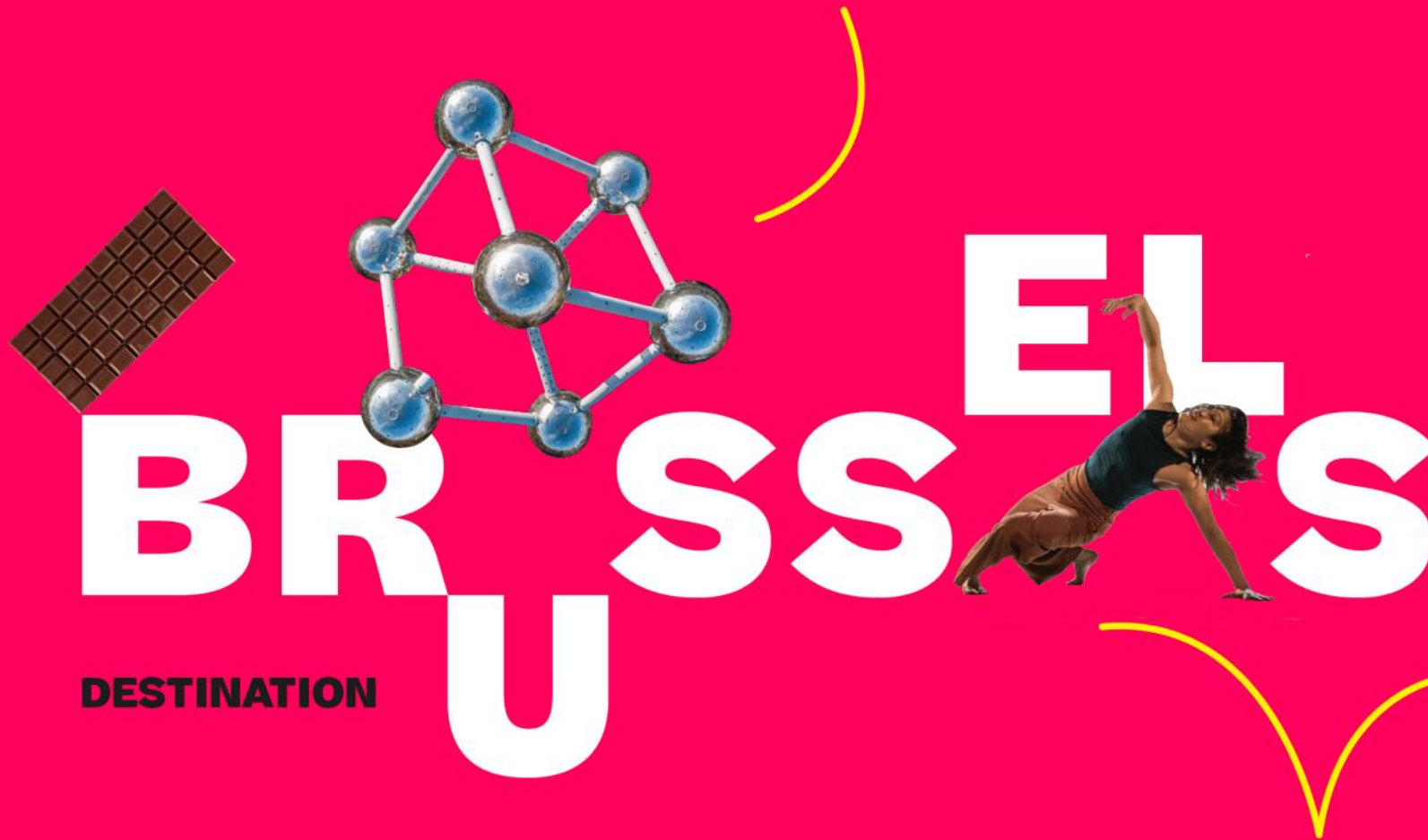




DESTINATION

OPEN DAYS - WORKSHOP

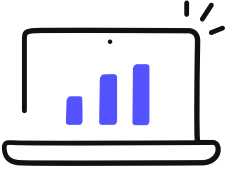
28/09/2023

visit.brussels

OUR **#01** KPI'S

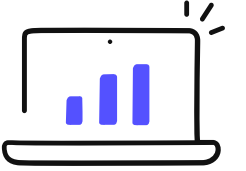


KPI'S OF THE DESTINATION



- Overnight stays (by month & country of origin)
- Occupancy rates
- Number of visitors in museums & attractions
- Distribution of overnight stays over the year
- Interest in the destination (Ipsos survey)
- Visitors' behaviour (Kunststeden survey)
- Visitors' satisfaction
- Resident Index

WHICH INDICATORS DO YOU USE ?



Examples:

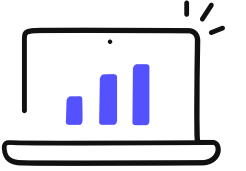
- Number of visitors
- Sales revenues
- Distribution over the year
- ...



Your KPI's:

- ...
- ...
- ...

WHICH INDICATORS DO YOU USE ?



Examples:

- Nu
- Sa
- Dis
- ...

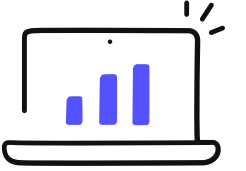
Comment – techniquement

THE IDEAL SURVEY

#02



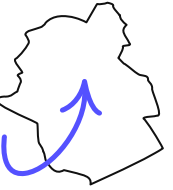
VISIT.BRUSSELS' SURVEY



- IVOX: monitoring of the covid crisis
- IPSOS: interest in the destination
- Kunststeden: visitors' behaviour
- Specific Topic: Nightlife, LGBTQA+
- TCI Research: Satisfaction Survey
- Events field surveys: Bright Brussels, Pride, Comics Festival

YOU ARE A DESTINATION IN THE DESTINATION

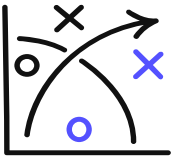
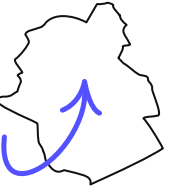
What have you put in place to monitor the evolution of your business?



- Capturing the **nationality** and **composition of the group** (reservations, box office, ticketing...)
- Keep an eye on **seasonality** (may depend on your events or exhibitions)
- Track **satisfaction levels** (possible format: in person at the end of the visit, SoMe and platform, mailing, staff feedback, etc.)
- Learn more about the **visitor funnel** (where did you hear about us? Did you book before... Max 3-4 questions)
- Monitor your **ancillary sales** (on the spot, in the shop, in the neighbourhood, etc.)
- Use your **website traffic** data.

YOU ARE A DESTINATION IN THE DESTINATION

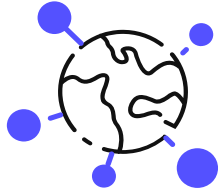
How to activate the data you collect ?



- Capitalise on a regular audience
- Detect opportunities (rising market, segment, ...)
- Be more specific in prospecting (stop useless efforts: save time and money)
- Improve the visitor experience (languages available, visiting times, etc.)
- Remember: high satisfaction → word of mouth → free promotion
- Boost shop sales by adapt your product according to your visitors (composition of the group, age range, interest)

THE SURVEY YOU WOULD CONDUCT...

Share your ideas and/or wishes about the kind of survey you would like to see carried out



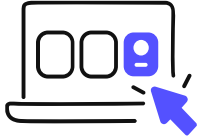
OUR SOURCES **RE** **CES**

#03

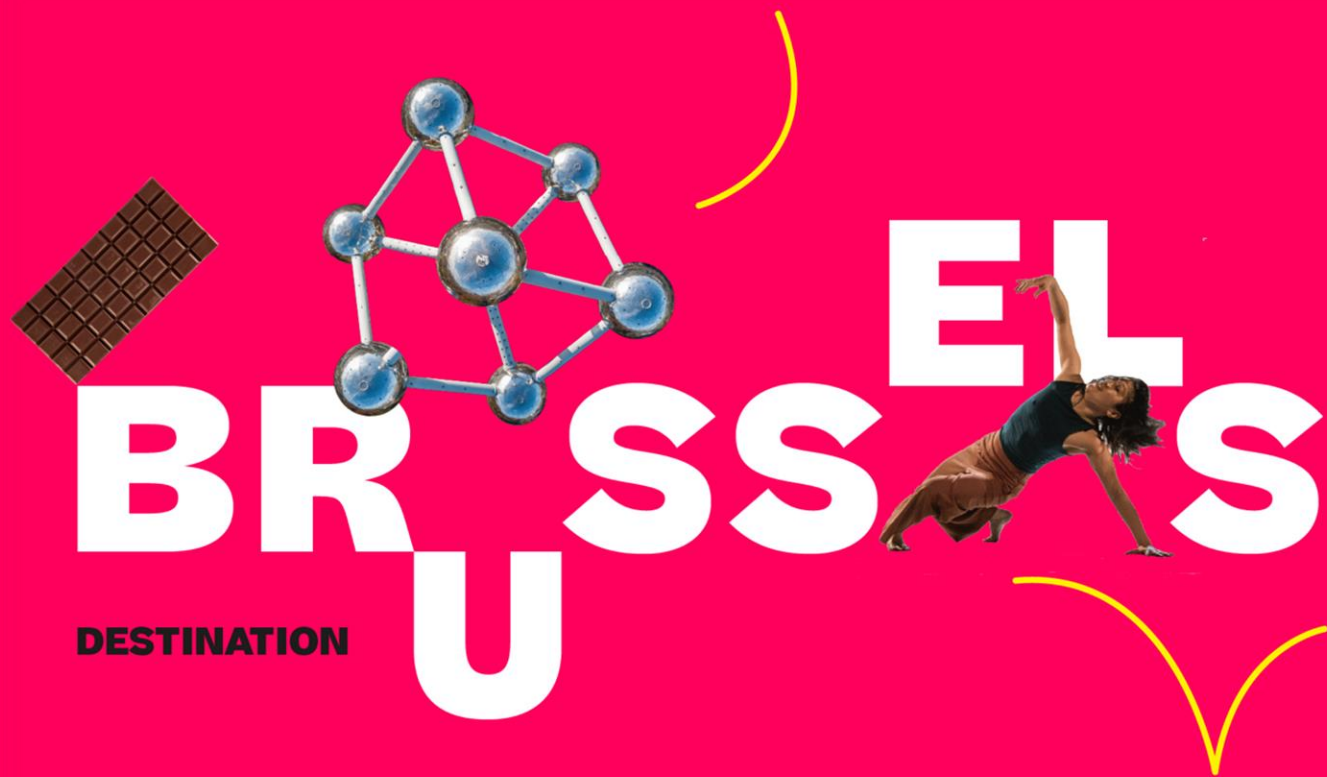


OUR RESOURCES

Available on www.visit.brussels



- Tourism barometer of the Brussels Capital Region (hotels, overnight stays, private rentals, museums & attractions)
- Yearly reports
- Market profiles
- Studies & analyses
- Segmentation (B2B, B2C)
- Sustainability report



OPEN DAYS - WORKSHOP

28/09/2023

visit.brussels 

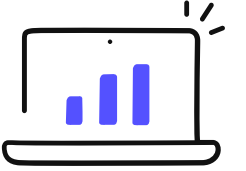
#01

INTRODUCTION



LES DEUX TETE DE CON

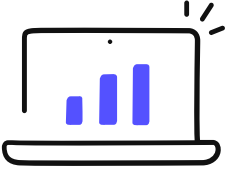
WHAT WE DO



- ❖ Monitoring of the destination
- ❖ Study visitors' behaviour
- ❖ Identify opportunities
- ❖ Suggest development guidelines
- ❖ Support Brussels brand image

- Overnight stays (by month & country of origin)
- Occupancy rates
- Number of visitors in museums & attractions
- Distribution of overnight stays over the year
- Interest in the destination (Ipsos survey)
- Visitors' behaviour (Kunststeden survey)
- Visitors' satisfaction
- Resident Index
- Global Destination Sustainability index

WHAT YOU DO



1

Allez sur wooclap.com

2

Entrez le code d'événement dans le bandeau supérieur

Code d'événement
VBOP23

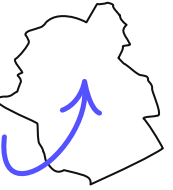
YOUR NEEDS

#02



YOU ARE A DESTINATION IN THE DESTINATION

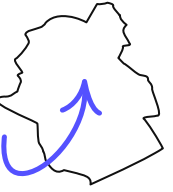
Some examples of monitoring



- Capturing the **nationality** and **composition of the group** (reservations, box office, ticketing...)
- Keep an eye on **seasonality** (may depend on your events or exhibitions)
- Track **satisfaction levels** (possible format: in person at the end of the visit, SoMe and platform, mailing, staff feedback, etc.)
- Learn more about the **visitor funnel** (where did you hear about us? Did you book before... Max 3-4 questions)
- Monitor your **ancillary sales** (on the spot, in the shop, in the neighbourhood, etc.)
- Use your **website traffic** data.

YOU ARE A DESTINATION IN THE DESTINATION

Some more needs ?



What **you** want to know :

- What kind of data would you find useful for your business ?
- Any idea how to collect them ?

Challenges, obstacles you have met:

- Speaking of knowledge, what are your current challenge(s) / goals ?
- Have you experienced any difficulties gathering data ?

COLLABORATIVE

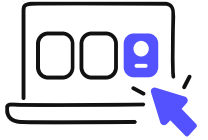
SURVEY

#03



COLLABORATIVE SURVEY

Stronger together!



Our needs:

- Visit.brussels wants to extend its knowledge of Brussels' visitors
- A collaborative survey would allow us to be in direct contact with Brussels' visitors

Your benefit:

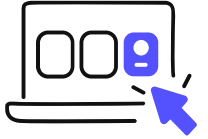
- We could include some of your questions in a dedicated part of the global survey
- Possibility to get access to real-time results

How could you relay the survey ?

- Via a QR code (displayed in your business and pushed by the staff)
- Via your website
- Via e-mailing to your customers

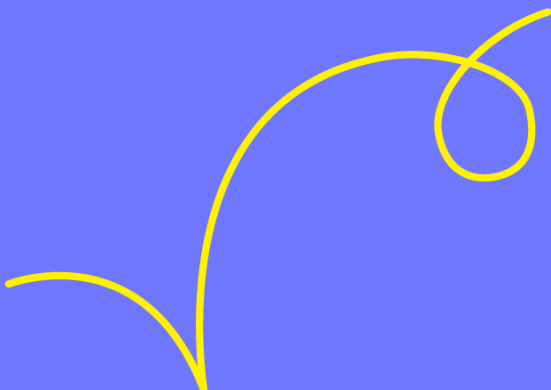
COLLABORATIVE SURVEY

Stronger together!



- Who would be interested in such a survey ?
- If so, to what extend would you be able to take part in the project ?
(online publication/promotion, physical relay, e-mailing, etc...)

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.