



RANKINGS & SECTOR PERFORMANCE

2025

INTRODUCTION

visit.brussels 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.

BRUSSELS' POSITION IN INTERNATIONAL RANKINGS

Ranking	Position
Smart Cities Index 2022	5 out of 31
IMD Smart City Index 2025	48 out of 146
Arcadis Sustainable Cities Index 2024	17 out of 100
Mercer Quality of Living City Ranking 2019	28 out of 241

GREEN KEY CERTIFIED ESTABLISHMENTS

70 tourist establishments have been awarded the Green Key label.

This represents a 71% increase since 2021. Only hotels with a minimum of 50 rooms are included*. Additionally, some establishments fall into multiple categories

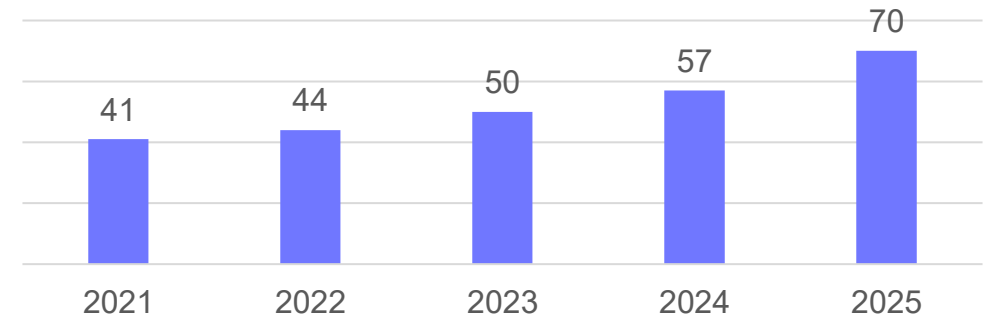
* GDS Index criterion



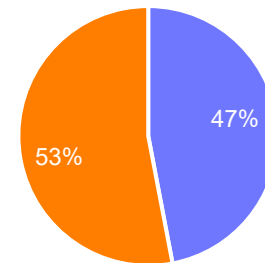
Green Key

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.

Green Key Certified Establishments

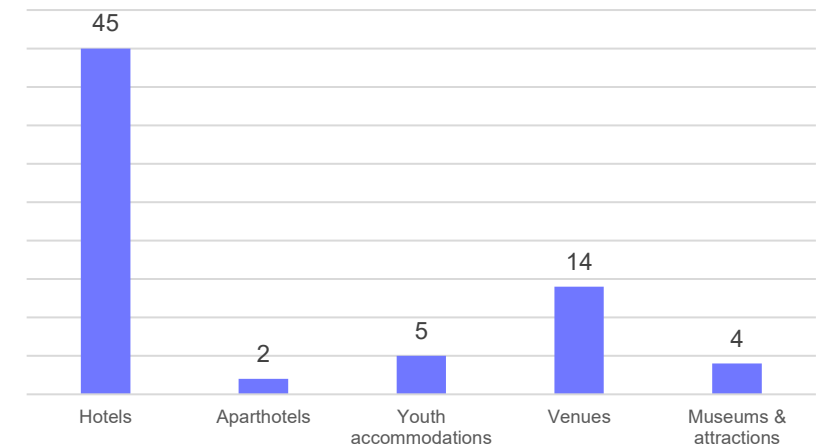


Share of Green Key Certified Hotel Rooms



■ Green Key ■ No Label

Green Key Certified Establishments

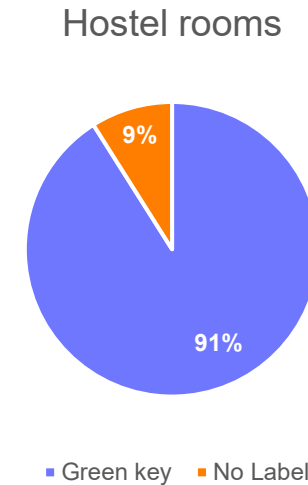


GREEN KEY CERTIFIED YOUTH HOSTELS

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 CERTIFIED ACCOMMODATIONS

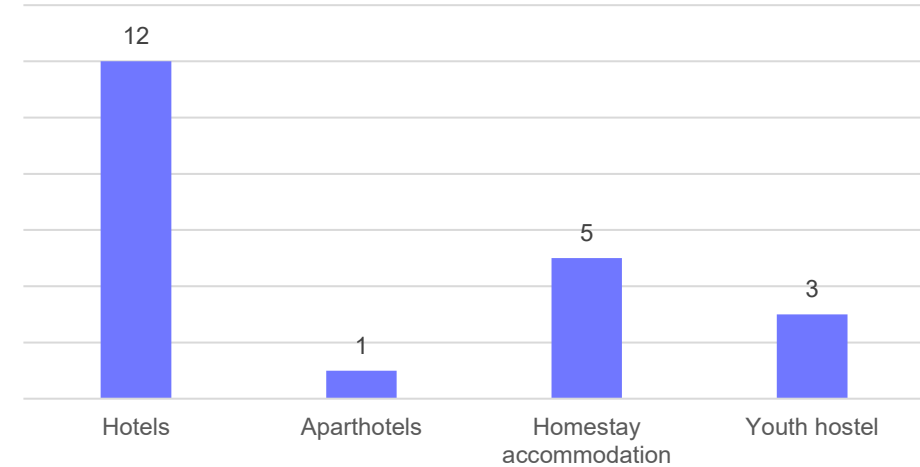
21 accommodations are certified Bike friendly



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 40 Bike friendly certified partners by 2028

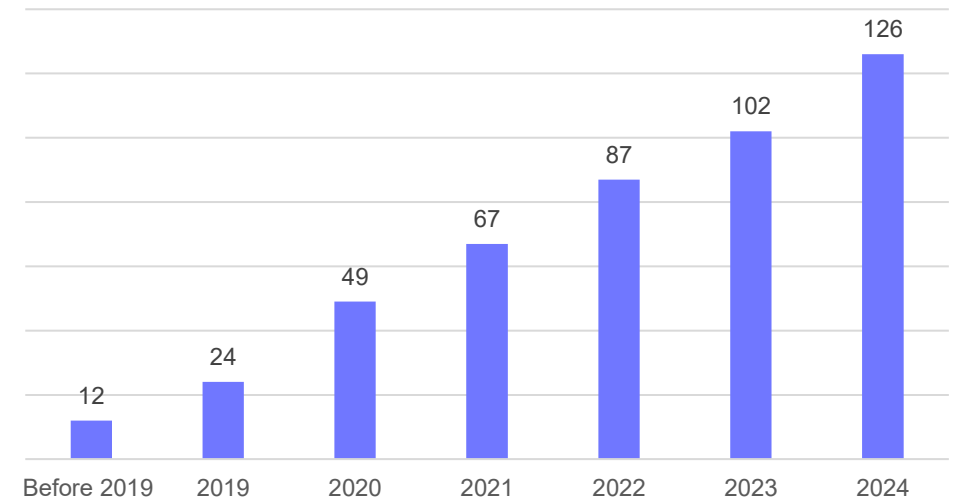
GOOD FOOD LABEL RESTAURANTS

By 2024, 126 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-CERTIFIED CONGRESS CENTRES

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

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



Square is certified ISO 20121



Green Key

Tour & Taxis holds the Green Key label

ECO-CERTIFIED VENUES

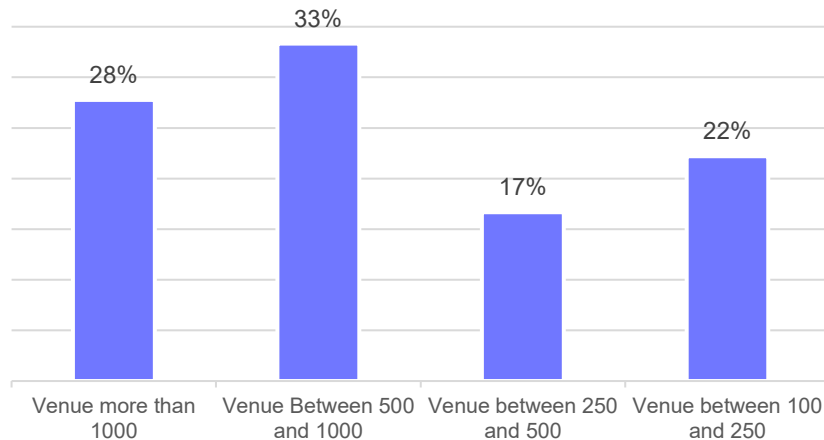
18 venues* - SQUARE and Tour & Taxis included

13% of Brussels venues hold an eco-label (18/182)

Green Key is the most frequently used label

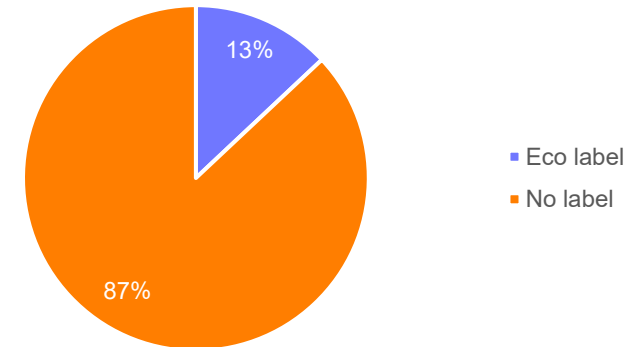
Some venues have several labels

Certified venues by capacity

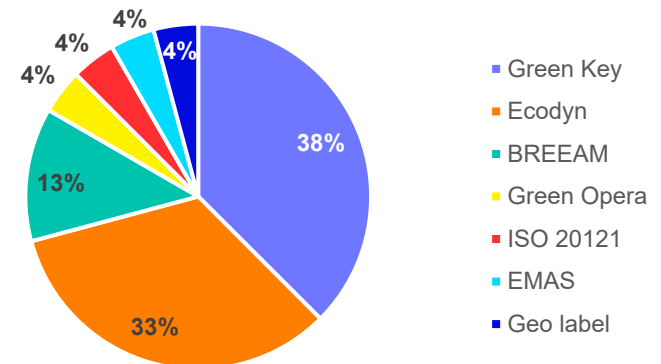


* Venues with a capacity of 100 pax

Certified venues



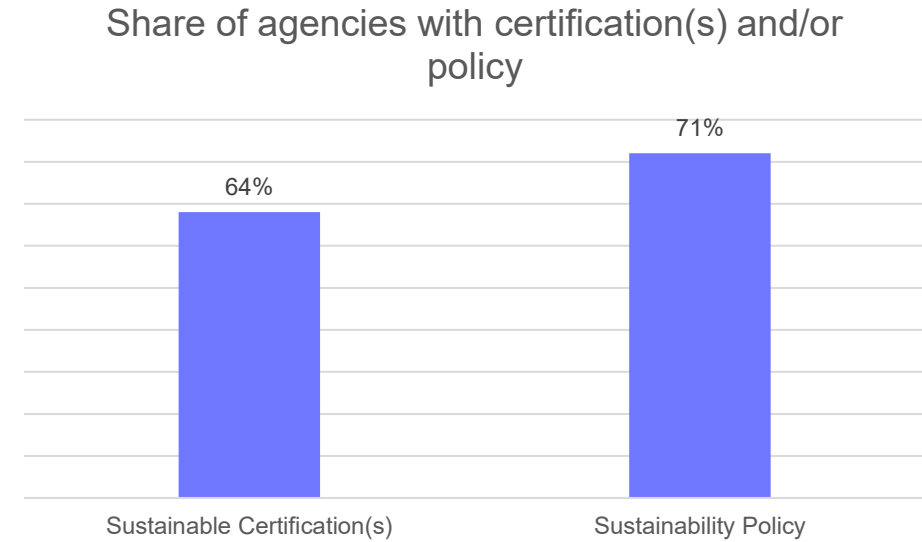
Share of each label (24 labels for 18 venues)



Source: [Let's Meet](#)

AGENCIES

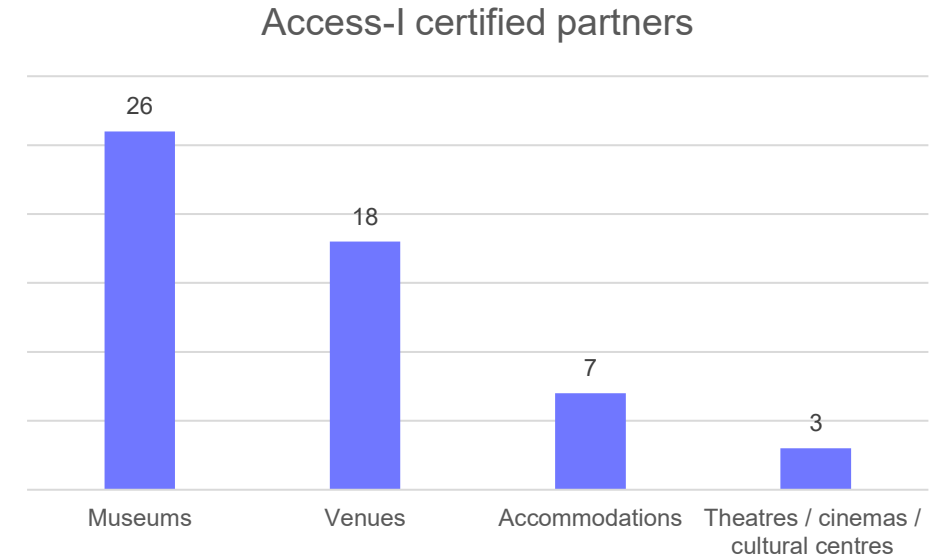
Of the 14 agencies operating in Brussels, 9 have sustainability certification and 10 apply a sustainability policy.



PARTNERS WITH ACCESS-I CERTIFICATION

54 partners with Access-I certification :

Several Brussels partners have been awarded the Access-i certification, ensuring accessibility for people with disabilities. In 2025, 26 museums, 18 venues, 7 accommodations (including 1 youth hostel), and 3 performance halls / cinemas / cultural centers received the certification. Additionally, 3 events (Bright, Belgian Pride, and the Iris Festival) as well as 2 cycling routes have also been certified Access-i.



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.



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

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