharing is caring” concept)
- Emotional connection (freedom, escape, reconnection with nature)

VISUAL ELEMENTS



- Natural colours
- Minimal modern typography
- Coastal photography



Eco beach cabins + coastal experiences + hotel partnerships = scalable low-impact tourism model



Key Costs

cabin construction and maintenance, staff, partner hotel commissions, licensing, marketing

Partners

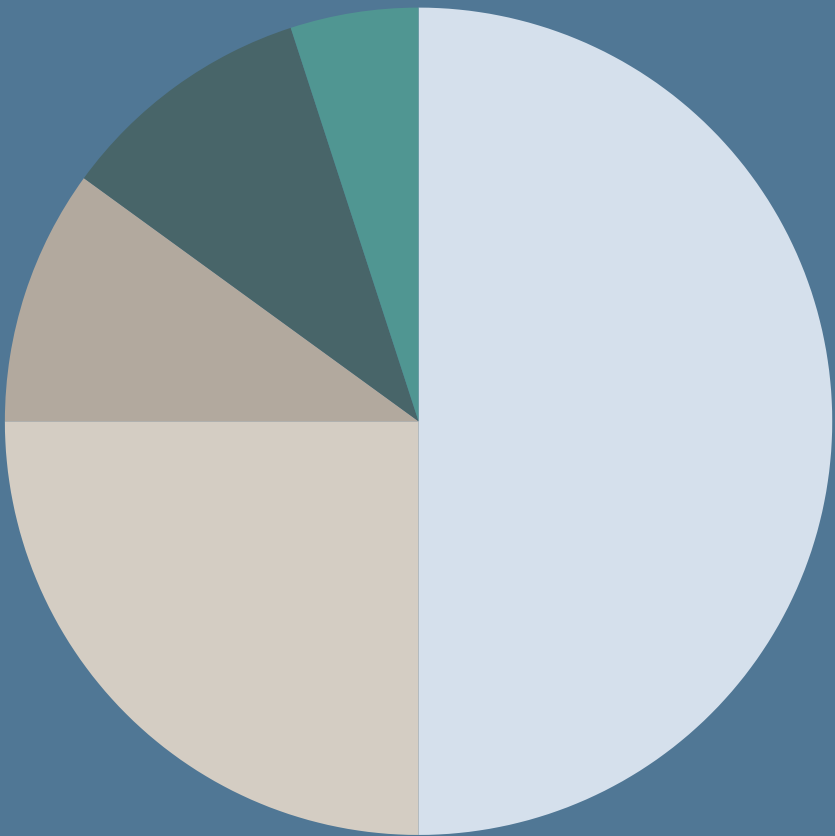
local hotels, fishermen, chefs and restaurants, artists, surf school, Knokke-Heist tourism board, municipality, investors

Feasibility

small-scale pilot approach, uses existing hotel infrastructure, limited upfront investment, demand tested before expansion

Revenue Streams

- Cabin Accommodation
- Paid Experiences
- Experience Bundles
- Seasonal Premium Pricing
- Group Packages



The Business

The Market

Right destination, right timing, and a scalable concept that aligns sustainability, local value, and premium tourism demand.



Why Knokke-Heist?

- Established coastal destination
- Strong premium image
- Existing hotel infrastructure
- Opportunity to reduce overtourism

- Growing sustainable tourism
- Demand for authentic experiences
- Need for local integration

Our Competitors

- mass tourism
- standard accommodation
- passive sightseeing
- limited local intergration

Our Concept

- small-scale tourism
- eco beach cabins
- hands-on experiences
- local partnerships

1 month - Planning

- hotel partnerships
- prototype cabins
- experience setup

4 months - Launch

- eco cabin pilot
- core activities
- first visitors

8 months - Growth

- activity expansion
- brand promotion
- customer feedback

12 months - Optimisation

- performance improvements
- scale-up strategy
- off-season activities

The world is ready for change. Are you?

Help us

- Enable real-world testing of sustainable coastal tourism
- Bridge concept design with real implementation

Through

- Strategic introductions to tourism bodies and local stakeholders
- Investor interest to bring the concept into reality

This is not a concept for the future — it is ready to be built now.