2021 recovery plan
Closure and priority workshop
Agenda for today

1. How did we get here: recap of the previous stages
2. Structuring the recovery: the scenarios and the strategic lines
3. Opening the ideas box: the proposals of our partners
4. Workshop: filling gaps and setting priorities
5. What’s next: next steps and key contacts
6. Closing: Q&A
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5. **Closing**: Q&A
How and why did we get here

End 2020: Adapting action plan to the new 2021 business as usual

- Internal staff brainstorming for required adaptations
- Workshop with partners to complete the adaptations and establish priorities
- Study of flexibility in different sanitary scenarios

Begin 2021: Adding specific measures for support and recovery

- Strategic lines defined with strategic and administration committees
- Input from internal staff
- Speed-dating with partners and key sector advisors
  - Closing and priorities with partners
- Validation and budget allocation by political authorities
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**Flexibility of actions**

**4 sanitary situations envisaged**

<table>
<thead>
<tr>
<th>Local opening:</th>
<th>National opening:</th>
<th>International opening:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-essential shop → Open</td>
<td>Non-essential shop → Open</td>
<td>Non-essential shop → Open</td>
</tr>
<tr>
<td>Close contact jobs → Closed</td>
<td>Close contact jobs → Open Restaurants, cafés → Open</td>
<td>Close contact jobs → Open</td>
</tr>
<tr>
<td>Restaurants, cafés → Closed</td>
<td>Open</td>
<td>Restaurants, cafés → Open</td>
</tr>
<tr>
<td>Museums and attractions → Closed</td>
<td>Open</td>
<td>Museums and attractions → Open</td>
</tr>
<tr>
<td>Cultural institutions, venues → Closed</td>
<td>Open</td>
<td>Cultural institutions, venues → Open</td>
</tr>
<tr>
<td>Hotels → Service minimum</td>
<td>Limited</td>
<td>Hôtels → Service normal</td>
</tr>
<tr>
<td>Limited movements</td>
<td>Limited international movements</td>
<td>Free movements in and out</td>
</tr>
</tbody>
</table>
Illustration of the scenarios – based on 2020

- **Lockdown**
- **Local opening**
- **National opening**
- **Local opening**

- **15 mar – 5 may**
  - 1st lockdown
- **8 jun**
  - Cultural activities without public
- **1 jul**
  - Small public allowed (200 p.)
- **29 jul**
  - New restr. (Bubble of 5 p.)
- **19 oct**
  - ReCa closing
- **2 nov – ?**
  - 2nd lockdown
6 strategic lines fixed by the strategic committee

- Attract locals and Belgian people
- Energize the offer to boost locals’ and visitors’ experience
- Be a sustainability role model
- Help all partners to stay up to date with information and skills
- Financial support for the recovery
- Speed up digital transformation
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Partners' speed dating

Results:

- 189 ideas collected to inspire and feed the recovery plan
- Divided into 6 objectives: Financial support, logistics/knowledge support, digital support, benchmark and information, reassure visitors and new and adapted products/services

- Business speed dating mornings, from Jan. 25 to 29
- Close to 200 individual meetings

→ Agencies 4% - Associations 5% - Attractions 8% - Communes 8% - Cultural 29,7% - Events 4% - Guided tours 22,9% - Tourist accommodations 18% - Transport 6,7% - Venues 5,4%
Attract locals and Belgian people

Specific recovery campaign for the other Belgian regions with concrete content and call to action

Campaign on the Health and Safety label and the partners who have this label

Targeted promotion of partners’ activities and visibility for their projects

Collaboration with "cultural" influencers

Specific promotion around coronasafe incentives and teambuildings

Specific campaign for cyclists (cf. visit Luxembourg)

Highlighting cultural partners through music videos

Availability of advertising spaces financed by visit.brussels
Energize the offer to boost experience

- Creation of an overnight hotel package + free place for a cultural show
- Highlighting unused venues for filming or organizing art exhibitions
- Platform to communicate calls for proposals and calls for residence
- Add a "networking pro" section to the comic book festival
- Speed datings for tourist accommodations and cultural venues to create combined offers
- Actively attracting new events that appeal to a wide audience
- Festival eat.brussels with take-away food at 4 corners of Brussels
- Insurance for meeting planners
- Coordinated summer nightlife revival programme
- Highlighting art in the public space
- Launch a thematic month around Toots Tielemans for its centenary in 2022
Be a **sustainability** role model

Integration of other soft mobility partners (bike rental, free floating operator, etc.) into the Brussels Card and during visit.brussels events.

Creation of a bicycle hub in Brussels to welcome cyclo-tourists (following the example of Tours and Annecy)

Develop internal (staff) and external (partners) training on sustainable tourism

Creation of a sustainable label for activities (already green key and goodfood) and integration into a common platform

Encouraging the development of secure bicycle parking facilities

Support for accessibility audit and accreditation of touristic and cultural infrastructures
Help all partners to stay up to date with information and skills

- Clear, visual and regular communication to the sector about what is possible to do
- Monitoring of novelties/possibilities in the development of hybrid and digital offers
- Monitoring and information on current and future visitor behaviour
- Collaboration with tourism-related universities and schools to support the employment of graduates (platform for internship proposals, etc.)
- More research and statistics on visitors' use of soft means of transport
Financial support for the recovery

| Financial support fund for the development of new (digital) products |
| Financial, logistical and administrative support for the development of outdoor performances and events |
| Support for cultural investment |
| Specific support for inclusive programming |
| Financial support fund for the development of sustainable offers |
| Support the demand for the prolongation of economic unemployment beyond 31/3 |
| Support the demand for the doubling of the « droit passerelle » |
| Supporting the demand for the extension of premiums to youth hostels and other accommodation |
| Supporting the demand for VAT reduction/exemption for event organisation costs |
| Provision of quick tests for events (if applicable) |
### Speed up digital transformation

- Provide external SEO training courses financed by visit.brussels
- Training on new social networks
- Interactive guided tours of Brussels museums and attractions
- Ticketing interfacing for an integrated sales platform and packages sales
And many more (good) ideas for our “business as usual” action plan that are evaluated and integrated by our key sector advisors
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Workshop: a few words of explanation

WHAT?

1. Set the priorities
   pick the 5 most important projects

2. Close the gaps
   add potential key missing projects for 2021 recovery

HOW?

1. We transfer you in your rooms

2. Discuss with your team-mates

3. Fill the survey or send your ideas

HOW LONG?

15 minutes
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Thanks for the input!
Next steps

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**Merging A and B in a complete and adaptative action plan**

- **Feb:** Analyse the input of this meeting to set the priorities
- **End Feb:** Presentation to the strategic committee
- **1st March:** Presentation of the complete plan to political authorities
- **March:** Presentation of the plan to the partners

**Mid-May:** action plan 2022
Next steps: Align Brussels Recovery plan with the European Tourism Manifesto

1. Foster good practice in destination management
2. Rethink and build tourism’s success in relation to all aspects of sustainability.
3. Promote public-private partnerships’ role in tourism development.
4. Review financial protection mechanisms to restore confidence among both consumers and business.
5. Raise the profile of tourism as a quality employer
6. Encourage development of year-round tourism
7. Encourage geographically diversified tourism through smart product development and promotion.
8. Support the resilience of Europe as the leading tourism destination worldwide
9. Ensure that tourism offer is accessible for all, with attention to the most vulnerable segments of the population.
10. Make destinations better places to visit, live and work, for residents, businesses, and visitors.
Industry Coordination: your single point of contact

Manager ad Interim (Olivier Marette)
Laurence Reichelt
02 549 50 13

Nightlife, ReCa, LGBTQ
Frédérick Boutry
02 549 50 33

Tourist Accommodations, HoReCa & Quality Academy
Céline Bletteau
02 549 50 92

Neighbourhoods and communes
Charlotte Raymond
02 548 04 66

Guided tours, greeters, attractions, DMC
Iris Tahiri
02 551 54 71

Neighbourhoods and communes
Patrick Struelens
02 549 50 96
Industry **Coordination:** your single point of contact

Heritage, museums, venues  
**Sophie Bouchard**  
02 548 04 77

Heritage, museums  
**Tineke De Waele**  
02 549 50 34

Communication, agenda.brussels  
**Alison Dujardin**  
02 549 50 71

Pop, street art, comics, digital entertainment  
**Philippe Op De Beeck**  
02 548 04 49

Performing arts  
**Gladys Touly**  
02 551 58 03

Contemporary art, exhibitions, design  
**Marjorie Vandriessche**  
02 549 55 17
Industry **Coordination:** your single point of contact

**Cinema**  
**Émilie Thiry**  
02 551 54 80

**Isabelle Hennes**  
02 548 04 79

**Education**  
**Emmanuelle Lenne**  
02 549 53 71

**Sport**  
**Frédérique Neuville**  
02 549 50 63

**Mathilde Dugautier**  
02 549 50 15

**Centres of excellence, PCO, ambassadors**  
**Milena Zandona**  
02 551 58 08
Timeline

**J A N.**
- 25/01 – 29/01: Speed datings

**F E B.**
- 11/02: Final touch Recovery plan
- 02/02: Lancement de la formation H&S

**M A R.**
- Submission of the recovery plan
- 18/03: Status recovery plan, first projects & Spring campaign
- 09/03: Info session Europe Direct

TBC: Info session 1819
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