

BRUSSELS

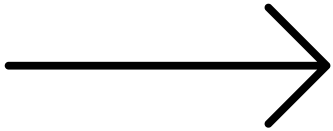
DESTINATION

A "POSITIVE IMPACT" VISITOR ECONOMY

visit.brussels

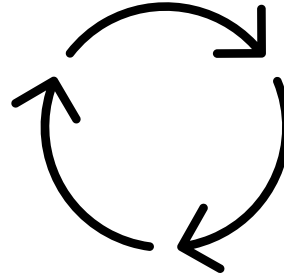
POSITIVE IMPACT TOURISM?

Tourism is evolving and can be split into three types:



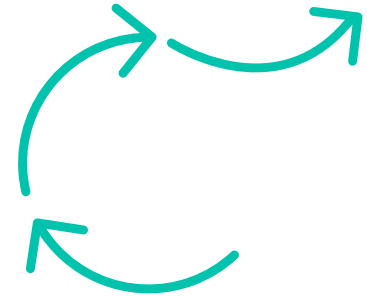
Classical tourism

Focuses on the **economic impact** alone, with little thought given to the longer-term impact of the trip.



Sustainable tourism

Increased awareness of the footprint (especially the ecological footprint) and how to offset it (soft mobility, local products, etc.).



Positive impact tourism

This form of tourism leaves a positive impact on the destination. There is more awareness of the **ecological** impact, a desire to contribute to the **local economy** and an interest in **interacting** with the local culture and people. It is sensitive to the **conservation** of **traditions** and **heritage**.

THE BARCELONA DECLARATION 2018

Better places to LIVE – Better place to VISIT

Improving the sustainability and competitiveness of the social and cultural impacts of tourism in Europe

SMART AND INCLUSIVE GOVERNANCE

What is good for residents is good for visitors

ADDING VALUE TO THE SENSE OF PLACE

Residents are part of the cultural/tourism experience and the best ambassadors of their territory and identity

USING A HOLISTIC VISION FOR MARKETING AND PRESERVATION

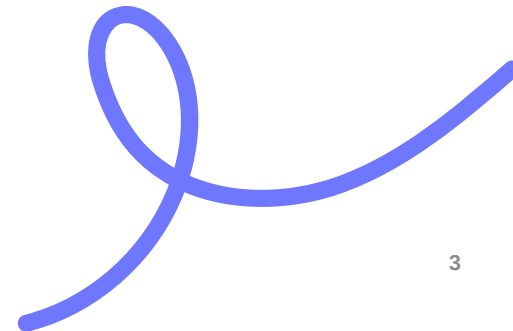
Promote and respect the cultural heritage and safeguard the authenticity

BALANCING PLACE, PEOPLE AND BUSINESS

Better measure to better manage

CONNECTING PEOPLE TO PEOPLE

Citizens' and visitors' search for new and transformative experience



SWITCHING TOURISM'S IMPACT

ECONOMIC

- Increases price of goods and services
- Increases price of land and housing
- Increases cost of living
- Seasonal tourism creates high-risk, under- or unemployment issues

ENVIRONMENTAL

- Pollution (air, water, noise, solid waste,...)
- Loss of natural landscape and agriculture to tourism development
- Loss of open space

SOCIAL/CULTURAL

- Language and cultural effects
- Unwanted lifestyle changes
- Displacement of residents for tourism development
- Negative changes in values and customs
- Exclusion of locals from natural resources

ECONOMIC

- Contributes to income and standard of living
- Improves local economy
- Increases employment opportunities
- Increases tax revenues
- Creates new business opportunities

ENVIRONMENTAL

- Protection of selected natural environments or prevention of further ecological decline
- Preservation of historic buildings and monuments
- Improvement of the area's appearance (visual and aesthetic)

SOCIAL/CULTURAL

- Improves quality of life
- Facilitates meeting visitors (educational experience)
- Positive changes in values and customs
- Promotes cultural exchange
- Increases demand for historical and cultural exhibits

Cultural



Social



**POSITIVE
IMPACT**

Ecological



Economic



Cultural

- Cultural and leisure activities
- Heritage preservation
- The atmosphere and liveliness of the city

Social

- Quality of life for local residents
- Access to tourism and leisure for all
- Diversity, equity and inclusion
- Quality of working conditions

**POSITIVE
IMPACT**

Ecology

- Preserving green spaces
- Protecting the environment
- Soft and active mobility
- Clean public spaces

Economy

- The quality and diversity of jobs
- Infrastructure
- Local and circular economy

OBJECTIVES – MANAGEMENT AGREEMENT 2023-2028

3 transversal, primary objectives for visit.brussels' missions



BUILDING A STRONG IDENTITY FOR BRUSSELS

- Working to build and develop a **strong identity for Brussels**
- Through the application of **“International City Marketing”**
- Strengthening the **client experience**

IMPLEMENTING A TOURISM DECENTRALISATION STRATEGY

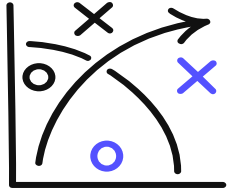
- Developing a **proactive** spatial AND temporal decentralisation **strategy**
- Aiming to avoid the negative effects of over tourism

PROMOTING AND CREATING A "POSITIVE IMPACT" VISITOR ECONOMY

- Pursuing **healthy economic growth**
- Helping to **enrich cultural life**
- Incorporating **social and ecological impacts** as considerations

12 CLEARLY DEFINED KPIS

To analyse the success of our activities each year

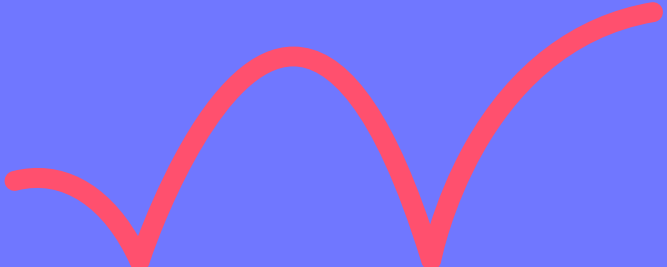


PROMOTING AND CREATING A "POSITIVE IMPACT" VISITOR ECONOMY

Number of overnight stays by 2030	12 million overnight stays
Extending the average length of stay of international visitors	2 days on average
Developing a strategy to build customer loyalty in neighbouring markets	Customer loyalty/stability
Number of visitors to museums and attractions	from 5 > 7 million visitors
Labelling and certification	60 Green Key establishments 50 Bike Friendly infrastructures 70 accessibility infrastructures 102 Good Food restaurants and many producers
Ranking in the Global Destination Sustainability Index, with the aim of constantly improving Brussels' score	Reach the top 10 of the GDS Index



CONCRETELY...

The word "CONCRETELY..." is written in a bold, white, sans-serif font. It is preceded by a yellow squiggle and followed by a red squiggle. The background is a solid blue color.

VISIT.BRUSSELS' POSITIVE IMPACT

Ecology - Social

THE LABELS



Labels or certifications testify to the commitment and effectiveness of the partner. Partnerships make it possible to achieve certain objectives when it comes to the positive impact of our activities.

Various labels are recognised and supported by visit.brussels. At present, 49 establishments have been awarded the Green Key label (Canopéa and Good Planet), 31 establishments have been awarded the Bike-friendly label (Pro Vélo) and 38 establishments have been awarded the Access-i certificate (7 approved consultancy firms). More than 100 restaurants, canteens and producers have been awarded the Good Food label by Environment Brussels.



The ambition

- 60 Green Key establishments
 - 50 Bike friendly infrastructures
 - 70 Access-I infrastructures
 - 102 Good Food restaurants and many producers
- >> Objectif 2028: 50% of tourism operators hold environmental certification



and for partners?

- A "tourism labels awareness week" will be organised in February 2024
- Green Key workshops (TBC)
- Bike friendly workshops (TBC)
- Call for applications for Access-i certification in April 2024
- At partner events (September, December, March, June)
- visit.brussels promotional tools (website, brochures, etc.)



NEW : SUSTAINABLE PARTNERS

- An umbrella for all environmental labels : Green Key, Ecodyn, EMAS, ISO, Good Food...
- Creation of a logo
- Visibility on website, brochures (Let's Meet), at trade fairs and exhibitions, bidbooks...
- Creation of a sticker



VISIT.BRUSSELS' POSITIVE IMPACT

Ecology - Economy

THE SUSTAINABLE EXPERIENCES BROCHURE



Collection of inspirational activities and services for leisure travel operators (travel agencies, TOs, DMCs, etc.)

Vision for the future

- Expanding the offer
- Implement the offer on the visit.brussels web portal
- Personalised support for travel operators in planning positive-impact trips



and for partners?

- Visibility internationally
- Opportunities to establish direct partnerships with travel operators



VISIT.BRUSSELS' POSITIVE IMPACT

Economy

THE NEW POSITIVE IMPACT SUPPORT



The visit.brussels Convention & Association Bureau is changing its programme support for 2024. The NEW Positive Impact Support provides support via a specific fund for organisers of international professional events wishing to hold a congress/convention/meeting in Brussels in a sector that is key to our MICE appeal (*Sustainable Economy, Finance & Trade, Digital Economy, Biosciences or Healthcare*)

The current programme is more focused on traditional promotions (free goodies/catering, etc.)



The ambition

Define a new, more responsible and committed way of promoting our activities (*Sustainability/Legacy*). Emphasise soft mobility and carbon footprint calculations. A clear desire to organise events that make sense and inspire other organisers/partners/offices.

and for partners?

Partners who meet the criteria (available on the website) will be able to submit an application and, where appropriate, benefit from these services. Interested parties are invited to join the session specifically designed for this purpose.



VISIT.BRUSSELS' POSITIVE IMPACT

Culture

DECENTRALISATION OF TOURISM



Decentralising tourism in space and time to spread the flow of visitors, relieve congestion in the city centre and lengthen the average stay of visitors.

Currently at visit.brussels...

- An approach covering 10 neighbourhoods
- Collaboration and consultation with local authorities
- Communication campaign
- Via our events



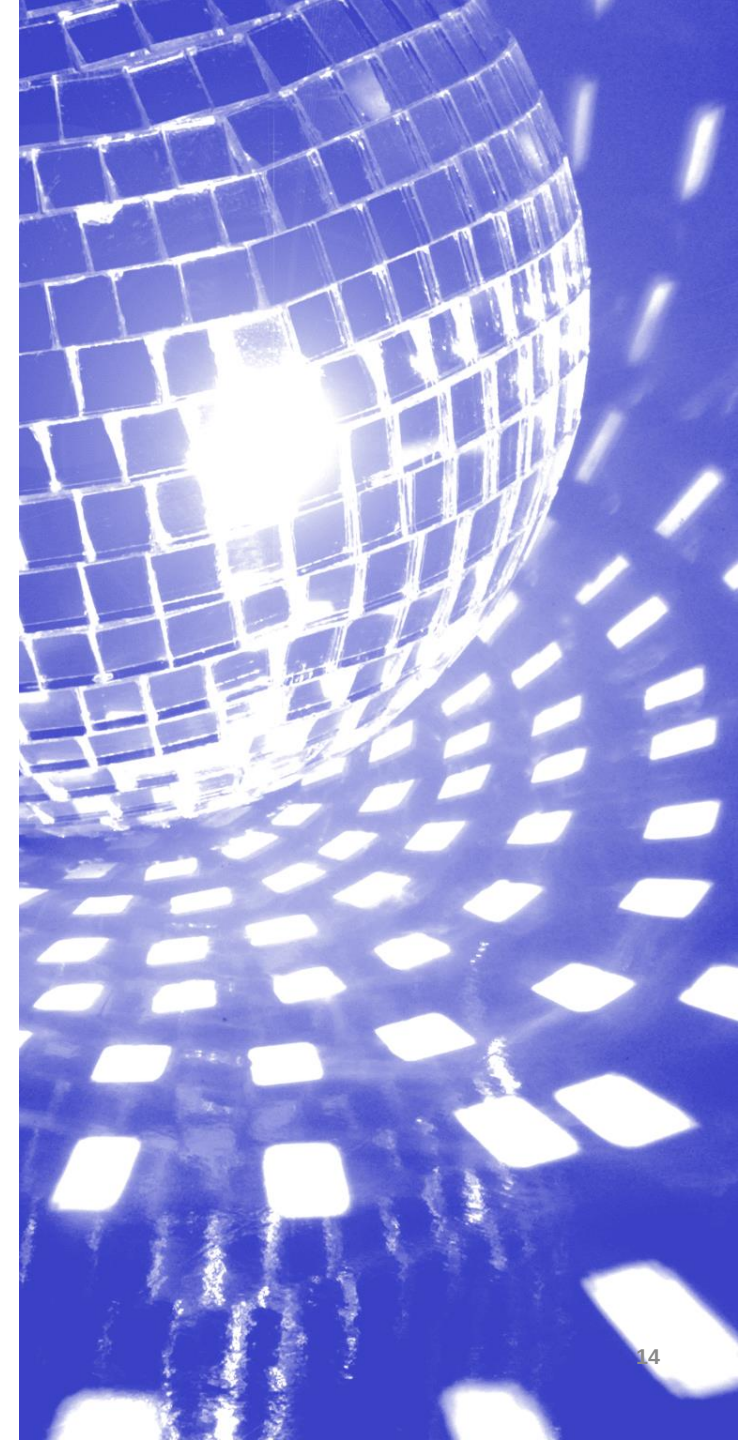
The ambition

- Extending the average length of stay of visitors.
- Taking visitors beyond the city centre

and for partners?



- Integration into our communications campaigns
- Strengthening the offer and attractiveness of neighbourhoods and communes
- Greater visibility for our partners based outside the centre



VISIT.BRUSSELS' POSITIVE IMPACT

Social

RESIDENT INDEX



An international, standardised survey to measure residents' perceptions of tourism, with over 30 KPIs. The indicators are essential for measuring the perceived positive and negative impacts of tourism. It also provides data benchmarking to put the results into perspective and characterise the issues specific to our destination.

The people of Brussels are very positive about tourism, its return and its growth. Pride in, and promotion of, the city are positively anchored in the minds of Brussels residents, who nevertheless express a greater need for **consideration and information**...
... even if their willingness to get involved in **decisions relating to the destination remains modest**.



Vision for the future

As set out in our management contract: **Satisfaction of the people of Brussels**: Maintain a Resident Index Sentiment score above the European average. **More than 52 in Resident Index Sentiment** (TCI Research evaluates the attitude and support of residents with regard to the development of tourism in their city)



and for partners?

The results are available on the visit.brussels website, in the Professionals > Partners > Figures and data section



VISIT.BRUSSELS' POSITIVE IMPACT

Culture

ENCOURAGING DISCOVERY

A series of initiatives launched or supported by visit.brussels to provide access to culture for all.

- **Last-Minute Ticket:** same-day or next-day tickets to cultural events at reduced prices
- **The Passes:** Brussels Card, Art Nouveau Pass, Volume Pass, Pass Cinéville, Bruxelles sur scènes Pass,...
- **Pay What You Can:** initiative promoted by visit.brussels, which allows customers to "pay what they can" to attend a cultural event
- **Permanent communication:** promotion of events/institutions offering free admission and other benefits throughout the year (free museums, 1st Wednesday of the month, evening events, etc.)
- **Targeted communication:** Performing arts for the new cultural season – On Air



Hier de volledige Brusselse
programming

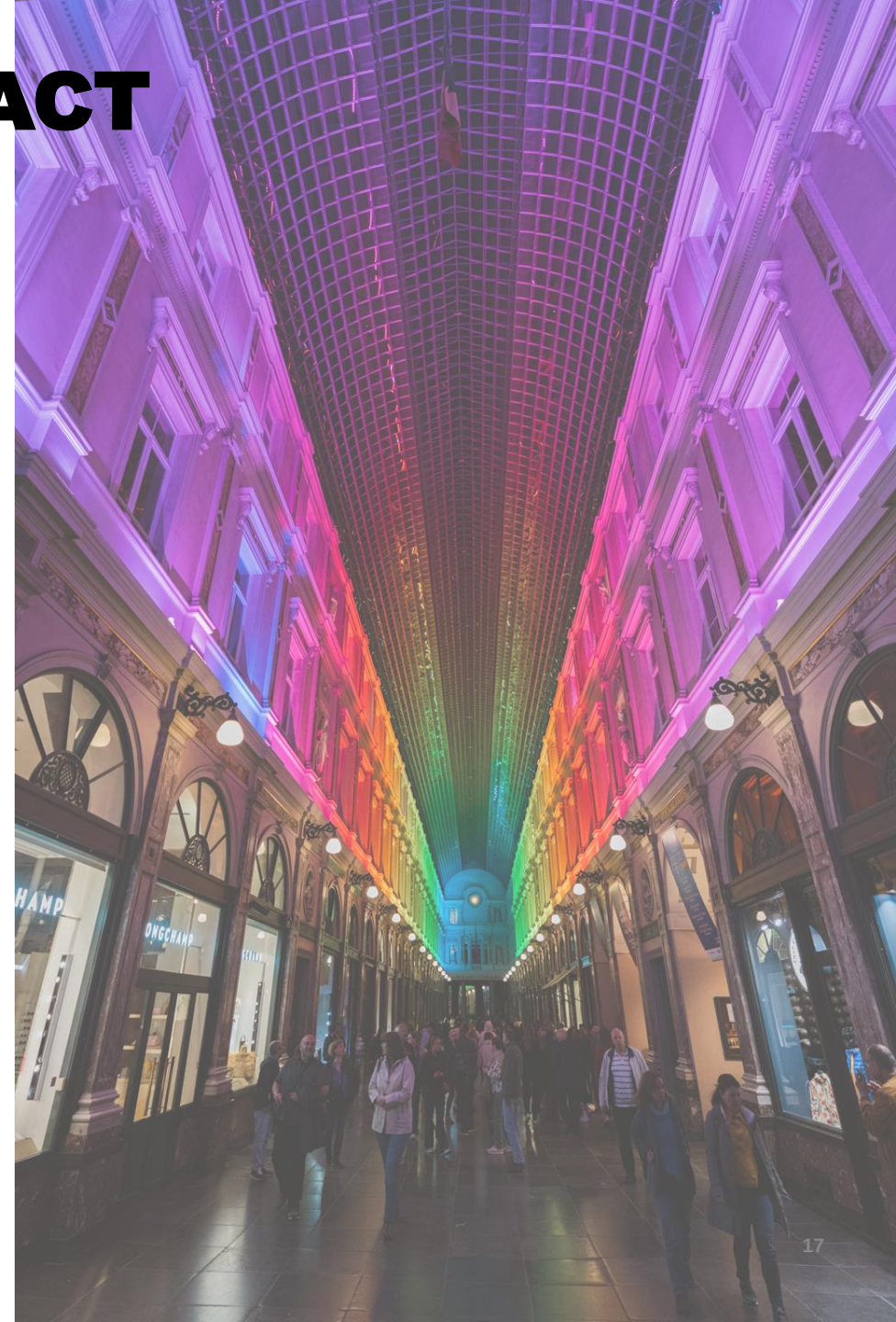
VISIT.BRUSSELS' POSITIVE IMPACT

Social

INCLUSION

visit.brussels is launching a series of awareness-raising initiatives to promote inclusion, respect and equality within the nightlife.

- **Fight against racism:** A UNIA survey shows that 12% of reports concerning racism are racist insults or refusal to enter a nightclub. Two initiatives within the Conseil Bruxellois de la Nuit (CBN) to combat racism in nightclubs will be launched shortly.
- **Accessibility to Brussels' nightlife scene for PRM:** Few nightlife venues are suitable for PRM, and a working group will be set up in 2024 within the Conseil Bruxellois de la Nuit (CBN)
- **Inclusion of the LGBTQIA+ community:** visit.brussels supports the diversity of cultural, nightlife and tourism initiatives in Brussels to make them more inclusive of LGBTQIA+ communities
- **Welcoming:** Support visible and positive actions and initiatives in the public space to ensure that all are welcome. For example: public places and spaces that could be illuminated or decorated with a rainbow flag



TAP^{IO}

Speaker



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.