



RANKINGS & SECTOR PERFORMANCE

2024

INTRODUCTION

visit.brussels is the tourism promotion and communication agency for the Brussels-Capital Region. Its ambition is to make Brussels a destination that ensures sustainable tourism, open to all and constantly evolving. A region that dares to lead the way on sustainability in Europe, a champion of circularity.

As set out in its 2023-2028 management contract, visit.brussels aims to develop a **visitor economy with a positive impact**, regenerating Brussels from an **environmental, social, cultural and economic** point of view.

This report is first and foremost an initial assessment of the sustainability of the tourism sector. The labels and certifications included in this report are supported by the Region and have been adopted by tourism operators for their relevance. This report is also a source of quantitative information for our various stakeholders, representatives of the sector and organisations of which visit.brussels is a member.

BRUSSELS' POSITION IN INTERNATIONAL RANKINGS

Ranking	Position
Smart Cities Index 2022	5 out of 31
IMD Smart City Index 2023	35 out of 141
Global Destination Sustainability GDS-Index 2023	32 out of 100
Arcadis Sustainable Cities Index 2022	38 out of 100
Mercer Quality of Living City Ranking 2023	36 out of 241

ENVIRONMENTAL #01 MENTAL

Sustainability



GREEN KEY HOTELS*

Eco-labelling - hotels with a minimum of 50 rooms*

39% of rooms located in the Brussels-Capital Region are Green Key certified (29 hotels* out of 109 hotels with 50 or more rooms). This represents 6,184 labelled rooms (out of a total of 15,956 eligible rooms).

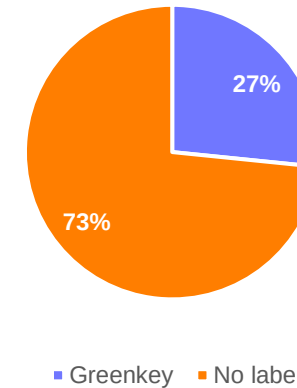
* GDS Index criteria



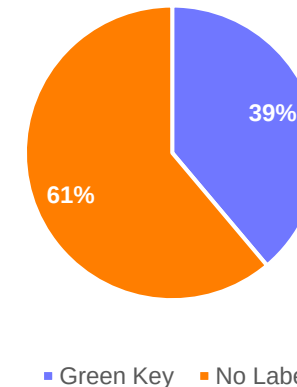
Green Key

The **Green Key** is an international eco-label. It is awarded annually to tourism facilities, hotels, bed and breakfasts, youth hostels, conference centres and attractions, based on evaluation criteria rating overall environmental management, waste management, water, energy, green open spaces, food, environmental education, mobility... Through these criteria of excellence, the Green Key programme aims to promote sustainable development in tourism infrastructure. The Green Key is an initiative of the Foundation for Environmental Education (FEE). In Brussels, it is implemented by GoodPlanet and Canopea, in collaboration with various partners, including visit.brussels, Brussels Hotels Association, Brussels Special Venues and Brussels Museums.

Hotels



Rooms

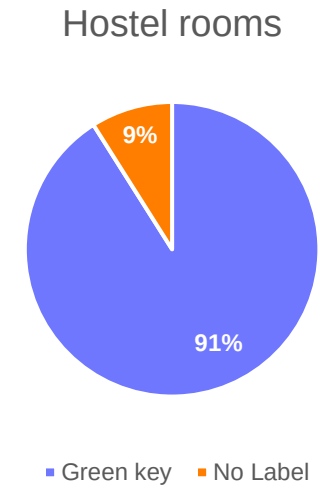


GREEN KEY CERTIFIED YOUTH HOSTELS

5 certified hostels out of 6 in Brussels

- ✓ Brussels-Generation Europe Youth Hostel
- ✓ Auberge des 3 Fontaines
- ✓ Gîte d'étape - "Jacques Brel" Youth Hostel
- ✓ Sleep Well Youth Hostel
- ✓ Bruegel Hostel

This represents 932 labelled rooms out of 1021 available (91%)



visit.brussels aims to reach 80 Green Key certified partners by 2028

BIKE FRIENDLY LABELLED ACCOMMODATIONS

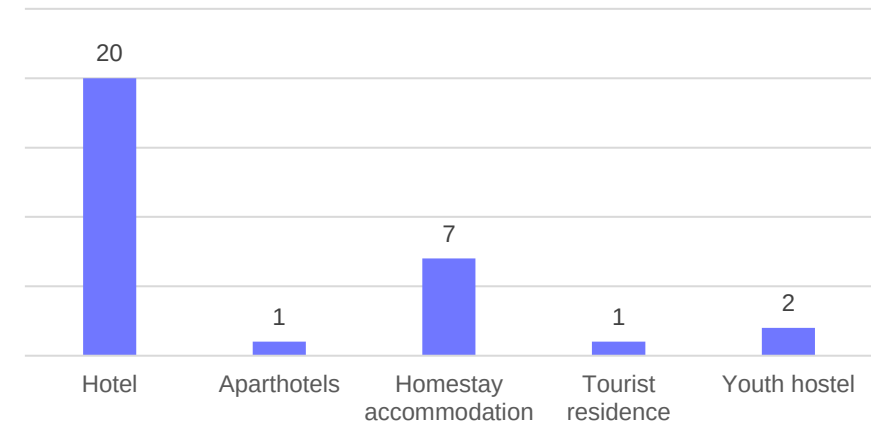
31 accommodations are labelled Bike Friendly



visit.brussels

Cycle tourism is a steadily growing sector in Europe and responds to an actual demand and trend in the market. More and more establishments offer a service for cycle tourists and thus create a network of “bike-friendly” accommodations in Brussels. In collaboration with Pro Velo, visit.brussels has developed a label to reward accommodations that meets the needs of cyclists and satisfy customers who wanted to discover the city by bike.

Bike Friendly Accommodations



visit.brussels aims to reach 50 Bike Friendly certified partners by 2028

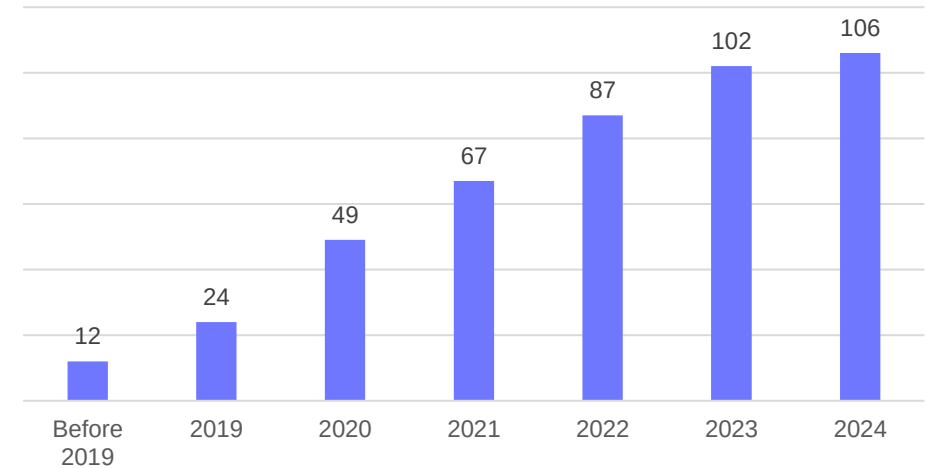
GOOD FOOD LABEL RESTAURANTS

By 2024, 106 establishments had been awarded the Good Food label



The aim of the Good Food Resto label is to support and guide HORECA establishments that are committed to a sustainable approach. It responds to a demand from the people of Brussels who want to distinguish the capital's sustainable establishments. Coordinated by Brussels Environment, the label is awarded for non-commercial purposes.

Labelled restaurants



ECO-LABELLED CONGRESS CENTRE

Brussels has 3 major conference centres, 2 of which have been labelled sustainable :

- ✓ SQUARE – Brussels Convention Centre : [info](#)
- ✓ Tour & Taxis : [info](#)
- Brussels Expo



Square is certified ISO 20121



Tour & Taxis holds the Green Key label

ECO-CERTIFIED VENUES

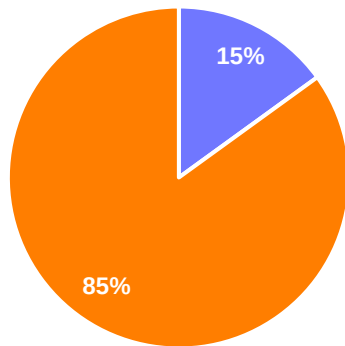
29 venues - SQUARE and Tour & Taxis included

15% of Brussels venues hold an eco-label (29/193)

Green Key is the most frequently used label

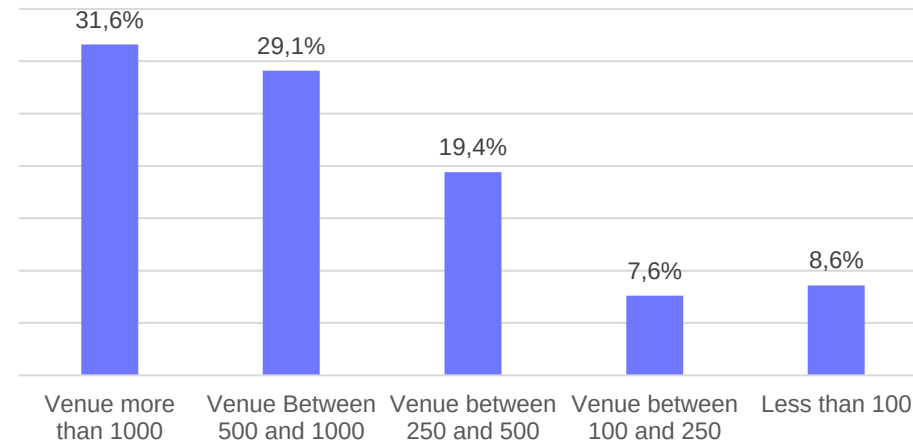
Some venues have several labels

Share of certified venues



■ Eco label ■ No label

Share of certified venues by capacity



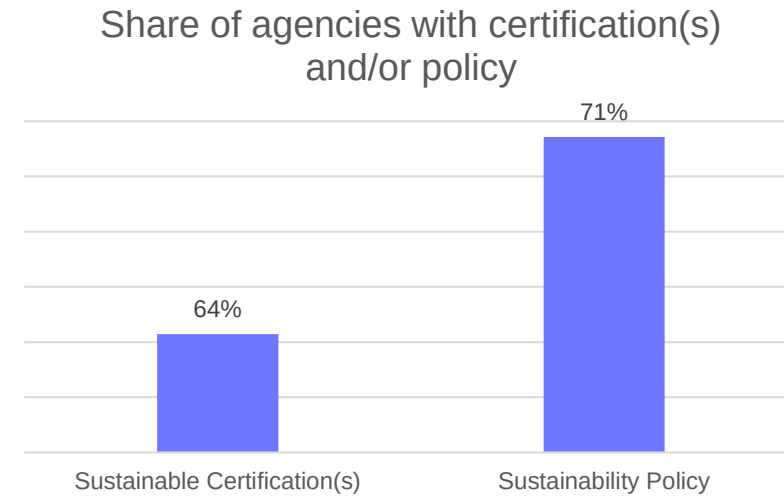
MUSEUMS AND ATTRACTIONS

Of the top 10 most visited attractions in 2023, half carry an eco-label. The EU's visitor buildings are all registered under EMAS. These buildings also use 100% green electricity. Emissions from paying visitors are offset by the Parliament.

Attractions	Certification
Atomium	no
Royal Museums of Fine Arts of Belgium	no
Mini-Europe	no
Institute of Natural Sciences	EMAS
European Parliament Hemicycle	EMAS
Parlamentarium	EMAS
Choco Story Brussels	no
Belgian Comic Strip Museum	no
Autoworld	Green Key
House of European History	EMAS

AGENCIES

Of the 14 agencies based in Brussels, 9 have environmental certification and 10 apply a sustainability policy.



#02

**SOCI
AL**

Sustainability



PARTNERS WITH ACCESS-I CERTIFICATION

45 partners with Access-I certification :

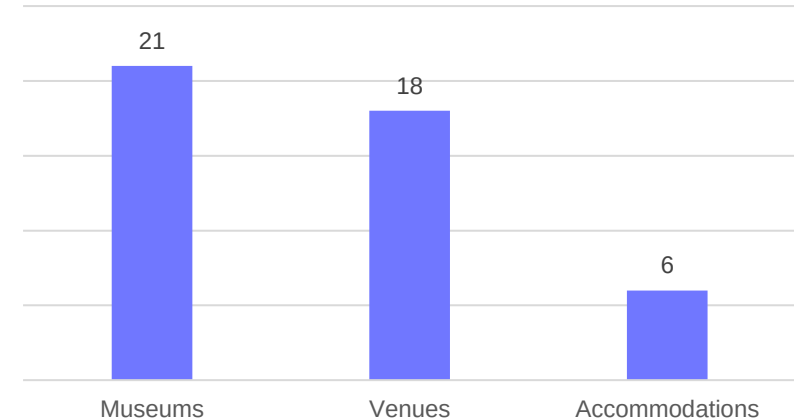
Various tourist service providers in Brussels have been awarded the Access-i certification, guaranteeing accessibility for people with disabilities. By 2024, 21 museums, 18 venues and 6 accommodations (including 1 youth hostel) had received the label.



ACCESS ▶ **i**
www.access-i.be

Access-i informs people with specific needs about the accessibility of places that are open to the public (tourist and sports facilities, parks and gardens, cycling routes, events, etc.). Every establishment certified by Access-i receives a visual summary of their level of accessibility by type of disability. visit.brussels is doing its utmost to make the tourism sector more accessible. With the Access-i certification - a benchmark tool for accessibility - it is raising awareness and supporting tourism actors who commit themselves to accessibility in order to improve the visitor's experience but also to stimulate the development of a more inclusive brand of tourism.

Access-I certified partners



visit.brussels aims to reach 70 Access-I certified partners by 2028

#03

NO ECONOMIC

Sustainability

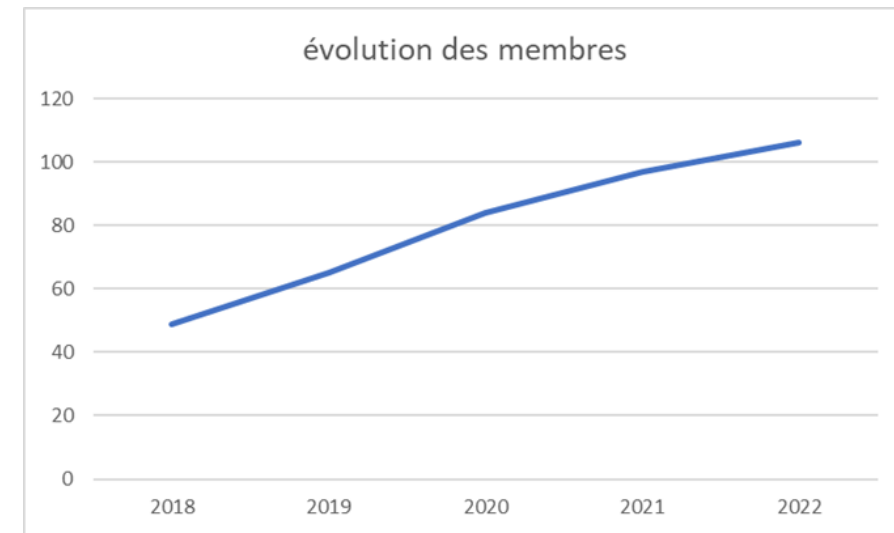


CIRCULAR PRODUCTION



The network of circular production companies in Brussels.

Circlemade is hosted by hub.brussels, the Brussels Agency for Business Development.



CONTACT

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