

**VISIT.
BRUSSELS
ACTIVATION**



Accueil Onthaal 2.0

**LEVELLING UP THE B2C EXPERIENCE
ALONG THE ENTIRE CUSTOMER JOURNEY**

TOPICS



1. MY TEAM & I



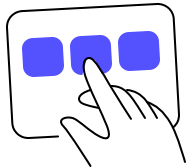
2. MAIN GOAL



3. BRUSSELS INFO POINTS



4. REMOTE CONTACTS



5. DIGITAL TOUCHPOINTS



6. LET'S WORK TOGETHER!

HELLO!



WHO ARE YOU?



HELLO!

A few words about my team and I

Benjamin Vella

Manager Visitor Services

Visitor Services

- Team of approx 30 people
- EN, FR, NL, DE, SP, IT, PT, RO, AR, RU and more
- Front desk & remote contacts
- B2C products: brochures and city maps



MAIN GOAL

visit.brussels makes its expertise available to the wider public by increasing the number of **touchpoints offering quality tourist advice** throughout the entire customer journey

TOURISM OFFICES

7/7, 363 days/year



2 places:

- Grand-Place – Grote Markt
- Mont des Arts – Kunstberg

Quality of information ensured by:

- Trained staff
- New communication tools

Our own B2C products:

- Official City Map
- Official City Guide
- Comics Guide (new edition coming soon)
- Green Walk Tourism Guide (coming soon)
- Bicycle Tourism Map (coming soon)



COUCOU.BRUSSELS

With our partner Les Organisateurs



Practicalities

- Each summer
- By good weather
- 6 to 7 places

Concept

- Info & drinks
- Bring tourists and residents together
- View, atmosphere
- Chill out



REMOTE CONTACTS

7/7, 363 days/year

Goals:

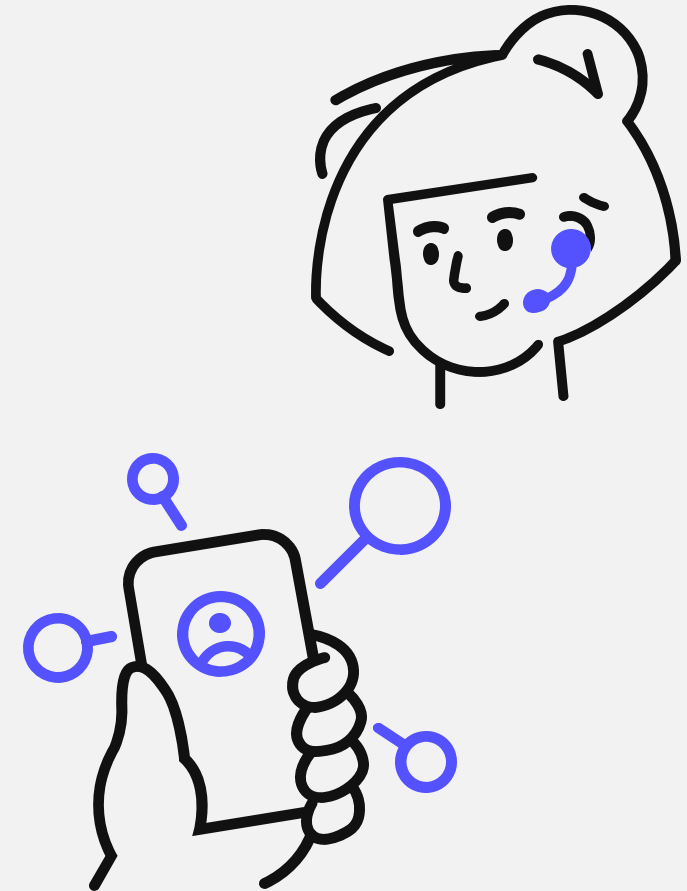
- Diversify our channels
- Reduce response times
- Automate answers to common questions

Today:

- Telephone line
- Instant chat on Facebook – Messenger – Instagram
- Instant chat on our web portal
- Mail & e-mail

Tomorrow:

- Improve our Google pages
- Add WhatsApp to our B2C channels
- Set up our own Chatbot



DIGITAL TOUCHPOINTS

With our partner i-Logics

Around **60** interactive terminals
in hotels, museums and venues



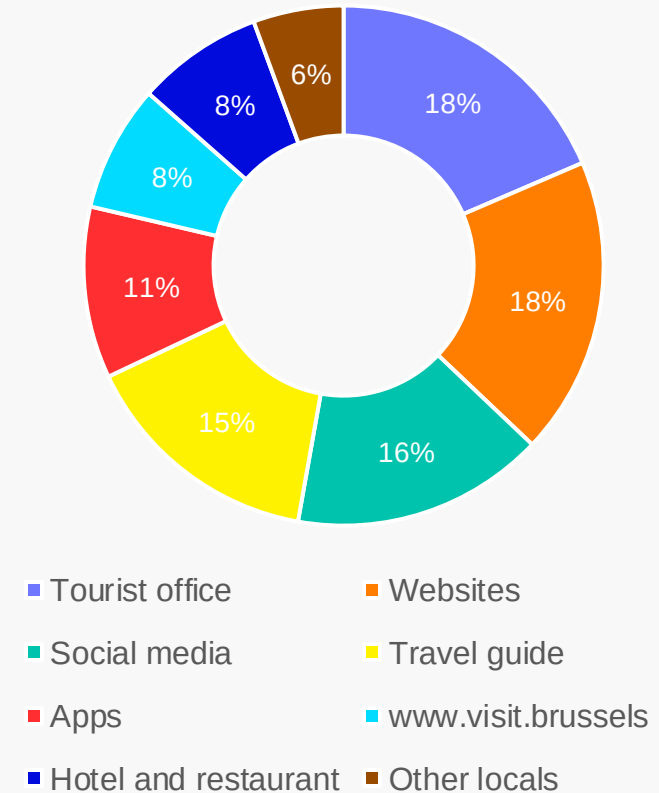
INPUT

Partner's voice & data

“ Avoir un outil de comm° qui permet de trouver rapidement l'offre locale. P.ex. je suis à l'hôtel X, j'ai 2h à tuer en attendant telle réunion, qu'est-ce que je peux faire dans le quartier tout de suite? → via borne digitale, via QR code, via appl

“ Digitaal ja maar niet teveel... Tendens naar steeds meer (enkel) online communicatie, maar voor cultureel publiek met ook deel ouderen (maar niet enkel ouderen) blijft papieren communicatie zeker ook belangrijk vinden (brochure, flyer, affiche...). Anders risico dat deel van publiek niet meer betrokken wordt als te veel focus op digitaal. Digitaal én "analoog" dus...

SOURCES OF INFORMATION ONCE IN BRUSSELS (2018)

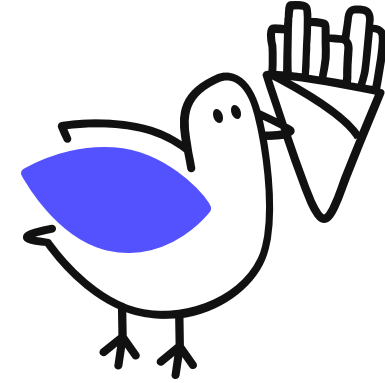




DECENTRALISE

INFO POINTS NETWORK

Let's decentralise tourist information



For whom?

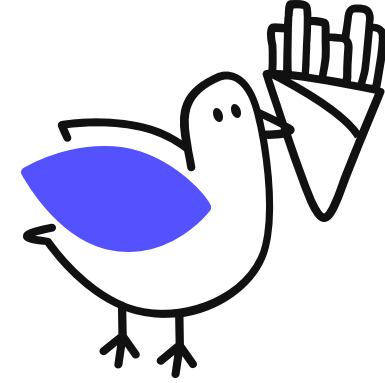
- Leisure and business tourists
- Residents

With whom?

- You and/or your front desk staff
- Along the customer journey: main gates of the destination (airport, railway station), transportation, accommodation, HoReCa, attractions, museums, venues, event organisers, ...

INFO POINTS NETWORK

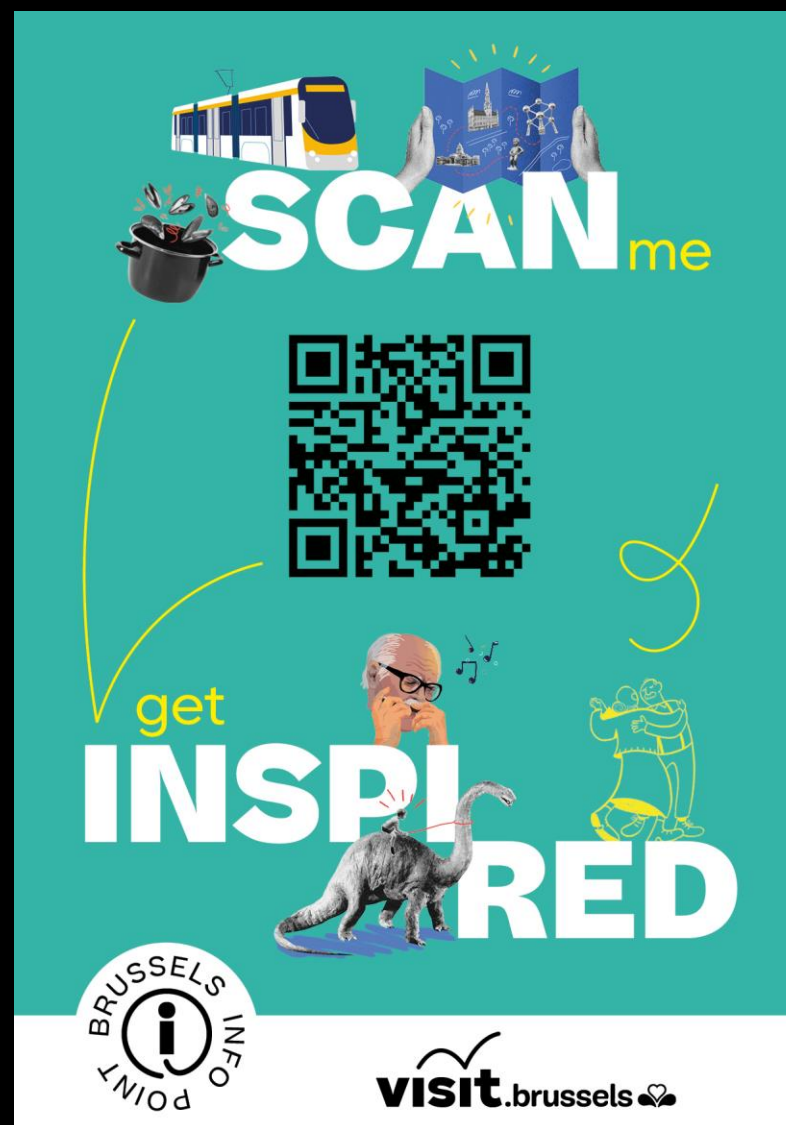
Let's decentralise tourist information



How?

Here are some ideas to challenge!

- By giving you direct access to qualitative, verified and up-to-date information (online platform)
- By giving you the opportunity to sell our B2C products (with a profit margin)
- By providing your front staff a direct contact to quickly answer their questions
 - WhatsApp?
 - Hotline?
- By training your staff (on-site visits, lectures, webinars, ...)
- By creating a QR-code for your guests



SURVEY

Let's decentralise tourist information



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Accueil 2.0





Q & A



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Benjamin Vella

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THANK
YOU

A yellow decorative swirl or flourish that starts near the end of the word 'THANK' and curves upwards and to the right, ending in a small loop.