

**VISIT
BRUSSELS**



28 - 29 Septembre 2022



DESTINATION

THE NEW VISIT.BRUSSELS

VB-days – 29/09/2022

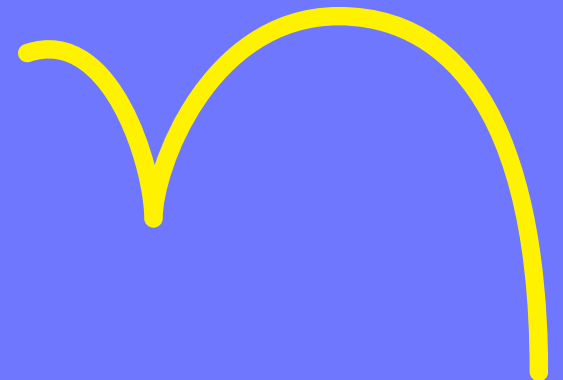
visit.brussels 



ANNEMIE VERSCHUEREN
Media Director



ELISABETH VAN INGELGEM
Strategy & International Director



#01

GENESIS **OF THE**
PRO
JECT



RETHINKING THE DIGITAL ECOSYSTEM

Belly&Brain 2019-2020

01 INCREASE CUSTOMER CENTRICITY	02 INITIATING A SEDUCTION EXPERIENCE	03 ENRICHING THE EXPERIENCE OF INSPIRATION	04 PROFESSIONALIZING B2B AND PRESS
05 MERGE AGENDA AND VISIT.BRUSSELS INTO A SINGLE END USER SITE	06 ENRICHING THE RELATIONAL EXPERIENCE	07 DEVELOPING THE ADDED VALUE OF MY BRUSSELS	08 DEVELOPING PRESCRIBING BY BRUSSELS RESIDENTS

RETHINKING THE PORTFOLIO & GIVING IT A VISUAL BOOST

From a portfolio of “websites”



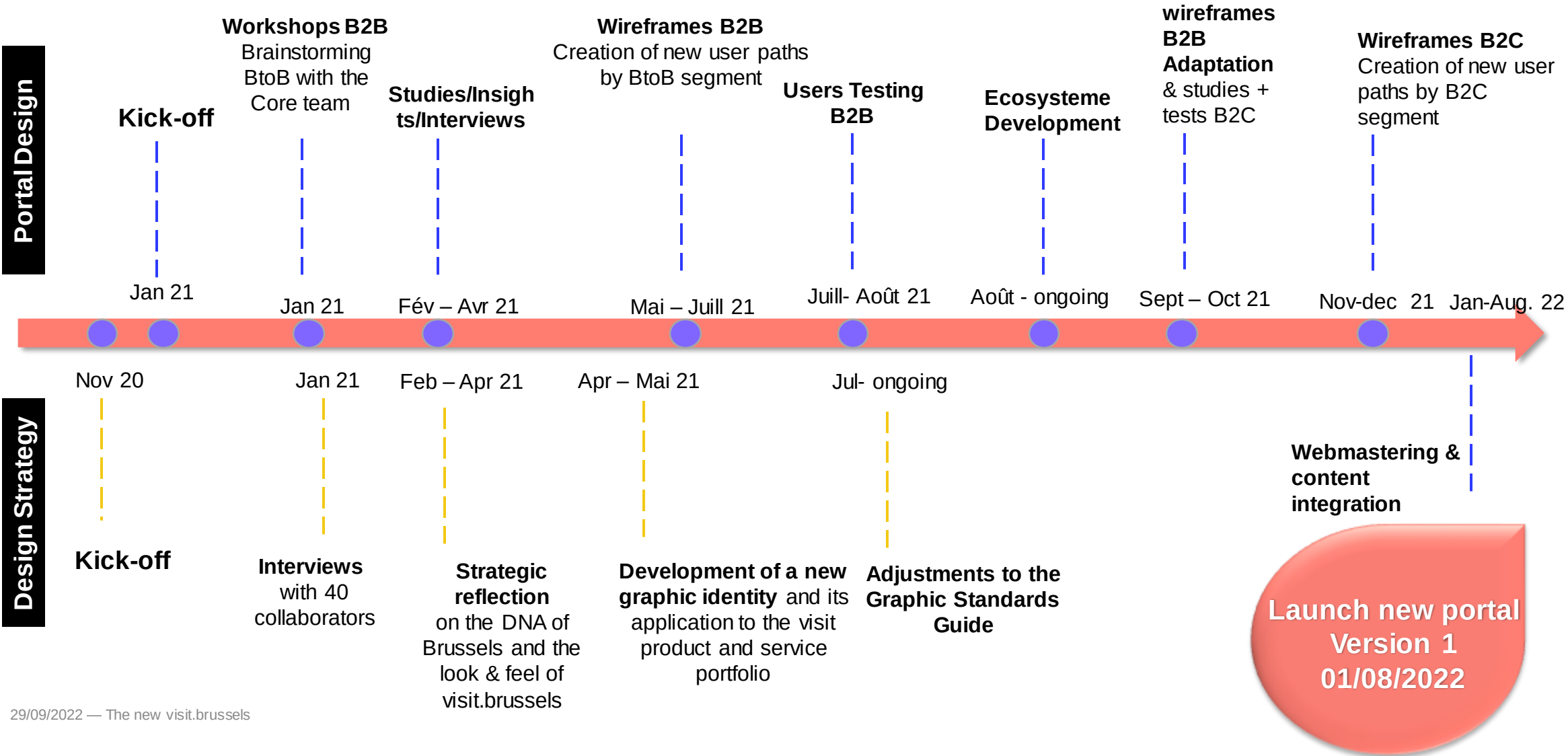
to a single web portal



A single end user web portal to:

- ✓ make the visit.brussels offer clearer, more structured, more attractive, and more inspiring.
- ✓ Create a unique digital user experience for each segment.

A MAJOR LONG-TERM PROJECT



A CLIENT CENTRIC PROCESS INVOLVING MANY EMPLOYEES/PARTNERS/VISITORS

Design strategy



Interviews
- Jan. 2021



Collaborators among the
different teams

Web portal strategy



Interviews – Spring 2021



Intern collaborators
- B2B + B2C



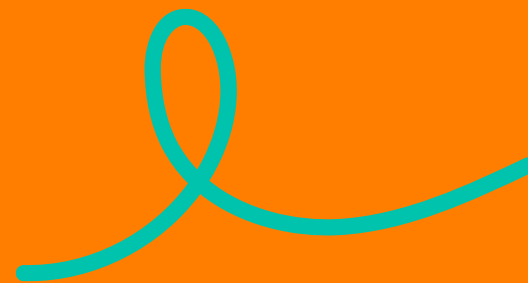
Extern partners representing
the different segments and
markets



Participants in B2B and B2C
user tests

#02

NEW WEB PORTAL



WE MAKE YOU LOVE BRUSSELS

We energise the city where the heart of the world beats.

We create experiences for visitors and citizens.




visit.brussels 

#03

B2C WEB SITE

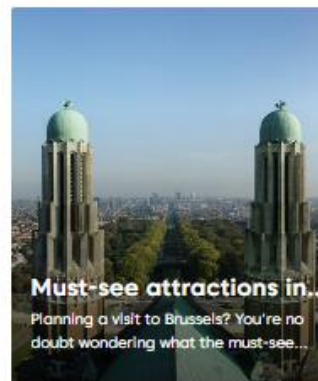




Highlights



Brussels is rich in history, architecture, gastronomy, culture and so much more! Warm, welcoming and quirky, Brussels is a bustling city where there's always something going on. Visit us to discover hidden gems and meet people with hearts as big as this vibrant city.


[See more](#)



Brussels is a lively city that's always on the go. It has an incredible wealth of culture, heritage and architecture just waiting to be discovered. Explore its must-see places, museums, exhibitions, quirky corners and vibrant events.

Not to be missed



Monuments & sites

Grand-Place

Often considered the most beautiful square in the world, the Grand-Place of Brussels'...

[View more](#)



Museums & visits

Atomium

Halfway between sculpture and architecture, the Atomium was designed...

[View more](#)



Monuments & sites

Manneken-Pis

This little bronze statue, produced in the 17th century by Jérôme Duquesnoy the...

[View more](#)



Monuments & sites

City of Brussels Town Hall

Of all of the town halls in the country, the City of Brussels town hall is undoubtedly a...

[View more](#)

Attractions and museums



Museums & tourist attractions

Museum of Natural Sciences

Are you looking for a spectacular and exclusive location for your event? Whethe...



Museums & visits

Royal Museums of Fine Arts of Belgium

The Royal Museums of Fine Arts of Belgium



Museums & visits

Train World

Train World is a unique railway experience that takes you from the very first steam...



Museums & visits

MIMA the Millennium Iconoclast Museum of Art

The MIMA is situated on the remarkable site



Brussels is always serving up new surprises. Are you looking for fun festivals or exciting exhibitions? Guided tours, concerts or the latest movies? There's always something on in Brussels – discover things to see and do here.

Event highlights

See all events



Fri 09 September — Sun 11 September

BD COMIC STRIP FESTIVAL

Festival • Tour & Taxis

[View more](#)



Until Sun 18 September

Detours Festival

Festival • Various places in Brussels

[View more](#)



Fri 26 August — Sat 27 August

zorro festival #4

Festival • LaVallée

[View more](#)

Happening in Brussels right now

Today

Tomorrow

This weekend

This week



Visitors > Agenda > All events wizard

What's on in Brussels right now?

Curious about all the latest activities and events in Brussels? Get inspired and book your tickets for concerts, parties, festivals and exhibitions that are happening right now!

Concert (1339) Show (919) Exhibition (312) Nightlife (53) Cinema (312) Guided tours (249) And more (17) >

Q What are you looking for? →

We have found 377 result(s) for you!

[Clear filters](#)



☐ Tickets



☐ Last minute tickets



Date

30 Sep. - 30 Oct. X



☒ Today

☐ This week

☐ This weekend

Type

☐ Indoor

☐ Outdoor

☐ Online

Commune

Target audience

☐ Children 0-3 yr.

☐ Children 3-6 yr.

☐ Children 6-9 yr.

☐ Children 9-12 yr.

☐ Youth 12-15 yr.

☐ Youth 15-18 yr.



Thu 29 September

Café Open/Fernant Zeste

Animations • GC Kontakt

[View more](#)



Thu 29 September

Pikovaya Dama

Show • La Monnaie

[View more](#)



Thu 29 September

De Kreuners

Concert • Ancienne Belgique

[View more](#)



Thu 29 September

Lezing klassieke muziek: Vivaldi

Conferences and conventions • GC Op-Weule

[View more](#)



Thu 29 September

Vernissage Daniel Hautphenne

Exhibition • GC Op-Weule

[View more](#)



Thu 29 September

Workshop: Verzorg je huid met natuurlijke oliën

Courses and workshops • GC Essegem

[View more](#)



Cosmopolitan and generous, the Belgian capital is packed with restaurants offering a variety of colourful, tasty cuisine that matches its sophisticated image. There is something for everyone! This is Brussels, served on a silver platter: get your taste buds ready!

Restaurants



Brussels' breweries

Over the last ten years, Brussels has seen a renewed interest in artisanal production and craft beers.

[View more](#)



Our selection of cocktail bars

Is it time for a well-earned drink? Treat yourself with friends to the talents of some of the best mixologists in Brussels.

[View more](#)

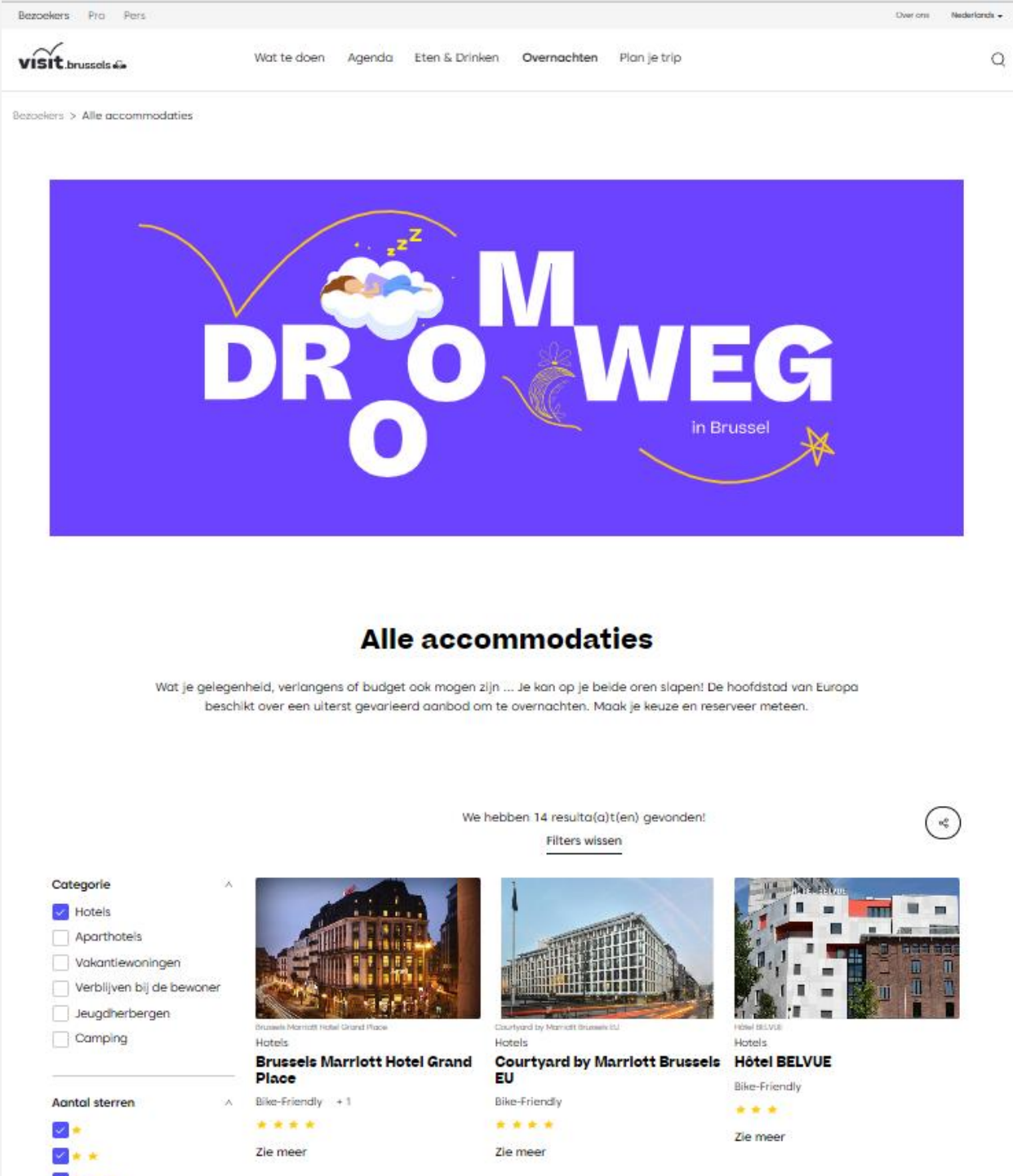


Sustainable restaurants in Brussels

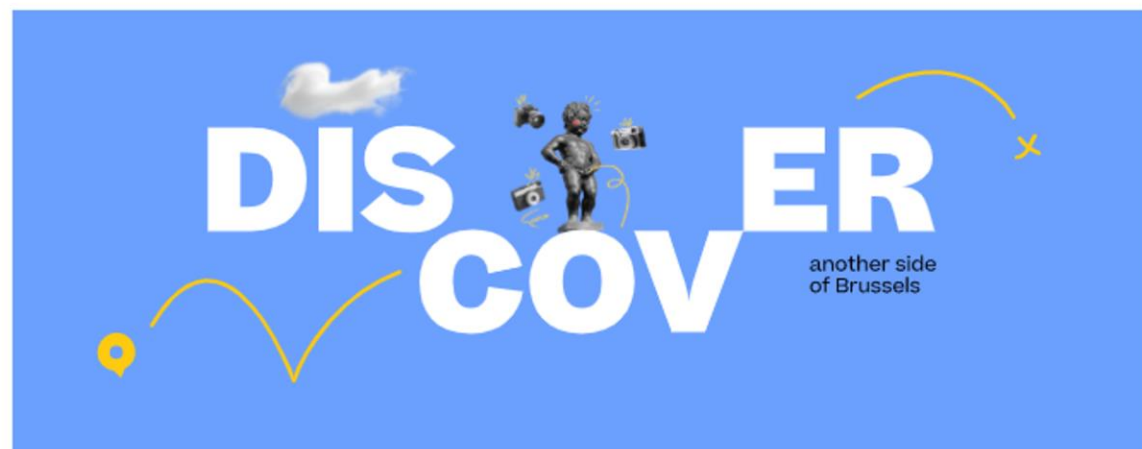
Looking for a sustainable restaurant? Seventy-six establishments in Brussels hold the "Good Food Resto" label.

[View more](#)

- All types of accommodation
- Officially registered
- Search module
- Redirection to the websites

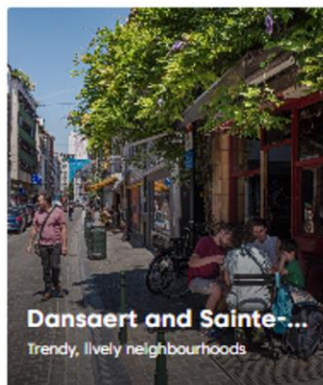
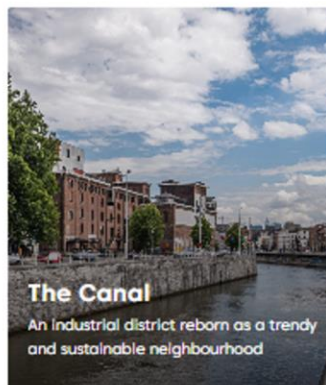


Visitors > Plan your trip



Be inspired by our itinerary ideas

Whether you want to admire Brussels' historic monuments, discover its museums or try the local gastronomy, there is always something to see or do in the capital of Europe!

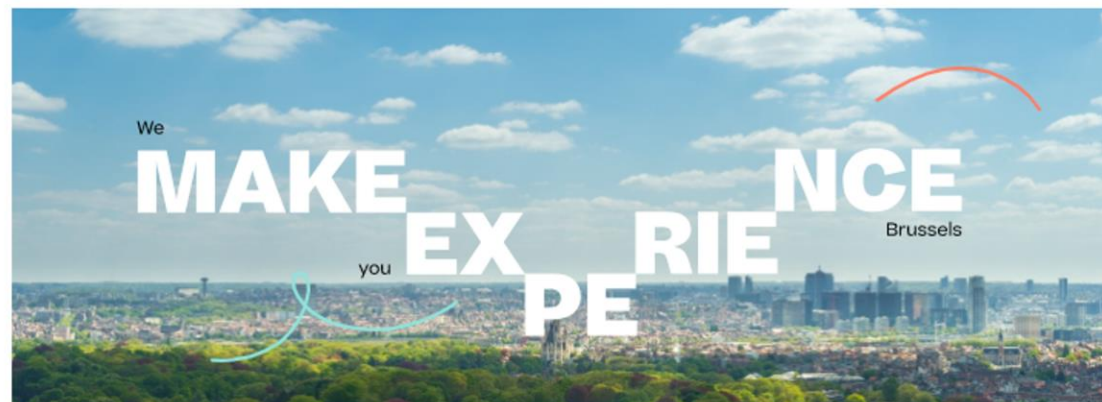


Explore the Brussels' neighbourhoods

#04

B2B

WEB SITE



Brussels makes life easy for travel industry professionals, from tour operators and group organisers to travel agencies and coach companies. visit.brussels spares no effort to ensure that your clients' stay in Europe's capital is a delight. When they smile, you smile!



How are you getting to Brussels?



The airport is located 20 minutes from the historic centre and is easily accessible.



Brussels can be reached in less than two hours by high-speed train.



Enter the European capital by water through the Port of Brussels passenger terminal.



Brussels is also accessible by express bus from several major European cities.



Why become a partner?

Being a partner of visit.brussels means being an integral part of the Brussels Capital Region's tourism and cultural offer. We support the development of your tourist activities in a variety of ways. We offer visibility on communication media aimed at visitors (Belgian, foreign and local). We also offer a training programme and give you access to numerous sources of information and events. In short, it's a unique opportunity to develop your tourism activities, your network and take part in collaborative projects.

Need help ? We are here for you!

Our team is composed of experts in love with Brussels.

They will happily help you and watch out, you can also fall in love with this unique city!

Need any advice?

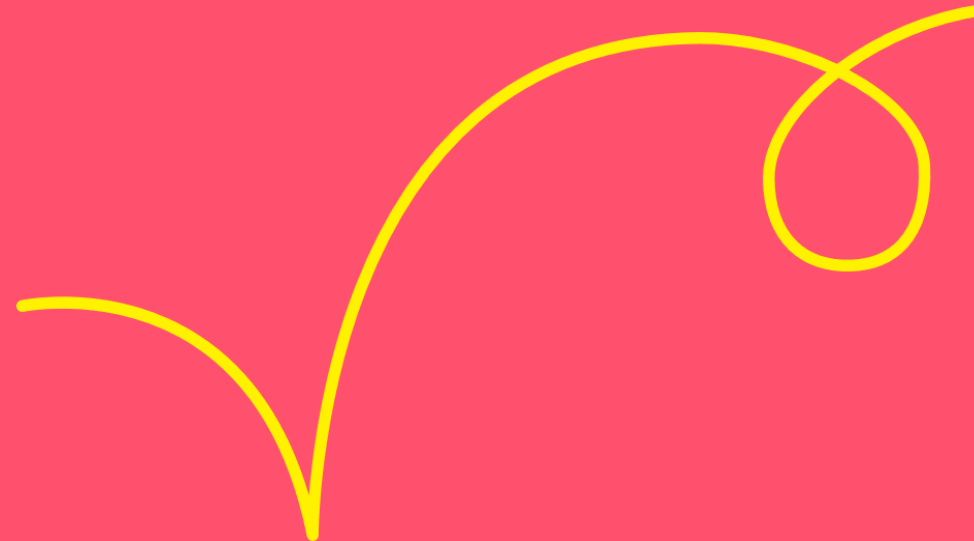
Contact us quickly, we are right here, behind the screen.

Get in touch



#05

**360°
LOOK &
FEEL**



Communication



BD COMIC STRIP FESTIVAL

GRATUIT / GRATIS / FREE
09 - 11
 SEPTEMBRE
 Tour & Taxis

#BDCOMICSTRIPFESTIVALBRUSSELS
www.bdcomicstripfestival.brussels

visit.brussels

LE SOIR DeMorgen. BRUZZ
 atomium COGNITO SPIROU DUPUIS Europcar



EAT FESTIVAL

sample the best of Brussels

29.09 > 02.10
 Gare Maritime, Tour & Taxis

#EATFESTIVALBRUSSELS
 Infos et tickets sur www.eatfestival.brussels

visit.brussels

LE SOIR DeMorgen. BRUZZ
 dott TOUR & TAXIS



AGENDA

Plongez dans l'offre culturelle bruxelloise et pimentez vos sorties grâce à notre agenda !

VOUS AIMEZ LES SURPRISES ?
 Pour une dose de culture à moitié prix, rendez-vous sur notre billetterie last minute !

www.agenda.brussels visit.brussels

Brussels Info Point - Tram Experience



Roll-up



visit.brussels/meet



visit.brussels/travel-trade



visit.brussels/professionnels



B2C THEMES

Picture backgrounds



B2C THEMES



TRAVEL TRADE

FAIRS

Venez,
vous vous
sentirez bien !

contrasté



sincère

sans chichi



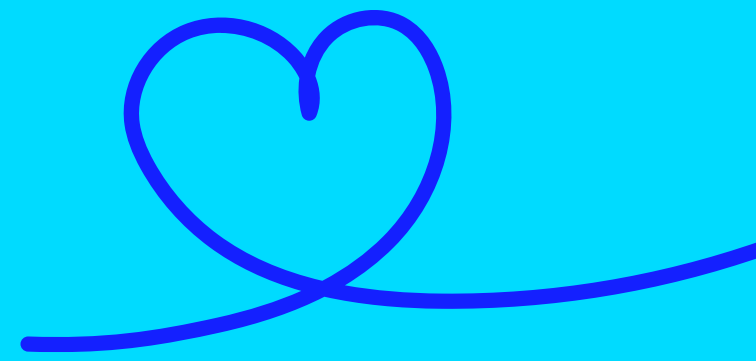
chaleureux



**IMMERSION
EN TERRE BRUXELLOISE**



Q&A



THANK
YOU

A yellow decorative swirl or flourish that starts near the end of the word 'THANK' and curves upwards and to the right, ending in a small loop.