



DESTINATION

HOW BRUSSELS IS ADAPTING AND EVOLVING TO ATTRACT AND SURPRISE

09/28/23

visit.brussels 

STRENGTHENING THE INDOOR LEISURE OFFER

Even when it rains!

- Escape games / Quizz rooms
- VR experiences / arcade & retro gaming
- Activities for kids & teens
- Activities for groups / team-building exercises
- Immersive exhibitions and pop culture experiences

Potential reasons:

- new spaces available due to the reduction in the retail offer
- Instagrammability of experiences



Philippe Op de Beeck
Industry Coordination – Pop culture, Street art, comics,
digital entertainment





GASTRONOMY

Beers, street food, rooftops and other delicacies

- The opening of the Belgian Beer World
- The microbrewery boom
- Street food 3.0
- On the roof!
- New kids in town
- More vegetables and craftsmanship on your plate



Olivier Marette
Industry Coordination – Gastronomy, breweries





CULTURE

A spotlight on our national talents

- To mark the Belgian Presidency of the Council of the European Union (1st half of 2024), we focus on Belgian talents:
 - James Ensor - Inspired by Brussels. at KBR and MRBAB
 - Retrospective Maison Natan (winter 23 - Vanderborght)
 - 100 years of surrealism at BOZAR and MRBAB (feb-june)
 - A cycle of events about Jean-Michel Folon (TBC)
 - A retrospective of Chantal Ackerman at BOZAR (march-july)
 - BRAFA highlights Belgian artists



Marjorie Vandriessche
Industry Coordination – Contemporary art & design



EVENTS & ART FAIRS

The offer expands in January 2024

- BRAFA - 28/01 > 04/02 Heysel
- Ceramic Brussels - 25 > 28/01/24 Tour & Taxis
- Sculptura #2 - 19/01 > 10/03 Gare Maritime - Tour & Taxis
- PhotoBrussels Festival 25/01 > 25/02 – 39 locations



ART & PERFORMING ART

On inclusion, crossing the disciplines

A few examples:

- Celles qui font le design (talks - September)
- MOTS A DEFENDRE (performing arts – Théâtre National)
- FAME festival (pluridisciplinary events in September - 3rd edition in 2024)



NIGHTLIFE & MUSIC

There is something for every taste

- More open-air and day festivals
- Events take over the public space
- Audiences are becoming international on smaller events (XDRS, HORST,...) >< big festivals
- More and more committed collectives
- The offer remains concentrated on the weekends
- The Brussels electronic scene is reknown abroad
- More events for other musical genres (hip-hop, latino, rap)



GUIDED TOURS

Beer and being active

- An enthusiasm for themed guided tours linked to gastronomy, such as visits to Brussels breweries. More and more breweries are opening their doors to the public.
- Guided tours are becoming increasingly popular and active.
- Treasure hunts, quizzes and themed tours are on the rise.



TOURISTIC ACCOMMODATIONS

Meet the ever-changing expectations of travelers

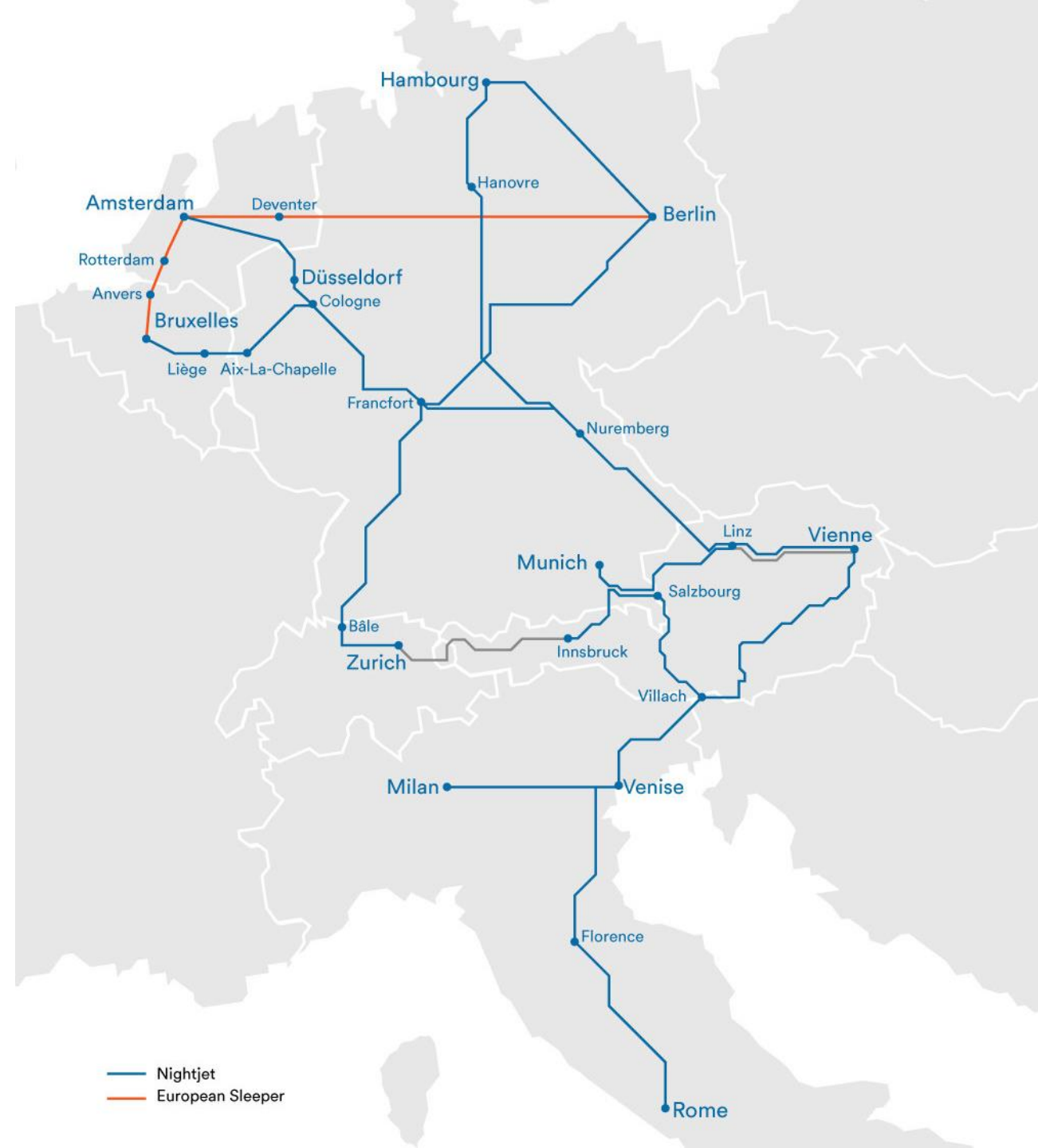
- **Local experiences:** Travelers are increasingly looking for authentic experiences linked to local culture. Hotels are therefore offering activities and excursions that allow guests to discover the destination in an immersive way.
- **Lifestyle hotel concepts:** Hotels are adopting more modern and creative designs, offering traveler- and local-friendly communal spaces such as trendy cocktail bars, rooftops, coworking spaces and art galleries for local artists.
- **Wellness-focused hotels:** Hotels implement health and wellness-focused amenities, such as state-of-the-art gyms, spas, meditation programs and healthy meal menus.
- **Pet-friendly hotels:** Pet-friendly establishments are on the increase, with special facilities for dogs, such as special treats and pet-friendly menus.



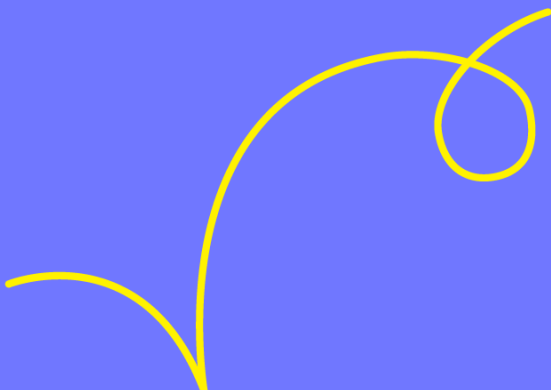
NIGHT TRAINS

New connections

- Berlin: The first run of the Nightjet Berlin – Brussels is scheduled on 11 December 2023. Arrival in Brussels will be on 12 December 2023, around 10:00.
- These cities are directly accessible by night train from Belgium, either with Nightjet or with European Sleeper.
- From 2024, Dresden and Prague will also be served.



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.