



DESTINATION

**POSITIVE IMPACT TOURISM IN
B2B EVENTS**

visit.brussels 



PASCALE CAPITAINE

Events B2B Manager





POSITIVE IMPACT TOURISM

POSITIVE IMPACT TOURISM - DEFINITION

By UNWTO

SUSTAINABLE TOURISM

1. Make **optimal use of environmental resources** that constitute a key element in tourism development, **maintaining** essential ecological processes and helping to **conserve natural heritage and biodiversity**.
2. **Respect the socio-cultural authenticity** of host communities, **conserve** their **built** and **living cultural heritage** and traditional **values**, and contribute to **inter-cultural understanding and tolerance**.
3. Ensure viable, **long-term economic operations**, providing socio-economic benefits **to all stakeholders** that are fairly distributed, including stable employment and income-earning opportunities and social services **to host communities**, and contributing to poverty alleviation.



PLANET



PEOPLE



PROFIT

OBJECTIVE

Make the improvement of environmental and social conditions resulting from tourism development compatible with maintaining development capacities for **future generations**

THE BARCELONA DECLARATION

Better places to LIVE – Better place to VISIT

Improving the sustainability and competitiveness of the social and cultural impacts of tourism in Europe

SMART AND INCLUSIVE GOVERNANCE

What is good for residents is good for visitors

ADDING VALUE TO THE SENSE OF PLACE

Residents are part of the cultural/tourism experience and the best ambassadors of their territory and identity

USING A HOLISTIC VISION FOR MARKETING AND PRESERVATION

Promote and respect the cultural heritage and safeguard the authenticity

BALANCING PLACE, PEOPLE AND BUSINESS

Better measure to better manage

CONNECTING PEOPLE TO PEOPLE

Citizens' and visitors' search for new and transformative experience



GLOBAL DESTINATION SUSTAINABILITY INDEX

GDS-Index 2020: What will we assess?



- Sustainability Strategy
- Energy and Emissions
- **Resources**
- Air Quality
- Transportation
- Green Areas
- Water

City Environmental Performance



- SDGs
- Social Progress
- Corruption
- Personal Safety
- Access to Information
- **Health and Wellness**
- Inclusiveness

City Social Performance



- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Academia

Supplier Performance



- Destination Strategy
- Policy and Certification
- Governance
- Capacity Building
- Measurement and Reports
- **Marketing and Comms**
- Client Support
- Accessibility
- **Generating Impact**

Destination Management



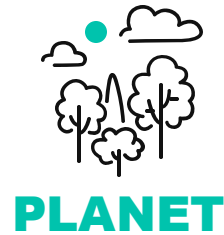
One planet
travel with care

New and improved criteria for leisure tourism, climate change, resilience, health, crisis management, circular economy, measurement, impact and strategy development

VERSION VISIT.BRUSSELS

The 4 P's

- **Sustainable modes of transport** to the destination
euro-ravel, trains,...
- **Soft mobility** electric buses, bicycle hiring,...
- **Green spaces** Green Walk,...
- **Eco labels** Green Key, bike friendly, Good Food
- **Responsible events** environmental audit, social legacy programm



- **Citizen participation** greeters,...
- **Social tourism** inclusive & accessible

- **Local offer +++**
- **Circular economy** initiatives
- **Regional economic transition** strategy
- **Decentralization** 10 priority neighbourhoods



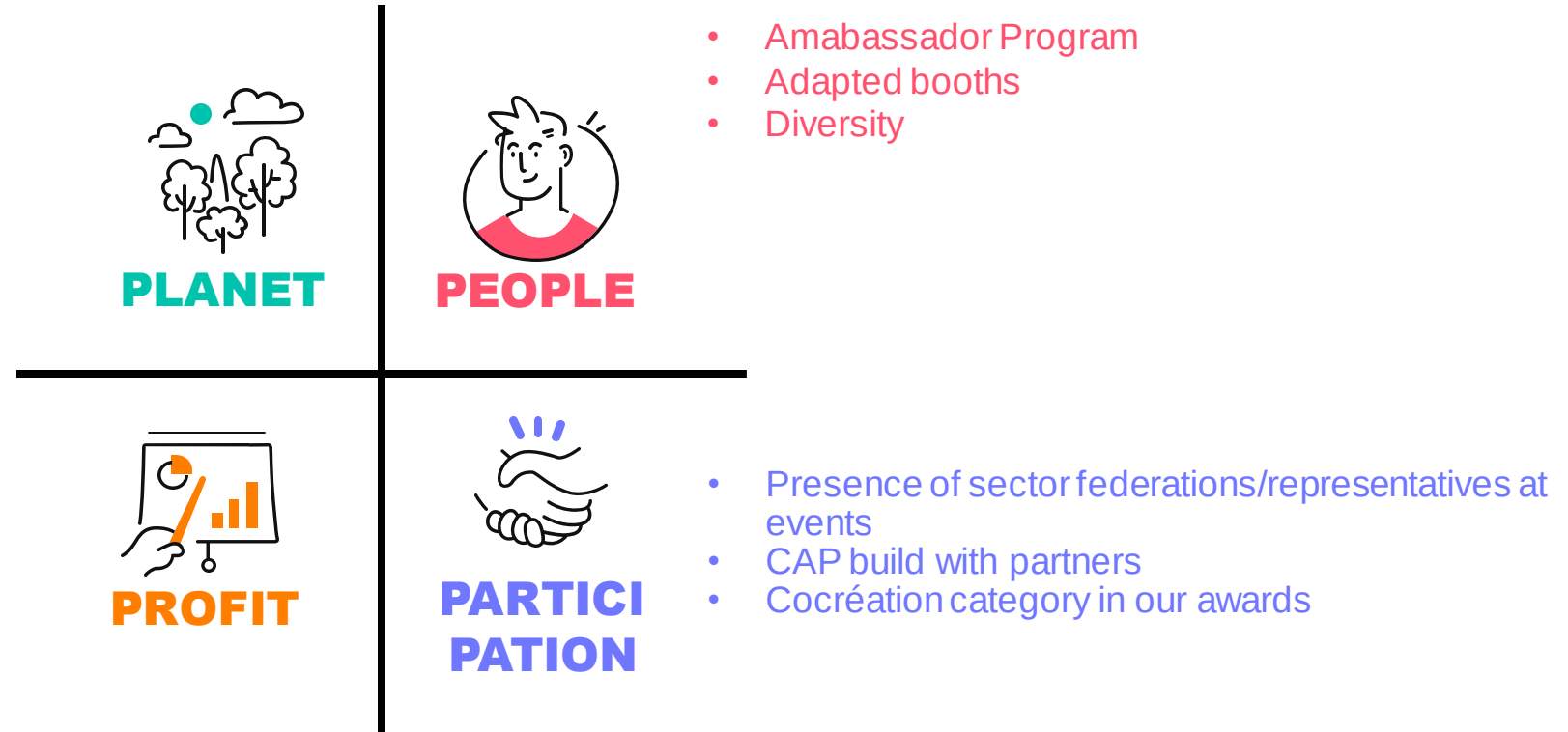
- **Co-creation** action plan
- **Support & involvement** of the sector
- **Resident involvement** projet DMOcracy
- **Transversality** in visit.brussels

THE 4 « P » IN OUR B2B EVENTS

Planet – People – Profit - Participation

- Travel policy for our teams
- Sustainable boots
- Sustainability categories in our awards
- Speed Dating Good Food
- FAM Trip

- Circular economy
- FAM Trip





PLANET

TRAVEL POLICY



For missions/workshops/trade shows/events in neighbouring countries, we prefer to travel by train.



If we need to fly, we try to find companies that are proposing carbon offsetting.



PLANET



SUSTAINABLE BOOTS

- Reusable structures
- Reusable signs and graphics
- Recyclable carpet
- Waste separation on the stand
- Strict monitoring of the Brussels-Capital Region's measures for the drinks and catering service



PLANET

28/09/2022 - B2B EVENTS &
POSITIVE IMPACT TOURISM



SUSTAINABLE CATEGORY IN THE VISIT.BRUSSELS AWARDS

For more than 10 years, the visit.brussels Awards have been rewarding Brussels' cultural and tourist initiatives that have enabled the capital to shine on a national and international level.

Category 4 :

4. Sustainable initiative: this prize rewards the initiative that has best contributed to reducing its environmental impact by questioning its mode of operation.

Examples: zero waste initiatives, companies that have decided to use only ethical Brussels bicycle delivery services, etc.



PLANET



SPEED-DATING GOOD FOOD

What?

15-minute speed-dating between local producers and partners of the touristic sector

Objectives?

Promote a sustainable food system

Support two key food sectors in Brussels

Reinforce the green aspect of the event



FAMTRIP

We suggest to choose for soft mobility for transport and guided tours

- Classic bicycles
- Electric bicycles
- Tootbus : electric busses





PEOPLE

PEOPLE

AMBASSADORS' PROGRAM

This honorary programme offers a range of activities, tools and services to support key players in optimising their bid for an international event. In the 5 years of its existence, no less than 150 Ambassadors have organised more than 80 trade fairs, congresses and annual events in Brussels, welcoming some 500,000 delegates.

They also plan more than 60 major events in the capital of Europe.



PEOPLE



ACCESSIBLE BOOTS

Our stands are designed to allow easy access for people with reduced mobility:

- passage between tables
- access ramp



PEOPLE



DIVERSITY

Every year during ITB Berlin, the ITB LGBTQ+ Pioneer Award is given to an individual or an institution that has done exceptional development work for the LGBTQ+ tourism industry.

Frederick Boutry, Diversity market adviser at visit.brussels, was awarded the ITB LGBTQ+ Pioneer Award for 2022 for the work he has led over the past 10 years to position Brussels as an LGBTQ+ friendly destination.

Frederick's focus has been to work in collaboration with the city's tourism sector, local queer venues and events, and also the LGBTQ+ community to demonstrate that Brussels has everything required to make it one of Europe's leading destinations for LGBTQ+ people.

<https://www.itb.com/en/press/newsroom/news/lgbtq.html>





PROFIT

CIRCULAR ECONOMY

During our events in Belgium and abroad, we make sure to highlight and promote Brussels' artisanal and gastronomic products: e.g. by:

- Brussels Days: Brussels evening with e.g. life cooking with starred chefs from Brussels, Brussels beer tasting
- Mipim: VIP bar & terrace run by our teams presenting a.o. Brussels craft beers and Opening night with Brussels touch catering
- Trade fairs: tastings of Brussels beers and frites 'made in Brussels
- Workshops/networking events abroad: e.g. chocolate and Brussels craft beer tasting workshop

...



FAMTRIP

We suggest sustainable choices for group activities (see new green & sustainable column in the 'Let's meet' brochure on our website)



COMPANY	TOURING BRUSSELS	HERITAGE & ARTS	CONTEM- PORARY ARTS & CREATION	EUROPE	GASTRONOMY	COMICS	GREEN & SUSTAINA- BILITY	ACTION & SPORT	URBAN CULTURE
60 Minutes								X	X
@dmire - Meetings, Incentives, Conferences, Events	X			X		X	X	X	
Action Team Training							X	X	
Alleluias Events	X	X				X		X	
Annapurna Consult	X				X			X	X
ARAU	X	X					X		
Arkadia	X	X	X		X		X		X
Atelier Isabelle de Borchgrave			X						
AviaSim (Flight Simulator)									
Beaubelge	X					X		X	
Beer secret	X				X				
Beer Storming						X			
Belgian Chocolate Makers					X				
Belgian Chocolate Village					X				
Belgian Comic Strip Center						X			
Boa Karaoke Room									X
Bravo Discovery	X	X			X	X			
Brewspot					X				
Brilliant Belgium	X	X			X			X	
Brilliant Ideas	X	X	X		X			X	
Brukselbinnestebuiten	X	X						X	X
Brussels BeerProject					X				





**PARTICI
PATION**

PARTICIPATION

PRESENCE OF SECTOR FEDERATIONS/REPRESENTATIVES AT EVENTS

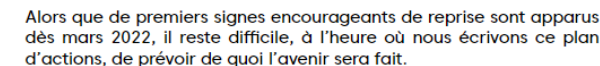
This year we have invited the **Federations to accompany us** free of charge on the visit.brussels stand.

- to ensure the representation of the different sectors and
- to reinforce the attractiveness of Brussels during fairs and exhibitions abroad,



Our commercial action plan is build up in full co-creation with the touristic sector of Brussels :

- 28/09/2022 - B2B EVENTS & POSITIVE IMPACT TOURISM



Entre l'incertitude d'une éventuelle reprise de la pandémie de Covid-19, l'impact socio-économique lié à la crise ukrainienne et la nécessité d'une approche durable, les acteurs du tourisme se trouvent à un moment clé, avec une belle opportunité de repenser le tourisme de demain.

Ce plan d'action est issu d'une analyse en profondeur des données accumulées ces derniers mois et d'une étroite collaboration avec nos partenaires. Il doit permettre d'appliquer les réflexions entamées avant la crise sanitaire tout en bénéficiant de l'expérience et du regard nouveau acquis durant cette crise, depuis plus de deux ans. Il tient ainsi compte de l'orientation prise par visit.brussels de se diriger vers un tourisme à impact positif, tant pour les visiteurs que pour les partenaires bruxellois du tourisme et de la culture, les communautés locales et l'environnement.

Avec ses quartiers, sa diversité culturelle et artistique, sa position centrale au cœur de l'Europe, son offre de loisirs, ses nombreuses options d'hébergement, de venues et de restaurants, ses espaces verts et le dynamisme des acteurs du tourisme, Bruxelles possède tous les ingrédients pour relever les défis à venir.



Pour faire de Bruxelles
le « must stay » et le « must go » européen

Les données collectées et les études réalisées ainsi que la multiplication des contacts avec nos partenaires nous ont permis de mettre en évidence une série de faits saillants. Ils sont autant d'opportunités pour le développement du tourisme bruxellois en 2023.

Les atouts d'une destination proche et accessible

Le Gouvernement bruxellois a confié à visit.brussels la mission de coordonner le déploiement d'une politique de city marketing pour Bruxelles. Sur la base d'un cadre stratégique défini en 2022, l'objectif est de créer, dès 2023, une identité de marque forte et cohérente de la destination. Une identité qui, véhiculée par toutes les parties prenantes publiques et privées, 'raconte' Bruxelles et soutienne son rayonnement international, dans tous les domaines : culture, loisirs, économie, durabilité, etc

Les deux dernières années nous ont permis de mieux connaître nos marchés limitrophes et de développer l'offre bruxelloise auprès d'un clientèle de proximité. Connectée à un large réseau ferroviaire européen, Bruxelles dispose d'un bel atout pour s'inscrire dans ce tourisme de proximité. Ce constat vaut également pour le tourisme d'affaires et le monde associatif, qui seront notamment soutenus par un programme de fidélisation récompensant les événements récurrents selon certains critères.

**Des données qui nous informent
sur nos publics préférentiels**

Nos nouveaux outils numériques nous permettent de monitorer les tendances du tourisme : d'où viennent les touristes qui visitent Bruxelles, quels sont leurs besoins et attentes, combien de temps séjournent-ils et pourquoi, etc. ?

L'analyse et la segmentation efficace de ces données nous permettent une approche réactive et ciblée des visiteurs potentiels qui apporteront la plus grande valeur ajoutée à la destination.

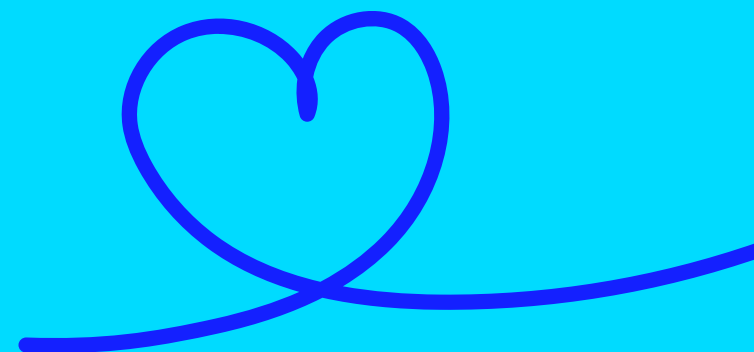
CO-CREATION CATEGORY IN THE VISIT.BRUSSELS AWARDS

5.Co-creation: This award recognises the best collaborative initiative between partners.

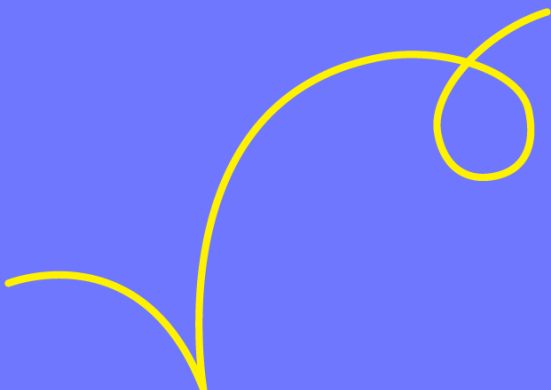
Example: actions organised by several museums, integration of concepts or works from other museums, creation of joint products between several local companies to support the sector, etc.



Q & A



THANK
YOU

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