



BRUSSELS

DESTINATION

BRUSSELS' IDENTITY: SPEAK WITH ONE VOICE

28/09/2023

visit.brussels

BUILDING A STRONG IMAGE FOR BRUSSELS

A long-term collaborative project

- BRUSSELS brand has revealed a set of shared and consistent values
- Data-driven and collaborative process
- Studies, research, workshops...



VALUES: HOW TO SPEAK OF BRUSSELS?

Common and consistent for all audiences

Authentic
Welcoming
Diverse

Free to be yourself

Experimental
Nonconformist
Playful

Free to experiment

Inclusive
Convivial
Non-hierarchical

Free to connect

The importance of speaking with one voice about Brussels and delivering the same message and values among audiences & stakeholders :

- ✓ Brings consistency
- ✓ Gives more impact
- ✓ Builds a strong image throughout touchpoints & time

VISIT.BRUSSELS

IMPACT



CONTRAT DE GESTION 2023-2028

3 top priority objectives that will rule visit.brussels mission

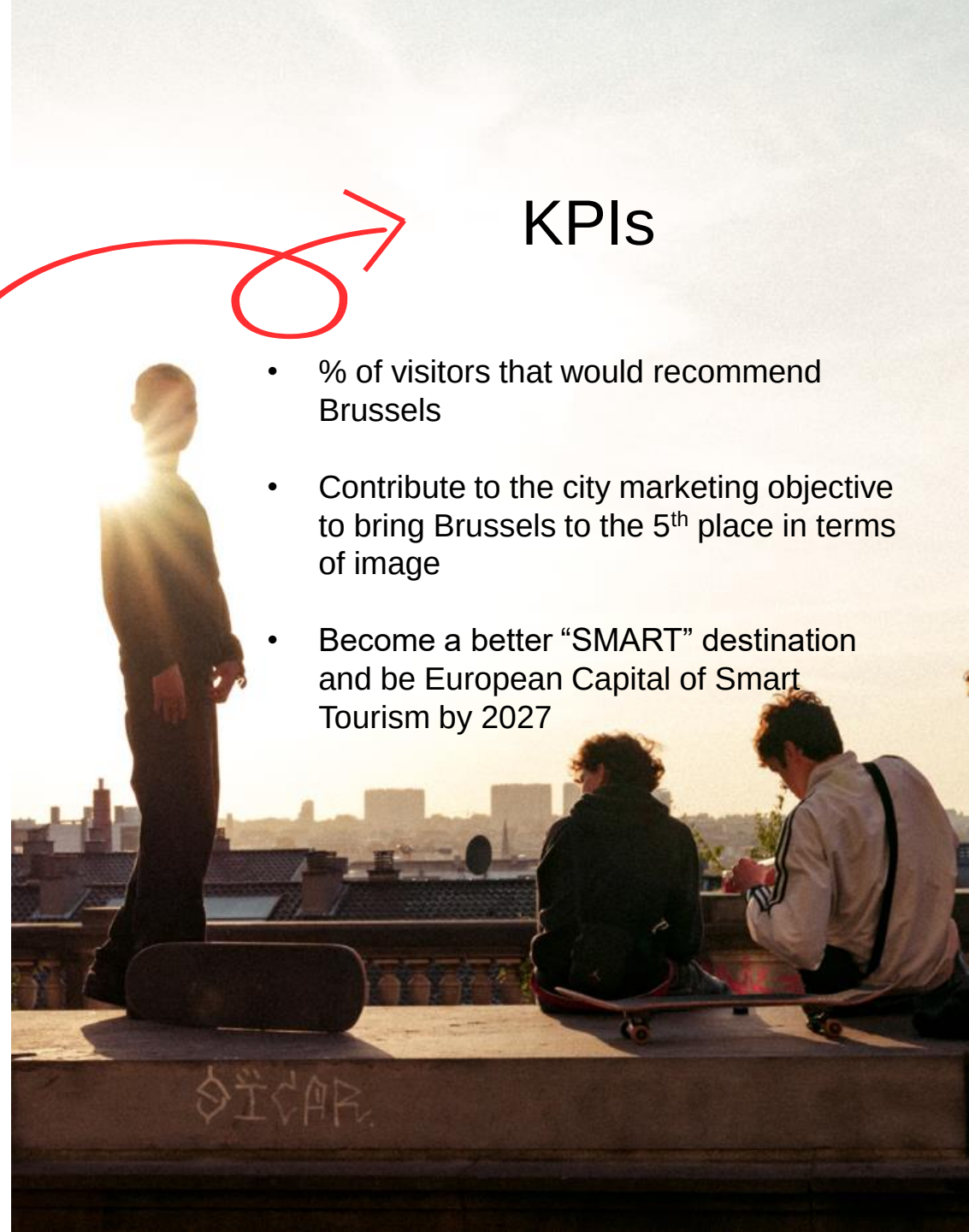
1 BUILDING A STRONG
IDENTITY FOR BRUSSELS

2 IMPLEMENTING A TOURISM
DECENTRALISATION STRATEGY

3 PROMOTING AND CREATING A
« POSITIVE IMPACT » VISITOR ECONOMY

KPIs

- % of visitors that would recommend Brussels
- Contribute to the city marketing objective to bring Brussels to the 5th place in terms of image
- Become a better “SMART” destination and be European Capital of Smart Tourism by 2027



SOME RECENT PROJECTS THAT REINFORCE BRUSSELS' IMAGE

Fitting Brussels values and identity

- BRUSSELS House in Milan & Barcelona
- Art Nouveau 2023
- EAT Festival 2023
- The Association Place



BRUSSELS HOUSE

Milan / Barcelona
hub.brussels and visit.brussels

Brussels House in Barcelona:

After the 1st Brussels House in Milano open since February 2023, another one has opened in Barcelona in September 2023, integrating BRUSSELS branding and DNA.

The mission of the Brussels House is to showcase Brussels' expertise. It is an economic, tourist, artistic and cultural springboard.



ART NOUVEAU 2023 CAMPAIGN

Towards a national and international audience

A national & international campaign to promote the master pieces and programme of the celebration of 130 years of Art Nouveau Year in Brussels

The campaign uses a playful, welcoming tone, giving to it a convivial and open-minded angle. It enhances the diversity and authenticity of Art Nouveau in Brussels.



EAT FESTIVAL 2023

How to celebrate the vibrant Brussels gastronomy

Gastronomy festival in Brussels since 2012 that highlights the diversity and authenticity of Brussels's chefs, brewers, and entrepreneurs.

This welcoming event allows you to meet and interact with the chefs and artisans, who will display their know-how and creativity in the most convivial and surprising way.



THE ASSOCIATION PLACE

Key place dedicated solely to the international & European associations community

PURPOSE:

To welcome and accelerate the growth of the Association community by providing valuable support, facilitating new connections, and leveraging our network:

First stop shop – Networking - Meeting place - Events' programme - Co-working

To facilitate their access to the players in the European Quarter and in Brussels

A UNIQUE PLACE:

Located in the heart of the European Quarter

Distinct from traditional venues or clubs, It is a shelter, safe and neutral

Unique, authentic, less coded and inviting setting for the community - both Brussels-based and visiting - to come together
Lounge, welcome area, 3 meeting spaces fully equipped & a co-working space

A showcase for the Brussels-Capital Region



HELI JIMENEZ

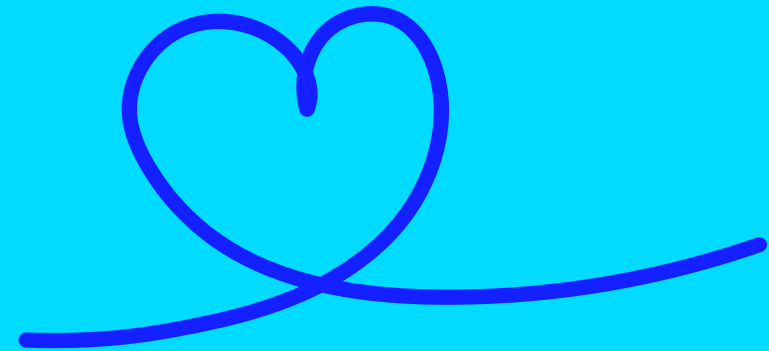
**SENIOR DIRECTOR, INTERNATIONAL MARKETING AND PR
BUSINESS FINLAND**

INSPIRING CASE

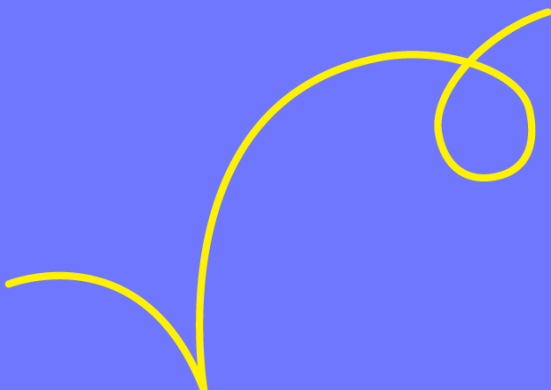
FINLAND:

HAPPINESS

MASTERCLASS



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.