

Visit Brussels Open Day

Visitor Sentiment – What Data tell us...

By (irreverent) way of introduction...



Founded in 2010 – Brussels
UNWTO Award

Leader in Destination Data
Intelligence

100+ DMO Clients in the
5 continents

Research Solutions fitting
all destinations



Data Source: TravelSat[®] Pulse



VISITOR SENTIMENT ANALYSIS IN REAL TIME

- Visitor Experience Rating & Reviews
- **500M** Reviews accross Europe
- **200** categories of experiences
- Consolidating **40+** Rating and OTA platforms
- Benchmark vs AVG European cities



Booking.com





The Visitor Hospitality “redefined”



What are the most important criteria for choosing your destination?

The destination is safe to visit
(e.g., no civil unrest, low crime rates, etc.)

High-quality of tourism infrastructures

Affordable travel experiences

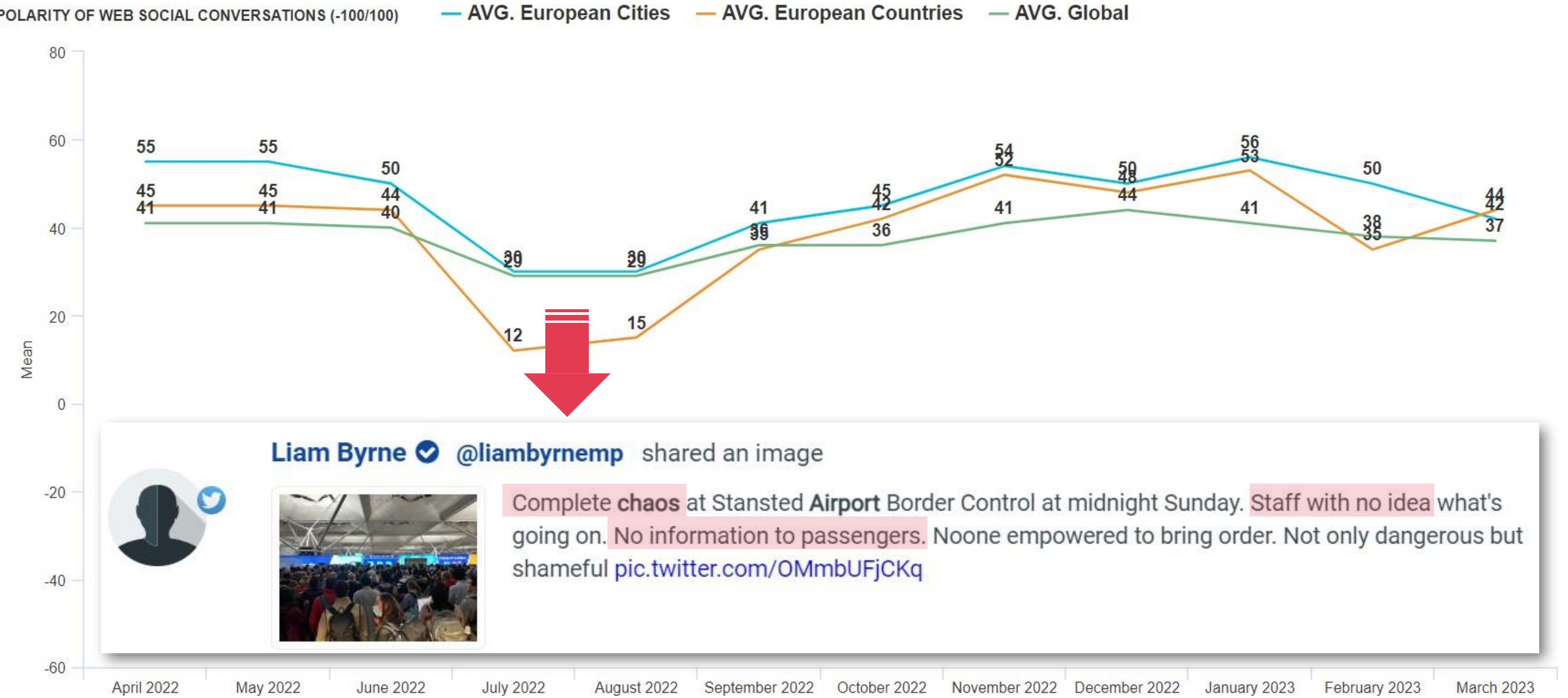
Pleasant weather conditions

The destination hosts must-see sites
(e.g., Eiffel Tower, etc.)

The destination preserves its natural
and cultural heritage

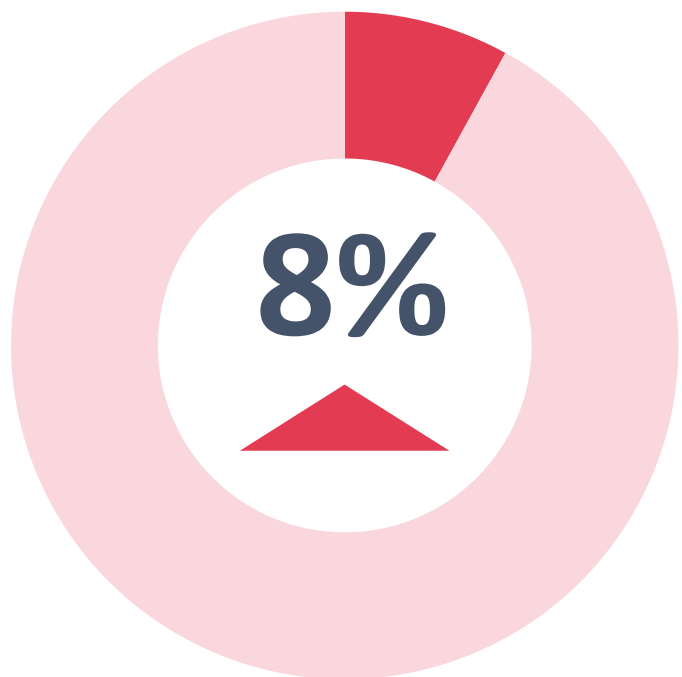
ALL MARKETS	AUSTRALIA	BRAZIL	CANADA	CHINA	JAPAN	USA
39%	35%	40%	41%	44%	41%	36%
35%	28%	42%	32%	35%	30%	42%
32%	35%	33%	40%	23%	30%	34%
30%	31%	28%	32%	42%	15%	29%
29%	32%	27%	27%	35%	28%	26%
21%	22%	16%	16%	27%	21%	22%

Source: ETC Long-Haul Sentiment Barometer 2023 by TCI Research





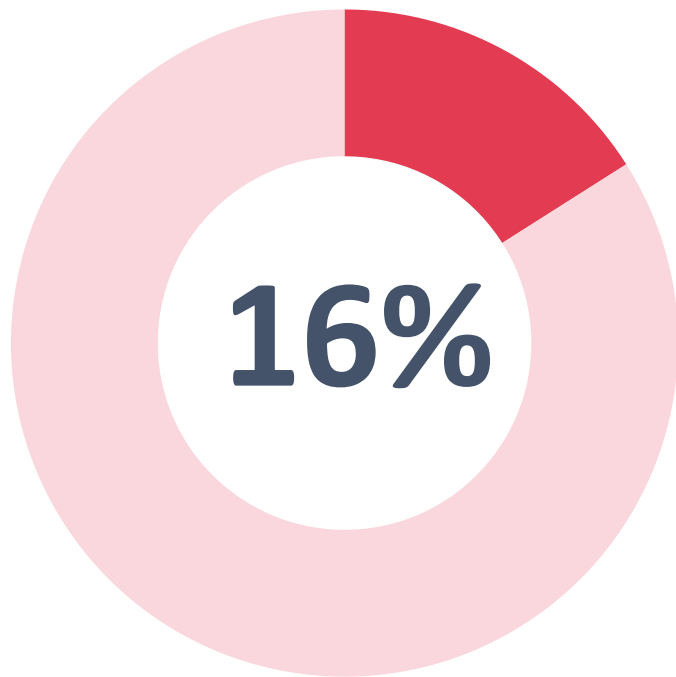
**Tourism “phobia”
rising among residents**



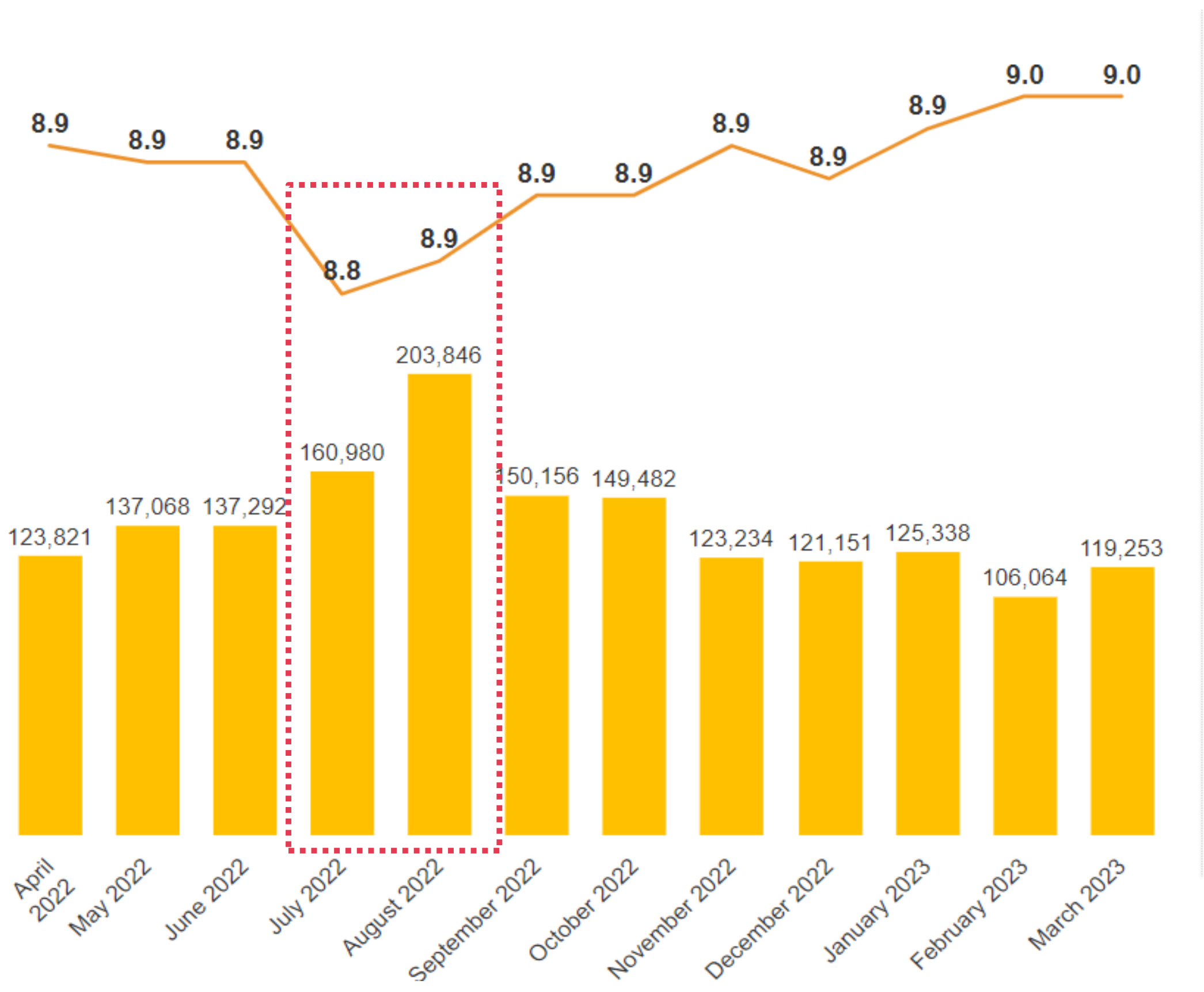
**Do not want to see
tourists anymore**



**Tourism “shame” rising
among (young) Professionals**



**Have a negative
image of tourism**





OVERALL RATING – 2022 (European Cities)



ATTRACTIONS

9,1



RESTAURANTS

8,6



LODGING

8,3

Overall Rating (/10)



SERVICE RATING - LODGING

PRE-COVID 2022

8,8

8,6

8,4

8,7

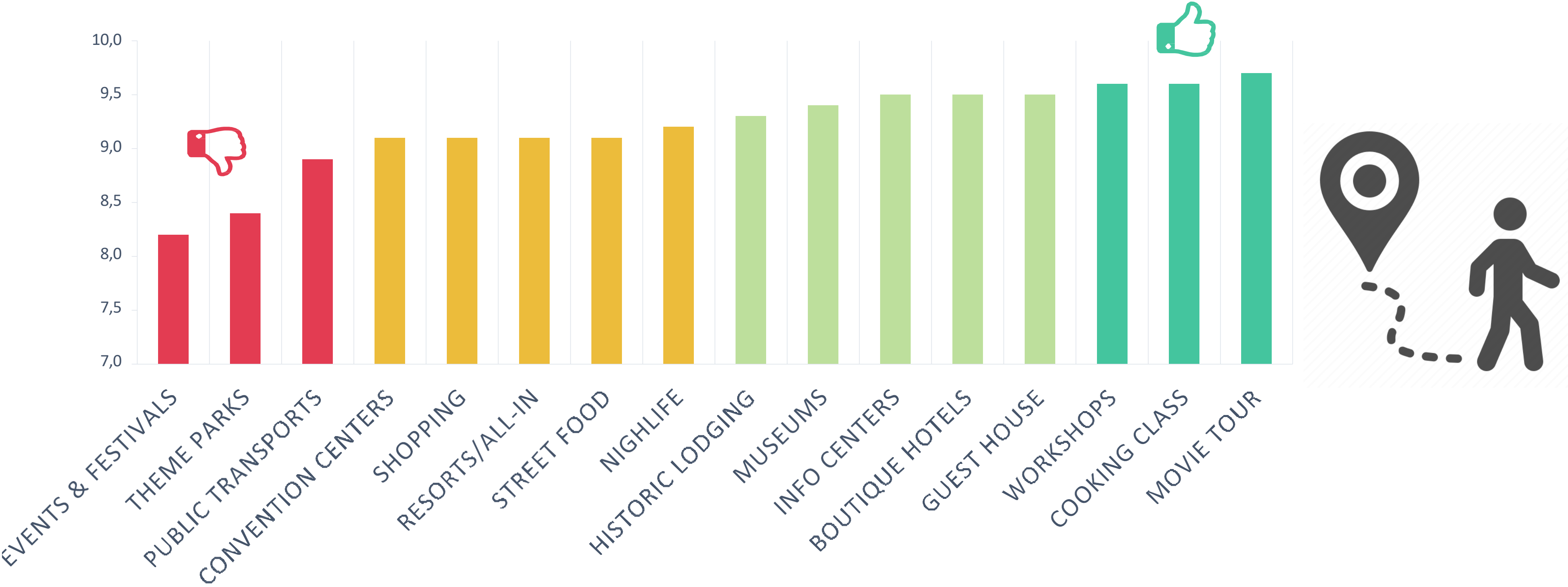
8,5



Offering Service Consistency is key

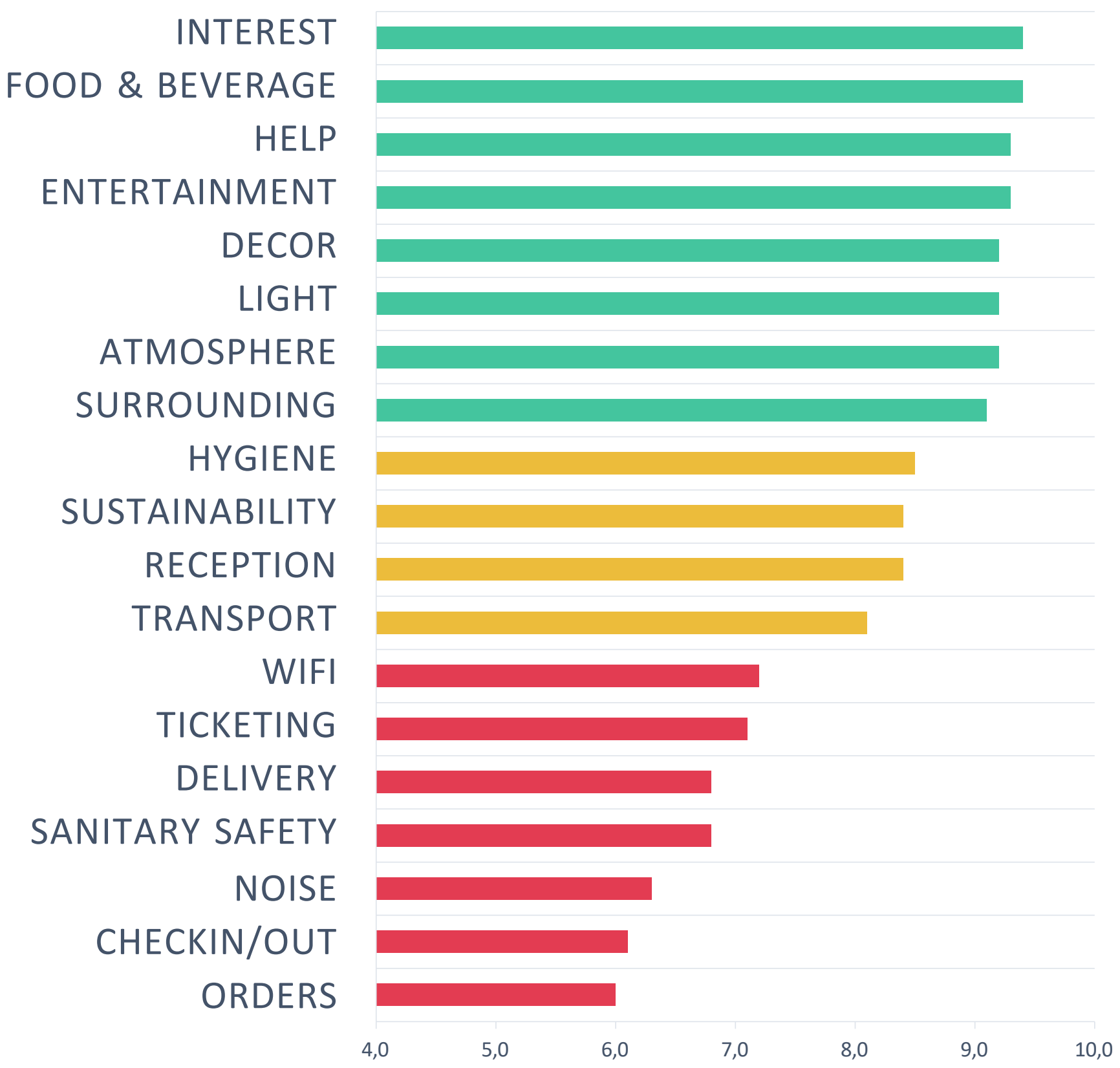
Over time and along visitor journey

POLARITY OF SENTIMENT FOR STAFF-RELATED EXPERIENCES





Key Boosters / Blockers of Service Sentiment



(Is this still what visitors dream about ?)

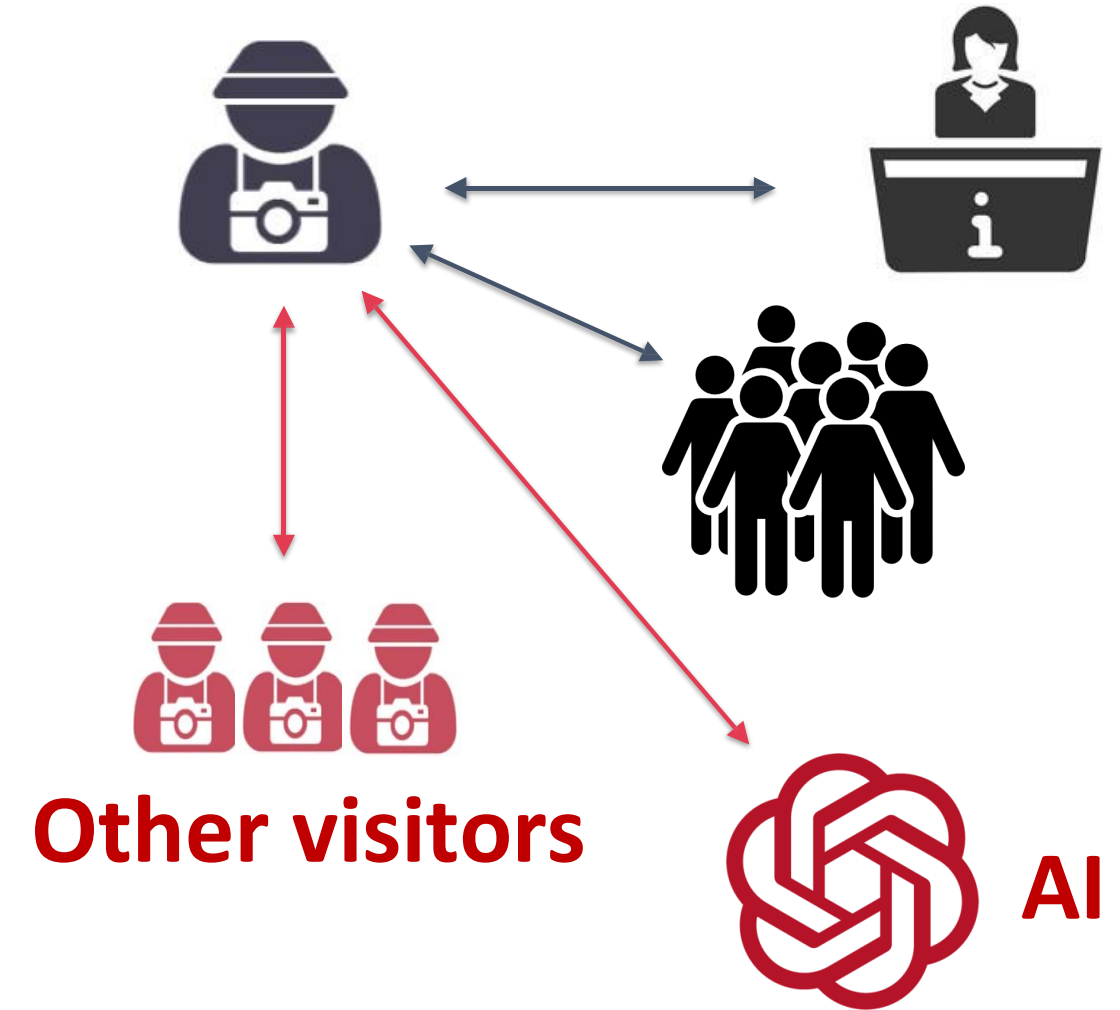
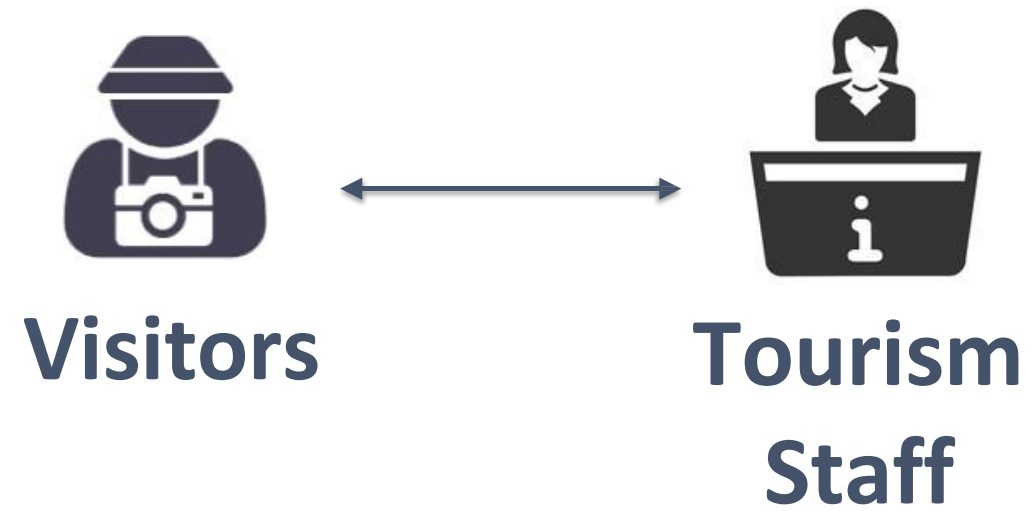




Service

Immersive

Holistic





A Glimpse of Brussels Performances

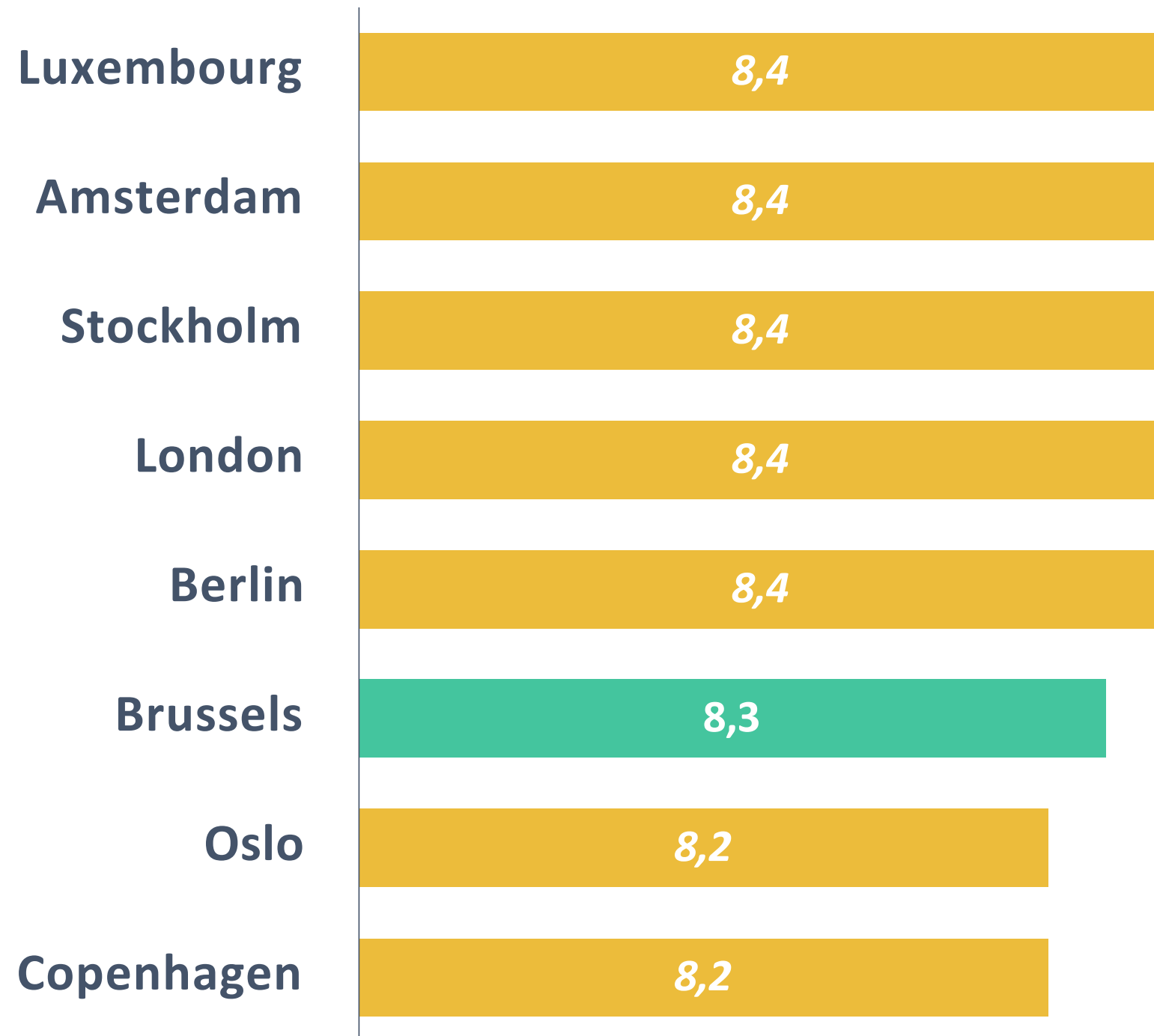


Overall Rating in European Capitals

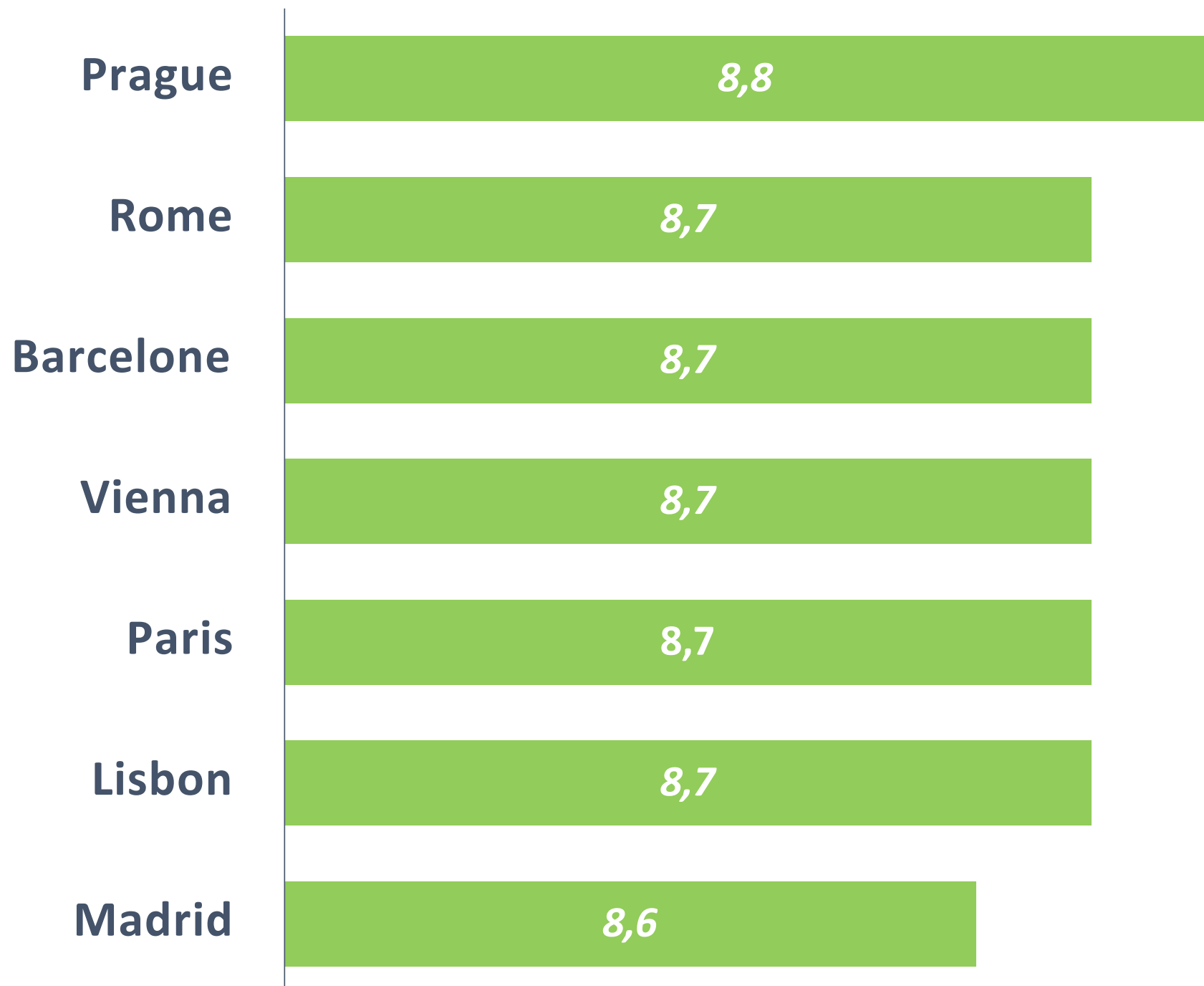
A ranking of European capital cities



Cities with similar ratings in 2022

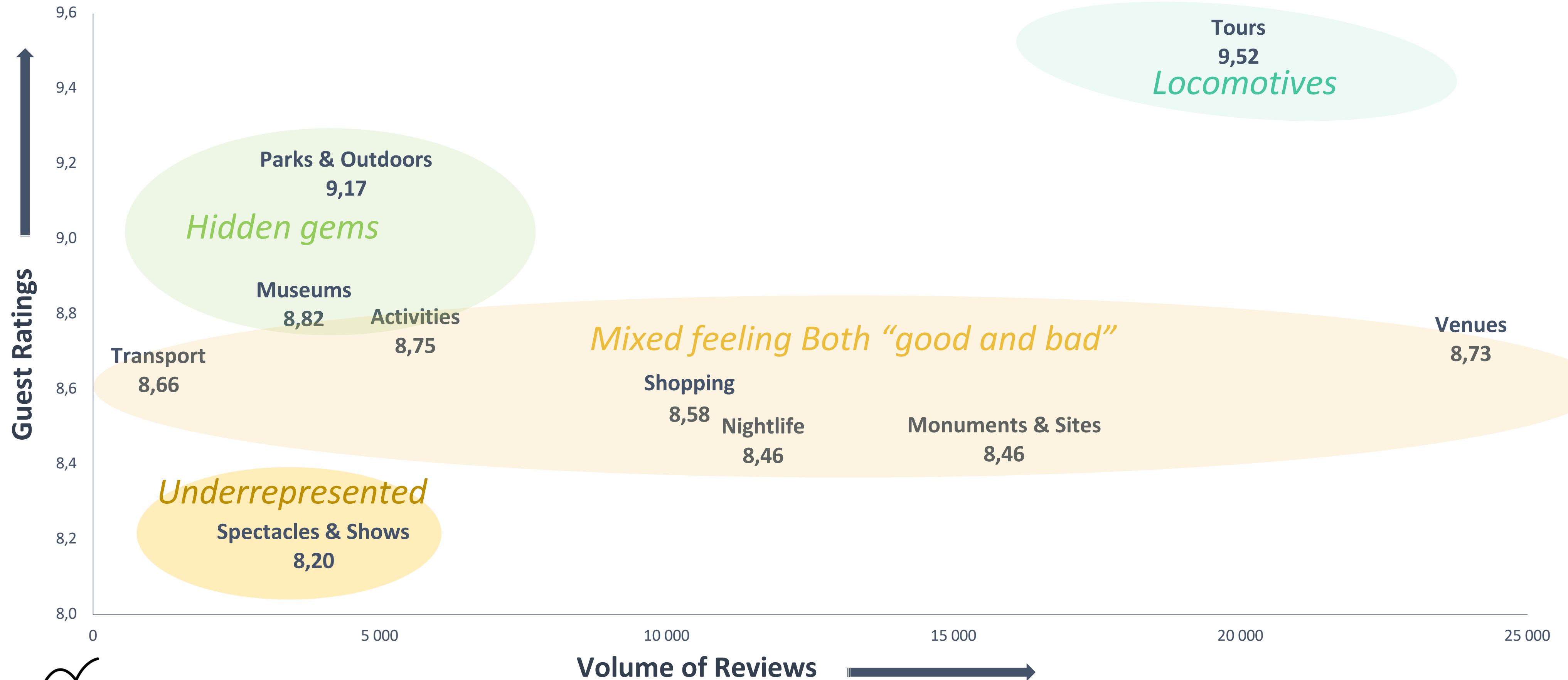


Cities overperforming in 2022



The Visitor Sentiment Matrix

What role did each experience category play in Brussels in 2022?





Examples of great Performers



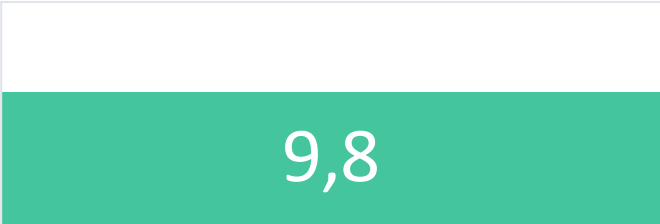


Dubrovnik

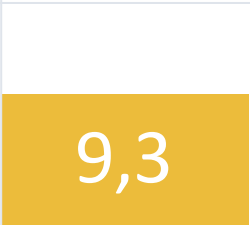
RIVIERA

DUBROVNIK AND NERETVA COUNTY TOURIST BOARD

GAME OF THRONES
TOURS



AVG ATTRACTIONS IN
DUBROVNIK



Overall Rating (/10)



Mike R
2 contributions



Josep

Josep was superb. Funny, knowledgeable and easy to understand. Some great insight and anecdotes about GOT as well! Would highly recommend. Top guide. Great tour

Some Locals' Favorites in Amsterdam

Hedonistic, Fun and Socializing experiences locals also like



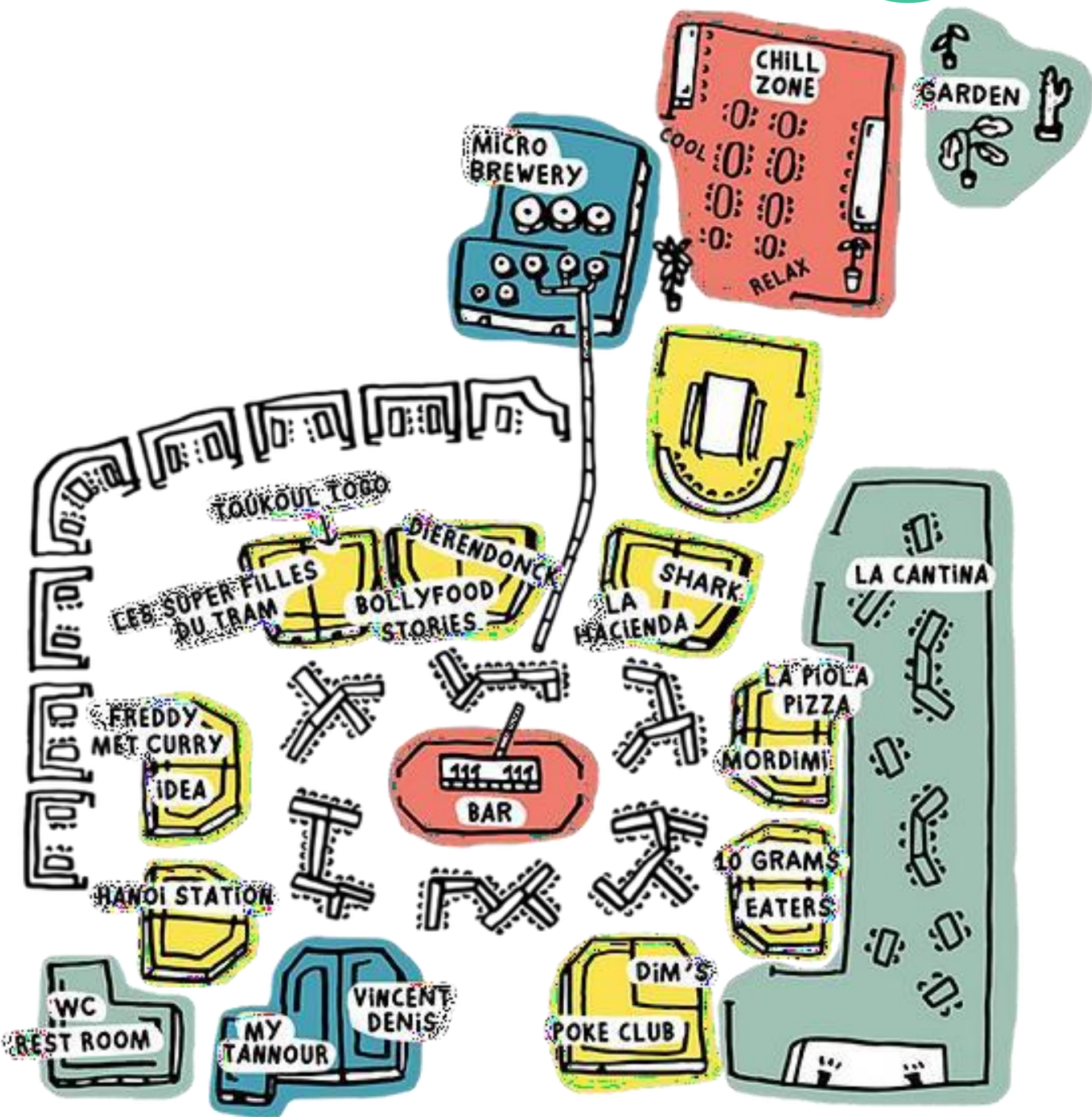
The Milkmaid Project



OBA Library



The Singing Skippers



Local & Unique Tours “Off the beaten track”



 Rachel K
1 contribution

👍 0 ...



Hidden gems

Sep 2023 • Couples

Renat was our guide, and he was marvelous! Knowledgeable and passionate about the history of his city. We totally enjoyed the non tourist perspective and hidden gems. Thank you for making our trip memorable.

CACUUS Bike tours



Brussels, Green Capital

Brussels has many parks, urban gardens and forests, making it one of Europe's greenest capitals. Discover Brussels by bike along its iconic historical parks and gardens as well as newly designed green spaces and how they play an important role in contributing to the urban quality of life.



Engagement

Cactus is a Brussels-based non-profit organisation, a committed group of Brussels residents with a passion for the city and the bike. Our enthusiastic guide-volunteers keep their finger on the pulse of what is going on in the city. With expertise and their own stories, they let Brussels residents and visitors experience the city by bike.

Highly Rated – Yet Uncommon



★★★★★
“AMAZING
EXPERIENCE!
THROWING AXES +
BEER, WHAT COULD BE
BETTER?!?!?”





Realtime DXB Platform



SHIFTING FROM CONVENTIONAL *SERVICE & HOSPITALITY*
TO *SENTIMENT & SENSORIAL MANAGEMENT*

SENSES AND SENSE OF PLACE — CROWDING — SUSTAINABLE — PASSION — SOCIAL — HYBRID — AI ...