

NO BR__SELS WITHOUT US.

PRESS RELEASE
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“No Br__sels without us”: visit.brussels unveils the original concept for its re-start campaign

Last Friday, the Brussels Government approved a range of measures to support the actors in the tourism and cultural sectors in re-starting their activities. In this context, visit.brussels, in collaboration with the agency 'FamousGrey', has developed a new marketing campaign to boost tourist activity in the European capital. The original concept will be unveiled today.

The tourism, events and cultural sectors continue to grow in importance in Brussels. Over the last ten years, the number of overnight stays in the Brussels-Capital Region has increased by an average of 5.88% per year. In addition, our museums and attractions welcomed more than 5 million visitors in 2019. These tourist numbers have a significant impact on the regional economy.

Re-start plan

All of these sectors are currently severely affected by the corona crisis. In order to support the actors in the tourism, events and cultural sectors and to meet their needs as effectively as possible, the **Brussels-Capital Region** commissioned **visit.brussels** to consult these actors, in order to draw up a **support plan to re-start** their activities. This coordinated campaign was implemented with the collaboration of more than 250 partners from all sectors.

The re-start plan contains a range of measures, including the introduction of a health charter and a hygiene label, and a reduction in the price of the Brussels Card 48h. It also includes the **launch of a major marketing campaign** to promote the destination among the Belgian and international public. The aim of this campaign is to give a new boost to the tourism sector. The agency **FamousGrey** won the call for projects with its concept: *No Br_sels without us.*

The concept

Who better than the people of Brussels to help you discover the vibe and cultural richness of the European capital? After all, Brussels is the sum of a savvy blend of humour, culture, hospitality and the open-mindedness of its inhabitants. The most cosmopolitan city in Europe with 183 nationalities, and the second most cosmopolitan in the world. What makes Brussels Brussels is the people from around the world who live here. There is no Brussels without them. *No Br_sels without us.*

"FamousGrey won us over us with the long-term reach of their campaign. The idea that the people of Brussels make the Region so unique appealed to us straight away. All our partners were also quickly won over by the concept", enthuses Patrick Bontinck, CEO of visit.brussels.

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"The tourism, events and cultural sector is vital for our Region. While they are the source of many direct and indirect jobs and undeniably contribute to the image and international reach of Brussels, tourism, events and cultural operators are going through an unprecedented crisis. The economic emergency in which they find themselves required an ambitious re-start plan to support and inform the impacted actors as effectively as possible, to reassure and attract visitors from Brussels, the rest of Belgium and other countries once again, and enable the actors to welcome them, while guaranteeing their safety and that of workers as much as possible. Thanks to the exemplary work of visit.brussels and all these actors, this plan is a first response to the tourism crisis confronting us. The revitalisation of our Region is underway. Visit us, visit BrUSsels!", explains the Minister-President of the Brussels-Capital Region, Rudi Vervoort.



The Brussels-Capital Region, visit.brussels and FamousGrey are therefore inviting national and international tourists and the people of Brussels to take part in the re-start, with the platform: "**visit Brussels, visit us**". The campaign is still in the development phase. It will start during the scaling back of the lockdown period and will be extended, to breathe new life into Brussels.

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