



**VISIT.
BRUSSELS
ACTIVATION**

DA



Actions & Promotions Culture & Lifestyle

IMPROVE YOUR VISIBILITY

- WEBSITE
- TRANSVERSAL COMMUNICATION
- SOCIAL NETWORKS
- NEWSLETTERS
- BELGIAN POSTERS NETWORK
- PRESS & WELCOME
- PUBLICATIONS
- THEMATIC CAMPAIGNS
- BANNERS



A photograph of two women from behind, standing in a minimalist art gallery. They are looking at a wall covered with a grid of grey square panels. The woman on the left is wearing a white blouse and red trousers, while the woman on the right is wearing a pink blazer and white trousers. The word 'BRUSSELS' is overlaid in large white letters across the center of the image.

BRUSSELS

B2B EVENT: ARTY BRUSSELS 2023

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ARTY BRUSSELS

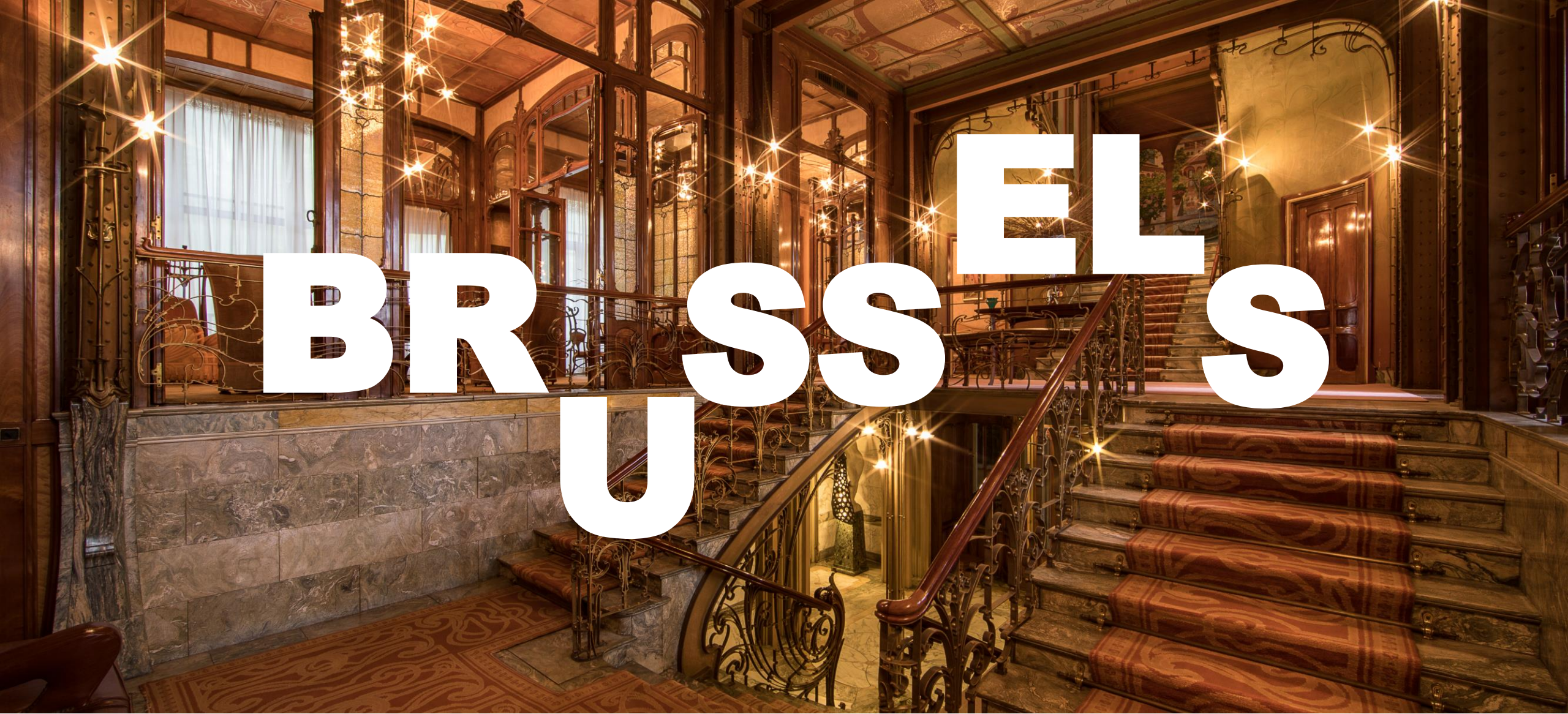
Brussels House of Milan
07 March 2023

- A collaboration: press department, Industry Coordination, Representative in Milan
- B2B event for networking (cultural partners + press)
- Presentation of 11 highlights not to be missed in 2023
- New spot in Milan: the Brussels House!
- The support by a press agency based in Milan
- Key words: convivial moment, networking, information, «teambuilding»





- **18 journalists** (cultural and general press)
- **8 partners** were present (Wiels, RMFA, Centrale, Bozar, La Loge, Art on Paper, Art Brussels, Villa Empain)

A photograph of a grand, ornate interior space, likely a museum or a historic building. The room features a large, multi-level staircase with a red carpet and ornate metal railings. The walls are decorated with intricate Art Nouveau patterns and large windows with white curtains. The ceiling is high and decorated with ornate designs. The overall atmosphere is warm and elegant, with soft lighting from chandeliers and wall sconces.

BRUSSELS

ART NOUVEAU IN 2023

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REGION DE BRUXELLES-CAPITALE
BRUSSELS HOOFDSTEDELIJK GEWEST
presents

**CAPITAL OF
ART NOUVEAU**

BRUSSELS 2023



**Brussel is een
art nouveau kunstwerk.**

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 Ontdek alle art nouveau activiteiten in 2023





REGION DE BRUXELLES-CAPITALE
BRUSSELS HOOFDSTEDELIJK GEWEST
presents

**CAPITAL OF
ART NOUVEAU**

BRUSSELS 2023



**Bruxelles est une oeuvre
d'Art nouveau.**

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 Découvrez toutes les activités Art nouveau en 2023







REGION DE BRUXELLES-CAPITALE
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Brussels is a piece
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Concept

Programme

Art Nouveau Pass

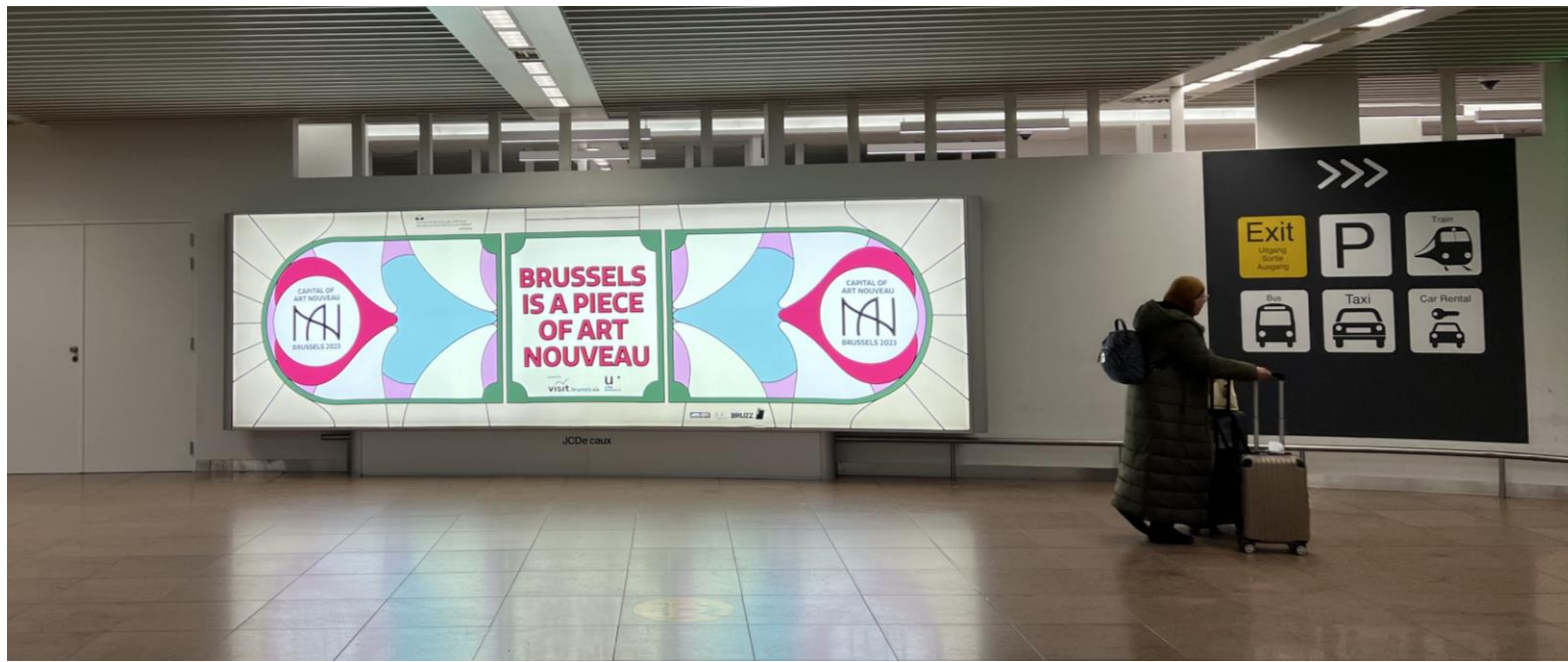
Groupes & écoles

Temps forts

Bruxelles, capitale de l'Art nouveau

En 1893, l'architecte Victor Horta mettait les dernières touches à l'hôtel Tassel, œuvre fondatrice de l'Art nouveau à Bruxelles.

L'impressionnante modernité de sa façade et ses somptueux intérieurs tout en vitraux, mosaïques et fer forgé ont marqué l'histoire de l'architecture. 130 ans plus tard, Bruxelles compte bien profiter de cette date anniversaire pour célébrer l'Art nouveau dans toute sa diversité et s'affirmer comme la capitale de ce courant artistique international.



A photograph of a lively bar interior. In the background, a well-stocked bar with numerous bottles of alcohol is visible. Several people are seated at the bar, and bartenders are working behind the counter. In the foreground, patrons are seated at tables, some looking at their phones. The scene is warmly lit, creating a cozy atmosphere. The word "LIFESTYLE" is superimposed in large, white, bold, sans-serif capital letters across the center of the image.

LIFESTYLE

Action influenceurs Winter

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Target : France

Ideal market for the Brussels lifestyle :

- local experience
- what is off the beaten track
- authentic

Profils :

- Urban Hedonists
- 30-45
- cities served by a direct line
- Interest in a trendy, authentic, local offer
- sensitive to the atmosphere of the city



Focus content :

- Gastronomy
- Shopping (local, craft & sustainable)
- Guided tours
- Kids friendly activities

5 influenceurs :

- 2 influencers fashion
- 1 influencer foodies
- 1 influencer epicurien
- 1 influencer family

Neighbourhoods :

- St Jacques / Grand-Place
- Flagey / Châtelain
- Sablon / Marolles
- Canal
- Louise
- Ste Catherine / Dansaert



[@chlosetoyou](#)
160k followers



[@rosabohneur](#)
70,8k followers



[@jessicabertola](#)
136,8k followers



[@amelie.dias](#)
44,4k followers



[@lesparisdelaure](#)
90,5k followers





Estimated Reach	47.66K
Likes	6.2K
%ER	4.48%

@jessicabertola



Estimated Reach	30.93K
Likes	1.8K
%ER	2.06%

@lesparisdelaura



Estimated Reach	25.54K
Likes	1.9K
%ER	2.7%

@rosabohneur



Estimated Reach	19.15K
Likes	1.7K
%ER	5.1%

@mecdumove



Estimated Reach	14.47K
Likes	859
%ER	1.97%

@amelie.dias





Reach	27.32K
Impression	28.38K
Sticker Taps	9

@jessicabertola



Reach	12.61K
Impression	12.69K
Sticker Taps	231

@rosabohneur



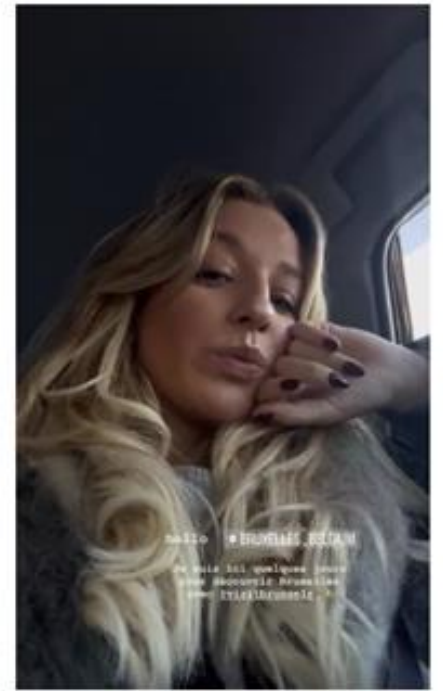
Reach	7K
Impression	7K
Sticker Taps	/

@lesparisdelaure



Reach	5.78K
Impression	5.78K
Sticker Taps	50

@amelie.dias



Reach	5.23K
Impression	5.29K
Sticker Taps	15

@chlosertoyou



Results

Publishers	7
Posts and stories	281
Posts	14
Total Stories	267
Channels	Instagram TikTok
Total followers	583.95K
Total Reach (estimated + actual)	3M
Total engagement rate (IG only)	2.34%
Total Video views (réels + TikTok)	217.42K
EMV	89.59K



THANK
YOU

A yellow decorative swirl or flourish that starts near the top right of the word 'THANK' and curves downwards and to the left, ending near the word 'YOU'.