



DESTINATION

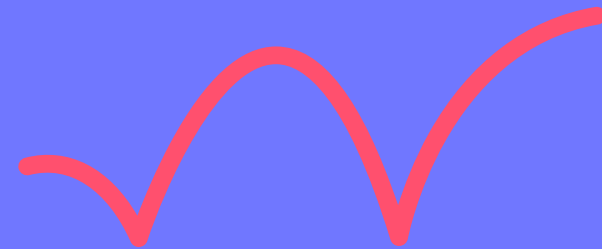
**A UNIQUE SOUVENIR BOOK: VISIT.BRUSSELS'
SIGNATURE EVENTS TO SUBLIMATE VISITORS' STAYS**

visit.brussels 

visit.brussels signature events, unique memories !

- **Recurrent and unifying**
- **Large-scale and for all audiences**
- **Strong themes linked to Brussels' identity**
- **Set the pace for the year**
- **Reflect the art of living in Brussels**

**WOW ! A capital marked by highlights linked to
its identity**



Bright Festival

February - 4 *luminous* evenings

Fête de l'Iris

May – the weekend of the *brusselers*

Brussels Pride

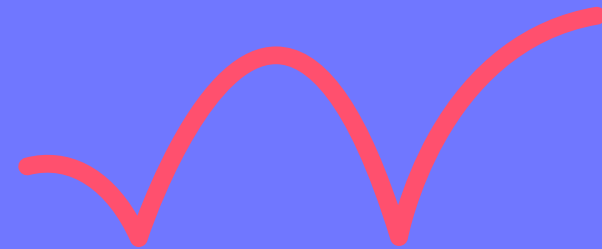
May – a *rainbow* day

BD Comic Strip Festival

September – 3 days in the world of *comics*

Eat Festival

September – 4 days of *gourmet emotions*





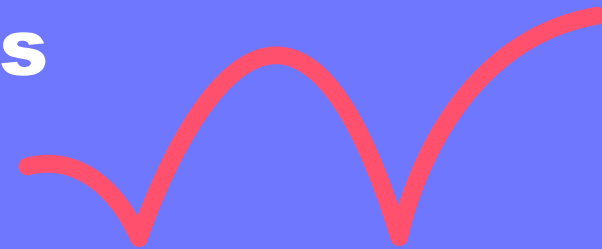
BRIGHT
FESTIVAL

Bright Festival

8th edition – 15 > 18 February 2024 - 4 *luminous* evenings

- **Festival of Lights**
- **Brussels' heritage sublimated**
- **Stars in the eyes of all audiences**
- **Adored by 400.000 people in 2023**
- **Between 25 and 30 artworks per year**
- **Tourist city center and local districts**
- **2024 theme: Europe**

WOW ! A bright vision of Brussels



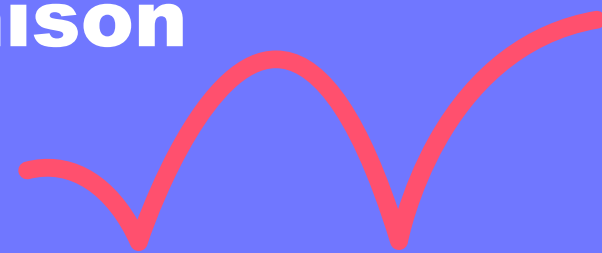


Fête de l'Iris

34th edition - 4 & 5 May 2024 - the weekend of the *brusselers*

- **Anniversary of the Brussels-Capital Region**
- **Warm, family atmosphere**
- **Highlighting Brussels' public services**
- **Involvement of the 19 communes**
- **Over 100 associations present**
- **107.000 participants in 2023**

WOW ! A capital that vibrates in unison



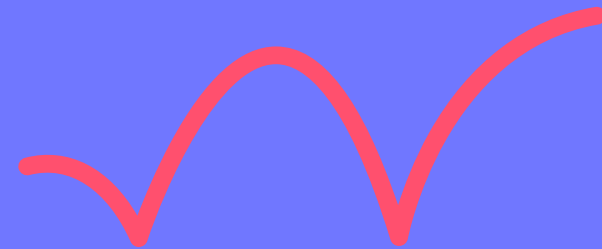


Brussels Pride

26th edition - 18 May 2024 – a *rainbow* day

- **LGBTQIA+ Community Celebration**
- **A colorful parade**
- **Spirit of openness and acceptance**
- **240.000 people in 2023**

**WOW ! Diversity, tolerance and freedom as an
"art de vivre à la bruxelloise"**



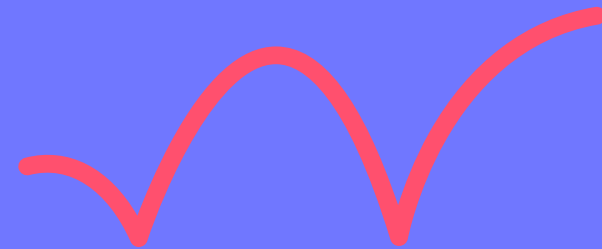


BD Comic Strip Festival

14th edition - 6 > 8 September 2024 – 3 days in the world of *comics*

- **Comic strip festival**
- **A magical family atmosphere**
- **60.000 people in 2023**
- **250 signing sessions**
- **Highlighting Brussels' perennial comics heritage**

WOW ! Comics in Brussels' DNA



EAT FESTIVAL

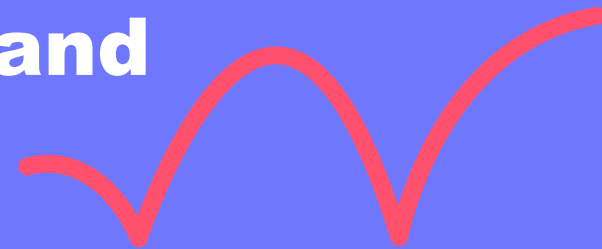


Eat Festival

**11th edition – 26 > 29 September 2024 -
4 days of ***gourmet emotions*****

- **Enhancing the diversity and richness of Brussels' gastronomic offering**
- **20.000 plates by 2022**
- **Accessible to all**
- **65 chefs, pastry chefs, cheese makers**
- **The industry's largest gathering**

**WOW ! A gourmet, lively, innovative and
cosmopolitan capital**



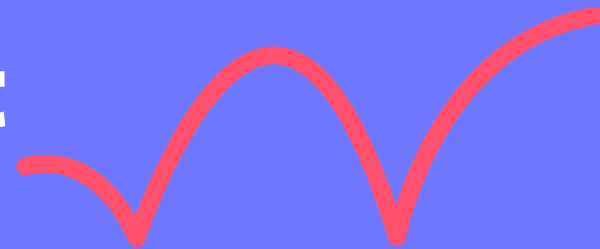
An abundance of cultural activities around signature events

- **Guided tours**
- **Exhibitions**
- **Additional events**
- **Nocturnes**
- **19 communes**
- **Free admissions and discounts**

Highlights:

- **Continuity of visitor experience, red thread**
- **Abundant choice and diversity of activities and experiences**
- **Involvement of partners**

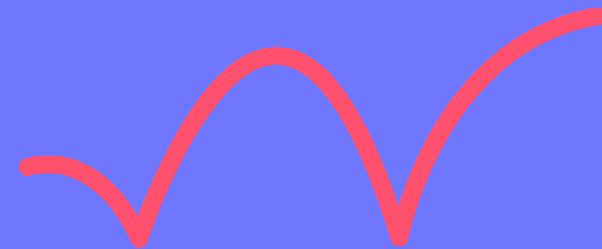
Reinforcing the WOW effect



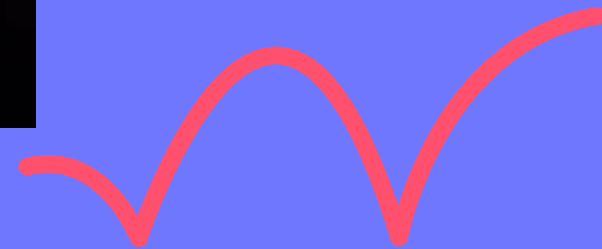
You are the vectors of the WOW effect

Where can you find information?

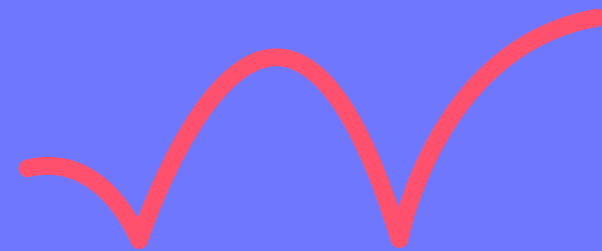
- **visit.brussels website**
- **monthly newsletter Culture & City Life**
- **weekly newsletter Agenda**
- **visit.brussels social networks**
- **tourist offices (BIP and Grand Place)**
- **QR Codes at your disposal**



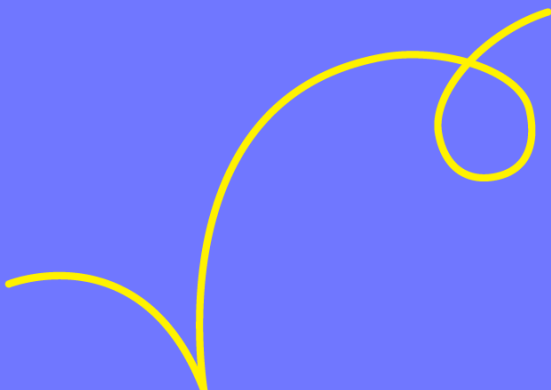
A sense of magic...



Q & A



THANK
YOU

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