



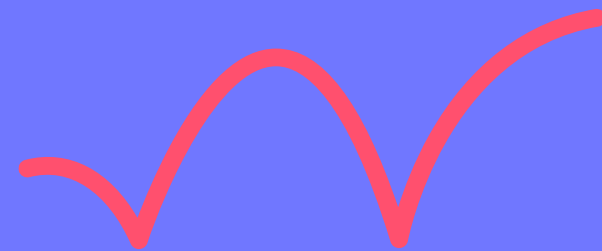
PRIDE 2025

17-05-25

visit.brussels 

#01

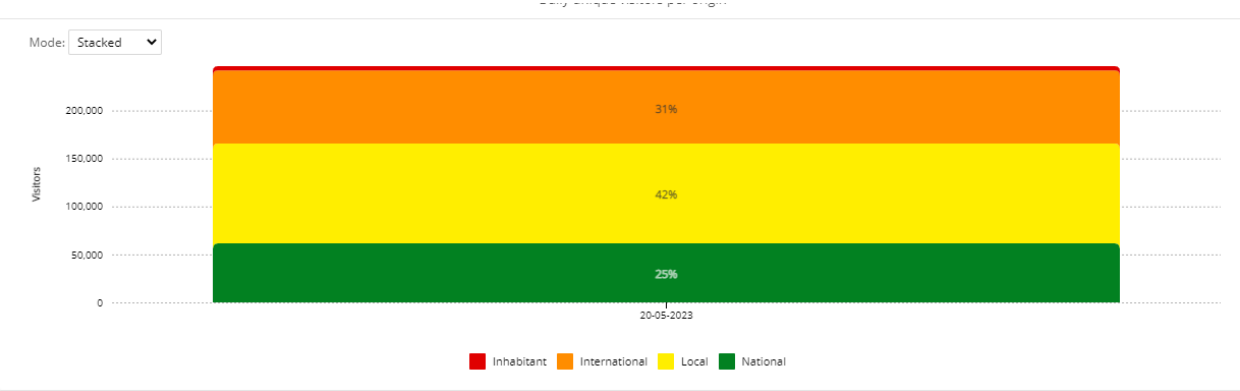
Brussels Pride



METHODOLOGY- PROXIMUS VISITOR & EVENT ANALYTICS



Pride 2025 Visitors Analytics



3 AREAS



Bourse

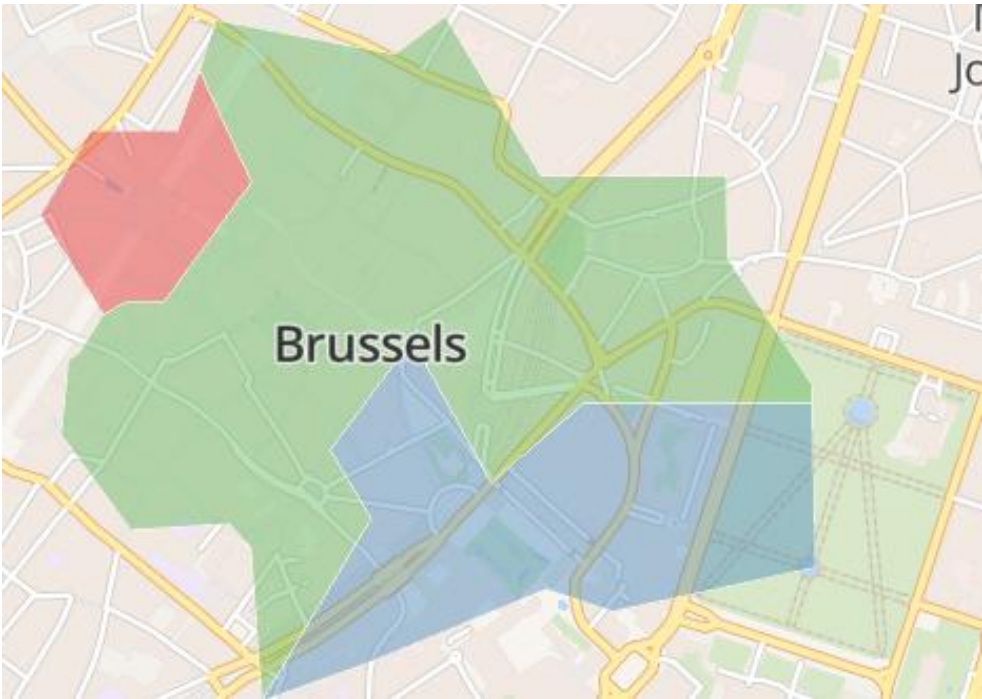


Parade



Mont des Arts - Albertine

When a mobile phone connects to a mobile antenna, the location of the user is revealed. With Data Analytics, we collect location data from a specified area



ATTENDANCE - VISITORS' PROFILE (2025) - 219.097 VISITORS

Origin	Visitors	% Total	VS2024
International	48.577	22,2%	-5,1%
National*	62.936	28,7%	1,7%
Local**	107.584	49,1%	2,2%
Total	219.097	100,0%	0,4%

* Belgians (Flanders + Wallonia) + Expats living in Wallonia or Flanders

** Brussels residents + Expats living in Brussels

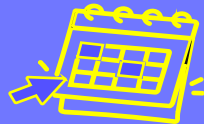
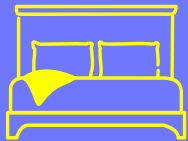
Country	Visitors	%Total	VS2024
Belgium	170.520	77,8%	2,0%
France	7.346	3,4%	-20,9%
Spain	4.208	1,9%	4,9%
Germany	3.646	1,7%	-37,8%
Netherlands	3.475	1,6%	-8,4%
United Kingdom	3.207	1,5%	-10,0%
Italy	2.971	1,4%	8,1%
United States	2.602	1,2%	-4,2%
Poland	2.395	1,1%	23,2%
Switzerland	1.111	0,5%	-18,5%
Portugal	1.014	0,5%	51,8%
Others	16.602	7,6%	8,9%
Total	219.097	100,0%	0,4%

ATTENDANCE - VISITORS' PROFILE (2025) - 219.097 VISITORS

Profil	Visitors	% Total	VS2024
Visit (<1h)	61.310	28,0%	0,0%
Visit (1-2h)	42.526	19,4%	5,3%
Visit (2-3h)	33.076	15,1%	3,0%
Visit (3-4h)	25.766	11,8%	3,6%
Visit (>4h)	56.419	25,8%	-5,3%
Total	219.097	100,0%	0,4%

Area	Visitors 2025	%	Visitors 2024	VS2024
Bourse - Rainbow Village	103.896	47%	104.494	-0,6%
Mont des Arts - Albertine	102.042	47%	102.136	-0,1%
Parcours Parade	184.889	84%	188.771	-2,1%
Pride 2025	219.097	100%	218.294	0,4%

ACCOMODATIONS OCCUPATION RATE



		Occ. Rate
Friday	17-05-24	70,2%
Saturday	18-05-24	85,3%
Sunday	19-05-24	70,5%



QUESTIONS