



BRIGHT FESTIVAL 2025

PRELIMINARY EVENT REPORT

FEBRUARY 27ND, 2025

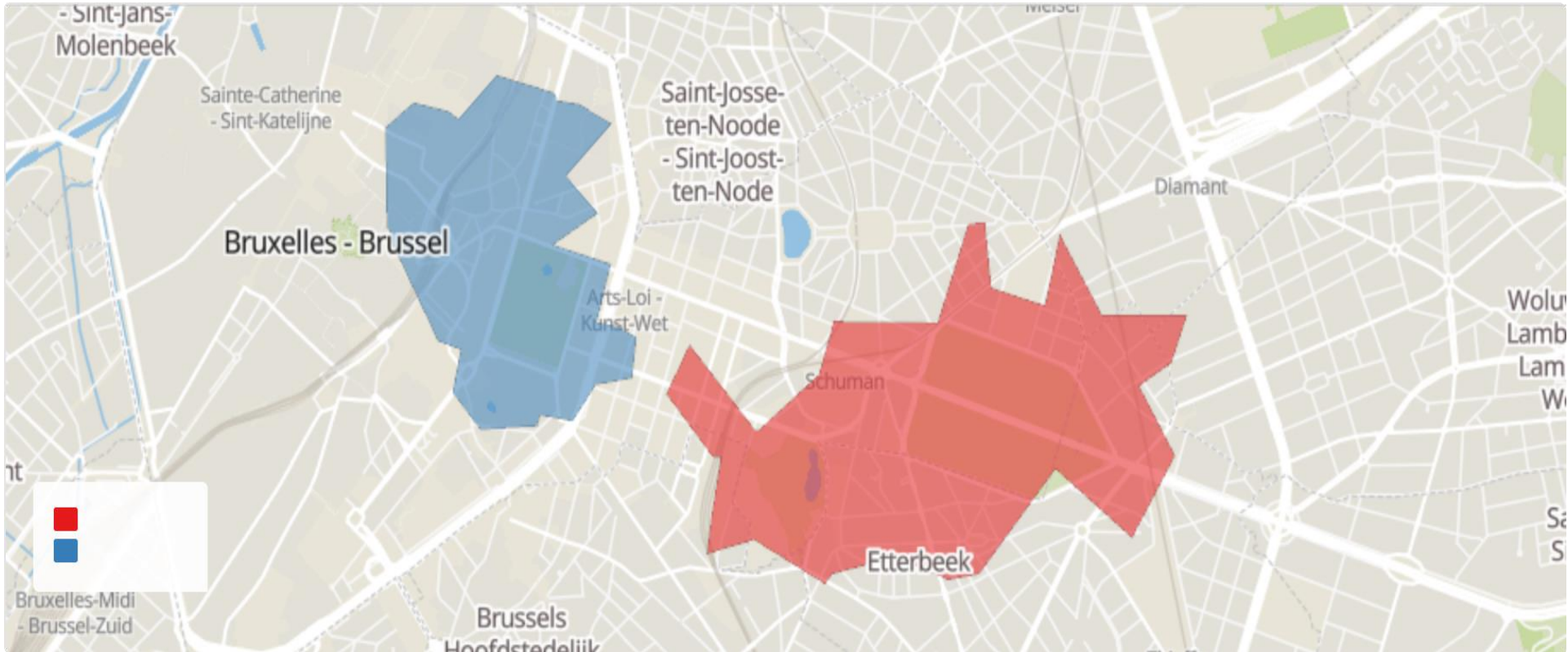
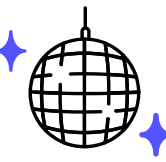
The logo for visit.brussels, featuring the word "visit" in a bold, lowercase sans-serif font, followed by ".brussels" in a smaller, lowercase sans-serif font. To the right of the text is a small icon of a heart with a checkmark inside it.



Attendance is estimated on the basis of measurements of transactions in the Proximus network. These measurements are then extrapolated according to various demographic factors (composition of the Belgian population). The extrapolation also takes into account technical factors such as Proximus' market share.

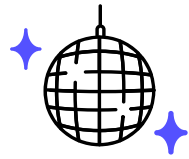
ATTENDANCE

NUMBER OF VISITORS



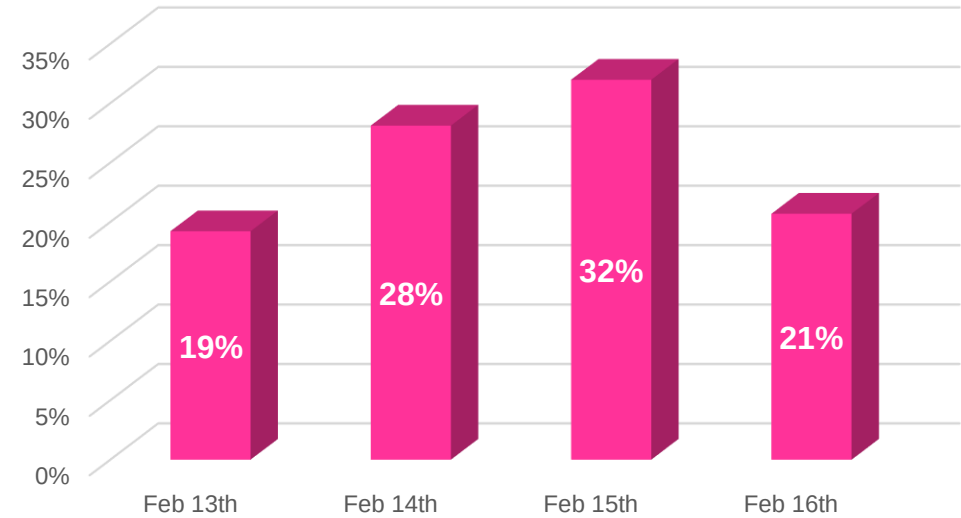
The Bright Festival route (zone defined above) was studied from 6pm to midnight from Thursday 13 February to Sunday 16 February 2022.

NUMBER OF VISITORS : 434.105

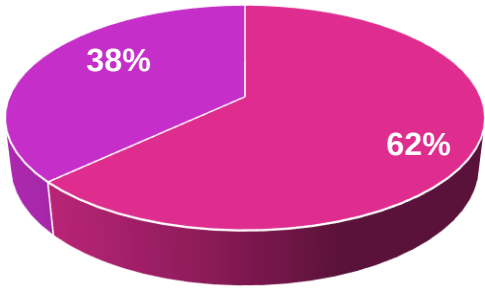


Feb 13th	83.436
Feb 14th	122.036
Feb 15th	138.791
Feb 16th	89.842
TOTAL	434.105

Attendance per day

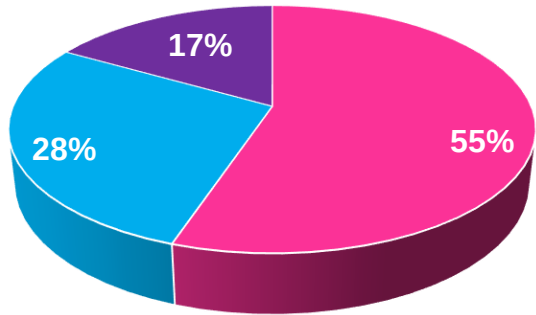


Zones



■ Royal ■ Europe

Origins



■ Brussels ■ Belgium ■ International

The study does not count : children without phones, local residents (functionnal traffic) or people passing by (transit traffic).

INTERNATIONAL VISITORS PROFILES



	%
France	16%
Spain	9%
United Kingdom	7%
Italy	7%
Netherlands	6%
Germany	5%
Poland	4%
United States	4%
Portugal	3%
Other	39%
Total	72.497

