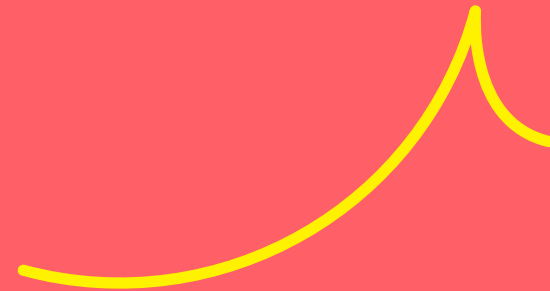


Let's

ME
ET

in Brussels



UPDATE FIGURES 2022

SPEAKERS



Thierry van Eyll
International Development



Gabriel Oubihi
Marketing Strategy

TEAM



Elisabeth Van Ingelgem

Director Convention &
Association bureau



Virginie Lurkin

Manager Convention &
Association bureau



Thierry Van Eyll

Manager a.i.



Amalia Brancart

Travel Trade



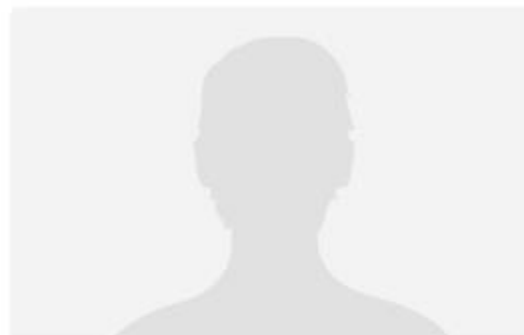
Dorian Numbi

Travel Trade



Hélène Brasero-Martin

Travel Trade



Pieter Callebaut

Travel Trade



Sarah Rijpkema

Convention Bureau

TEAM



Filippo Ardito

Convention Bureau



Kjell Materman

Convention Bureau



Margaux Huvelle

Convention Bureau



Natacha Duchesne

Convention Bureau

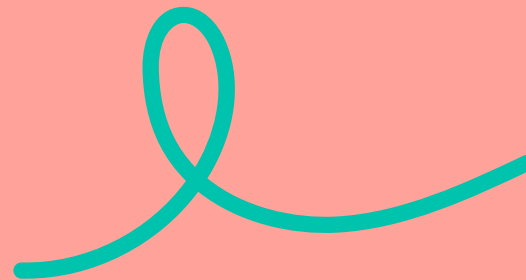


Sandrine Plantoir

Convention Bureau

FIGURES

#01 UR 2022



REQUESTS & OPPORTUNITIES JAN-AUG 2022

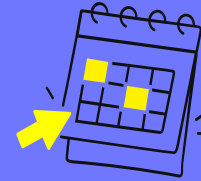


DEMANDES

281



(-1%) vs 2019



**JOURS CONGRÈS
TRAITÉS**

980.020

REQUESTS & OPPORTUNITIES JAN-AUG 2022



**TAUX DE
CONVERSION
DES DOSSIERS**

14,23%



**NOMBRE DE
CANDIDATURES
CONGRÈS ACTIFS**

40



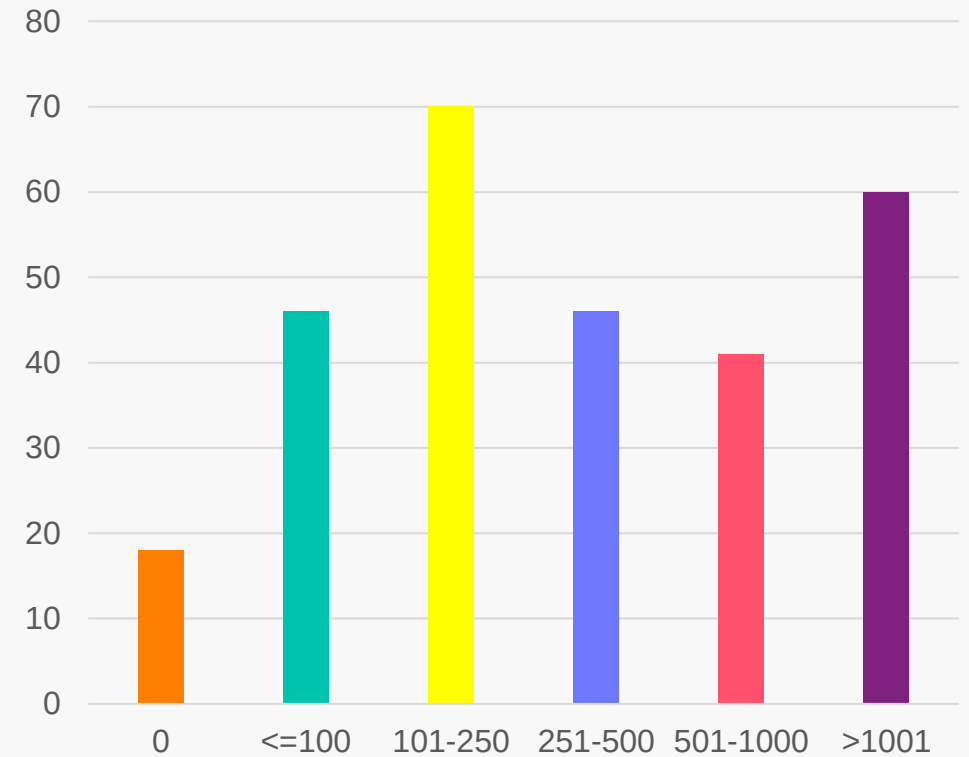
**RETOMBÉES
POTENTIELLES**

€ 231M

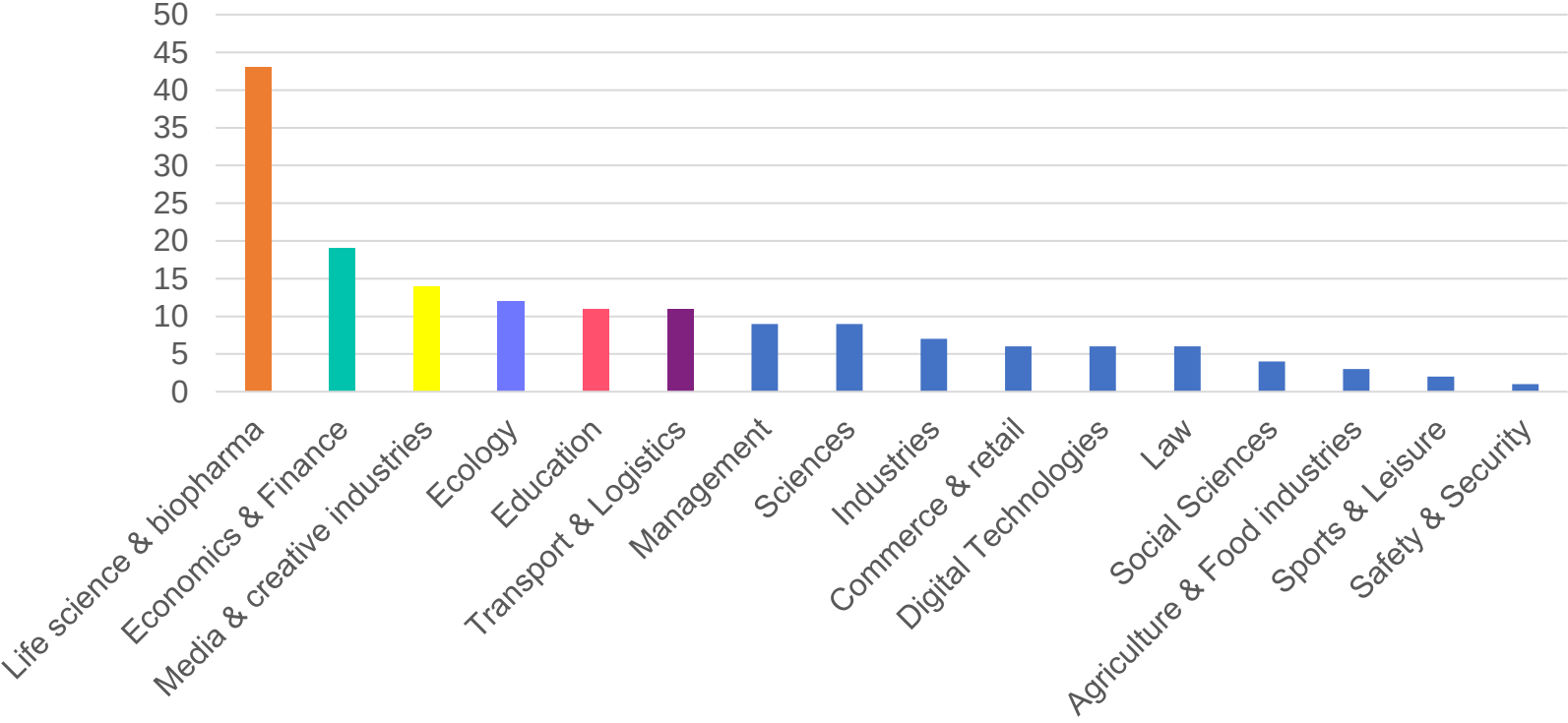
REQUESTS / SIZE 2022

The share of **major events** is the same than in 2019 (21%).

On the contrary, the share of **events ≤ 100** is lower than in 2019

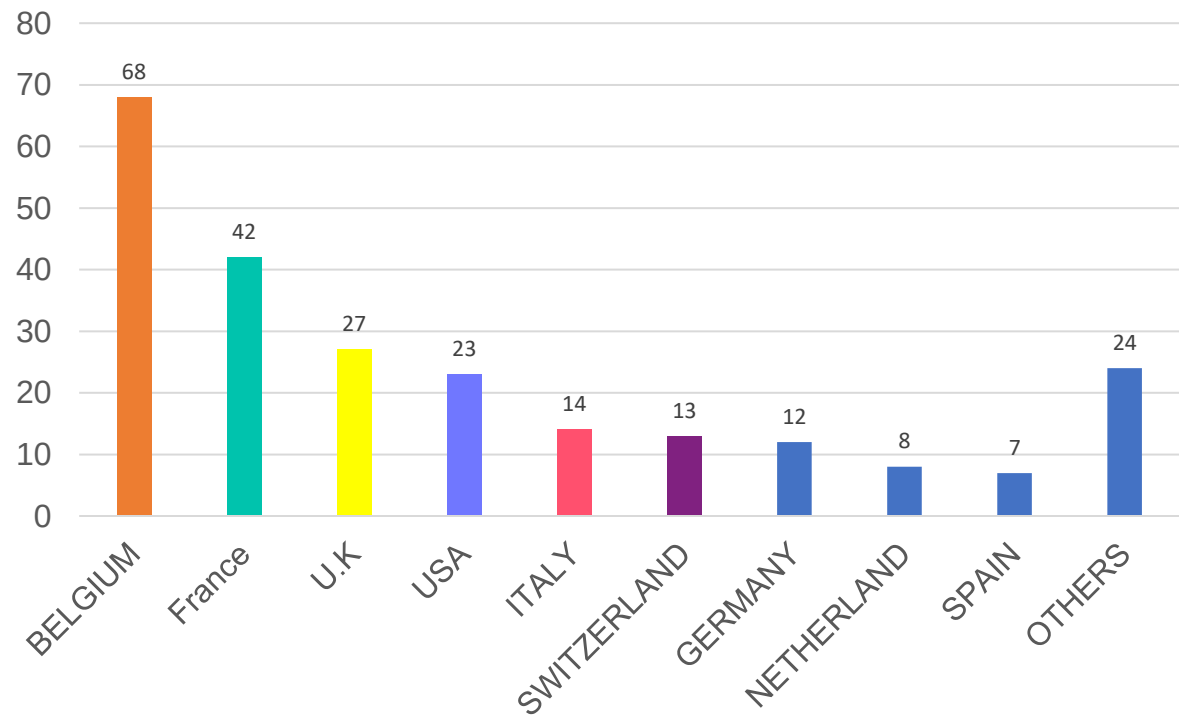


CENTERS OF EXCELLENCE



Life science & biopharma is the main
Centers of Excellence

REQUESTS / COUNTRY



Country of origin of requests 2019



Belgium
USA
France
United-Kingdom
Germany

Regarding the origin of the requests,
Belgium is always the first country of origin

KEY FIGURES MEETING INDUSTRY IN BRUSSELS 2022



PROFESSIONAL OVERNIGHT STAYS JAN-MAY 2022

ARRIVALS

476.943
-45%
(vs.2019)



OVERNIGHTS

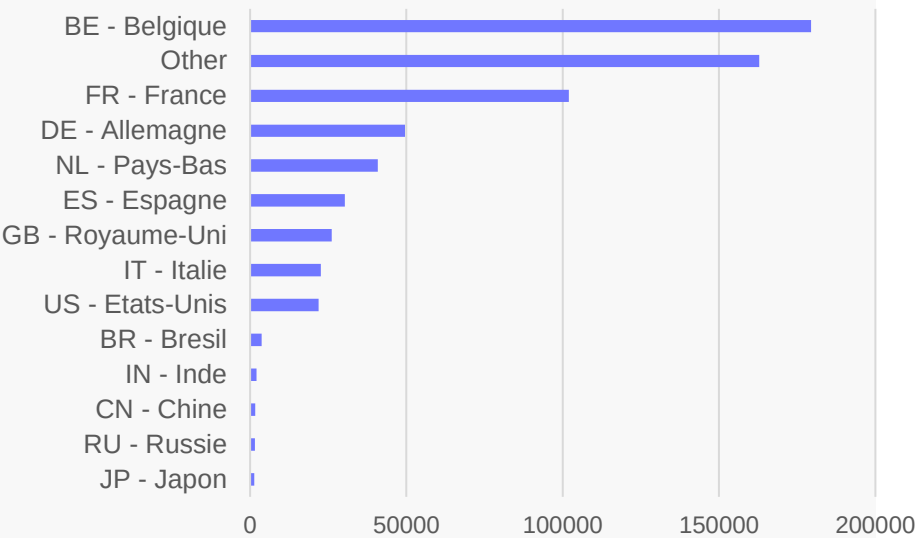
926.380
-43%
(vs2019)



MAIN MARKETS

JAN-MAY 2022

OVERNIGHTS



VARIATION 2019 VS 2021

Pays	%
FR - France	-17%
NL - Pays-Bas	-21%
BE - Belgique	-38%
DE - Allemagne	-40%
IT - Italie	-42%
ES - Espagne	-42%
BR - Bresil	-51%
GB - Royaume-Uni	-59%
US - Etats-Unis	-61%
IN - Inde	-72%
RU - Russie	-90%
JP - Japon	-91%
CN - Chine	-92%

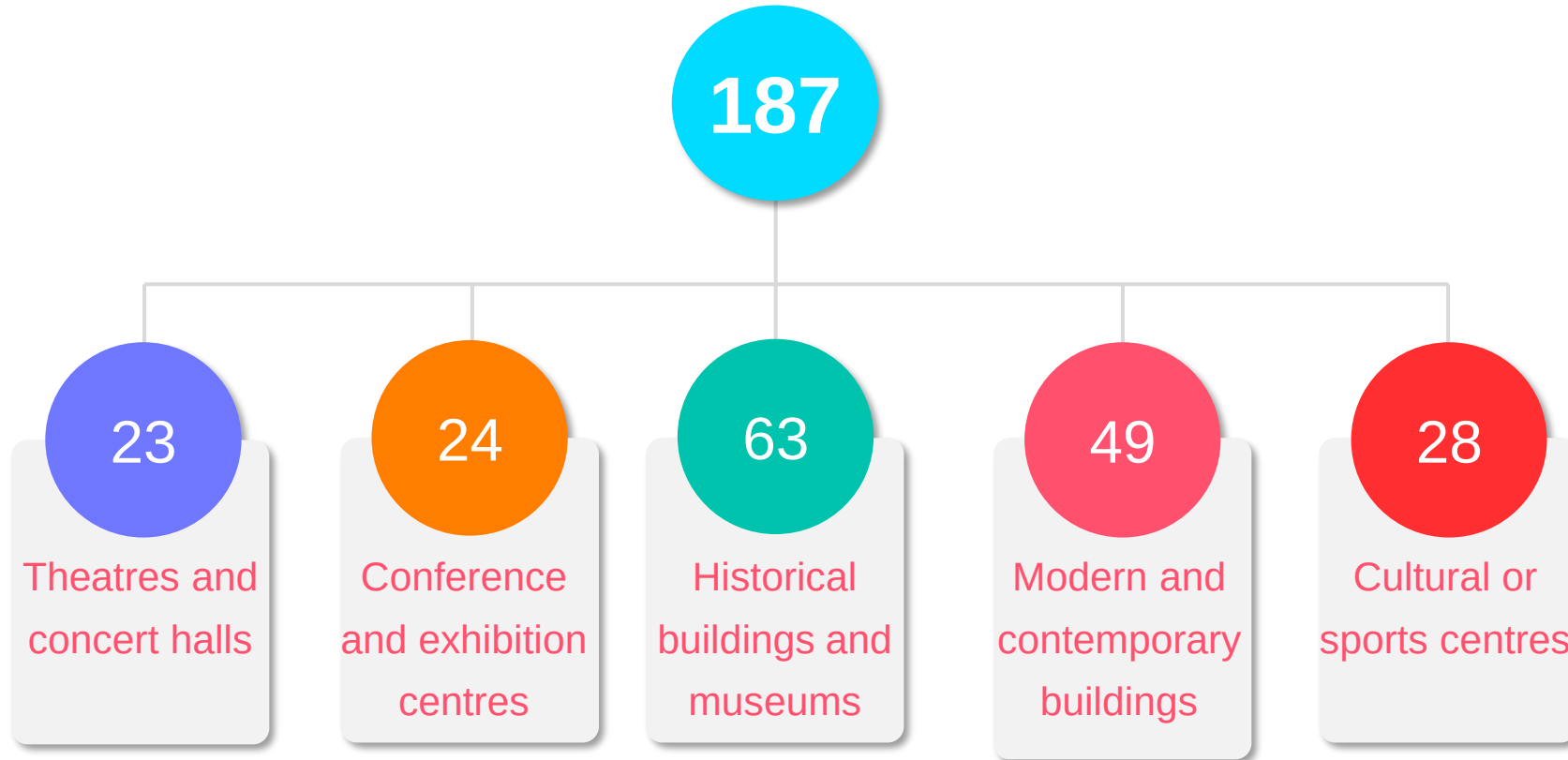


Logically, European market
(especially France and the Netherlands)
is recovering the best.



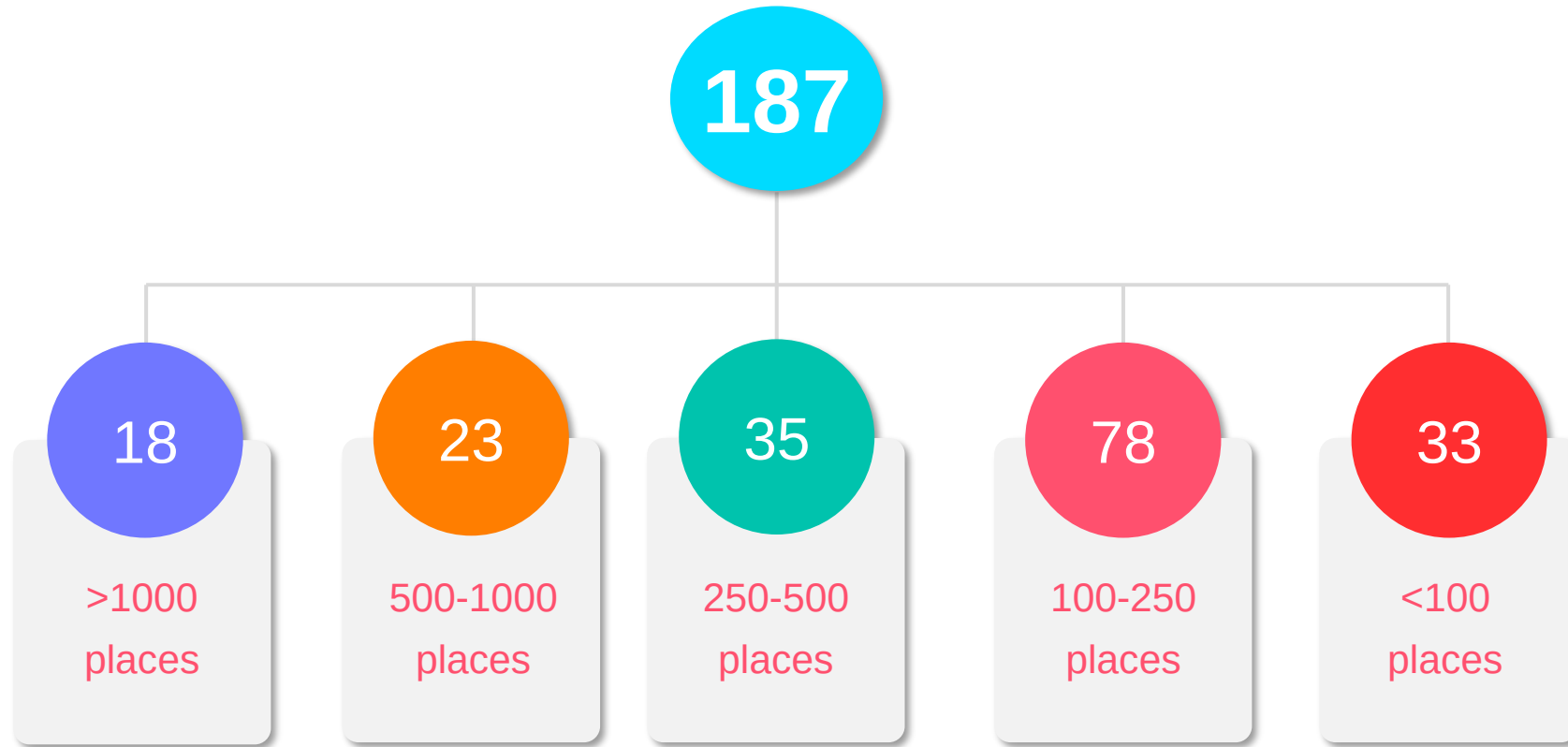
NUMBER OF MEETING VENUES (2021)

Brussels and surrounding area



NUMBER OF MEETING VENUES (2021)

Brussels and surrounding area

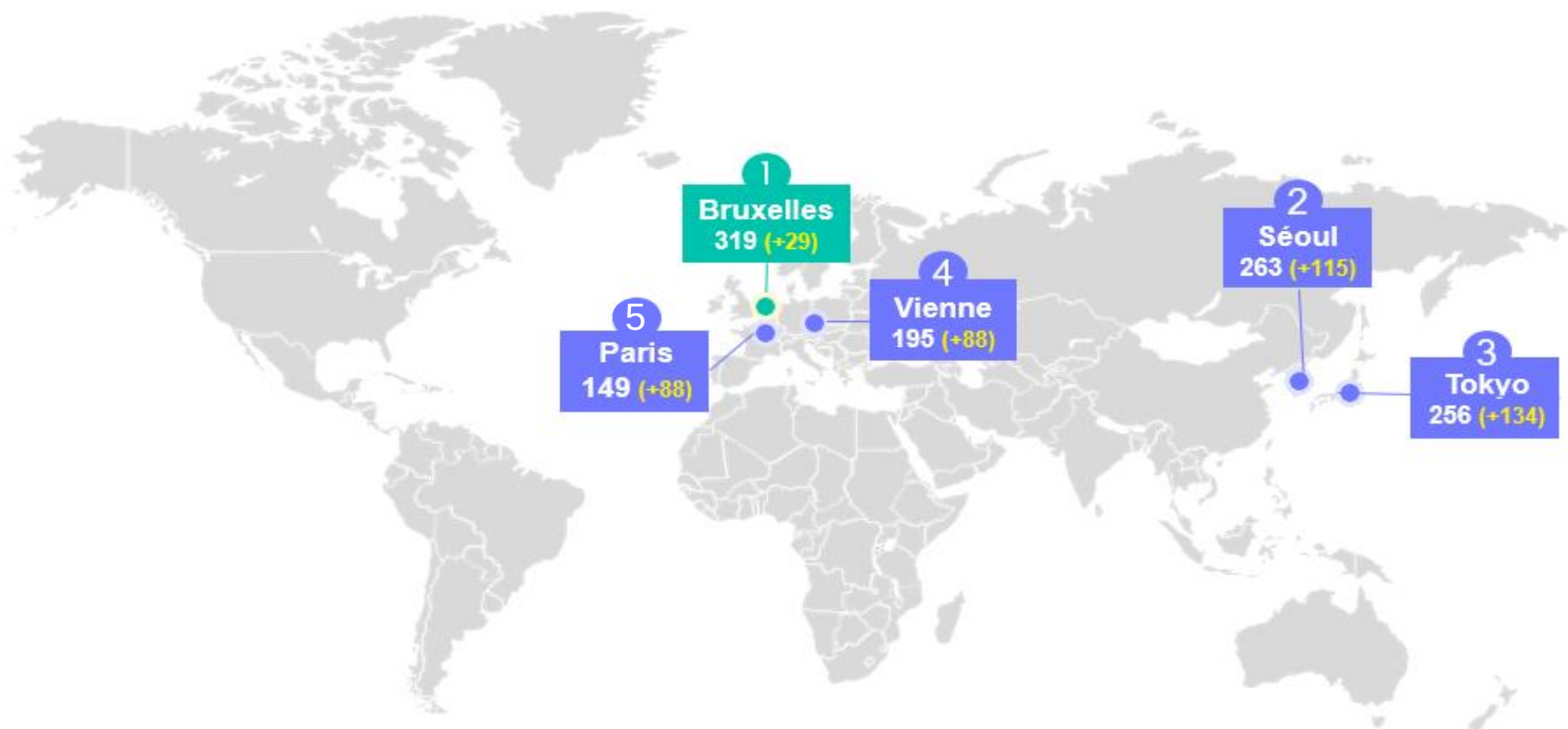


NUMBER OF HOTELS WITH MEETING ROOM(S)

Brussels and surrounding area



ASSOCIATION CONGRESSES (UIA 2021)



DESTINATION PERCEPTION SURVEY



PERCEPTION STUDY

BRUSSELS-CAPITAL REGION

12/8/2021

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METHODOLOGY



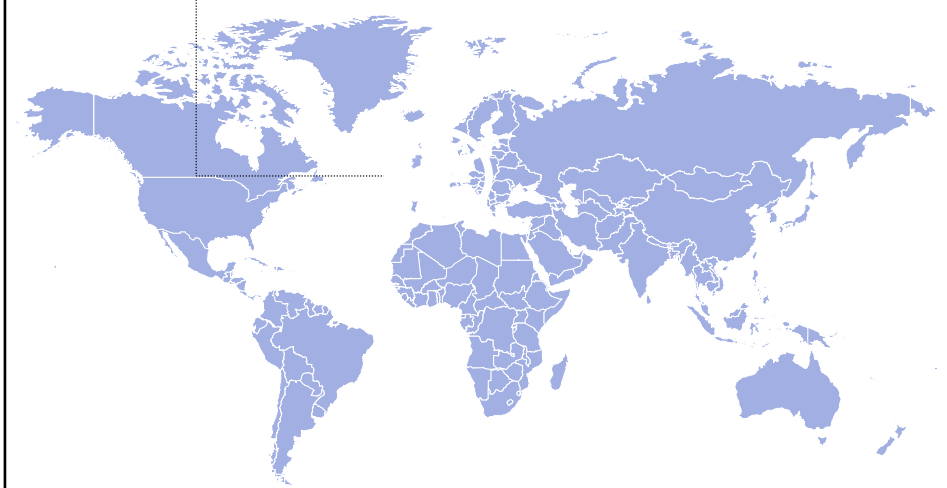
Methodology

- 20-minute online survey
- Field Dates: 10/21/21 – 11/10/21



Audience Details

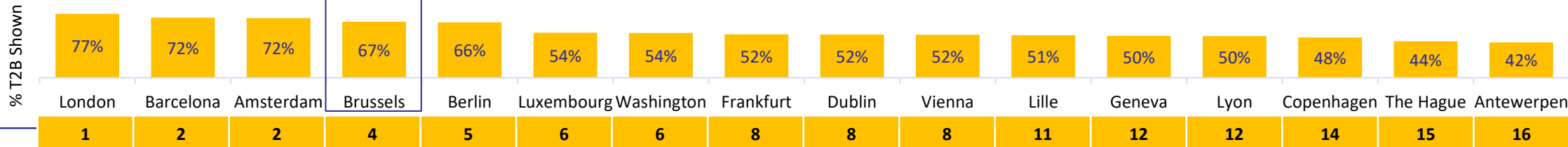
- n=100 Business Leaders (Per market)
 - Employed Full-time, Part time, or a Business Owner
 - Work for a company with 51 or more employees
 - Be a senior executive or senior decision maker/leader
 - Have a title of Director /Department head or higher



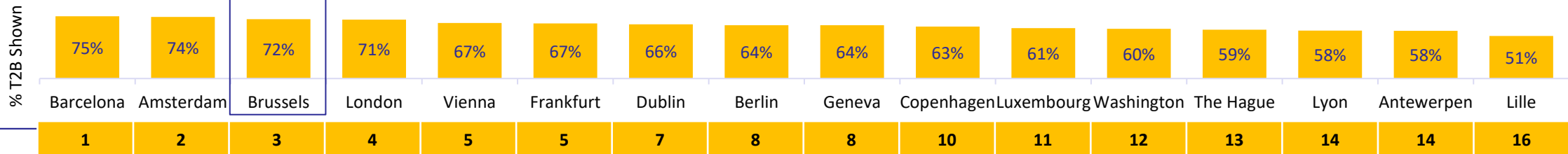
Among Business Leaders, Brussels' familiarity is ranked in fourth place at 67%. 72% are favorable towards Brussels, placing it in third. Likelihood to do business in Brussels is relatively high, ranking in third place at 58%.

Business Leader KPI's

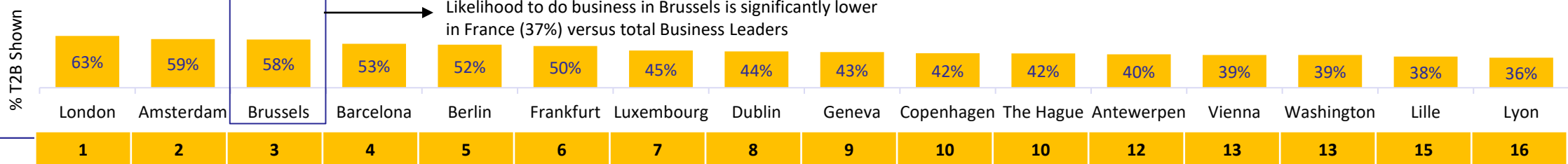
Familiarity



Favorability

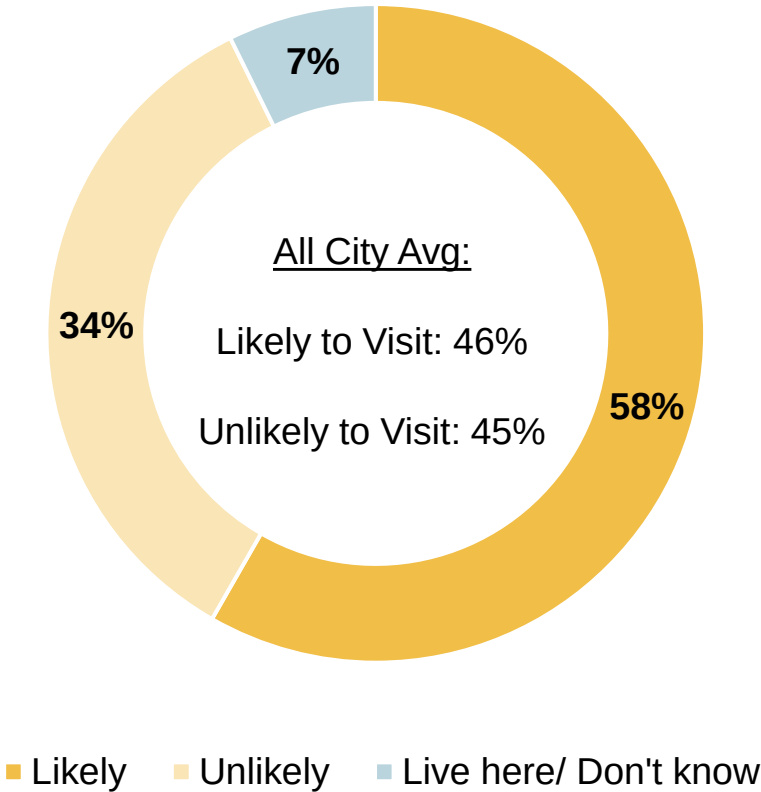


Likely to Do Business

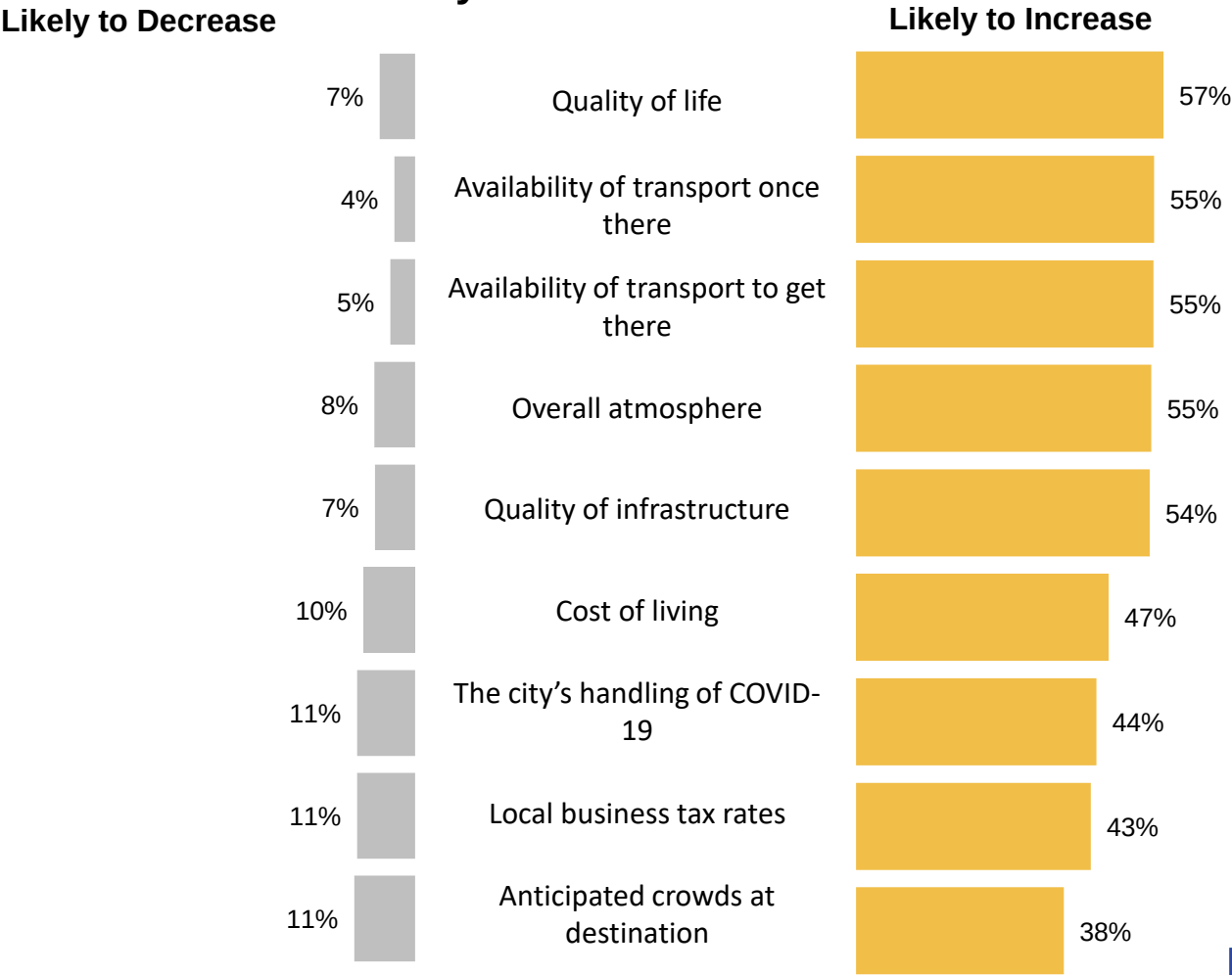


Almost three in five Business Leaders are likely to do business in Brussels in the next 5 years. The quality of live, availability of transport one there and to get there, and the overall atmosphere of the city are likely to increase doing business in a city.

Likely to do business in Brussels in Next 5 Years, by Business Leaders



Impact to Do Business in Another City by Business Leaders



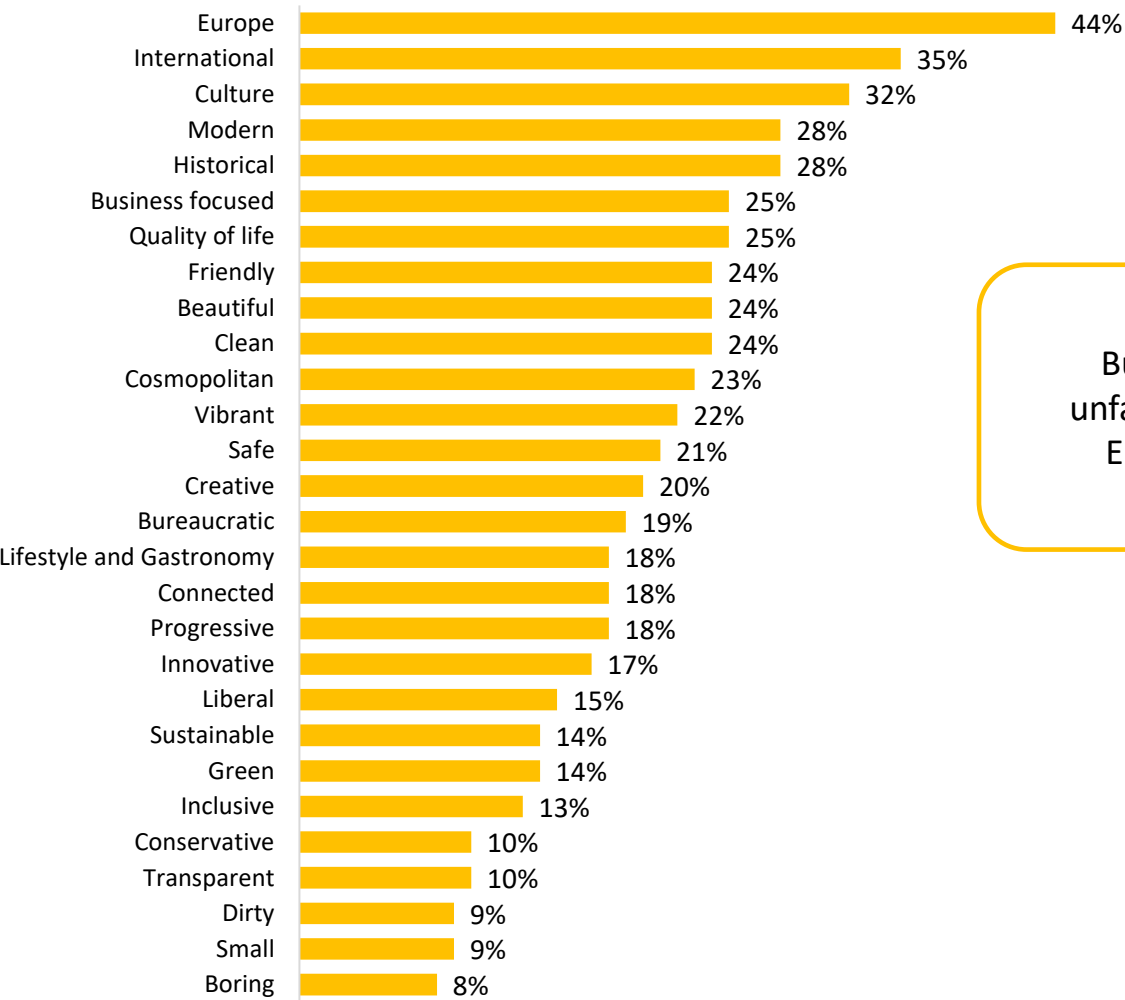
Likely to do business with City in Next 5 Years, by Business Leaders

	Belgium	France	Germany	Italy	Netherlands	Spain	UK
Brussels	68%	37% ▼	52%	64% ▼	61%	70% ▼	56% ▼
Antwerpen	60%	15%	40%	37%	48% ▼	47% ▼	39%
Luxembourg	56% ▼	28%	50% ▲	58%	40% ▼	38% ▲	42% ▲
London	48% ▼	44%	71%	68%	44%	87% ▲	77%
Barcelona	45% ▼	31%	44% ▲	70%	46% ▼	87%	51%
Berlin	43% ▼	29%	84%	66%	37%	59%	42%
Amsterdam	37% ▼	32% ▼	62%	74% ▼	72% ▼	69% ▼	65% ▼
Washington, USA	34% ▼	21% ▼	47%	43%	42%	50% ▼	38% ▼
The Hague	30% ▼	15% ▼	43% ▲	56%	70% ▼	43%	34%
Frankfurt	29% ▼	17%	80%	68%	43% ▼	58% ▼	52% ▼
Vienna, Austria	29% ▼	25%	47%	72%	26% ▼	49%	31%
Geneva	25% ▼	37%	38% ▼	70% ▼	25% ▼	60% ▼	48% ▼
Lille, France	24% ▼	48% ▼	26%	49%	36% ▼	48%	35%
Dublin, Ireland	23% ▼	23%	38% ▼	59%	33% ▼	61% ▼	67% ▼
Lyon	22% ▼	39%	23%	64%	22% ▼	46%	37%
Copenhagen	20%	25%	46%	67%	33%	58%	48%



Business Leaders overall describe Brussels as European, international, and cultural. Conversely, they least describe Brussels as dirty or boring.

Description Of Brussels, by Business Leaders



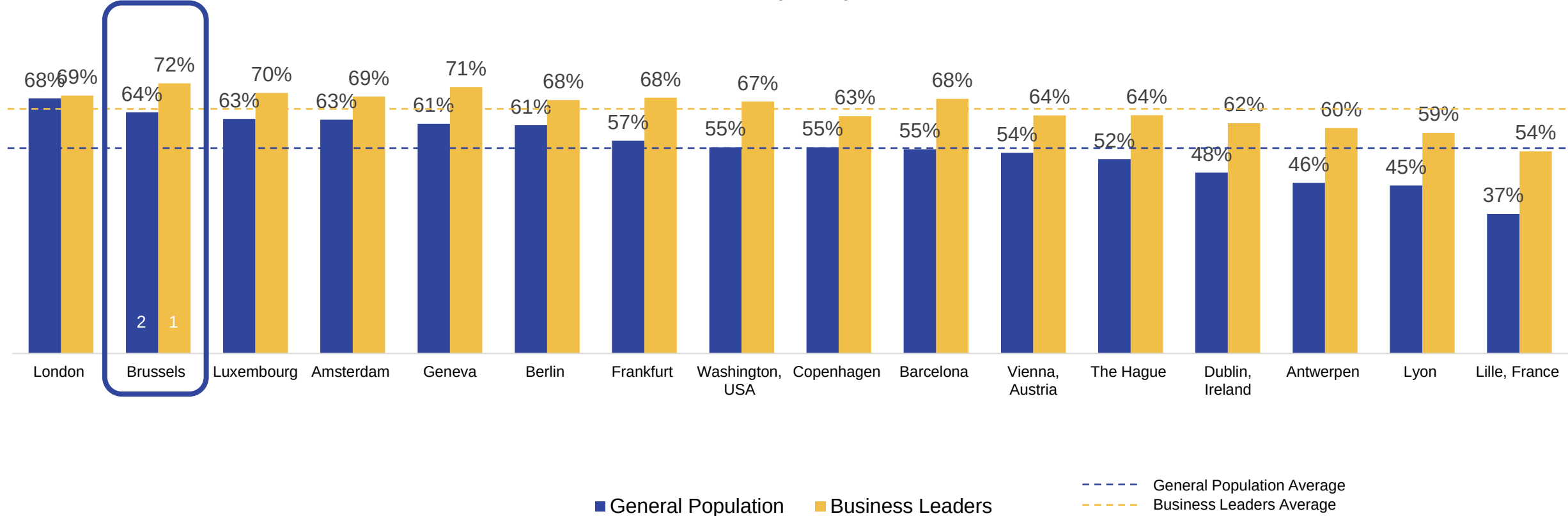
Business Leaders who are familiar and unfamiliar with Brussels also describe it as European, international, and cultural.

Q9. Which of the following words, if any, would you use to describe Brussels? (Select all that apply)
Base: Business Leaders n=700, T2B (Very/Somewhat well) n=472, B2B (Just a little/Heard of) n=219

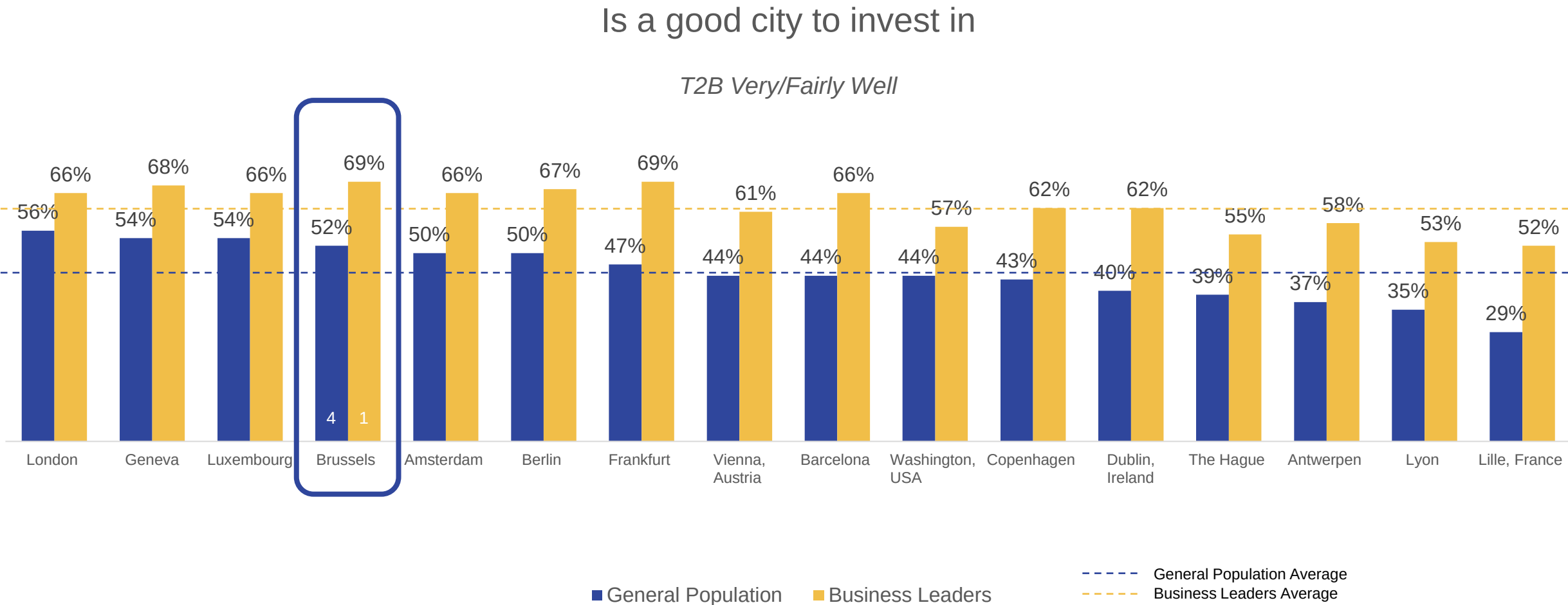
**Brussels is above the average for both the General Population and Business Leaders.
Brussels lags London among the General Population audience.**

Being a good place to work and/or do business

T2B Very/Fairly Well



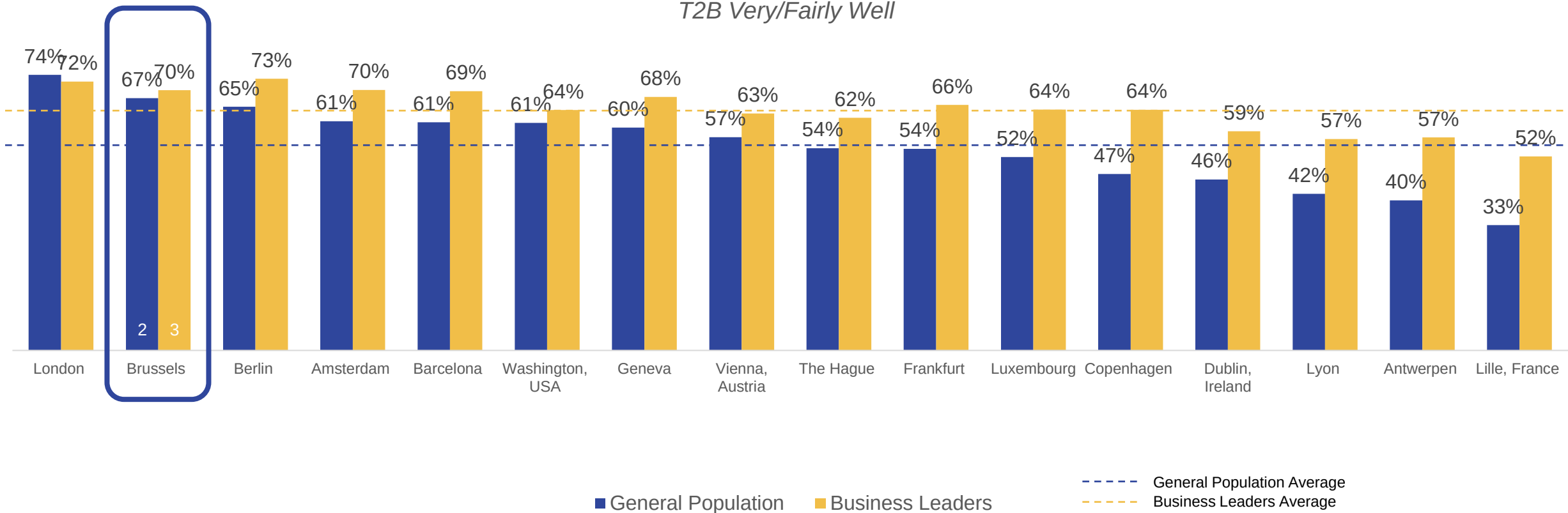
Brussels is above the average for both the General Population and Business Leaders. Brussels lags Geneva, Luxembourg, and London among the General Population audience.



Brussels is above the average for both the General Population and Business Leaders. Brussels lags London in both audiences. Brussels lags Berlin among Business Leaders.

Having major events and conventions

T2B Very/Fairly Well





GET TOUGH IN

OUR PAGE ON THE WEBSITE

<https://www.visit.brussels/fr/professionnels/partners>



Meet

Travel Trade

Partners

Associations

Film Commission



Professionnels > Partners



TOURISM OBSERVATORY AND MARKETING STRATEGY

Tourism Observatory and Marketing Strategy



Tourism barometer

[View more](#)



Studies and analyses

[View more](#)



Marketing Strategy

[View more](#)



Annual reports

[View more](#)

TOURISM BAROMETER OF THE BRUSSELS CAPITAL REGION



Arrivals and bednights in Brussels registered accommodation - Key Figures

Nationality

Reason for stay

Year

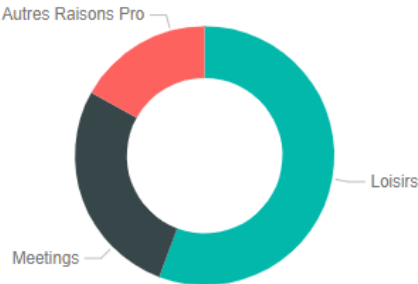
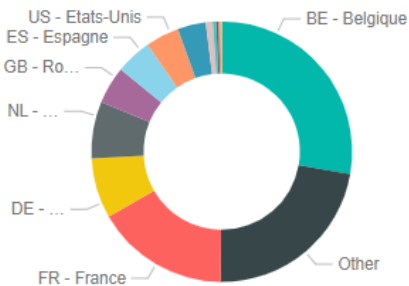
Tout

Tout

2022

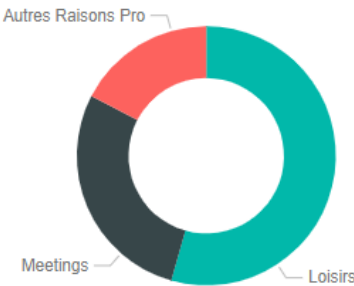
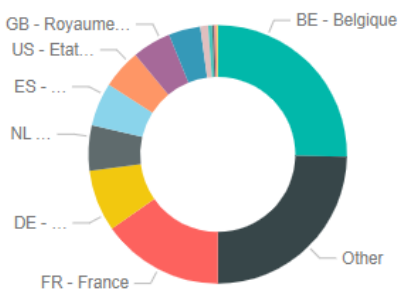
Arrivals

1,43M
+346%



Bednights

2,72M
+418%



STUDIES AND ANALYSES



[Press menu](#)



Leisure tourists (2018)

[View more](#)



Study on the travel habits of the LGBTQIA+ target audience (2019)

[View more](#)



Qualitative study: the customer journey of Brussels, Belgian and international B2C visitors (2021)

[View more](#)



Study of the perception of tourism among Brussels inhabitants (March 2021)

[View more](#)



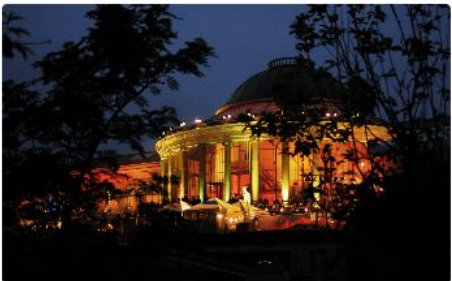
Study on the consumption habits of Belgians in the restaurant and café sector (June 2021)



Customer journey influencer (August 2021)



Perception Study Brussels Capital Region (August 2021)



Brussels Performance Study (January 2022)

STUDIES AND ANALYSES

Customer journey de la cible MICE (Mai 2022)

Etudes et analyses



MARKETING STRATEGY



VISIT.BRUSSELS MARKETS PROFILES

FRANCE



GERMANY



SPAIN



USA



U.K



ITALY



NETHERLANDS



ANNUAL REPORTS

Tourisme de séjour - par type de voyageurs

32



Arrivées d'affaires
495 K
(-77%)



Nuitées d'affaires
899 K
(-78%)



Arrivées loisirs
552 K
(-72%)



Nuitées loisirs
982 K
(-74%)

Note:
Données SPF économie, corrigées par visit.brussels

SUSTAINABILITY

Our studies and analyses



Environmental impact of tourism in Brussels

[View more](#)



GDS-Index

[View more](#)



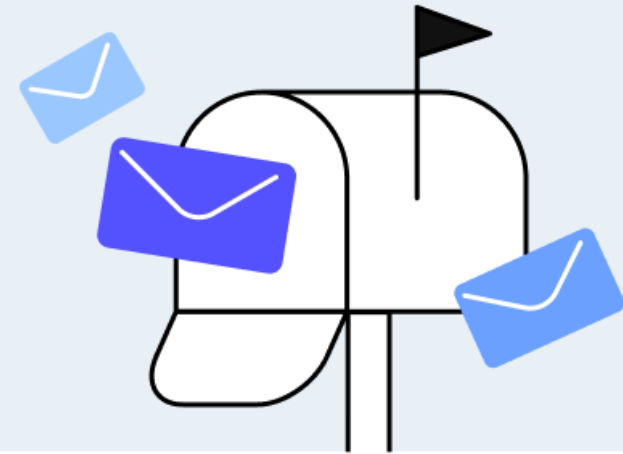
Faced with economic, environmental and societal challenges, changing travel habits and expectations, and changes in the behaviour of professional event organisers, Brussels has chosen to develop sustainable tourism with a positive impact, a form of tourism that not only respects the city and its inhabitants, but also brings real added value to the destination. The publications listed here provide key information on sustainable tourism in Brussels, the environmental impact of tourism, the ranking and performance of the destination at the international level and the carbon footprint of events.

NEWSLETTERS

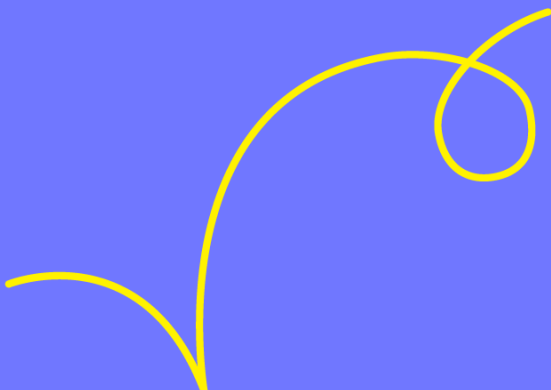
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Subscribe



**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'.