

ANNUAL report



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ANALYSIS OF 2025 AND OUTLOOK FOR 2026

THE YEAR IN REVIEW

2025 was a year of consolidation for Brussels' tourism sector. After the record results of 2024, attendance remained stable with nearly 10 million overnight stays, confirming the strength and stability of the destination. This performance illustrates the increased resilience of the sector, which is capable of sustaining itself after a strong recovery phase. The maturity that has now been reached is a strong point for tourism in Brussels, both in terms of economic development and the creation of jobs that cannot be relocated in the region.

In addition, visit.brussels' teams deployed increasingly targeted actions, making it possible to obtain a better return on investment for each public euro invested. This shift towards hyper-targeted campaigns, rather than large, global campaigns, ensured an immediate and relevant impact on the destination.

Particular attention was also paid to business tourism (B2B) prospecting. The teams focused on high-importance and high-impact projects. This approach has led to better management of congress applications and an optimisation of the long-term return for Brussels.

Finally, the development of the ticketing system for visits in Brussels was an essential point. Visitors are now looking for a holistic experience, where booking, information and trip planning can be done in one place. This strategy, adopted and reinforced by visit.brussels, aims to make the region and its culture more accessible to all.

CHALLENGES AND PROSPECTS FOR 2026

Until October and November, 2025 was marked by generally stable trends in tourist arrivals. The announcement of the upcoming opening of major new infrastructures, in particular the Kanal museum, had already generated significant media coverage, helping to strengthen Brussels' international visibility. These initial positive echoes were an additional lever of attractiveness, with expected effects both in terms of awareness and additional attendance in the coming months.

However, this outlook must be seen in an uncertain international context, marked by persistent geopolitical tensions and increased volatility in energy prices. These factors create an unpredictable environment for the tourism sector and weigh on both operating costs and visitor behaviour. In the event of a gradual stabilisation of certain international situations, Brussels could nevertheless regain some of the international clientele currently absent and envisage a turnaround that goes beyond the simple stabilisation observed in recent years.

What's more, recent tax decisions will have a direct impact on the attractiveness of the destination. The increase in taxation applied to accommodation (VAT), tourist tax, plane tickets and certain attractions and cultural institutions will automatically lead to an increase in prices for the visitor or to an economic imbalance that operators will find difficult to absorb. Studies estimate that this effect could result in a drop in attendance of between -1.5% and -4.5%. Added to this is the region's budgetary situation and the potential for savings in the region's grant and support schemes – and indeed those of other federated entities – within Brussels' tourism, cultural and events sectors. This

situation will potentially impact the performance of both visit.brussels as a promotion agency and various players in these sectors.

In this challenging context, the commitment of teams and partners to step up promotional and marketing activities remains essential to offset these negative effects. Efforts will focus, in particular, on targeting priority markets, the joint development of the leisure, B2B and MICE sectors, and on promoting periods of lower visitor numbers, particularly in winter and during August. Support for the emergence of new flagship attractions also remains a key driver.

With a fixed budget, these measures should help to limit the impact of the new constraints. Consequently, against this backdrop of multiple uncertainties, the realistic target for 2026 remains the stabilisation of visitor numbers, which would constitute a positive outcome.

1. INTRODUCTION

1.1 MISSION

visit.brussels ASBL is the **Brussels-Capital Region's promotional and communications agency** dedicated to:

- the Brussels-Capital Region's appeal as a destination for **tourism, culture and events**;
- **creating experiences** that showcase its many strengths;
- providing a **high-quality welcome** for its visitors, whether they are leisure or business travellers or representatives of international organisations.

We **energise the city** where the heart of Europe beats, and we create unique experiences for **visitors and residents alike**.



1.2 DATA AND FIGURES

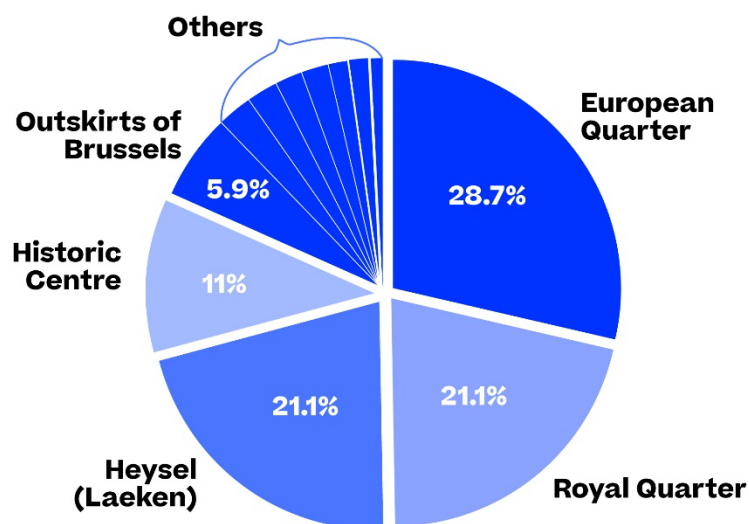
Key figures used in 2025:

- Hotel occupancy rate (2025: 74.9%, up 2.2 vs 2024),
- Number of overnight stays (2025: 9.6 million, April 2026 vs 2024 estimate: 9.7 million)¹
- Breakdown of overnight stays (2025: 55% Business 45% Leisure vs 2024: 52% Business 48% Leisure),
- Number of sustainable partners (2025: 76 Green Key partners (+6 vs 2024))
- Satisfaction rate (2025: 8.43 vs 2024: 8.38/10),
- Number of visitors to museums and attractions (2025: 6.6 million vs 2024: 6.4 million),
- Geographical distribution of visitors in museums and attractions

¹ The estimated 9.6 million overnight stays are broken down as follows: Hotels and hostels: 7.3 million overnight stays (-2.3% vs 2024: 7.4 million overnight stays)
Collaborative economy platforms: 2.2 overnight stays (-1.3% vs 2024: 2.3 million overnight stays)

To consult the destination's barometers and our recent studies, view the following page: [tourism figures and data | visit.brussels](https://visit.brussels/figures-and-data)

Breakdown of visitors to museums and attractions in 2025 (percentages shown for the five largest regions)



Others

Dansaert - Sainte-Catherine : 170K (2.6%)
 Châtelain - Bailli : 149K (2.3%)
 Cambre- ULB : 131K (2%)
 Schaerbeek / Saint-Josse : 114K (1.8%)
 Canal : 94K (1.5%)
 Uccle/Forest : 84K (1.3%)
 Anderlecht : 46K (0.7%)

2. IMAGE OF BRUSSELS

In 2025, visit.brussels orchestrated a series of strategic initiatives to promote the capital as a leading destination, targeting both visitors and professionals in the tourism sector. Through international actions and promotional campaigns, visit.brussels strengthened the capital's image on the international scene. The most significant actions are outlined in this section.

Key figures for 2025:

- Europe's Best Cities ranking (2025: 16th place – 2024: 18th place)
- 2025 campaign impressions: 38 million
- Events B2B at Brussels Houses 2025: 2,000 participants

2.1 BRUSSELS HOUSES

The Brussels Houses are the result of a **collaboration between visit.brussels and hub.brussels** aimed at creating a space that brings together the Brussels community internationally, while promoting the attractiveness and know-how of Brussels. These spaces, for which visit.brussels has been able to apply the concepts of the international brand BRUSSELS, embody the image of a dynamic, innovative, creative region that is open to the world. The Brussels Houses in Milan and Barcelona are a showcase for Brussels products and lifestyle and offer a sensory insight into the region through an immersive staging.

In 2025, the two Brussels Houses hosted a total of **28** events related to the promotion of tourism and the Brussels economy in general. These events, organised either by visit.brussels or hub.brussels, or in collaboration, attracted a total of **2,000 B2B participants**.



2.2 THE BRUSSELS-CAPITAL REGION'S PARTICIPATION IN MIPIM

The world's largest forum for real estate professionals, MIPIM, demonstrates Brussels' ambition in the real estate sector by bringing together major players and highlighting the region's development projects, in collaboration with the Walloon Region and representatives of the private sector.

The 2025 edition of MIPIM brought together **more than 20,000 participants** from **90 countries**, including **more than 120 political leaders**. The Belgian Pavilion recorded **600 Belgian visitors (unique scans)** out of a total of **4,500 visitors**, representing **2,500 companies** from **80 countries** (top 5: France, the United Kingdom, Belgium, Germany, Italy).

Several conferences were organised as part of the Pavilion, including:

- a **Belgian conference** in partnership with **PropTechLab**;
- the **ecobuild.brussels** conference on the challenges of the CSRD;
- the **perspective.brussels** conference on the evolution of the plan organising the functions in Brussels;
- the regional conference "**Brussels in Transition: Building the City in a Changing Context**", in the presence of Rudi Vervoort and David Leisterh.

The regional stand also hosted **20-minute pitch sessions** for the Public Interest Organisations and Brussels projects nominated for the MIPIM Awards, as well as the **Business Review** of the SLRB, the SAU and Citydev.brussels.



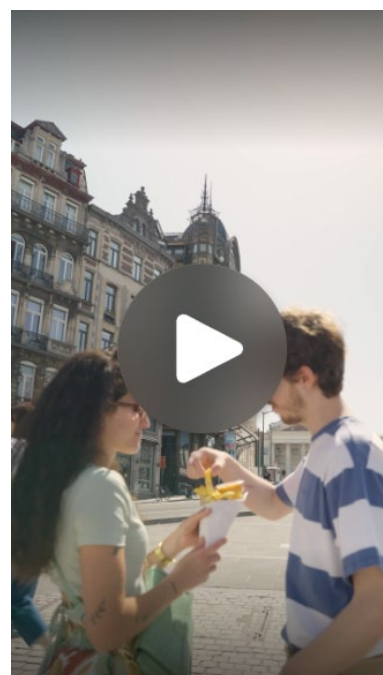
2.3 B2C COMMUNICATION CAMPAIGNS

Thanks to communication campaigns entirely designed in-house, visit.brussels dynamically highlighted the city's cultural and tourist wealth, in particular by promoting gastronomy, local crafts and the cultural offer. The marketing strategy was carefully developed to ensure that each message is delivered in a targeted way, at the right time, to the relevant audience, to optimise its effectiveness: "the right message to right audience at the right time".

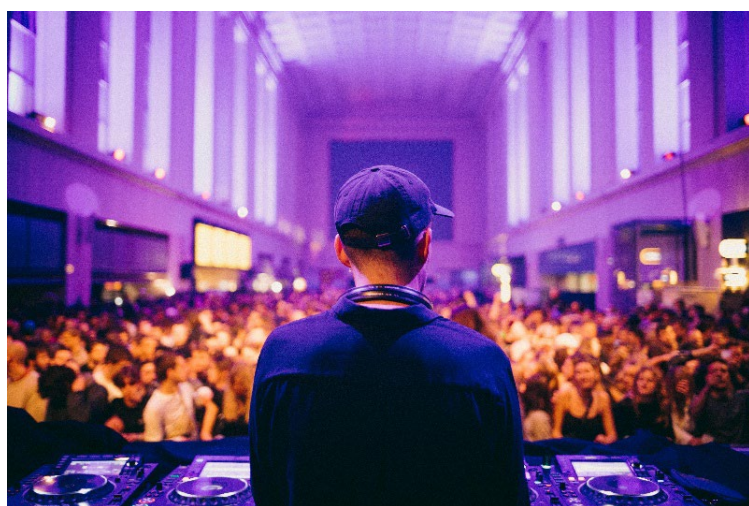
A variety of communication campaigns were orchestrated by visit.brussels: on the one hand, a communication campaign specifically targeting the Italian market for the summer of 2025. This campaign, which aimed to promote conversion and increase the visibility of the destination in this market segment, had impressive results with no less than **21.7 million impressions** and increased figures in terms of overnight bookings (+30% compared to the figures obtained in July 2024).

On the other hand, visit.brussels carried out a promotional campaign specifically targeting the North of France. This campaign, which aimed to increase the frequency and average length of stay among French visitors from the north of France, also had encouraging results (1,918,861 impressions) thanks to a broadcast on a national channel (TF1: 100,941 impressions).

These two campaigns were orchestrated using a 360° approach, i.e. using multiple distribution channels, including bannerings, social networks, online TV, video, newsletter, website, influencers, etc.



2.4 NIGHTLIFE PROMOTION AND THE BRUSSELS NIGHTLIFE COUNCIL



Nightlife, a key factor in regional attractiveness and the integration of young people (1835 years old), was supported by a targeted strategy from visit.brussels, aimed at strengthening Brussels' image as a vibrant and safe nightlife destination.

In terms of events, night clubs recorded sustained activity throughout the year, confirming the solidity and continuity of the night-time offer. In the spring and summer

of 2025, outdoor festivals and events, such as the Hangar Festival and XRDS, saw a marked increase in attendance, with a proportion of international visitors between 15% and 30%. In the autumn, the Listen Festival confirmed its attractiveness. Finally, the two editions of the Rave Rebels festival, held in April and November 2025, once again demonstrated their popularity with the public.

In terms of sales, the [Volume Brussels pass](#) was a notable success, with no less than 519 passes sold (25% increase compared to 2024). At the same time, the popularity of the website's 'nightlife' section was once again evident, with 80,700 visits and 54,650 unique visitors.

The **Brussels Night Council**, hosted by visit.brussels, organised seven round tables on various themes, as well as three days of training dedicated to the fight against racism in the nightlife sector.

2.5 STRATEGY MARKETING

In 2025, visit.brussels strengthened its marketing strategy through various tools, through the acquisition of licences and study panels. This proved to be a key driver, with the realisation of a European study on **5 priority markets** (France, Spain, Italy, the Netherlands and Germany) with **more than 2,500 respondents**, as well as the launch of additional studies on **Switzerland (600 respondents)** and the **United States (1,500 respondents)** which are particularly promising markets that are growing each year. This data directly fed into the update of the **2026-2027 International Marketing Plan**.

The finalisation of the **Belgium Marketing Plan**, with themes such as "heritage and architecture" or "classical culture", made it possible to test a first national campaign in autumn 2025, evaluated with **1,500+ Belgian respondents**.

3. LEISURE TOURISM

In 2025, visit.brussels' commitment to providing a quality tourism experience has been manifested through various initiatives and products aimed at promoting Brussels as a first-choice cultural and tourist destination.

Key figures for 2025:

- Estimated press coverage (2025: €728.3 million vs. 2024: €322.5 million),²
- Participants in partner meetings and Quality Academy sessions (2025: 1,317 vs 2024: 1,150),
- Number of website visitors (2025: 3.36 million vs 2024: 3.71 million)³

3.1 VISITOR SERVICES 2.0



At a time when information is just a click away, visit.brussels is adjusting the role of tourist information offices by strengthening the expertise of its agents and decentralising its services. In this way, visit.brussels asserts its role as a **multilingual information** hub for the general public. The visitor experience in both offices has improved through renovations and a more welcoming design, including renewed signage.

In addition, visit.brussels continued its collaboration with the passenger centres of three Brussels stations (North/Luxembourg/Central): in fact, we trained **SNCB** agents to provide tourist advice to visitors, to improve their experience as soon as they arrive in the capital. Various training courses were organised throughout 2025, training a total of **46 agents**.

Simultaneously, **50** "Brussels Info Point" touch terminals were made available to visitors by our various partners (hotels, museums and venues). In 2025, improvements were made to our kiosks to improve

² *1: according to the following breakdown: €719,800,000 in national press coverage and €8,500,000 in international press coverage (IO 440/447)

³ **: This slight decrease, partly resulting from the widespread use of artificial intelligence and cookie policy, is nevertheless offset by a considerable session duration: 3.31 minutes on average

their user experience (new icons). We recorded no less than **50,000 interactions** in 2025 on all our terminals (the QR code "*Get in touch with Brussels Experts*" was scanned nearly 5,000 times).

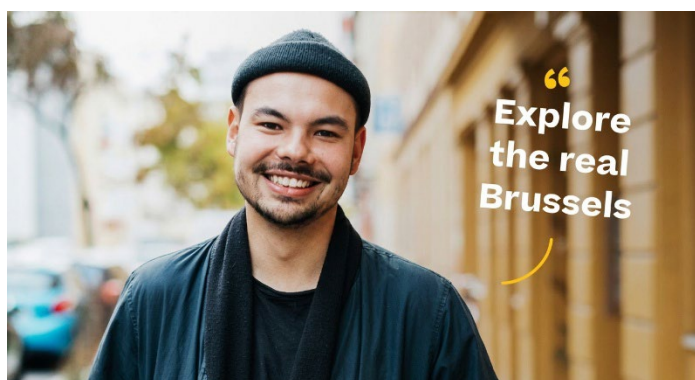
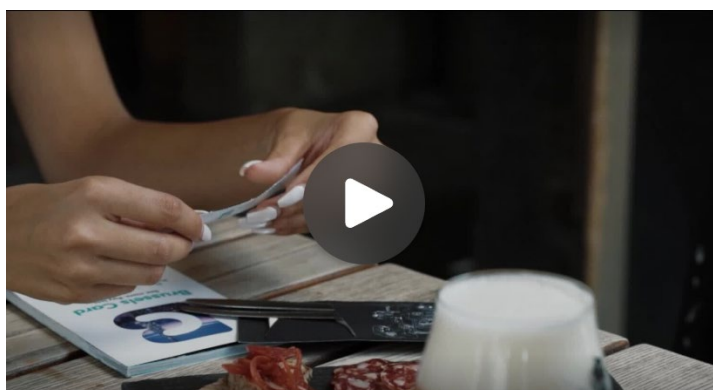
In terms of direct interactions with visitors, our offices welcomed a large audience: **230,000 people** passed through our information offices in 2025. To constantly optimise the visitor experience, we are doing everything we can to reduce waiting times: by adapting the workforce to statistical forecasts of attendance, by optimising the response systems by phone, e-mail and chat, and by integrating in a gradual and controlled manner generative artificial intelligence solutions. These efforts were rewarded in 2025 with a **4/5** rating on **Google** for our information desk on the Grand-Place.

In terms of guides, sold at a reasonable price and made available to the public, 2025 saw the publication of a new guide totally dedicated to Architecture in the Brussels Region. This "**Architecture & Panoramas**" guide offers an original, documented and illustrated inventory of the Brussels-Capital Region's architectural gems, by exploring the main geographical areas of interest. This new guide, published in 6 languages, now completes our [collection](#) of tools for visitors (Official Guide, Brussels in your Pocket, Brussels, The Comic Strip Capital, A Walk with Tintin, The Promenade Verte,...). Our various guides and maps have, once again, aroused the interest of the public, with 33,500 copies sold.

3.2 TOURISM PRODUCTS

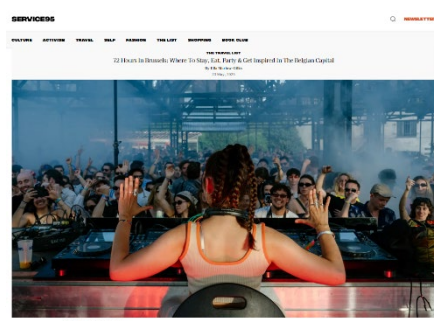
In 2025, visit.brussels maintained its offer of flagship tourism products which promoted cultural discovery, sustainable tourism and tourism decentralisation.

The [Brussels Card](#) remained at the heart of this offer, with a total of **17,850 cards sold**. They offer easy access to museums and attractions at a discounted rate. The existence of this card is testament to visit.brussels' commitment to an enriching and accessible tourist experience.

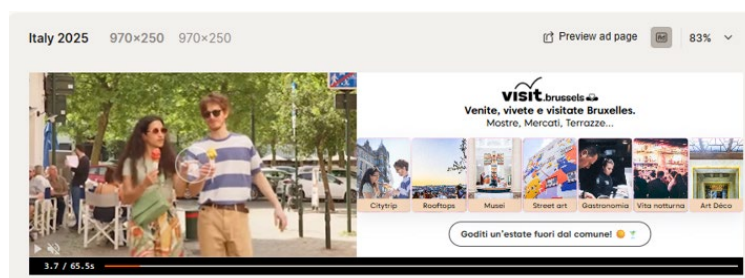


Similarly, the [Greeters](#) were once again valuable ambassadors for our capital, organising a total of 417 tours. These moments of exchange between greeters and visitors remain hugely popular, with the activity garnering a **satisfaction rate of 98.85%**. 15 additional Greeters were added to the teams in 2025.

3.3 NATIONAL AND INTERNATIONAL TOURISM COMMUNICATION



Brussels is always serving up new surprises. Are you



In 2025, visit.brussels promoted Brussels on the international stage through a dynamic strategy of communication campaigns, press actions and collaborations with international influencers.

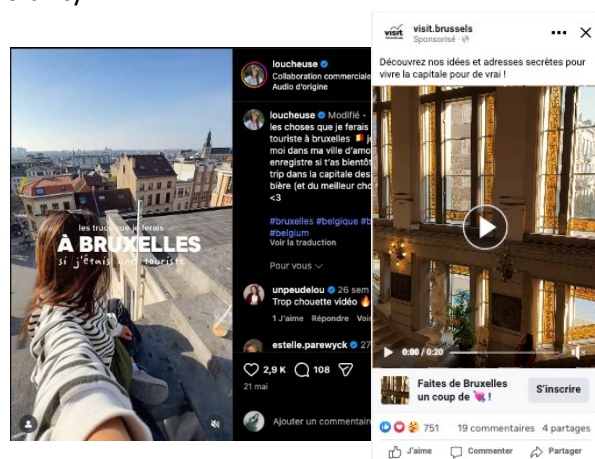
Several **communication campaigns** were orchestrated by visit.brussels, as presented in the Image of Brussels section.

Social networks and **influencers**, playing a decisive role in promoting Brussels, once again helped to establish the visibility of our capital. The actions implemented by visit.brussels with influencers have strengthened the attractiveness of the destination by targeting, more particularly, sports enthusiasts (promotion of specific events, such as the 20km of Brussels), art (Voodoo Festival, comic strips, contemporary art), gastronomy or nightlife (Volume Brussels pass). These actions were targeted primarily at the Italian, French and Spanish influencer market.

The implementation of social media campaigns and the actions carried out by influencers play a decisive role. They make it possible to:

- attract national and international visitors to the Brussels-Capital Region;
- stimulate the consumption of leisure and cultural activities thanks to some of our flagship products (Brussels Card and Volume Brussels pass);
- promote the partners' offer and to amplify their visibility.

visit.brussels also welcomed and organised **press trips** for nearly **231 international journalists**. The structured support of these professionals by the visit.brussels teams has generated a particularly significant return on investment (ROI), estimated at **€8,500,000** in media value. The performance of international press actions is thus distinguished by a very high ROI, both in terms of media valuation and audiences reached, particularly in the European and North American markets.



3.4 PARTNER EVENTS

In 2025, partner events continued to grow and were structured around strong events, aimed at consolidating collaboration with the players of the Brussels *visitor economy* and strengthening the positioning of visit.brussels as a platform for networking, inspiration and promotion of the sector.

The **visit.brussels Night** is the association's annual gala evening. Organised on 3 April 2025 at the recently inaugurated MIX Brussels, it brought together nearly 210 guests. This evening honoured the

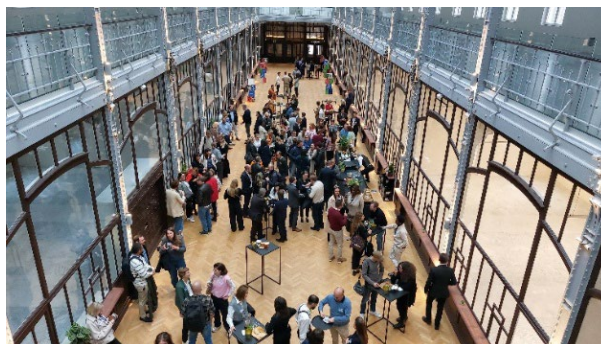
Business Events Ambassadors and hosted the **visit.brussels Awards ceremony**, which rewards the most innovative tourism and cultural projects of the previous year.

The 2025 winners illustrated the diversity and creativity of the sector, be it territorial co-creation (Molenfest – Molenbeek for Brussels 2030 asbl); international influence (Festival Anima – Folioscope asbl); the promotion of heritage (exhibition *A century of Belgian comics* – Brussels Comic Strip Museum); digital and experiential innovation (Stoclet 1911: Restitution – urban.brussels); digital content creation (Belgian 1 time) or excellence in terms of visitor experience (Hungry Mary Food Tours). In addition to the award ceremony, the evening was a special moment of networking and collective recognition of Brussels' tourism dynamism.



The **visit.brussels Open Day**, organised on 13 February 2025 at the BIP, brought together around a hundred participants. This event, aimed primarily at new partners and new employees of existing partner structures, aims to present the services, tools and devices offered by visit.brussels. Structured around information workshops and moments of exchange, it promotes meetings between partners and internal teams, while helping to federate the regional tourism ecosystem around common objectives of growth and shared success.

The **visit.brussels Insights Day**, organised on 7 October 2025 at the Hôtel des Douanes in Tour & Taxis, welcomed nearly 180 participants. The event was divided into two complementary parts. On the one hand, the presentation of the 2026 Commercial Action Plan (PAC), which sets out the coming year's actions to be carried out or co-carried out by visit.brussels and which the partners are invited to join. On the other hand, a series of dynamic pitches highlighting the destination's major news and highlights for 2026 and beyond. This formula allows partners to discover innovative projects, to exchange directly with their leaders and to anticipate the evolution of the tourist offer, in a spirit of collective preparation for the reception of visitors.



3.5 TRAVEL TRADE AND CARRIER PARTNERSHIPS

In 2025, visit.brussels carried out a series of strategic actions with **air and rail carriers** to strengthen Brussels' international connectivity, support tourism recovery and consolidate structural partnerships.

In the airline sector, the year was marked by the establishment of a **multi-year agreement with Brussels Airport** (aimed at strengthening strategic cooperation in terms of destination marketing) and by the strengthening of **collaborations with several major airlines** (Brussels Airlines, United Airlines, ANA, Emirates, Air Canada, Singapore Airlines, Cathay Pacific).

visit.brussels also participated in strategic events and exhibitions (Icelandair Mid Atlantic, ITB Berlin, ATM Dubai) and supported international visibility initiatives (Belgian Icon Atomium). Our teams also participated in an **economic mission** to California to explore new opportunities for opening **transatlantic routes** that could eventually link our capital to California.



On the rail front, actions focused on supporting the extension of the **European Sleeper** line to Venice, organising 'famtrips' with **Eurostar** and European Sleeper, promoting Brussels as a European rail hub via the '**Brussels, the Train Hub**' event, as well as targeted campaigns with **voyages-sncf.com** and presentations to specialised players such as AERA.

Overall, these initiatives made it possible to consolidate existing partnerships, open up new opportunities for connectivity and strengthen the international visibility of Brussels as an accessible and strategic destination.

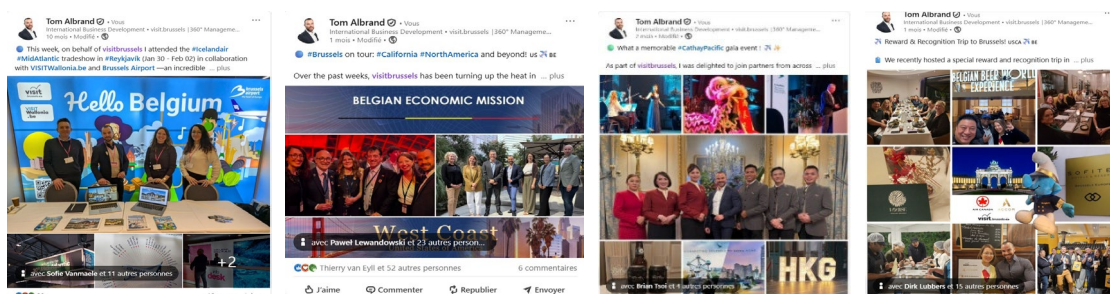
As for **Travel Trade**, visit.brussels continued its work to establish Brussels' presence in Europe, North America and markets further afield:

- **India and Brazil** were at the heart of the action plan carried out in 2025: 167 close follow-ups and 2,355 connections during the year.



Our teams also supported the Brussels Airport project in Brazil. The result: the opening of a **direct connection, from 2026, between Brussels and Sao Paolo!**

- North American market: visit.brussels' teams worked on the ground in America to promote the destination in this priority market (note in particular: participation in a **sales mission in Chicago** to promote and target, in particular, the MICE offer in Brussels; participation in Icelandair Mid Atlantic in order to position Brussels as a natural extension of **Icelandair** routes; **actions carried out jointly with United Airlines** during which, in particular, concrete sales arguments for North American agents were presented; and, last but not least, participation in the economic and princely mission to California with a view to the potential opening of a route linking California to our Capital).
- In Europe, targeted actions have been carried out in **France, Germany, the United Kingdom, Spain and Italy**, reaching thousands of qualified contacts. In 2025, visit.brussels deployed an ambitious Travel Trade strategy on the French, Italian and Spanish markets to strengthen the Brussels' offering with agencies and tour operators:
 - In France, the focus was on national co-branding with **eDreams Odigéo** to stimulate off-season city breaks, targeted regional sales calls as well as a presence at **IFTM Top Résa** and in the luxury segment in collaboration with **Corinthia Brussels**.
 - In Italy, the approach was based on extensive territorial coverage via major roadshows and trade fairs (**TTG Rimini, BTM Bari, Travel Expo Palermo**), combined with a dense event programme at Brussels House and strategic airline collaborations, notably with **EasyJet**.
 - In Spain, priority was given to large networks of agencies (AVASA, Central de Receptivos, AEVISE), participation in **FITUR** and the organisation of multi-city workshops and roadshows. '**Famtrips**', including the Brussels **European Train Hub**, strengthened product knowledge and the promotion of sustainable accessibility.



- In 2025, visit.brussels strengthened the presence of the Brussels-Capital Region and its partners at several **major international trade fairs** and **13 Travel Trade commercial initiatives**, to promote a strong, coherent and attractive image of the destination. These participations were organised in close collaboration with partners in leisure tourism – hotels, group restaurants, incentive operators, museums, attractions or DMCs – and aimed to offer them targeted, qualitative commercial proposals with attractive conditions. Key events included **FITUR Madrid** (22–26 January), Spain's leading tourism fair and gateway to the Spanish and Latin American markets; **ATM Dubai** (28 April – 1 May), a leading trade fair for the Gulf region; **IFTM Top Résa Paris** (23–25 September), a must-attend event for the French market; and **WTM London** (4–6 November), the world's leading B2B travel trade show, with a strong focus on English-speaking markets. These events gave rise to pre-arranged meetings with *buyers*, networking initiatives and targeted exchanges with travel agencies, tour operators, OTAs, *business travel* and incentive players.

All these actions have consolidated Brussels' Travel Trade visibility and supported its integration into 2026 programmes.

3.6 COMMUNES AND NEIGHBOURHOODS

As part of the **strategy to decentralise** tourism in the Brussels-Capital Region, visit.brussels strengthened its role as a facilitator and catalyst for local and inter-communal dynamics in 2025. The objective was to support the communes in the promotion of their offer, stimulate the exchange of good practices and promote joint projects, contributing to a more balanced and sustainable tourism development on a regional scale.

This approach resulted in the organisation of three round tables with the communes, including a round table dedicated to councillors and two meetings bringing together communal officials. These moments of exchange made it possible **to inspire** the communes, **inform** them of the visit.brussels' projects and tools relevant to their territories, and **strengthen networking** between local actors. The councillors round table was also a key moment to present visit.brussels' vision and strategy and to launch a unique inter-communal collaboration project.

In this context, a project aimed at defining concrete proposals for cooperation between communes was initiated. Two workshops organised during the round tables led to the emergence of 79 ideas for collaboration, promoting the creation of shared content and joint communications highlighting several communes simultaneously, particularly common themes or territorial clusters.

The **Iris Festival in the Communes** was another important driver for decentralisation. In 2025, agreements were signed with Molenbeek, Anderlecht, Forest and Saint-Gilles to promote the local offer through a rich programme of concerts, guided tours, events and the opening of museums and heritage sites. visit.brussels ensured increased visibility of these initiatives by integrating them into the overall communication of the Iris Festival, supplemented by specific communication dedicated to the participating communes.

In total, these actions made it possible to reach a wide audience – more than **1,300 participants** during the Iris Festival in the Communes – and to actively mobilise local actors (**115 participants** in the round tables). They illustrated visit.brussels' desire to support local tourism, through cooperation, the exchange of know-how and the networking of communes, while helping to diversify Brussels' tourist offer and reduce tourism pressure on the city centre.



4. BUSINESS TOURISM

In 2025, visit.brussels strengthened Brussels' visibility and attractiveness on the international market through targeted strategic initiatives that included participation in international trade fairs, the deployment of MICE commercial actions, the assistance offered to support the organisers of congresses, trade fairs and events and the activation of the Ambassadors Programme. Each of these actions helped to promote Brussels as a destination of choice for tourism and professional events.

Key figures for 2025:

- Number of convention/event requests handled by the Convention Bureau in 2025: **598** (vs 609 in 2024)
- Number of professional meetings held/organised on our stands by visit.brussels and its partners: **1,900**
- UIA Brussels ranking: **1st place**

4.1 INTERNATIONAL TRADE FAIRS AND COMMERCIAL ACTIONS

In 2025, visit.brussels represented the Brussels-Capital Region and its partners at several leading international trade fairs, complemented by around thirty targeted commercial actions, to strengthen the visibility of the destination and promote a strong and positive brand image. These initiatives were carried out in close collaboration with Brussels' business tourism partners – hotels, venues, event organisers, PCOs, group restaurants, incentive operators – with the aim of offering them tailor-made commercial actions at attractive conditions.



Among the highlights of the year were **IBTM World Barcelona** (18–20 November) and **IMEX Frankfurt** (20–22 May), Europe's two biggest MICE industry events. IBTM World brought together more than 2,500 destinations, hotels and suppliers as well as more than 12,000 professionals from around 100 countries, while IMEX Frankfurt hosted a structured programme for *hosted buyers* with **4,000 prospects** and around **65,000 meetings** for all destinations, primarily with a European clientele. On both occasions, visit.brussels organised presentations on its stand for groups of *hosted buyers*, thus helping to position Brussels as a competitive and attractive MICE destination internationally.

More generally, in 2025, visit.brussels focused on diversifying approaches and formats to reach out to its target audiences, favouring more targeted, qualified and innovative actions. The objective was to reach **key players in MICE tourism**, both in **Belgium** and in neighbouring **markets** (France, Germany, the Netherlands, Italy, Spain, the United Kingdom) and the **United States**, through new formulas promoting exchange, networking and cooperation. These actions helped to mobilise all the players around a common objective: to strengthen Brussels' international attractiveness, while promoting close and structured collaboration with partners, particularly at the Belgian level.

4.2 SUPPORTING BIDS FOR CONGRESSES AND TRADE FAIRS



In 2025, visit.brussels intensified its role as a driver of prospecting and development of business tourism, by carrying out proactive and structured work with more than **250 identified congress leads**. In close collaboration with academic, institutional and professional experts in Brussels, the Convention Bureau of visit.brussels supported the mobilisation of these ambassadors around strategic applications aimed at attracting new international trade fairs and congresses. This targeted and qualitative approach contributed directly to the generation of many concrete events, while strengthening the visibility and credibility of Brussels as a leading MICE destination.

To maximise the chances of success, visit.brussels deployed increased resources in terms of the preparation of bid books, the organisation of site visits, and the submission of applications in Belgium and abroad. The results of this dynamic were particularly convincing: 2025 was a record year, with more than **42 formal applications** submitted for congresses planned between 2026 and 2030 (compared to 23 in 2024) and **23 site visits** organised. In addition to the already secured benefits (more than **60 conferences with more than 500 participants** in the coming years), this volume also testified to a solid pipeline of open applications for the coming years (**70 applications** still open for

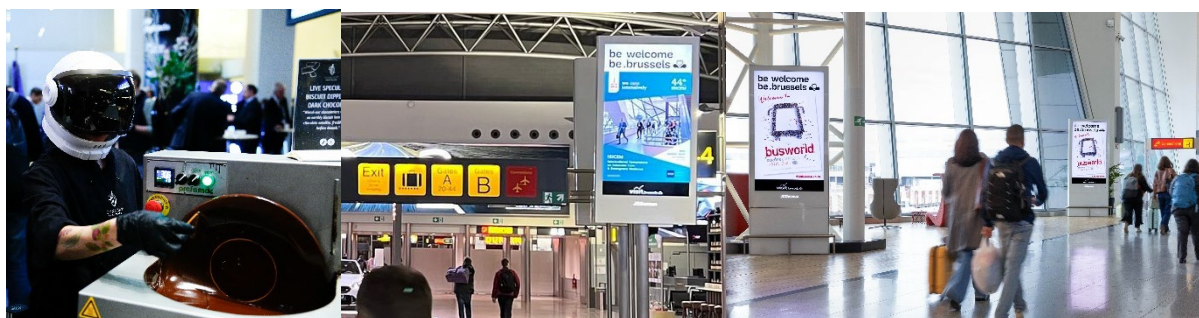
events with more than 500 participants), a guarantee of sustainable prospects and significant economic benefits for the Brussels-Capital Region.

4.3 PROGRAMME SUPPORT

The support programme set up by visit.brussels is a strategic lever that's key to the development of business tourism in Brussels. Through this scheme, visit.brussels provides decisive assistance to B2B events organised in the territory, allowing beneficiaries to benefit from tailor-made services and personalised support.

In 2025, Brussels **Welcome Support** facilitated the organisation of **16 international events** by offering transport tickets, tastings of local produce and catering services, among other things.

This initiative has enabled visit.brussels to reach nearly **75,000 participants**, thus generating a particularly satisfactory return on investment in terms of image and notoriety for the Brussels-Capital Region. The programme also aims to retain recurring events, thus consolidating Brussels' position as the international capital of congresses and trade fairs.



4.4 THE AMBASSADORS PROGRAMME

In 2025, visit.brussels continued and strengthened the development of its **Ambassadors Programme**, a major lever for increasing Brussels' international attractiveness in the professional events market. This ambitious programme aims to bring together a network of high-level Brussels experts, promote the **centres of excellence** present in the region and transform this intellectual capital into concrete opportunities to host **international congresses and events**.

The year was marked by two key events: the annual Ambassadors' evening the **visit.brussels Night** and the **Meet & Greet**. These are two key events that promote networking, the ambassadors' commitment and the emergence of new collaborative proposals. In addition to their direct role in generating new bids to host congresses in Brussels, these actions have also contributed to the influence of the programme, with media coverage in the magazine *Sabato*, reaching 314,000 readers. This visibility sustainably strengthens Brussels' positioning as a destination of excellence for high value-added professional events.

5. ACTIVITIES AND PROMOTION OF THE REGION

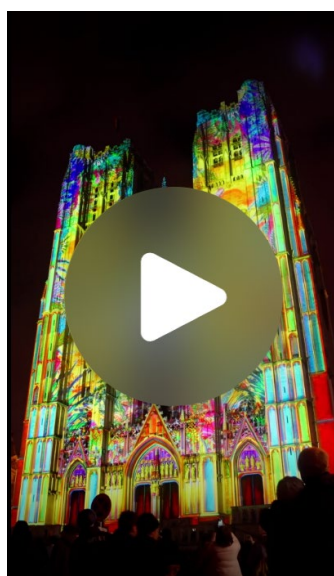
In 2025, visit.brussels contributed to enriching the capital's cultural and event offer through various unique festivals and experiences, contributing significantly to the attractiveness and dynamism of Brussels.

Key figures for 2025:

- Number of Bright Festival visitors: **434,105** (vs 500,000 in 2024)
- Number of Pride visitors: **220,000** (vs 210,000 in 2024)
- Tram Experience satisfaction rate: **8.67/10** (vs 8.69/10 in 2024)

5.1 BRIGHT BRUSSELS FESTIVAL OF LIGHT

Since 2017, the Bright Brussels Festival has been illuminating and showcasing our architectural heritage, thanks to light trails through various districts.



The 2025 edition welcomed **434,105 people*** (28% of whom were national tourists and 17% international tourists) on the two routes offered (on the one hand, the Royal route in the heart of the capital's historic centre and emblematic buildings and, on the other hand, the Europe route through the European Quarter, enhanced thanks to the participation of several museum partners).

The 2025 edition also marked a clear turning point in the attendance of 'indoor' places and more specifically in the reception of visitors within **partner museums**. This year, more than 130,000 visitors visited the collections of the participating Brussels museums:

- 41,500 visitors counted at the Art & History Museum
- An estimated 20,000 visitors to the Pavilion of Human Passions
- An estimated 55,000 visitors to the Dinosaur Gallery
- More than 15,000 visitors counted in the Liszt Institute

Finally, the 2025 edition of the Bright Brussels Festival was also an opportunity to cement two new components that had appeared in the 2024 programme:

- **Bright Brussels Kids**: this space located this time in the Parc de Bruxelles opened an hour before the festival and offered a child-friendly, interactive and family programme.
- The **Bright Brussels Sessions**, a B2B Forum, offered a full day of meetings, round tables, presentations and networking moments for nearly 100 professionals from the lighting sector, artists, event organisers, private partners and cultural representatives...

5.2 THE TRAM EXPERIENCE

Launched in 2012, the "Tram Experience" offers a unique and singular dining experience aboard a tram transformed into a gourmet restaurant that runs six days a week.

From January to July 2025, **young Brussels chefs** were honoured. Then, from September to December 2025, the programme highlighted several **Michelin-starred chefs**.

In 2025, a record year in terms of turnover since the launch of the project, the Tram Experience confirmed its success as an ambassador for Brussels gastronomy, with a 100% occupancy rate and an overall satisfaction rating of **8.67/10**.

With more than **8,544** customers, including 1,650 B2B customers, this unique experience brilliantly highlighted young talents from Belgian gastronomy alongside Michelin-starred chefs.

The renewal of strategic partnerships and the establishment of new collaborations have strengthened the scope and sustainability of the project, while achieving a balanced budget. The Tram Experience is a real asset in terms of Brussels' appeal and influence.

5.3 THE IRIS FESTIVAL

The 2025 edition of the Iris Festival celebrated the 36th anniversary of the Brussels-Capital Region in a festive and warm atmosphere. A genuinely popular event, the event brought together more than **100,000 participants** throughout the weekend, confirming its status as an unmissable moment of conviviality for Brussels residents and visitors alike.

On Saturday, the Iris Festival honoured the communes of Forest, Saint-Gilles, Anderlecht and Molenbeek, which unveiled their cultural, heritage and associative treasures. The activities on offer – guided tours, unusual discoveries, participatory workshops – offered the public a unique opportunity to explore the diversity and richness of Brussels' neighbourhoods.

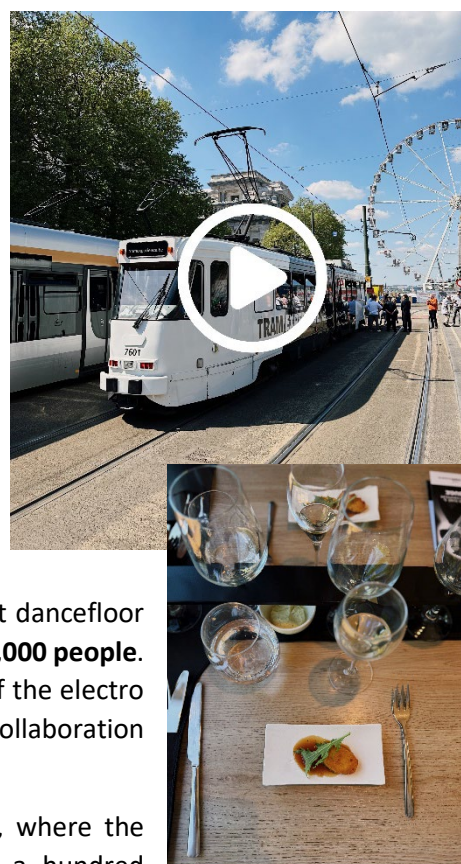
In the evening, place des Palais was transformed into a giant dancefloor during **the Iris Tipik Electro Night**, which brought together **20,000 people**. International DJ Fatboy Slim, surrounded by leading artists of the electro scene, offered a memorable concert as part of a successful collaboration with **RTBF (Tipik)**.

On the Sunday, the festivities took place in **Brussels Park**, where the themed villages welcomed young and old. Supported by a hundred associations and **22 Brussels organisations**, they offered family activities, educational activities, shows and immersive experiences. Street artists also contributed to the festive atmosphere, while the Brussels Parliament received visitors curious to discover how it works.

The Iris Market, with 20 Brussels exhibitors — craftsmen, creators and local producers — was a great success and promoted the region's know-how and produce.

At the same time, the programme was boosted by a series **of complementary activities**: Kidical Mass, Open Air, guided tours of the European quarter, collaborations with collectives and local initiatives such as Flora, Brussels Calling or Poelaert Open-Air.

Last but not least, the festivities were supported by impressive logistics, including **40 food trucks**, ensuring a varied and accessible range of food options.



The 2025 edition of the Iris Festival was a great success. Unifying and open to all, it highlighted the dynamism of the communes, the vitality of Brussels' associative landscape and the creativity that characterises the Brussels-Capital Region.

5.4 THE BD COMIC STRIP FESTIVAL



The BD Comic Strip Festival 2025 (organised at the end of September 2025), the flagship event of the ninth art in Belgium, brought together more than **70 stands** at Tour & Taxis' Gare Maritime, including publishers, gallery owners, dealers and authors. The rich and diversified programme offered a Schools Day, drawing workshops, conferences, shows, exhibitions, an international pavilion, as well as spaces dedicated to Manga and alternative comics. The Atomium Awards ceremony was also a highlight, reinforcing the recognition of the sector's talents. The 2025 edition of the BD Comic Strip Festival also gave pride of place to Dutch-language comics.

The event attracted **63,000 visitors** over three days (up 5% compared to 2024), including dozens of classes on Friday for the Schools Day. Bringing in a revenue of €180,000, the festival confirmed its cultural and economic impact.

The BD Comic Strip Festival 2025 was an unmissable event for professionals and comic book enthusiasts alike, highlighting Brussels as the undisputed capital of the ninth Art.

5.5 BRUSSELS PRIDE

Brussels Pride, coordinated by visit.brussels in 2025, attracted more than **220,000 participants** and **120 associations**. The event, also supported by the Federal Government, the Wallonia-Brussels Federation, the COCOF, the Flemish Community and the Flemish Community Commission, in addition to the support of the Brussels-Capital Region and the City of Brussels, underlined the region's commitment to openness, inclusion and support for the LGBTQIA+ community, and strengthened the image of Brussels as a welcoming destination.



During **Brussels Pride Week**, a rich cultural and artistic programme, including concerts, screenings and conferences, took over a variety of emblematic locations in Brussels. On 17 May, the **Brussels Pride March**, followed by performances by artists at the Mont des Arts and in the Brussels Rainbow Village, was the highlight of the festivities, reinforcing the international influence of the event.

This edition, with the theme "*Unite, Time to protect our rights*", underwent changes compared to the previous edition: a larger

background space for the main stage, a risk analysis and the creation of a mobility plan carried out by a specialised company. Security measures were maintained and extended with the expansion of the **Safer Zone** to ensure the safety of participants.

The staging of this event also generated significant economic benefits for the hospitality sector, with **hotel occupancy rates** reaching **85%** on the day of the event.

6. PROMOTION OF CULTURE

visit.brussels, a non-profit organisation, has demonstrated a strong commitment to cultural promotion in Brussels, with significant achievements in 2025. The diversity and richness of Brussels' cultural offer was highlighted by the non-profit organisation using competitions. visit.brussels' actions and initiatives have also made a significant contribution to the achievement of the broader objective of decentralising tourism. These achievements are presented to you in the following section.

Key figures for 2025:

- Number of days of sustained filming in the region: **858**
- Number of shows seen in one month as part of the "Brussels on Scenes" action: 2025: 2,636 vs 2024: 2,424
- 6% growth in ticketing revenue (2025: €3,951,690 vs 2024: €3,721,984)

6.1 TICKETING.BRUSSELS

In 2025, visit.brussels continued to develop [ticketing.brussels](#), the cultural and tourist ticketing service created at the end of 2024 thanks to **ERDF** funds. The platform, which is now fully operational, offers the local and international public a centralised view of all Brussels activities (museums, shows, festivals, guided tours, attractions, etc.).

The catalogue is experiencing remarkable growth, with **170 cultural and tourism partners** now signed up. Total ticketing revenue (LMT, BOX OFFICE and Ticketing.brussels) in 2025 amounted to €3,951,690, an increase of 6%.

The booking tool was deployed at the tourist reception desks at the BIP on place Royale and on the Grand-Place, reinforcing the accessibility of the service. Partners benefit from easy handling via their ticketing software, **automatic payout, no subscription fees**, as well as broad visibility via communication campaigns (13 million annual views on visit.brussels, social networks, BRUZZ, newsletters).

The **Last-minute Tickets** system is now fully integrated into the platform, although a slight decrease was observed (-2% vs. 2024; -30% vs. 2023) due to the decrease in last-minute seats, the rise of "*pay what you can*" and competition from the Cinéville system.

On the technical side, the ecosystem is continuing to modernise:

- 100% paperless **tickets** and lightweight PDF files;
- integration of **Google Pay, Apple Pay, Edenred Sport & Loisirs**;
- a robust classic ticketing system via **Utick**, representing 70% of the total volume thanks to major partners (Atomium, Design Museum, Tootbus).

'Always on' promotional campaigns on META (Facebook/Instagram) and a structuring partnership with BRUZZ reinforced the catalogue's reputation, particularly in May, September and October.

The platform, therefore, contributes to **democratising access to culture**, by reaching an audience from 15 Brussels communes and by encouraging residents to discover new places, promoting a more regular, inclusive and diversified cultural practice.

6.2 CULTURAL PROMOTION



The joint cultural communication strategy is implemented by visit.brussels and is supported by the **Wallonia-Brussels Federation, the Flemish Community, the COCOF and the Flemish Community Commission (VGC)**. Within this framework, visit.brussels has concentrated the efforts of the various institutions mentioned above to promote the region's cultural offer.

The primary objectives of the 2025 cultural communication strategy were to coordinate the promotion and visibility of Brussels' cultural offer; simplify access for citizens and tourists to events through the **visit.brussels cultural agenda platform**; and **to carry out targeted** promotional actions. This initiative, carried out in collaboration with the Réseau des Arts de Bruxelles-Brussels Kunstenoverleg (RABKO), and various cultural operators in the region, achieved the following results:

- Newsletter subscribers: 137,185 people
- [Agenda](#) users: 1,496 partners
- Uploaded events: 15,383 events
- Campaign reach: 400,396 people

At the same time, visit.brussels actively contributed to the promotion of the cultural offer via its META social networks (Facebook/Instagram). The results for 2025 were as follows:

- Social networks: 93,900 followers
- Impressions: 3.5 million
- Clicks: more than 25,000 clicks

In 2025, visit.brussels supported the **Brussels Cultural Guide**, a unique publication which provides an overview of the main artistic and cultural events and events programmed in the Brussels-Capital Region. This year, **3,000** copies were printed and distributed via tourist information points, press and events services, Brussels bookshops and partner events.

6.3 SUPPORT FOR CULTURAL AND EVENT OFFERINGS

In 2025, Brussels hosted nearly 15,400 cultural and tourist events that affirm its identity and influence on a national and international scale. At the heart of this effervescence is an eclectic offer, ranging from comics to jazz music, street art and contemporary art.

**DON'T
MISS
THIS** ↓

**Lotto
Brussels Jazz
Weekend**

22.05 > 24.05

Various places in Brussels

**Zinneke
Parade**

30/05

Central Brussels

**20km de
Bruxelles**

31.05

visit.brussels

visit.brussels stepped up its support for cultural and tourist events in Brussels by organising a competition in the first half of 2025, aimed at cultural operators and event organisers. In terms of quality, in addition to criteria relating to the region's appeal, size and image, the jury also assessed the applications against key criteria with a positive impact, such as duration, contribution to civic engagement, inclusion, sustainability, employment and local roots, as well as the event's ability to bring together different venues, organisations and municipalities across Brussels. The competition gave 33 winners a streetlamp poster campaign in the Brussels-Capital Region, worth €6,000 each, providing greater visibility for a rich and diverse programme.

Key Results:

- **44 applications** received during the competition organised in the first half of the year
- **33 winners** covering a wide range of events and varied disciplines such as jazz, design, contemporary art, film, gastronomy and heritage, including iconic festivals such as Museum Night Fever, the Queen Elisabeth Competition, Couleur Café, Art Brussels, the Zinneke Parade, Brosella Festival and the Brussels Flower Carpet, but also emerging events.

6.4 DEVELOPMENT OF CULTURAL EXPERIENCE



With the organisation of the "Bruxelles sur Scènes" festival, in collaboration with the **COCOF**, visit.brussels promoted the city's intimate and often little-known cultural offer by highlighting Brussels' cafe-theatres and offering a varied programme of shows in different districts. In 2025, **551** "Bruxelles sur Scènes" passes were sold. At the same time, a **new visual identity** was highlighted through a communication campaign, revealing these exceptional venues.

visit.brussels also celebrated the diversity of Brussels' heritage through various large-scale actions, such as the extension of its campaign dedicated to the "**Art Nouveau**" artistic movement. On this occasion, in partnership with Brussels Museums, visit.brussels not only continued the sale of "**Art Nouveau Passes**", but also extended its scope of action to include an Art [Deco offer](#). The sale of these passes has been a notable success with no less than **6,951 passes sold**.

Support for the Brussels Renaissance Festival and the Ommegang also highlighted the attractiveness and richness of Brussels' historical and architectural heritage.



6.5 THE FILM COMMISSION

In 2025, Brussels once again established itself as an attractive hub for filming thanks to its quality welcome, its diversity of sets, its rich gastronomic heritage and its hotel offer.

The Film Commission, founded by visit.brussels, played a pivotal role in supporting **298 productions**, totalling **858 days of filming** and attracting projects from **15 different countries**, including **70 international shoots** with renowned actors. This activity has not only stimulated the local economy by boosting the hospitality and services sector, it has also contributed to strengthening Brussels' regional marketing as well as the decentralisation of cinematographic activities in the Brussels-Capital region, as several projects have been carried out across our capital's nineteen communes.

6.6 2025, YEAR OF ART DECO



2025 was the year of [Art Deco](#), an artistic movement that emerged in the 1920s and 1930s. visit.brussels initiated several initiatives - in collaboration with urban.brussels and Brussels Museum - to pay tribute to this movement, which is particularly prominent in the region.

A dedicated webpage was created to optimise communication across our various channels: newsletters; social media; press kits and press visits; the creation of short videos highlighting Brussels' iconic Art Deco sites; the printing of postcards (featuring a QR code linking to the programme on the visit.brussels website) and their distribution at cultural venues.

At the same time, particular attention was paid to the French market, where visit.brussels launched a major promotional campaign, focusing specifically on northern France and Paris. The figures speak for themselves: **3,516 passes** sold by the end of the first quarter of 2025, with visitor targets comfortably exceeded by **104.6%**.

7. THE CAPITAL OF EUROPE

In 2025, visit.brussels deployed various actions to promote Brussels as a European capital and international business centre. The following is a summary of the key initiatives supported.

Key figures for 2025:

- Number of visitors to museums in the European Quarter/Cinquantenaire area:
1,824,000 (vs 1,678,069 in 2024)
- Number of participants in events organised by Europe Direct: **205**
- Number of partners who participated in the EQ Connect meetings : **65**.

7.1 ATTRACTIVENESS OF THE EUROPEAN QUARTER



In 2025, visit.brussels has intensified its efforts to enhance the European Quarter, by strengthening its attractiveness, dynamism, image and integration into local life. The development of the **EUQB brand** was, of course, at the heart of these efforts: both

public and private partnerships were concluded to ensure the visibility of the EUQB brand in the European quarter. On the other hand, we should mention the success of the 'EQ Connect' round tables which brought together no less than **65 participants** and, finally, the creation and distribution of various **podcasts**.

Through these initiatives, visit.brussels has strengthened EUQB brand awareness, consolidated relationships with local and international stakeholders, and improved the perception of the European Quarter as a dynamic and welcoming space in the heart of Brussels.

7.2 THE ASSOCIATION PLACE

In 2025, visit.brussels continued its commitment to strengthening Brussels' role as a key crossroads for international associative and MICE activities: an "Association Connect" programme dedicated to international associations based in Brussels was held between March and December 2025, taking the form of interactive and participatory workshops. The Association Place also hosted the annual "EU influencers night" event.



Thanks to these actions, visit.brussels has not only consolidated relations with local and international associations, it has also contributed to positioning Brussels as a strategic hub for exchanges and associative events.

7.3 THE PRESS CLUB

The Brussels Europe Press Club continued its central role in 2025 as an essential platform for international correspondents and journalists, representatives of the European institutions, and international organisations. Indeed, the slogan developed by visit.brussels "*if you want to be heard, say it in Brussels*", with no fewer than 500 events taking place throughout the year (press conferences, panel discussions, book launches, etc.).

The Press Club also made it possible to prepare, organise and finalise a number of podcasts, like the "My Brussels" podcasts. At the same time, the Press Club welcomed about **fifteen delegations** from all over the world (Moldova, Central Asia, Oman, Serbia, Montenegro, Lebanon, Pakistan, Tunisia, Egypt...). In all, the Press Club welcomed no less than **9,250** journalists and correspondents in 2025, confirming its role as an international press hub.

Thanks to these many initiatives, the Press Club continues to promote Brussels as a nerve centre for the international press and cultural diplomacy.

7.4 EUROPE DIRECT

In 2025, as part of its Europe Direct Brussels initiative, run in partnership with the European Union, visit.brussels established itself as a key information hub on the EU in the region, bringing Europe closer to the people of Brussels. The aim of this initiative was to inform citizens and engage with them, as well as to raise awareness of sensitive issues within the European Union.

In 2025, Europe Direct Brussels launched a series of information, awareness-raising and dialogue initiatives to improve Brussels residents' understanding of the European Union. The digital strategy reached a wide audience, **with over 464,000 views on Facebook** and **63,700 views on Instagram**, whilst building an engaged community of some 3,380 followers overall. Outreach activities attracted **205 participants**, including 100 secondary school pupils through classroom activities and **105 participants** at public information sessions and events. A **quarterly newsletter** was distributed to **617 schools**. These results confirm the impact of the initiatives carried out among the general public, young people, the education sector and local authorities, and enhance the visibility of Europe Direct Brussels as a local hub for European information.

8. SUSTAINABILITY, DIVERSITY, EQUALITY, AND INCLUSION (DEI)

Key figures in 2025:

- Percentage of eco-labelled hotel rooms: **47%** (vs 45% in 2024)
- Number of partner infrastructures certified 'Access-I': **54** (vs 44 in 2024),
- Number of accommodations labelled 'Bike Friendly': **21** (vs 20 in 2024)

8.1 SUSTAINABILITY

Brussels is asserting itself as a sustainable European capital by uniting green spaces, the circular economy and soft mobility. visit.brussels plays a key role in this transition by raising awareness among tourism stakeholders and promoting responsible practices to improve the visitor experience while reducing its environmental impact.

The actions carried out by visit.brussels in 2025 made it possible to make significant progress towards the objective of a more sustainable tourism sector: **70 establishments** were awarded the **Green Key label**, and **21** accommodations were awarded the **Bike Friendly** label. visit.brussels has also actively supported the sector through awareness-raising actions, to participate in the strengthening and structuring of Brussels' sustainable offer.

Finally, visit.brussels has actively participated in the promotion of soft **mobility** (promotion of the node network, Bike Friendly accommodation and the EuroVelo 5 route).

Thanks to these initiatives, Brussels is positioning itself as a model eco-friendly destination, combining attractiveness and environmental commitment.

8.2 DIVERSITY

Like its sustainability goals, diversity – including accessibility for all and inclusion of **LGBTQIA+** people – is an integral part of visit.brussels' values. The commitment to **accessible and inclusive tourism**, aimed at guaranteeing an optimal welcome for all, including people with disabilities, is one of the core values strongly championed by visit.brussels.

In 2025, visit.brussels continued its strategic initiatives aimed at improving the accessibility of tourist infrastructure and events, while raising awareness among the sector's stakeholders of the importance of this approach: **54 certified partners** (including: 26 museums, 18 venues, 7 accommodations and 3 cultural venues) currently hold the "Access-i" label.

The support provided by visit.brussels for this certification not only makes it possible to visibly increase the number of accessible tourist places in Brussels but also to increase the attractiveness of the destination, by testifying to the reality of Brussels: a sustainable capital, respectful of its inhabitants and suitable for all visitors.



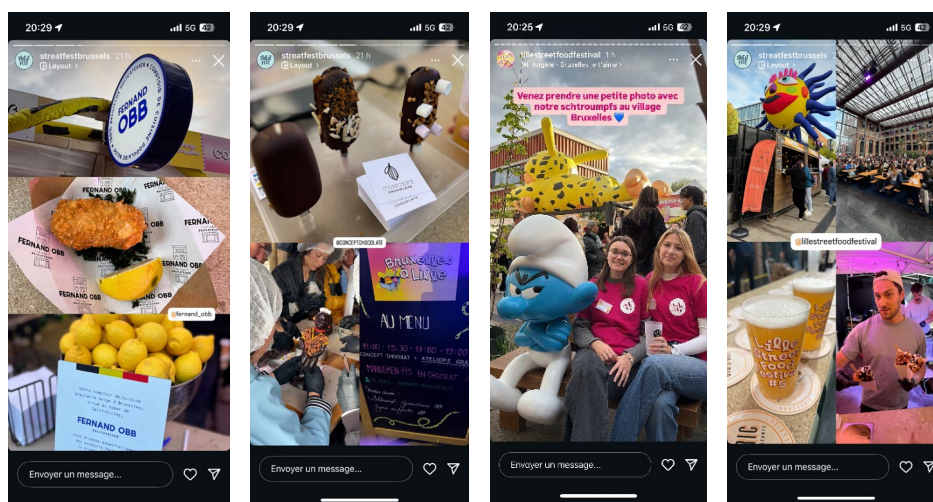
9. SPECIFIC MISSIONS

In 2025, visit.brussels carried out a number of major targeted missions aimed at enriching the Brussels experience, demonstrating the association's commitment to innovation, culture and sustainable tourism.

Key figures in 2025:

- Number of visitors to I Love Science Festival: **18,000 people** (vs 15,000 in 2024)
- Number of visitors to Batibouw: **200,000 visitors** (vs 150,000 in 2024)
- Number of visitors to the gastronomic Roadshow : **60,000** (vs 50,000 in 2024)

9.1 THE GASTRONOMIC ROADSHOW 2025 (LILLE)



From 2 to 5 October 2025, as part of an initiative to promote Brussels crafts, an initiative supported by the **Wallonia-Brussels Federation**, visit.brussels contributed to the international promotion of Brussels by highlighting its gastronomic artisan creators.

The **Lille Street Food Festival** invited Brussels and made its neighbouring capital a guest of honour of the 2025 edition. The staging of this event made it possible to highlight the Belgian capital's attractions by including a **Brussels Village** rich in entertainment: children's activities, a giant quirky Manneken-Pis, the Concept Chocolate factory and its decoration workshops, chocolate-beer pairing workshops by chocolatier Laurent Gerbaud, nods to comic strips (the Smurfs, Marsupilami), and cooking demonstrations with Fernand Obb Delicatessen and his shrimp croquettes, and the savoury creations of Gaufres & Waffles revisited by Michelin-starred chef Yves Mattagne. Sweet treats were also in the spotlight with Concept Chocolate's customisable magnums. The Brasserie du Singe Savant and the Brasserie de l'Ermitage offered a selection of Brussels beers, including a special creation for the festival, and the evenings were punctuated by a Brussels DJ set.

The event welcomed **60,000 visitors**, generated **€32,000** in revenue for Brussels operators, served more than **4,300 dishes**, and all the workshops were 100% full. This spotlight strengthened Brussels' gastronomic position, while forging links between our region and Lille.

9.2 I LOVE SCIENCE FESTIVAL



The I Love Science Festival (ILSF) has established itself as a flagship event for the popularisation of science in Brussels. Held from **10 to 12 October at Tour & Taxis**, it attracted **18,000 visitors**, confirming the public's enthusiasm for science and innovation.

The 17th edition offered **60 exhibitors**, numerous **interactive stands** divided into themed villages, as well as a wide programme of activities covering various fields such as chemistry, coding, space, artificial intelligence, robotics and the environmental. Among the highlights were immersive experiences, workshops, scientific shows and new demonstrations. The **Business Village** was a great success, while the **Explore Lab**, dedicated to activities and shows, attracted a large number of visitors.

Schools were largely present, with sustained attendance on Friday and a high participation rate. The event received an **average rating of 8.36/10** from teachers, **100% of whom enjoyed the workshops**, **93%** were pleased with the organisation of the event and **85%** were happy with the programming in French.

In terms of communications, the festival enjoyed increased visibility, supported by a dynamic digital campaign and institutional partnerships, thereby strengthening its profile among the general public.

The 2025 edition attracted a large majority of new visitors and confirmed the satisfaction of exhibitors: **100%** said they were satisfied with the attendance, the organisation and the scientific coherence of the programme, while **96%** praised the quality of the communication and the Tour & Taxis website.

With its immersive format and educational impact, the ILSF continues to inspire younger generations and strengthen Brussels as a capital of scientific innovation.

9.3 BATIBOUW



In 2025, the Brussels-Capital Region reaffirmed its commitment to sustainable construction, renovation and housing by actively participating in **Batibouw**, Belgium's largest trade fair dedicated to the sector. This unmissable event, which attracted **200,000 visitors**, is an essential platform to inform owners, tenants and future residents about the subsidies, loans, subsidised purchases, public projects and housing solutions offered by the region.

The **region's stand** welcomed a varied audience – tenants, owners, construction professionals, citizens, co-ownership properties, associations and administrations – offering them personalised advice and detailed information on the various support available. Thanks to the presence of all the partners and Public Interest Organisations, visitors were able to get clear answers to their questions and find out about the schemes designed to make access to housing in Brussels easier.

As such, the 2025 edition of Batibouw made it possible to strengthen the visibility of regional initiatives, while facilitating dialogue between citizens and housing stakeholders. The elements of the stand, reused year after year to minimise the environmental impact (furniture, structures, communication media and signage), contributed to offering a professional and sustainable layout. The partners present expressed great satisfaction with the collaboration and its impact, stressing the importance of this annual meeting for supporting the people of Brussels in their real estate projects.

9.4 LOCATION DU BIP

Ideally located on place Royale, in the heart of the historic centre of Brussels, the **BIP Meeting Centre**, home of the Brussels-Capital Region, is an exceptional setting for the organisation of events and meetings by local and international associations as well as companies.

In 2025, the BIP Meeting Centre hosted no less than **129 events** and continued its **eco-friendly** commitment following the renewal of its **Green Key** label the previous year.