

MEDIA KIT



# QOL TOUR

POWERED BY THE BUSINESS HIPPIE CLUB

QUALITY OF LIFE IS THE NEW SUCCESS

The Quality of Life Tour is a living documentary across Europe (Sept 2025 – Apr 2026), created and led by Dutch leadership guide Hans van de Rakt (65). Inspired by the Hippie Trail of the 70s, the tour flips today's definition of success — from chasing GDP, KPIs, and likes to elevating quality of life as the true measure.

Over seven months, Hans will travel from Ibiza to Lisbon, Bologna, and Barcelona, capturing how people live, work, feel, and do good. Each city becomes a stage for filmed street interviews, intimate coffee talks, and real-life observations that bring daily reality together with deeper human values.

At a time of rising burnout, loneliness, and disengagement — and a growing search for meaning and purpose — the tour focuses on authentic human stories, creating awareness of what truly improves quality of life. The journey will be documented through video, photos, and online updates in real time, and will culminate in a four-part film series in 2026, designed to spark dialogue between citizens, governments, and businesses on how to build a future where quality of life is the new success.

As a non-profit social project, the tour isn't about selling. It's about creating awareness, documenting real stories, and igniting change.

# THE QUALITY OF LIFE TOUR



## KEY FACTS

**SOCIETAL SHIFT: FROM GDP TO QUALITY OF LIFE: PEOPLE BEFORE PROFIT.**

**HUMAN STORY: A 65-YEAR-YOUNG "BUSINESS HIPPIE" REVIVES THE HIPPIE TRAIL FOR TODAY.**

**LOCAL LENS: EACH CITY BECOMES A STAGE WHERE RESIDENTS ARE INVITED TO SHARE THEIR REALITY.**

**TREND TIE-IN: BURNOUT, NEW LIFESTYLES, CONSCIOUS LEADERSHIP, MENTAL WELL-BEING, AND THE SEARCH FOR MEANING, PURPOSE, AND BALANCE.**

# HANS VAN DE RAKT



Hans van de Rakt (65) is the founder of the Business Hippie Club and initiator of the Quality of Life Tour. With more than 40 years of entrepreneurial experience in the Netherlands, Aruba, and Ibiza, he combines business wisdom with human insight. Known as the "Business Hippie", Hans doesn't just talk about quality of life — he lives it. His minimalistic, active lifestyle and everyday joy in simple things keep him younger than his years and make him a living example of the philosophy he shares. He challenges old definitions of success and guides leaders, communities, and changemakers to align values with impact. His work blends reflective depth with practical action, guided by one belief: just start doing.

## WALKING THE TALK

Hans lives like a true business hippie — no car, a small casita on Ibiza, and a life kept intentionally simple. He shares his business-life wisdom not only through projects and partnerships, but also freely with those in need. His way of living is proof that quality of life is not a theory but a daily practice.

**MOTTO: PEACE, LOVE & HAPPINESS**

**SOC. MEDIA: 8,800+ LINKEDIN CONNECTIONS,  
GROWING INSTAGRAM & WEBSITE AUDIENCE**

**CITIES: IBIZA - LISBON - BOLOGNA - BARCELONA**

**ACTIONS: INTERVIEWS - COFFEE TALKS - SURVEY**

## HIGHLIGHTS

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