

BRUSSELS



**VISIT.BRUSSELS' TOOLS PROMOTING YOUR
TOURISM AND CULTURAL OFFER**

visit.brussels 

29/09/2022

PARTNERS



**WE OFFER ADDED VALUE TO OPTIMISE
YOUR ACTIVITIES**

**visit**.brussels 

A full-page background image showing two cyclists on a wooden ramp. The cyclist in the foreground is a man with a beard, wearing a grey tank top, black shorts, a black helmet with a headlight, and sunglasses. He is leaning forward on his black bicycle. The cyclist in the background is a younger man wearing a white t-shirt with a 'G-FORCE' logo, black shorts with 'MAVIC' branding, a black helmet, and sunglasses. He is riding a red bicycle. The ramp is made of light-colored wood and has a yellow wooden railing. In the background, there is a large, colorful graffiti mural of a stylized face on a brick building. The sky is blue with some clouds.

WHY?

#01

Laurence Reichelt – MANAGER INDUSTRY COORDINATION

5 GOOD REASONS TO BECOME A PARTNER

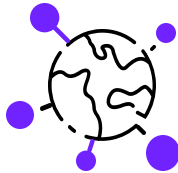
Being a visit.brussels partner means you are one of the numerous tourism and cultural stakeholders of the Brussels-Capital Region to:

INCREASE YOUR VISIBILITY



Make your sector more visible and promote your offer locally, in Belgium and abroad

DEVELOP YOUR ACTIVITIES



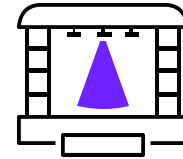
Boost your sales by developing, maintaining and renewing your local, national and international clients.

EXPAND YOUR NETWORK



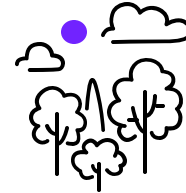
Become part of the diverse network of Brussels' tourism and cultural sector and expand your network

BECOME AN STAKEHOLDER



Participate in collaborative projects and contribute to the development of Brussels' tourism and cultural offer in a collaborative and constructive way

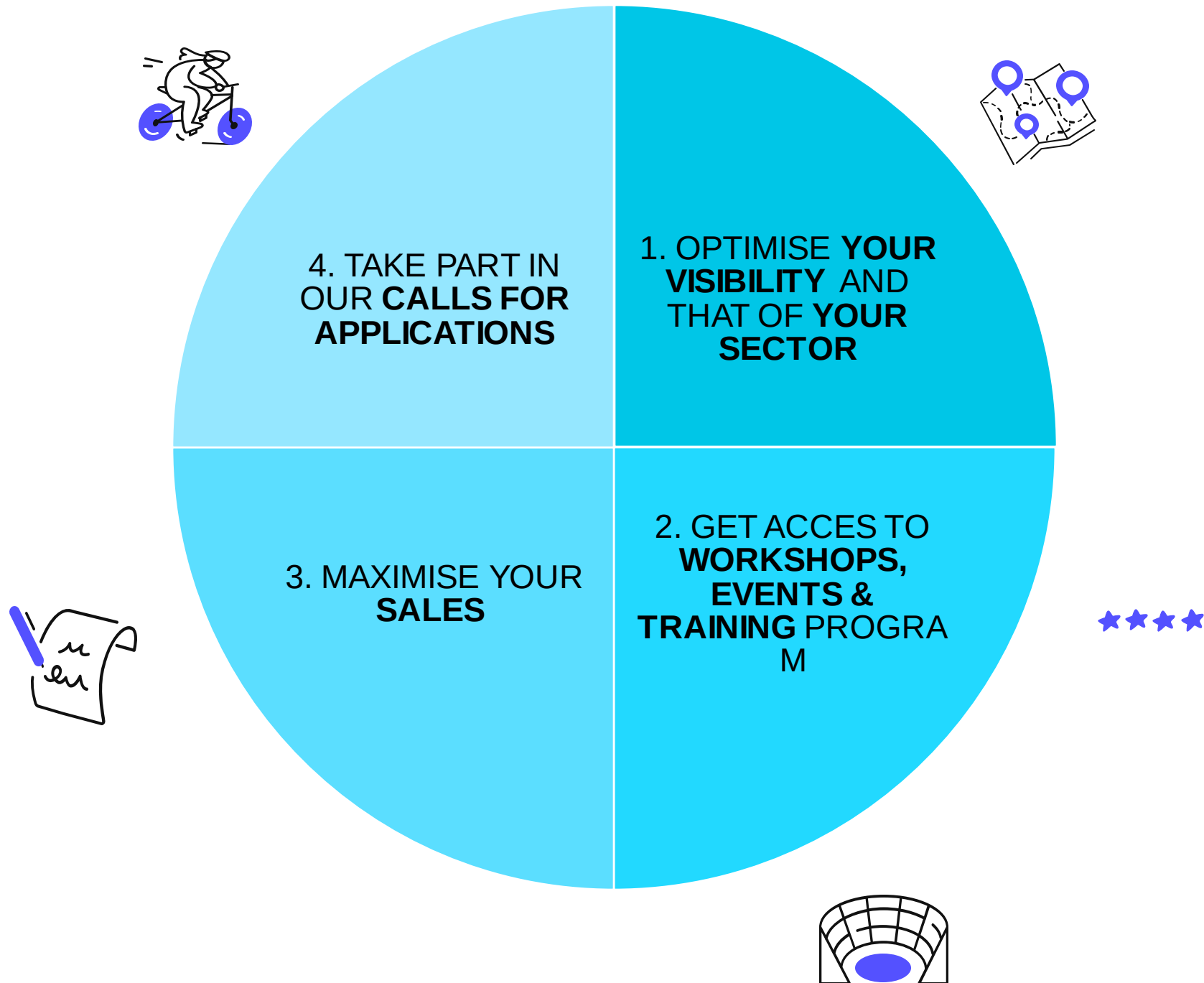
SUPPORT



Benefit all year round from professional and personalised expertise and support thanks to our advice and services!

SERVICES

#02



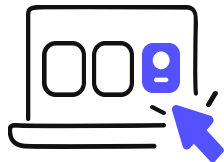
1. IMPROVE YOUR VISIBILITY

- WEBSITE
- TRANSVERSAL COMMUNICATION
- SOCIAL NETWORKS
- NEWSLETTERS
- BELGIAN POSTERS NETWORK
- PRESS & WELCOME
- PUBLICATIONS
- THEMATIC CAMPAIGNS
- BANNERS



WEBSITE

- Partner information in ‘Finder’
- Cultural calendar (1.300.000 visitors/year)



extranet.brussels

Langue

Interface de gestion des événements et des institutions

Vous êtes déjà inscrit

Votre nom d'utilisateur (adresse email)

Votre mot de passe

Connexion

Vous êtes un nouvel utilisateur

Suivez ce lien pour vous inscrire

Vous avez oublié votre mot de passe

Suivez ce lien pour réinitialiser votre mot de passe

visit.brussels

RÉGION DE BRUXELLES-CAPITALE
BRUSSELS HOOFDSTEDELIJK GEWEST

FÉDÉRATION
WALLONNE-BRUXELLES
CULTUREL

UIT

plurio

publiq

brussels
museums.be

CM
CONSEIL
DE LA
MUSIQUE
DE

perspective
brussels.eas

Brussels
Life.be

pointculture

Visiteurs Professionnels Presse

A propos Français

visit.brussels

Que faire Agenda Boire & Manger Où dormir Organisez votre séjour

Q

Visiteurs > B2C Venue details

Retour

Botanique

L'élégant Centre Culturel de la Communauté française est joliment situé dans les anciens jardins botaniques près de la petite ceinture de Bruxelles. Vous pouvez assister à des concerts dans les espaces intimes à l'ambiance chaleureuse, dont les plus connus sont l'Orangerie, la Rotonde, le Musée et le Witloof Bar.

ENTREE GRATUITE avec
Brussels Card

Accès PMR

Programme

lun. 26 septembre

Godspeed You! Black Emperor

Concert • Botanique

Voir plus

mar. 27 septembre

**Girls In Hawaii - 9 mini sets - Tellement
Domage, Pierre**

Concert • Botanique

Voir plus

mar. 27 septembre

Ghostly Kisses

Concert • Botanique

Voir plus

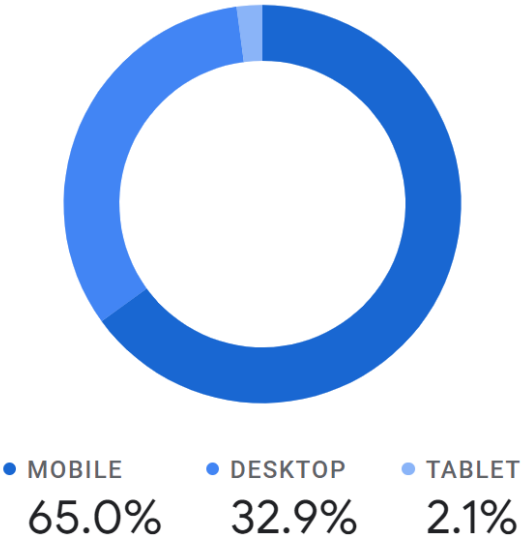
Information pratique

Localisation

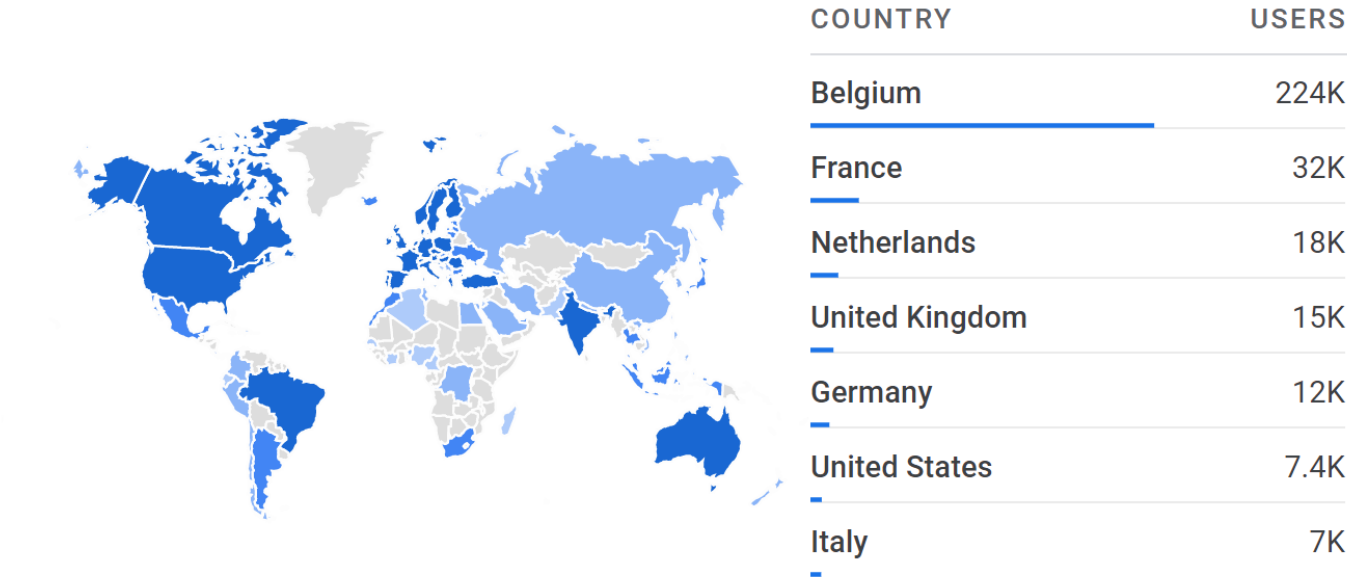
WEBSITE



Users ▼ by Device category

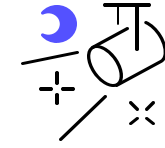


Users ▼ by Country

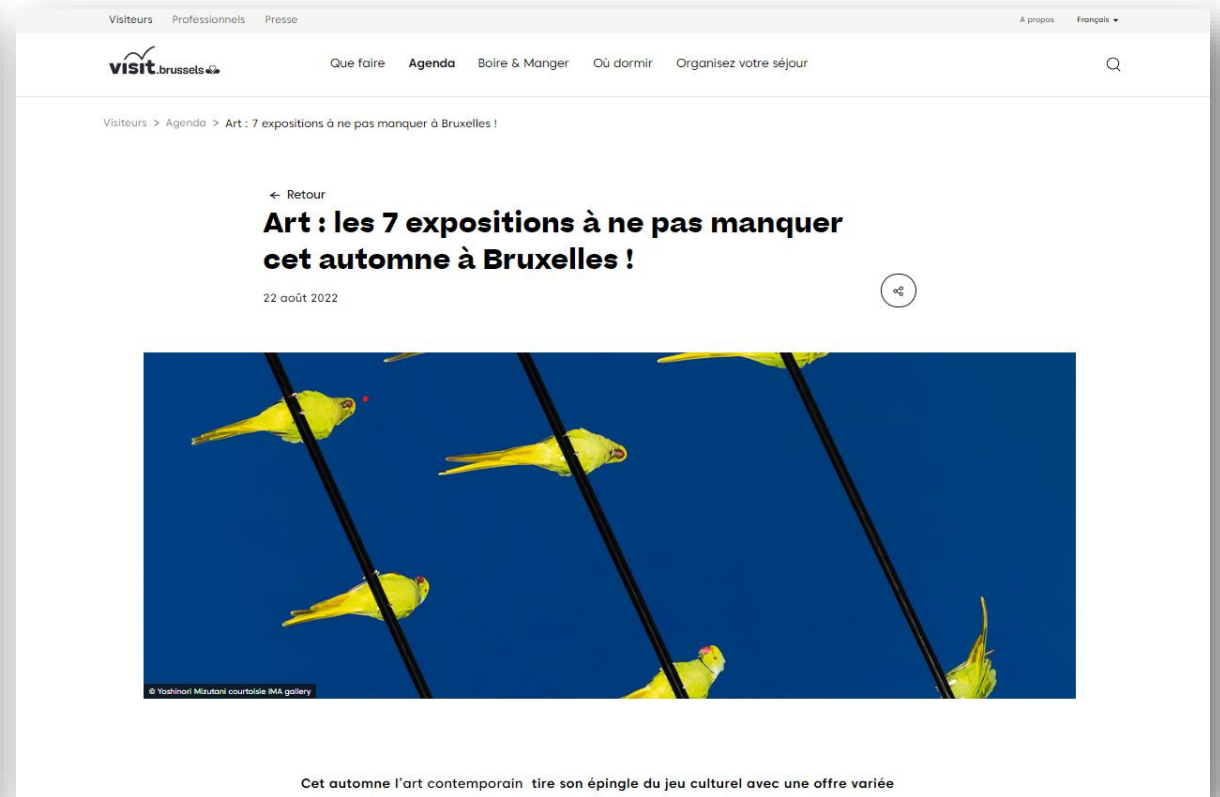


NB: Since August 1st 2022

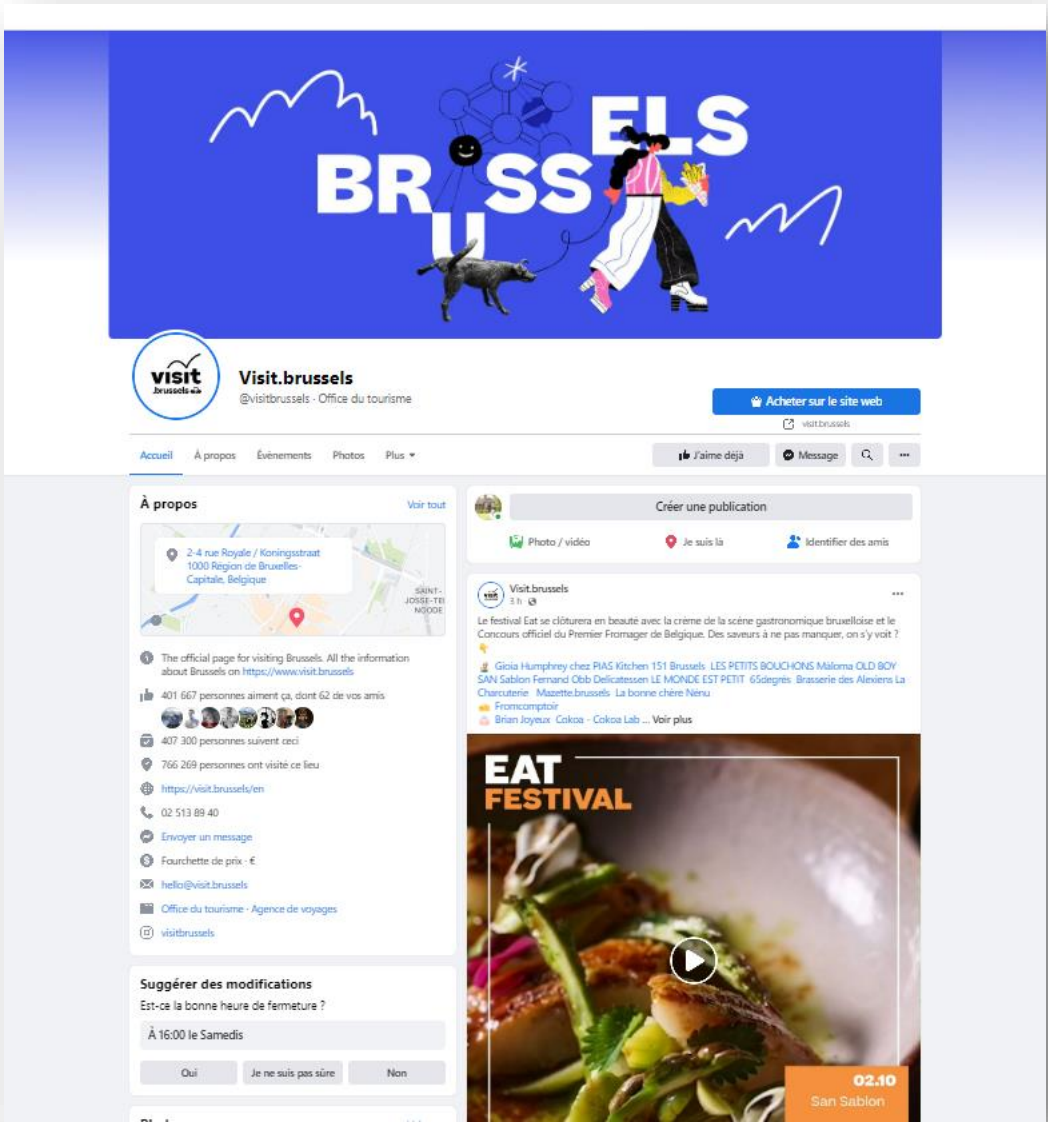
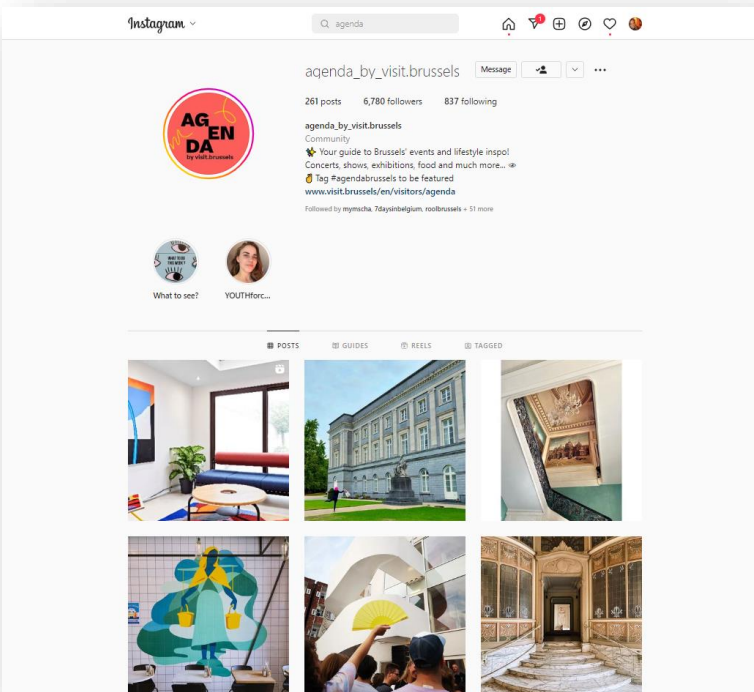
TRANSVERSAL COMMUNICATION



- Cultural selection of the week
- Themed articles (print & web)

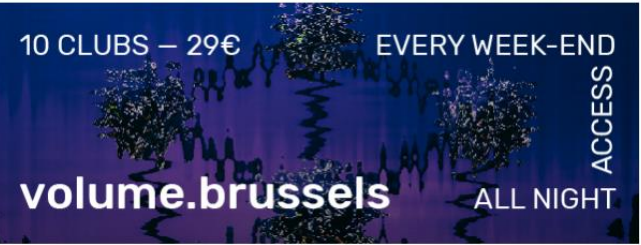


SOCIAL NETWORKS



	Visit.brussels	Agenda by visit.brussels
Facebook	401k	61k
Instagram	138k followers	6782 followers

NEWSLETTERS



Thursday 22 September



Next date: Thu 22 September

Boeremet

■ ABATTOIRS
D'ANDERLECHT
ANDERLECHT



Thu 22 September

Gin Jeudi ☀

International Afterwork & Bbq

☀ **Downtown**

■ SERRA - GARDEN
KITCHEN & URBAN
PICNIC (HOTEL INDIGO)



Thu 22 September

Evere danse

■ ESPACE TOOTS
EVERE

Je maandelijkse dosis Brusselse info: augustus 2022



Er lijkt geen einde te komen aan de mooie zomerdagen en dat merk je aan de levendige Brusselse parken, drukke straten en sfeervolle pleinen. Waar je ook gaat, overal genieten Brusselaars en bezoekers massaal van de deugden van onze hoofdstad. Wij hopen dat de zon in augustus van de partij blijft, want dit smaakt naar meer. Waar geen twijfel over bestaat, is dat ook deze maand gressiert in boeiende culturele evenementen en nieuwe *must-try* adresjes.

NIEUWS VAN VISIT BRUSSELS

Een fonkelnieuwe website
De voorbije maanden werkte het team van visit brussels met man en macht aan een nieuwe website en visuele identiteit. Trots stellen we onze kersverse baby nu aan je voor. Benieuwd? Je bent een [klik](#), verwijderd van de troeven van Brussel, de events van het moment, ideeën voor uitstapjes, culinaire hotspots en tal van andere tips om Brussel optimaal te beleven.

Save the date: het BD Comic Strip Festival vindt plaats van 9 tot 11 september
Het Stripfeest is terug in zijn oorspronkelijke vorm en heet vanaf nu... het [BD Comic Strip Festival](#). Drie dagen lang kan je je favoriete striphelden op allerlei manieren ontmoeten in het prachtige Gare Maritime. Deze editie staat in het teken van de 70e verjaardag van Franquins Marsupilami.

coucou.brussels: acht zomerbars die je wegwijs maken in de stad
Je hebt ze misschien al gespot: ook deze zomer sieren de trendy zomerbars van [coucou.brussels](#) diverse knooppunten in de hoofdstad. Zoals altijd kan je er terecht met al jouw vragen over het Brusselse toerisme- en culturaanbod, maar evengoed om te ontspannen terwijl je geniet van een verkwikkend drankje en een uniek uitzicht.

NIEUWE ADRESSEN

Toy Discovery Museum
De Tour- & Taxis-wijk blijft uitbreiden en verrassen. In het [Toys Discovery Museum](#) kan je vanaf nu bijna vijfduizend zeldzame schatten bewonderen uit de collectie van verzamelaar Richard Blin.

Brussels Info Hub
De [Info Hub](#) is het nieuwe informatiepunt over het Europees Parlement. Wil je op de hoogte zijn van de laatste beleidsbeslissingen, tijdelijke tentoonstellingen ontdekken, luisteren naar de verhalen van andere Europeanen en je mening geven over de actualiteit? Hier ben je aan het juiste adres!

Dinghi
Heb je een zwak voor trendy bars? Rep je dan als de bliksem naar het Kasteleinsplein in Elsene en bestel alvast een Spritz op het zonnige terras van [Dinghi](#). Om te vermijden dat je er binnen de kortste keren dingen van maakt, geven we gauw even de betekenis mee: dinghi, da's Indisch voor reddingsboot.

Toga
In het centrum van Brussel veroverde de tijdelijke bezetting Grand Hospice in een mum van tijd de harten van menig Brusselaar. [Toga](#) is een bijkomende reden voor een bezoek aan deze aangename site. Je kan je er namelijk tegoed doen aan de lekkernijen van banketbakker Léonie Guillemot.

Foocha
Waar op de Vlaamsesteenweg tot voor kort Viva M'Boma gevestigd was, opent in augustus [Foocha](#), een Chinees eet- en theehuis dat in Brussel nog geen gelijke heeft. Foocha is een samentrekking van food en cha (thee).

EVENEMENTEN

Agenda's newsletters	106,330 subscriptions
Expats	8,100 contacts
Culture & city life B2C	32,500 contacts

be expat be.brussels

Wat beweegt er in Brussel in september?

Brussel is begaan met de gezondheid van de Brusselaars | Meertalig Brussel | Met sport, uitstapjes en

cultuur de nazomer in!



NIEUWS UIT BRUSSEL

Het Brussels Hoofdstedelijk Gewest neemt een nieuwe wetgeving aan over de blootstellingsnormen voor tv-, radio- en gsm-golven op zijn grondgebied. Het ontwerp van dit [plan](#) wordt aan een [openbaar onderzoek](#) onderworpen van 1 augustus tot en met 30 september 2022.

Het plan moet de toename van uitgewisselde digitale gegevens kaderen (met name via de uitrol van 5G). De bedoeling is om zowel een doeltreffende bescherming van het leefmilieu en de gezondheid van de bevolking te garanderen, als een kwalitatief hoogstaand mobiele telefoonnet te bieden.



BE BRUSSELEIR !

Niks zo Brussels als drie à vier keer van taal switchen in een gesprek. Op 25 en 26 september organiseren de [Brusselse regering](#) en de Europese instellingen heel wat events om die meertaligheid te vieren. Gratis aan je taalknobbel werken doe je op het Brusselse talenplatform [Brulingua](#). Welke cursus ga jij volgen?



EXPAT WELCOME DESK

[Duur van huurovereenkomsten voor de hoofdverblijfplaats](#)

Zowel huisbazen als huurders hebben het nog vaak over een 3-6-9-contract. Dat bestaat echter niet meer. Voor huurovereenkomsten voor een hoofdverblijfplaats is een duur van 9 jaar inmiddels de norm, tenzij specifiek een huurovereenkomst wordt gesloten voor een duur van 3 jaar of minder. In het Brussels Hoofdstedelijk Gewest staan de normen hiervoor opgesomd in de [Brusselse Huisvestingscode](#) (BHC), die geldt sinds 1 januari 2018.

De Expat Welcome Desk informeert u over de verschillende huurtermijnen die in het Brussels Gewest bestaan en hoe u deze kunt beëindigen.

BELGIAN POSTERS NETWORK



- **6 screens at strategic locations**
- Uccle, Auderghem, Anderlecht (3), Berchem-Sainte-Agathe



PRESS AND WELCOME

PRESS

- Around 100 press releases / year (relaying & writing)
- More than 100 press trips
- Themed press trips



INFORMATION OFFICES

- **BIP:** 30,000 visitors since January 1st
- **Grand-Place:** 147,000 visitors since January 1st



Berus dig i Bruxelles

A/Rasmus Palagiel
Foto: Alamy & PR

INDEPENDENT PREMIUM

Jean-Baptiste 'Toots' Thielemans and the enduring appeal of the harmonica

As an exhibition in Thielemans' hometown of Brussels charts his life and music, **Kevin Le Gendre** looks at the history of an underappreciated instrument

Et si vous goûtiez Bruxelles

FROM BRUSSELS WITH LOVE...

Meaningful and magical. Brussels, our destination for the cover shoot with **Anushka Sharma** was an unforgettable experience



Grand-Place



48 Hours in Brussels: The U

PUBLICATIONS



THEMATIC CAMPAIGNS

SPRING 2022



THEMATIC CAMPAIGNS

SUMMER 2022



Including a collaboration
with 16 influencers



THEMATIC CAMPAIGNS

AUTUMN 2022



BANNERS

www.visit.brussels > professionals > partners > contest

Professionals > Partners > Get support from visit.brussels for your event in 2023

[← Return](#)

Get support from visit.brussels for your event in 2023

22 July 2022



Every year, some 23,000 cultural and tourist events shape the creative activities of our capital and raise its

2. UNDERSTANDING TO WORK BETTER

- PARTNER MEETINGS
- QUALITY ACADEMY
- ACCES TO DATA AND STUDIES

Céline Batteauw – INDUSTRY COORDINATION, ACCOMODATION, QUALITY ACADEMY



4. TAKE PART IN
OUR CALLS
FOR
APPLICATIONS

3. MAXIMISE
YOUR SALES

1. OPTIMISE
YOUR
VISIBILITY AND
THAT OF YOUR
SECTOR

2. GET ACCESS
TO TRAINING &
INFORMATION

PARTNERS MEETINGS CALENDAR

Large Partners Meetings:

Quarterly: March – June – Sept. – Nov.

Multi-sectors sessions for MICE , Culture & Leisure

Inspiration – Information – Networking – Co-creation

Themed Meetings:

Variable calendar according to the VB's actions & activities

Multi-sectors sessions

Co-creation

Sector Meetings:

Recurring meetings

Sectorial gathering

Listening – Knowledge sharing - Co-elevation

Quality Academy:

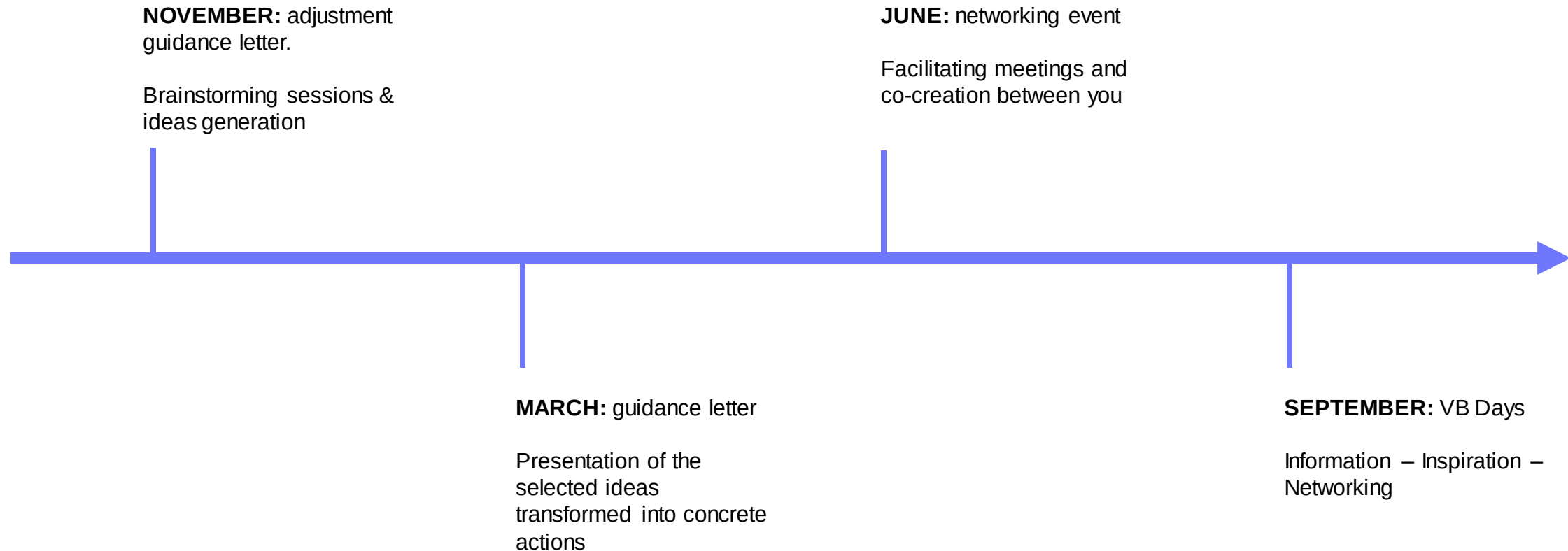
Variable calendar

Sector/multi-sector sessions

Training – Building Expertise - Cocreation

LARGE PARTNERS MEETINGS

Fostering the co-creation

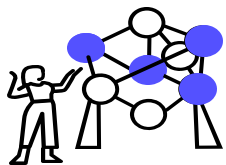


QUALITY ACADEMY

The tourist experience in Brussels is everyone's business

What?

- Thematic Workshops
- Training modules
- Knowledge sharing
- Destination expertise
- Cocreation



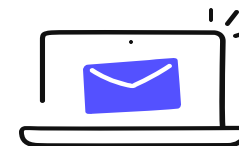
For whom?

- If you are a Brussels professional who works with tourists, you are invited to participate !
- Participating makes you a proud promoter and supporter of the region.
- Sessions for various functions



How?

- It's free of charge!
- [Subscribe](#) to the Quality Academy Invitations !



2022-2023

Focus on digital marketing and new technologies

- **Digital Marketing Online Training**
164 registered – 4 modules

Create an **inbound content strategy** that works for you, learn how to design content as part of your digital marketing plan to **naturally attract traffic and generate sales**.

- **19/10: Tourism 4.0, a journey through digital innovation**
by hospitality.brussels & visit.brussels

Augmented Reality, Blockchain, VR and Artificial Intelligence: the 4th industrial revolution is underway, and the potential of Tourism 4.0 is impressive. **This event introduces you to this captivating and complex world**.



ACCESS TO DATA AND STUDIES

→ www.visit.brussels > Professionals > Partners

- Study on the perception of tourism by the inhabitants of Brussels (March 2021)
- Perception study on the image of the Brussels-Capital Region (August 2021)
- B2C customer journey (Avril 2021)
- Barometer for hotel accommodation, private rentals, museums, etc.

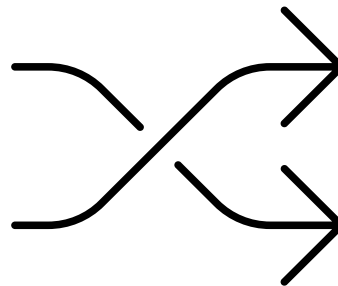
NEW: detailed view of each market, pinpointing the particularities and habits of clients > adopt more effective positioning.

Exemple:



Average number of activities carried out by Germans during a city trip

Activities	%
Having a drink on a terrace	65 %
Tasting local gastronomy	65 %
Tasting local products	63 %
Shopping	59 %
Visiting a historical district	59 %
Visiting historical heritage (Church, Tow Hall...)	56 %
Visiting a monument	48 %
Visiting a trendy neighbourhood	45 %
Visiting a museum	43 %



Activities	%
Visiting a monument	63 %
Visiting a historical district	60 %
Visiting historical heritage (Church, Tow Hall...)	59 %
Tasting local products	54 %
Visiting a museum	53 %
Tasting local gastronomy	52 %
Visiting artistic heritage (Art gallery, exhibition)	49 %
Having a drink on a terrace	43 %
Shopping	42 %



Average number of activities carried out by Italians during a city trip

This data makes it possible to adapt the message to a specific target audience.

For example: proposing the “Food” offer to Germans and the “Heritage” offer to Italians.

3. PROSPECTION AND SALES

- **FAIRS, PROFESSIONAL EVENTS (B2B AND B2C)**
 - Promotion of the offer and the sectors
 - Participation in fairs
- **PROSPECTS, DIRECT CLIENTS**
 - Offers
 - Prospection, face-to-face meetings
- **TICKETS**



COMMERCIAL ACTION PLAN 2023



- 9 exclusive 'Brussels on the Road' events in EU priority markets
- Series of Sales Missions in neighbouring countries and markets further afield
- Series of customised Fam Trips for key Travel Trade buyers
- Major exhibitions: IMEX, IBTM, M&I Healthcare, The Meetings Space, SMU International, Cvent Connect
- Flagship Events for associations: European Association Summit, Seasonal Events
- Inauguration of two Brussels Houses in Milan and Barcelona
- Brussels Day in Barcelona
- Dedicated lead research team for international congresses

MICE

Strengthening of prospecting in the British market with campaigns targeting international associations, large companies and event agencies as a priority.

Participation in the COESIO network to support MICE prospection in French-speaking markets and attract qualitative events.

NEWS



TRADE

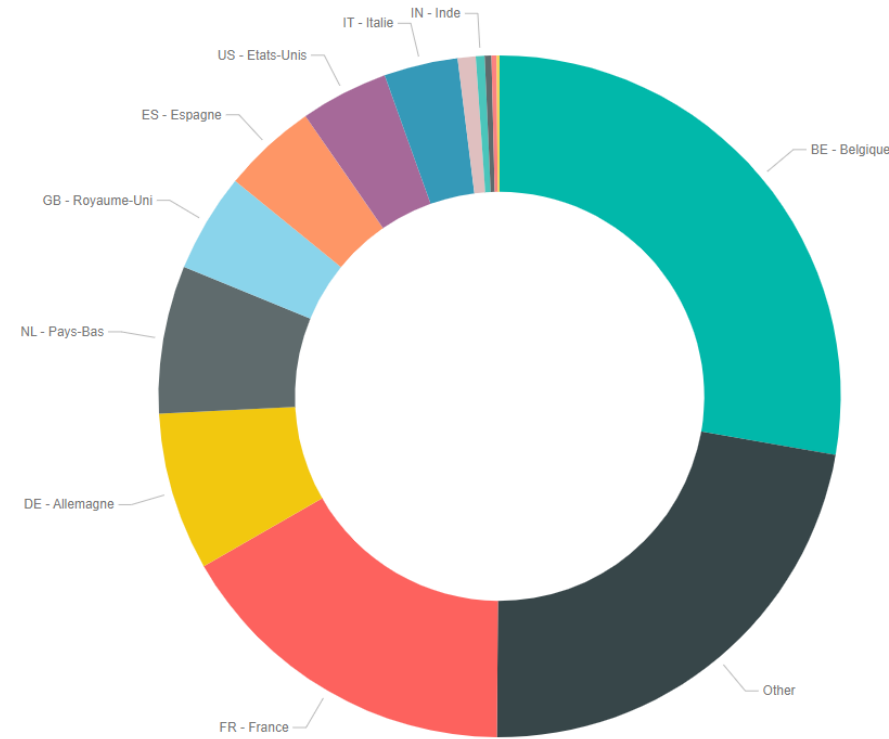
Brussels, the European Train Hub: B2B workshop promoting Brussels as a key destination for train travel.

Testing new actions targeting high-end niche tourism stakeholders and qualitative cultural stakeholders.

KEY FIGURES – JAN TO JUN 2022

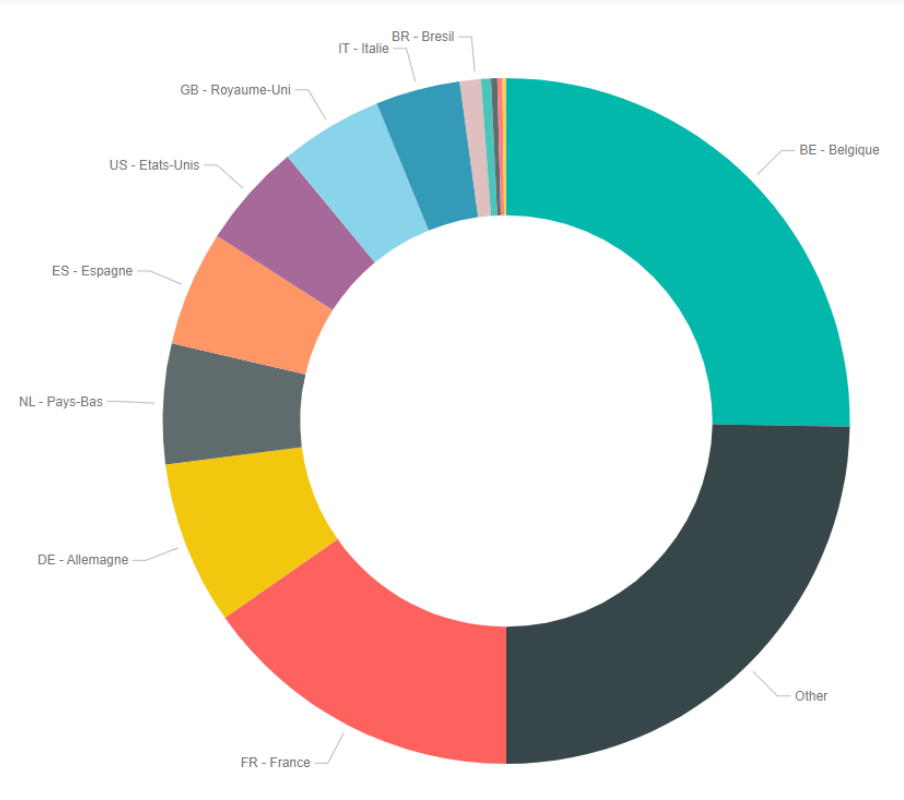
Arrivals 2022 (janv-juin)

1.433.000



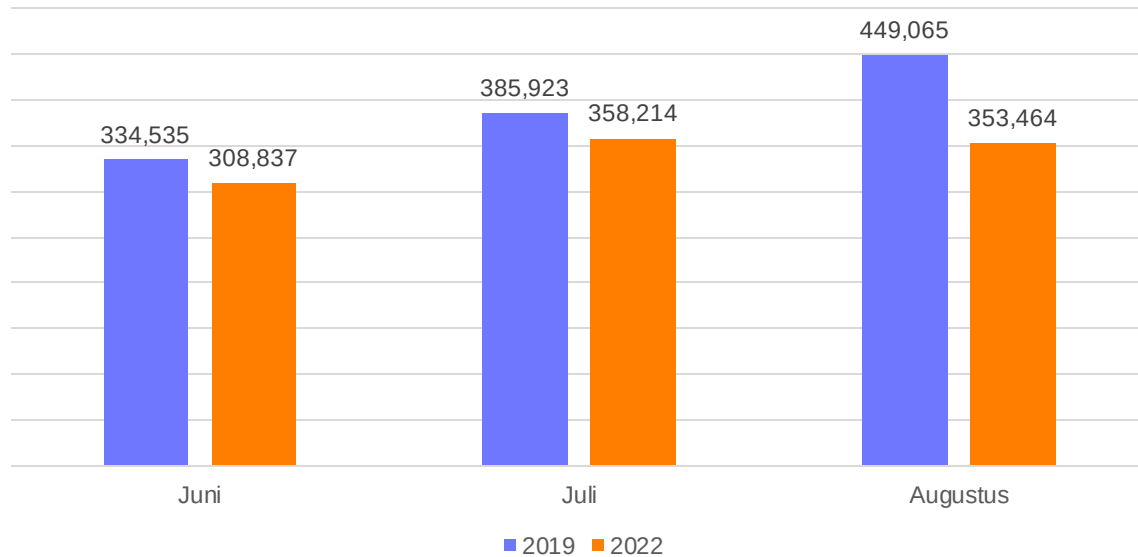
Bednights 2022 (janv-juin)

2.715.000



KEY FIGURES – JAN TO JUN 2022

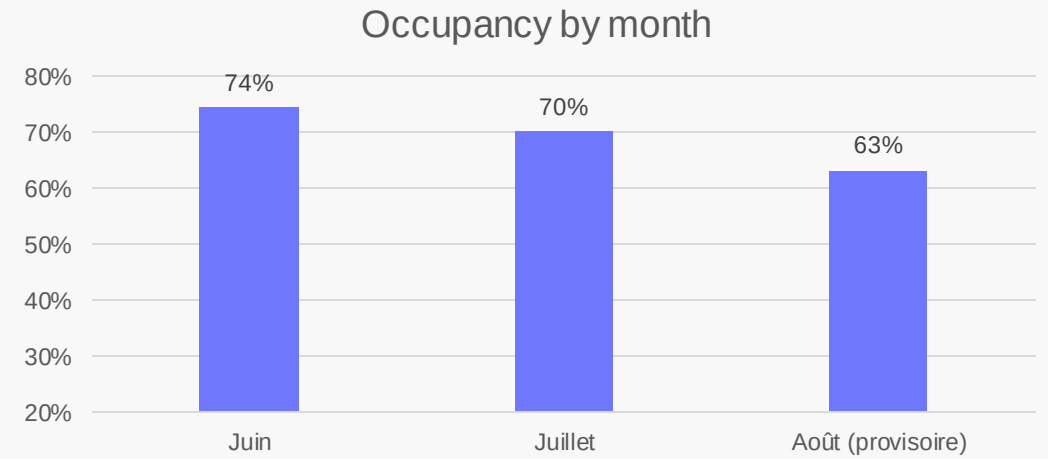
Visitors in museum and attractions



Compare to 2019:

- June : 308.800 (-8% vs 2019)
- July: 358.000 (-7% vs 2019)
- August (prevision): 353.500 (-21% vs 2019)

Occupancy Rate



Compare to 2019

- June: -10 pts
- July: -8 pts
- August: -4 pts

TICKETING

FULL-PRICE TICKETS

2022 (Jan-Aug)

Revenue €1,532,366

114,624 tickets sold

140 events

60 partners

LAST-MINUTE, HALF-PRICE TICKETS

2022 (Jan-Aug)

Revenue €195,570

21,349 tickets sold

1,070 events

115 partners

[Visitors](#) [Professionals](#) [Press](#)



[What to do](#) [Agenda](#) [Where to eat](#) [Where to stay](#) [Plan your trip](#)

[Visitors](#) > [Agenda](#) > [Event detail](#)

[← Return](#)

Until Sun 18 September 2022

Els Dietvorst - This is what you came for

Multidisciplinary • CENTRALE for contemporary art

€8

[Buy a ticket](#)



DEAL

Last minute tickets available from
12h30

0 : 34 : 24

HRS MIN SEC

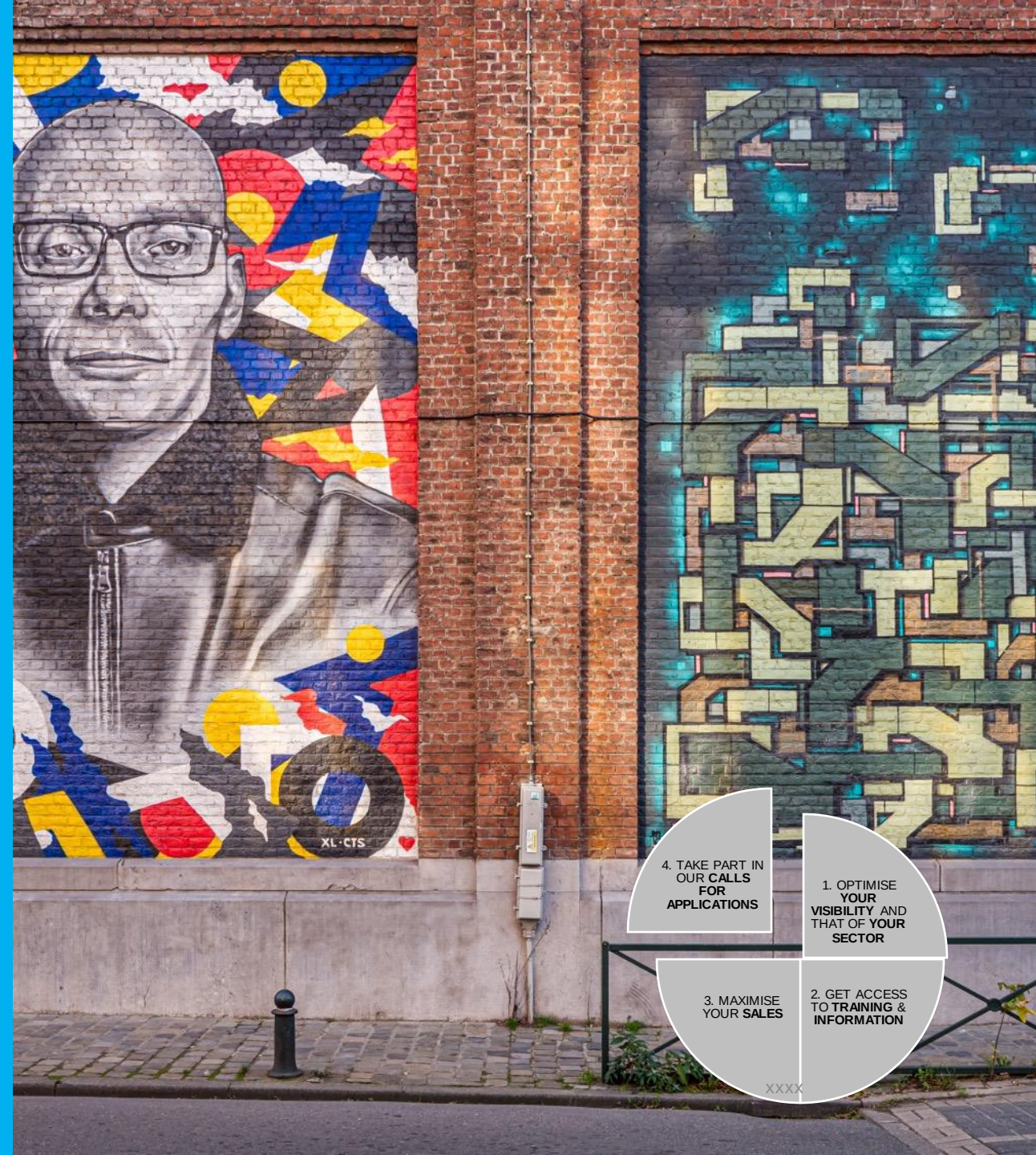
€5

[Buy last min](#)

30

4. CALLS FOR APPLICATIONS

- COMMUNICATION CAMPAIGN COMPETITION
- VISIT BRUSSELS AWARDS
- LABELLING
- CALL FOR APPLICATIONS (big events, ...)
- CALL FOR TENDER



KEY FIGURES



COMMUNICATION CAMPAIGN COMPETITION

2022

58 winners
40 streetlight banner campaigns
18 BRUZZ advertisement
€270,000

2023

60 winners
30 streetlight banner campaigns
30 out of home campaigns
€250,000

VISIT.BRUSSELS AWARDS

2022

133 applications
98 successful applications
More than 10,000 votes
7 categories
7 winners



KEY FIGURES



BRUSSELS HEALTH SAFETY LABEL

158 certified stakeholders



BRUSSELIÇIOUS

New certification in progress (2023)



BIKE-FRIENDLY ACCOMMODATIONS

31 certified accommodations



GREEN KEY

42 certified stakeholders
31 accommodations
9 venues
2 museums and attractions



ACCESS-I LABEL

24 certified stakeholders
12 venues
12 museums



COMMITMENT

A large, dense crowd of people is shown at a night festival. Many people have their hands raised in the air, some holding up smartphones to take photos or videos. The scene is illuminated by warm, yellow string lights and larger, red and white conical lanterns hanging from arched frames. The background shows dark trees and a white tent structure on the right side.

#04

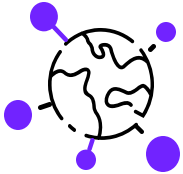
YOUR COMMITMENT

INFORM US



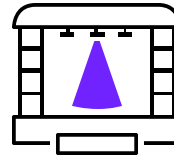
Inform us of your updates and news so we can improve the quality of the information given to the tourists

ATTRACT



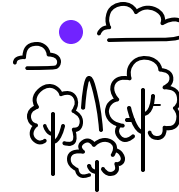
Take care of your communication, your descriptions, your visual media to make your offer as attractive as possible

BECOME AN AMBASSADOR



Be an ambassador of the destination to prospective clients, visitors, media and influencers

REFERENCE



Put visit.brussels' logo and a hyperlink on your website to improve the referencing of your and our websites

DATA & STATISTICS



Collect and share your data and statistics

A wide-angle photograph of a large, empty concert hall. The hall features a high, vaulted ceiling with a large, ornate, circular skylight in the center. The seating is arranged in multiple tiers, with the front rows being the most prominent. The walls are light-colored, and the overall atmosphere is one of grandeur and elegance. The text "HOW?" is overlaid in large, white, bold letters on the left side of the image.

HOW?

#03

CONTACT THE RIGHT EXPERT



Guy de Bellefroid

**CULTURAL
AFFAIRS**

g.debellefroid@visit.brussels



Laurence Reichelt

**MANAGER
INDUSTRY COORDINATION**

l.reichelt@visit.brussels

Meet your person of contact, one of twenty experts who permanently represent thirty different tourist, cultural and business themes.



Astrid Beauduin
**GUIDED TOURS, GREETERS,
ATTRACTIONS**

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a.beauduin@visit.brussels



Alice Cornet
NEIGHBOURHOODS

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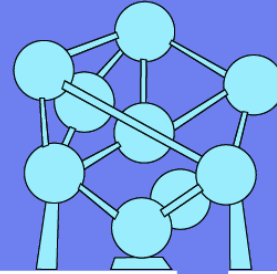
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DESTINATION



THANK
YOU

A yellow decorative swirl or flourish that starts near the top right of the word 'THANK' and curves downwards and to the left, ending near the word 'YOU'.