



A label guaranteeing a high quality welcome and services for cyclists and tourists who want to discover Brussels by bike.

ECONOMIC IMPACTS OF CYCLING TOURISM IN BELGIUM

 **2nd most important economic activity in the bicycle economy** after bicycle sales and before cycling infrastructure *

 **€214 million in added value :** the net contribution of cycle tourism to the Belgian economy in 2022, highlighting its economic importance.*

 **3,358 jobs created** Cycle tourism supports employment in the tourism and cycling sectors, demonstrating its role as a job generator*

 **€115/night average spending:** Cycle tourists spend as much as traditional tourists, reflecting their strong economic potential.**

* SPF Mobilité et Transports, L'économie du vélo en Belgique et son influence sur la situation socio-économique, <https://mobilit.belgium.be/fr/publications/leconomie-du-velo-en-belgique-et-son-influence-sur-la-situation-socio-economique-du>

** Pro Velo, Bike Tourism Survey, <https://professionnels.provelo.org/conseils/bike-tourism-survey-2025-quand-les-coups-de-pedale-boostent-le-commerce-local/>



Pro Velo

BIKE FRIENDLY LABELS IN EUROPE

 22 countries

 27 labels

 **Mostly accommodations** but also restaurants and cafés, museums and attractions, tourist offices, bike repairs and rentals, etc

 > 20,000 businesses

 > 22,000 services



HISTORY OF THE LABEL

2019

Creation of the label by
visit.brussels for
tourists accomodation

2026

25 accredited
accommodation
establishments

2023

Management of the
label by Pro Velo for
4 years

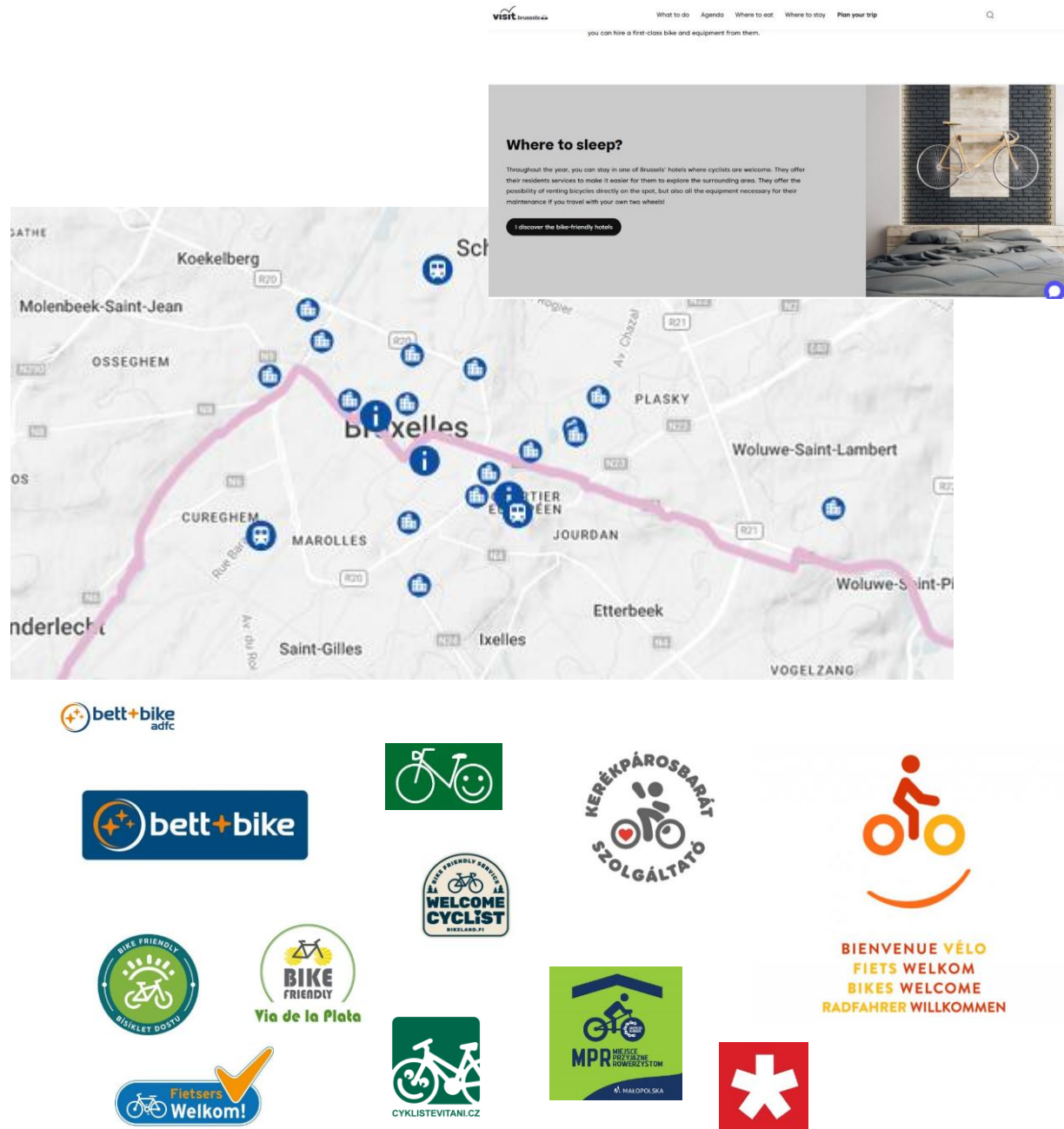
2026

Extension of the label to
museums and venues



-

-





1. Accommodations

FOR WHOM?

Tourist accommodation:

- ✓ Hotels
- ✓ youth hostels
- ✓ bed and breakfasts
- ✓ etc...



SOME KEY FIGURES

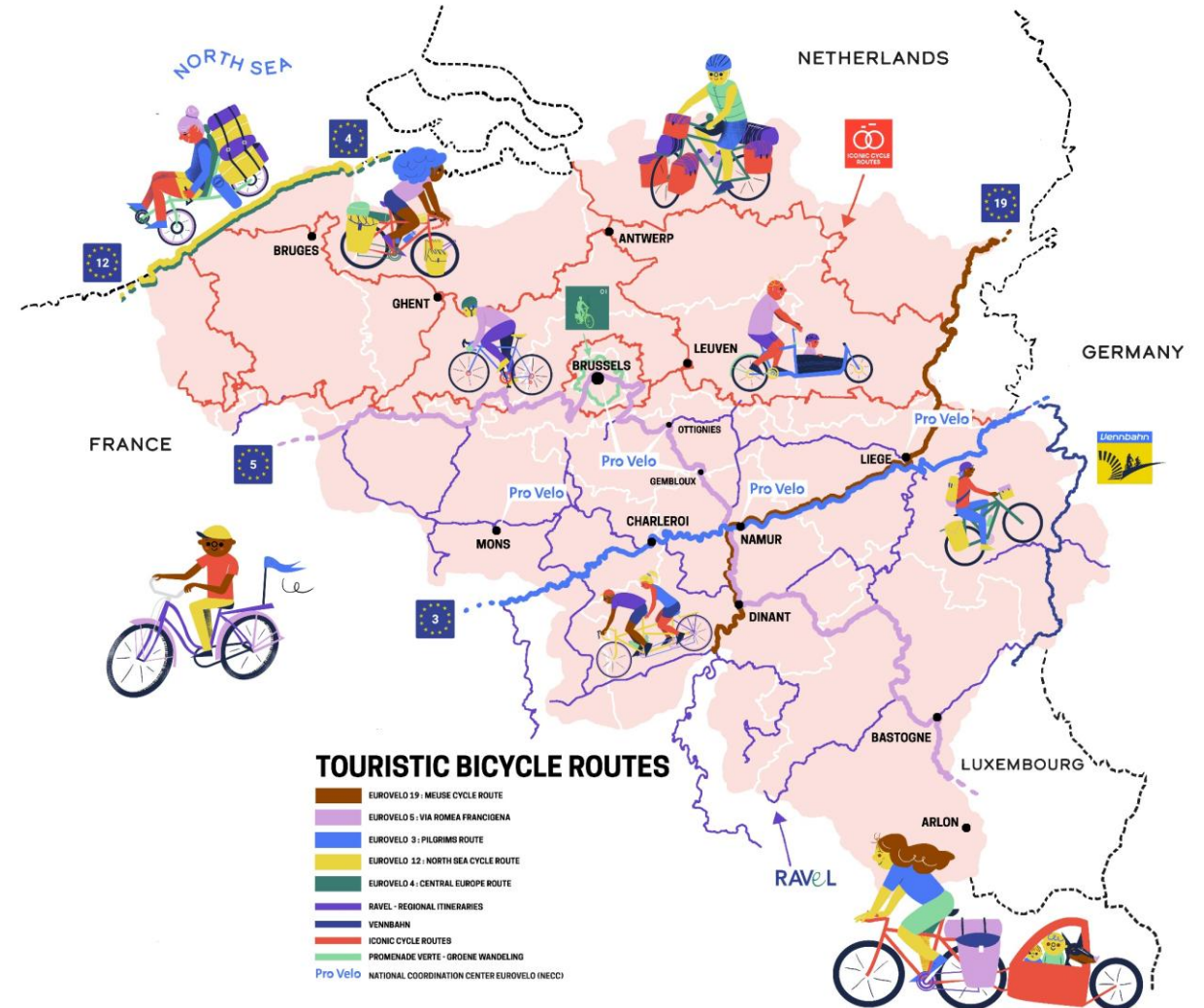


25 accommodations in Brussels

Adagio Access Brussels Europe Aparthotel
Auberge Jacques Brel
B&B Berlaymont
B&B Chambre Chocolat
Brussels Marriott Grand Place Hotel
First Euroflat Hotel
Gibbet B&B
JES Sleep Inn
Leon n°16 B&B
Martin's Hotels
Stanhope Hotel Brussels by Thon Hotels
The Hotel
Thon Hotel Bristol Stephanie
Thon Hotel EU
Le 55 B&B
Sleep Well Youth Hostel
The Hoxton Hotel
Holiday Inn Hotel
Warwick Hotel Grand-Place
Mercure Hotel Midi Center
Nhow Hotel
Made in Louise Hotel
Jam Hotel
Le Plaza
Mix Hotel



In Wallonia: more than 900 « Bienvenue Vélo »



In Brussels : +/- 300 km of cycle tourism routes 100% signposted

In Belgium +/- 30 000 km of bicycle routes (bike node + regional routes + international routes) which are connected

WHY THEY SUBSCRIBE TO THE LABEL?

« Ce label est très important pour nous par l'essence même de ce qu'il représente : une activité amusante, sociale et saine, accessible à tou.te.s, publics de tous âges et de tout horizon. Réunir à Bruxelles l'essence de la culture européenne et de la culture belge. Nous souhaitons inviter nos hôtes au voyage et leur faire découvrir les joies du chemin. »

Leslie Bennaroch – General Manager First Euroflat Hotel



2. Museums and attractions

WHAT'S IN?



Mandatory criterias:

- ✓ Be member of federation (Brussels Museum or Attraction et Tourisme)
- ✓ Bicycle parking inside or outside (max. 20 m from the entrance)
- ✓ provision of a repair set + emergency kit
- ✓ Place / room to store luggages or other cyclists stuffs
- ✓ Knowledge and promote bicycle tourism (bicycle cards, guided bicycle tours, etc..)
- ✓ Mention of bike friendly label on the façade and website



Optional criterias:

- ✓ Offer the option of a secured bicycle parking
- ✓ Propose bike lock during the visit
- ✓ Opportunity to recharge a battery for an electric bicycle
- ✓ Offer a place with chairs and/or benches to put off the bike clothes
- ✓ Opportunity to fill in bottles with drinking water
- ✓ taking part in bike friendly events and being an ambassador for the bike friendly label





3. Venues

WHAT'S IN?



Mandatory criterias:

- ✓ Be member of the Brussels Special Venues federation or be an official partner of visit.brussels
- ✓ Bicycle parking inside and/or outside (max. 20 m from the entrance) and opportunity to extend the numbers of bicycle parking when needed
- ✓ Provision of a **repair set + emergency kit**
- ✓ Place/room to **store luggages** or other cyclists stuffs (free of charge or not)
- ✓ **Info to promote bicycle tourism** (bicycle cards, guided bicycle tours, etc..)
- ✓ Opportunity to fill in bottles with drinking water for free
- ✓ **Mention of bike friendly label** on the façade and website + accessibility with bikes (parking+itineraries)



Optional criterias:

- ✓ Offer the option of a secured bicycle parking
- ✓ Opportunity to **recharge a battery for an electric bicycle**
- ✓ Offer a cloakroom or a changing place
- ✓ taking part in bike friendly events and being an ambassador for the bike friendly label



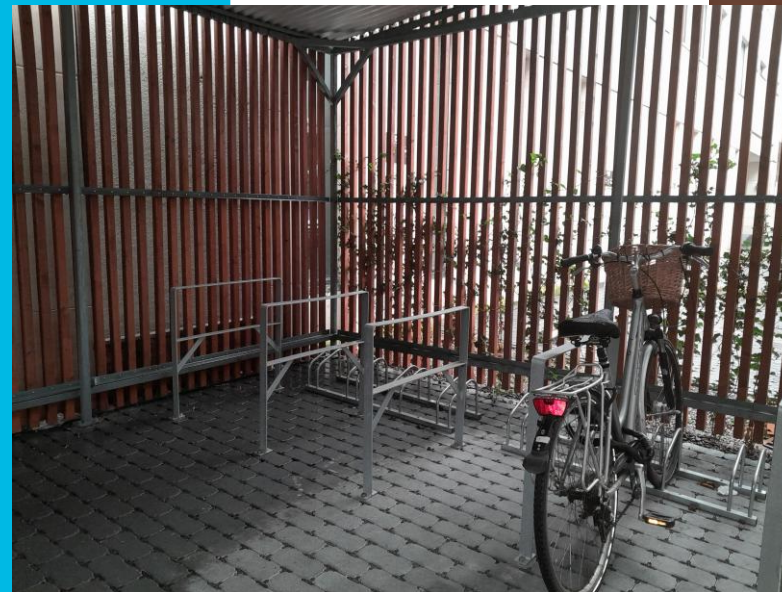
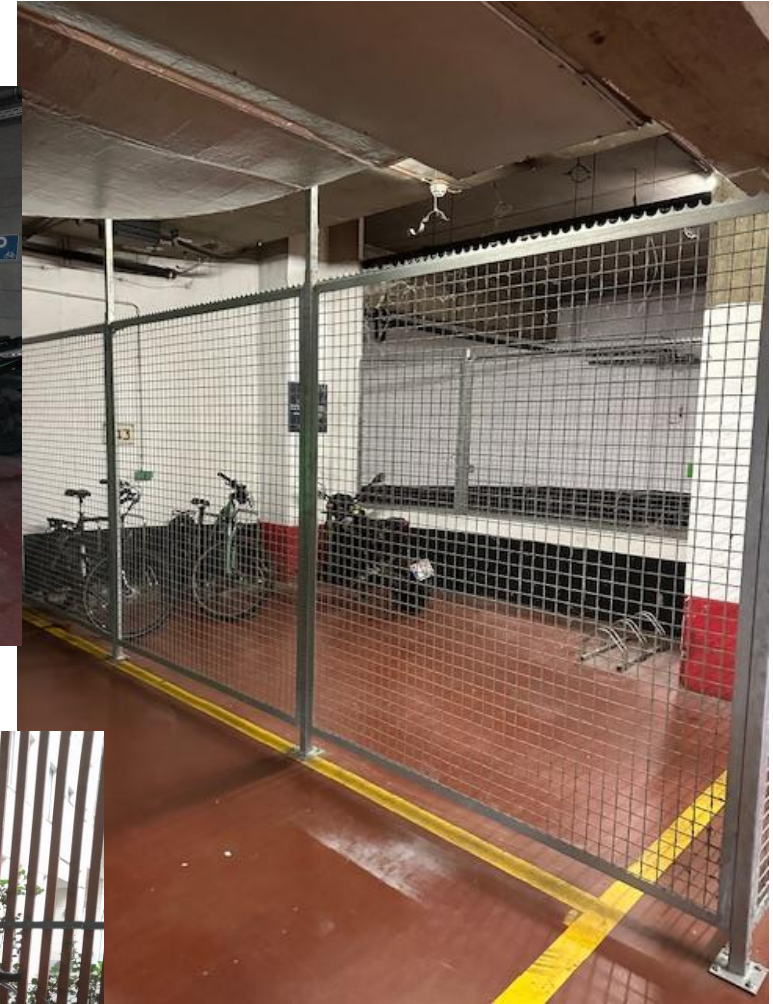


Discover the good
practices

BICYCLE PARKING IN ACCOMMODATIONS

 → most important!

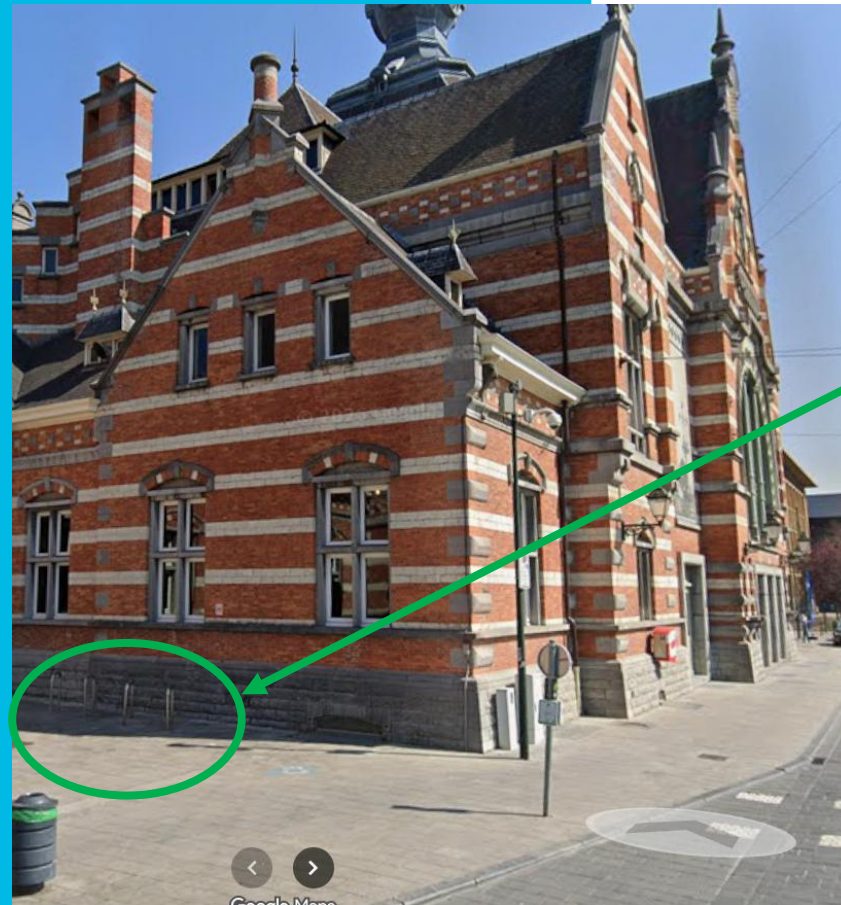
No parking? A secure parking in a free secure car park within a maximum radius of 50 metres (bike box or secure bike park).



BICYCLE PARKING IN MUSEUMS

 Inside or outside

Optional : secured parking



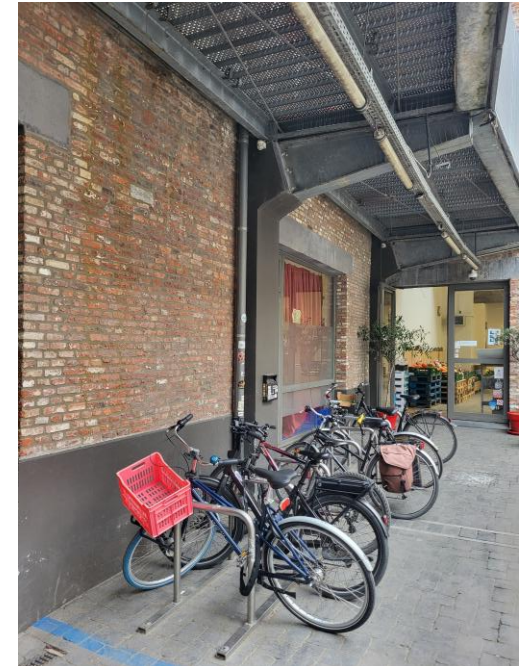
BICYCLE PARKING IN VENUES



HOW MUCH : min. 5% of the total of visitors
+ possibility to increase the number of bicycle parking on demand

WHERE : do you have a car parking for visitors ?

- YES => mandatory to have at least 6 places for bicycles + you can add parking outside/in another place
- NO => bicycle parking outside (in the street, max. 20m from the entrance)



INFORMATION ON BICYCLE TOURISM SERVICES



Knowledge bicycle tourism (bicycle cards, guided bicycle tours, etc..)

→ the folder “Brussels by bike” will be available on the website of visit.brussels



Promote bicycle tourism (bicycle cards, guided bicycle tours, etc..)

BRUXELLES A VELO



BXL - DESTINATION VELO

Toutes les informations pour découvrir Bruxelles à vélo



Les itinéraires
vélo

Des idées balades
vélo en autonomie
ou guidées

Location vélo et
réparation vélo

Les cafés et
événements vélos



CET EXEMPLAIRE NE PEUT ÊTRE VENDU

VERSION FR 2024

BRUXELLES A VELO



EDITE PAR

PRO VELO ET VISIT.BRUSSELS POUR LES LABELLISÉS “BIKE FRIENDLY”



Pro Velo

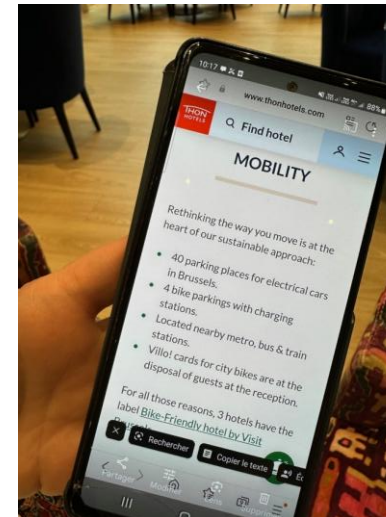
visit.brussels

BIKEFRIENDLY@PROVELO.ORG
WWW.VISIT.BRUSSELS.FR

SOMMAIRE



03	LE LABEL BIKE FRIENDLY
05	ROULER A VELO A BRUXELLES
07	LES ITINERAIRES VELO A BRUXELLES
21	BALADES VELOS GUIDEES ET EN AUTONOMIE
29	LOCATION ET REPARATION VELOS
33	CAFE VELOS
37	EVENEMENTS VELOS
43	VELO ET INTERMODALITE
46	APP, GUIDES ET CARTE
16	LES APPLICATIONS, GUIDES ET CARTES



BE AN AMBASSADOR



Mention of bike friendly label on the façade and website.



+ for **Venues** : mention the bicycle parking on the website



ATOUTS DU LIEU

Mobilité



ACCESSIBLE AUX PMR



PARKING VÉLO

Infrastructure



BUSINESS CENTER



HAUTS PLAFONDS (+5 MÈTRES)



LUMIÈRE

Services



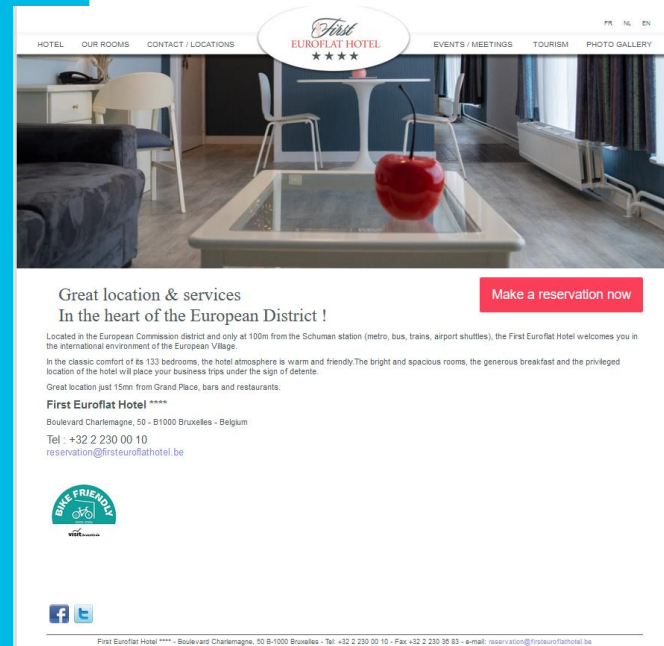
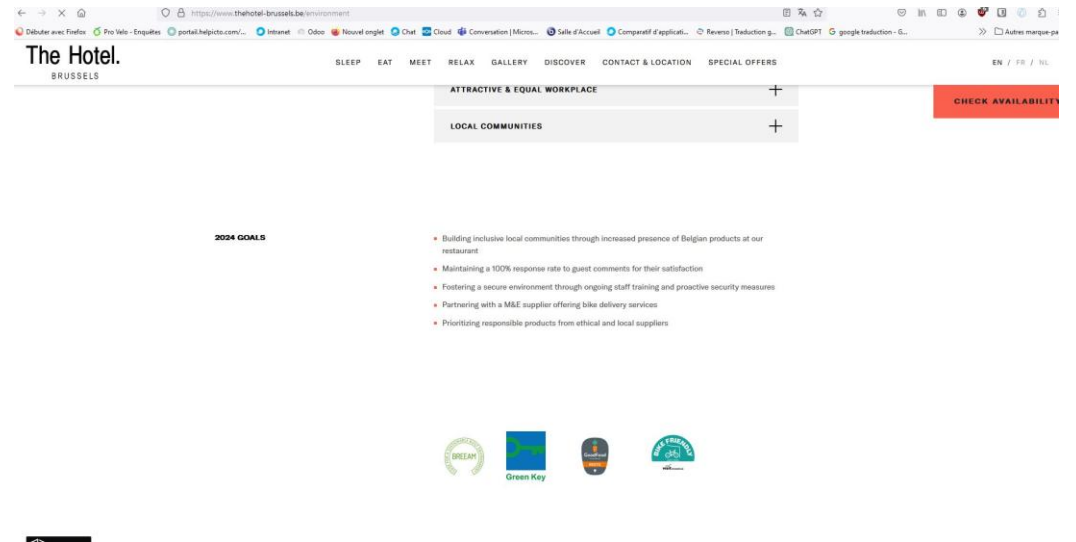
ÉQUIPE ÉVÉNEMENTIELLE DÉDIÉE



GESTION DURABLE



NETTOYAGE



HOW MUCH DOES IT COST?

Label is free to obtain

Investments:



Repair kit: +/- 200-250€

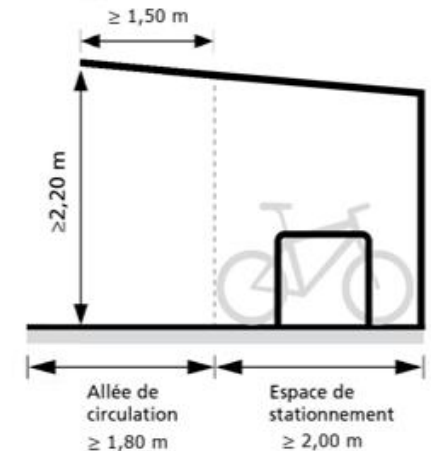


Parking :

- ✓ Secure space in your accommodation: free
- ✓ Bicycle parking: 170€ → 600 €
- ✓ Bicycle shelter: 2 000€ → 30 000 €

To get an idea of the price:

<https://www.monparkingvelo.be/>



→ Sources : <https://www.guidebatimentdurable.brussels/espaces-abris-velo-fermes> ←

HOW TO GET THE LABEL?

Are you an accommodation, a museum or attraction or a venue?

Tell us about your interest using the [form](#).

Pro Velo will contact you to make an appointment to visit your establishment

You commit to the Bike Friendly label for 3 years and you sign the engagement.

Put the "Bike Friendly" plaque to help you identify your establishment

You are a Bike Friendly establishment!



CONTACT, TOOLS, LINK



Any question?



Or want to know more about cycle tourism in Brussels ?



Or ready to fill in? Do you want to get the list of the criterias and knowledge of the bike tourism in Belgium?



bikefriendly@provelo.org



Participate in our Bike & Meet event in June



The logo for 'visit.brussels' in black text. Above the 'i' in 'visit' is a stylized checkmark. To the right of 'brussels' is a small icon of a heart with two leaves.

Q&A

