Annual report of the Brussels tourism observatory

2015
Introduction

1. Accommodation for tourists
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   • Breaks and stays

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   • Brussels Quality Academy

5. Sustainable tourism
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2015 was a special year for the Brussels Tourism Observatory. For the first 10 months of the year, Brussels’ tourism figures were initially positive. The number of visitors and hotel occupancy rates were systematically higher than those of 2014.

Then came the tragic events at the end of the year: first the terror attacks in Paris, followed by the lockdown in Brussels. That period was a difficult one for the tourism industry, which is reflected in the statistics in this study.

Aside from the tragic events, important methodology changes affected the way data and statistics linked to tourism breaks and stays are collected. We have, therefore, corrected the figures (a more detailed explanation can be found on slide 25). This means that they differ from data provided by other sources, but they better represent the reality of the situation.
Key numbers (1)

- 37,849 available accommodation opportunities
- 3.53 M hotel arrivals
- 72 % hotel occupancy rate
- 6.79 M overnight stays
- 55 % business tourism
- 107 € price per hotel room
Key numbers (2)

665
UIA meetings

113
ICCA meetings

121
museums

7,381
guided tours

95%
satisfied visitors

52
eco-labelled accommodation
1

Tourist accommodation
Brussels is a cosmopolitan city in which tourism plays an important role. To keep up with demand due to its status as a major European capital city, Brussels has a plentiful and varied hotel offer, which will be presented in this chapter.

The details and numbers concerning the number of establishments in Brussels is provided by the FPS Economy.

Furthermore, over-the-counter renting of furnished accommodation is an important part of the city’s accommodation offer, which is why we have decided to include an analysis of this recent phenomenon in this annual report.

To do so, we have used the estimated number of AirBnB lodgings in Brussels according to the “insideAirBnB” website. The data was collected on the platform in September 2015.
## Tourist offer - region

<table>
<thead>
<tr>
<th></th>
<th>Hotels</th>
<th>Youth accommodation</th>
<th>Guest rooms</th>
<th>Furnished accommodation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Establishments</strong></td>
<td>183</td>
<td>8</td>
<td>61</td>
<td>4,903</td>
</tr>
<tr>
<td><strong>Rooms</strong></td>
<td>17,659</td>
<td>211</td>
<td>138</td>
<td>-</td>
</tr>
<tr>
<td><strong>Beds</strong></td>
<td>36,306</td>
<td>1,224</td>
<td>319</td>
<td>-</td>
</tr>
</tbody>
</table>

**Source:**
- DGS
- Inside Airbnb

**Notes:**
1. The DGS figures present the situation on 31 August 2015
2. The inside Airbnb figures were taken from the Airbnb website in September 2015
## Tourist offer – by commune (1)

<table>
<thead>
<tr>
<th>Commune</th>
<th>Hotels</th>
<th>Youth accommodation</th>
<th>Guest rooms</th>
<th>Furnished lodgings</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Brussels</td>
<td>96</td>
<td>3</td>
<td>12</td>
<td>1,521</td>
</tr>
<tr>
<td>St-Gilles</td>
<td>23</td>
<td>- youth accommodation</td>
<td>6</td>
<td>566</td>
</tr>
<tr>
<td>Ixelles</td>
<td>15</td>
<td>- youth accommodation</td>
<td>5</td>
<td>893</td>
</tr>
<tr>
<td>St-Josse</td>
<td>14</td>
<td>1 youth accommodation</td>
<td>-</td>
<td>117</td>
</tr>
<tr>
<td>Anderlecht</td>
<td>6</td>
<td>- youth accommodation</td>
<td>3</td>
<td>137</td>
</tr>
<tr>
<td>Schaerbeek</td>
<td>6</td>
<td>- youth accommodation</td>
<td>8</td>
<td>366</td>
</tr>
<tr>
<td>Etterbeek</td>
<td>5</td>
<td>- youth accommodation</td>
<td>7</td>
<td>276</td>
</tr>
<tr>
<td>Evere</td>
<td>4</td>
<td>- youth accommodation</td>
<td>-</td>
<td>20</td>
</tr>
<tr>
<td>Woluwe Saint Lambert</td>
<td>4</td>
<td>- youth accommodation</td>
<td>1</td>
<td>123</td>
</tr>
<tr>
<td>Molenbeek</td>
<td>2</td>
<td>- youth accommodation</td>
<td>-</td>
<td>124</td>
</tr>
</tbody>
</table>

**Notes:**
1. The DGS figures present the situation on 31 August 2015
2. The inside Airbnb figures were taken from the Airbnb website in September 2015
### Tourist offer – by commune (2)

<table>
<thead>
<tr>
<th>Commune</th>
<th>Hotels</th>
<th>Youth accommodation</th>
<th>Guest rooms</th>
<th>Furnished lodgings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ganshoren</td>
<td>2</td>
<td>1</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Forest</td>
<td>2</td>
<td>1</td>
<td>253</td>
<td></td>
</tr>
<tr>
<td>Watermael-Boitsfort</td>
<td>2</td>
<td>4</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>Uccle</td>
<td>1</td>
<td>1</td>
<td>205</td>
<td></td>
</tr>
<tr>
<td>Woluwe Saint Pierre</td>
<td>1</td>
<td>1</td>
<td>91</td>
<td></td>
</tr>
<tr>
<td>Jette</td>
<td>1</td>
<td>1</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Auderghem</td>
<td>-</td>
<td>1 youth accommodation</td>
<td>1</td>
<td>66</td>
</tr>
<tr>
<td>Berchem Sainte Agathe</td>
<td>-</td>
<td>-</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Koekelberg</td>
<td>-</td>
<td>1 youth accommodation</td>
<td>1</td>
<td>33</td>
</tr>
</tbody>
</table>

### Notes:
1. The DGS figures present the situation on 31 August 2015
2. The inside Airbnb figures were taken from the Airbnb website in September 2015
## Hotel projets (2015 and future projects)

<table>
<thead>
<tr>
<th>Project name</th>
<th>Comments</th>
<th>Commune</th>
<th>Size</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>NH Brussels Carrefour de l’Europe</td>
<td>Rebranding of Best Western Carrefour de L’Europe</td>
<td>City of Brussels</td>
<td>65 rooms</td>
<td>March 2015 (open)</td>
</tr>
<tr>
<td>NH Collection</td>
<td>Rebranding of NH Atlanta Brussels</td>
<td>City of Brussels</td>
<td>241 rooms</td>
<td>September 2015 (open)</td>
</tr>
<tr>
<td>Le Quinze Grand Place</td>
<td>Rebranding of Saint Michel hotel</td>
<td>City of Brussels</td>
<td>15 rooms</td>
<td>January 2016 (open)</td>
</tr>
<tr>
<td>Tangla Hotel (4****)</td>
<td>Renovation of Sodehotel (4****)</td>
<td>Woluwe-Saint-Lambert (UCL St Luc)</td>
<td>187 rooms</td>
<td>April 2016 (open)</td>
</tr>
<tr>
<td>Radisson RED</td>
<td>Rebranding of Radisson Blu</td>
<td>Ixelles</td>
<td>149 rooms</td>
<td>April 2016 (open)</td>
</tr>
<tr>
<td>Hilton Garden Inn Brussels Louise</td>
<td>Rebranding of Cascade Inn</td>
<td>Saint-Gilles</td>
<td>143 rooms</td>
<td>June 2016 (open)</td>
</tr>
<tr>
<td>easyHotel Brussels City Centre</td>
<td>New hotel</td>
<td>City of Brussels</td>
<td>n/a</td>
<td>November 2016 (open)</td>
</tr>
<tr>
<td>Corinthia Grand Hotel Astoria (5*****)</td>
<td>Renovation of Astoria hotel</td>
<td>City of Brussels (on Rue Royale)</td>
<td>121 rooms (previously 109)</td>
<td>2019</td>
</tr>
<tr>
<td>Gésu (5****)</td>
<td>New hotel</td>
<td>Saint-Josse</td>
<td>75 rooms + 77 apartments + conference rooms and car park</td>
<td>Q1 2019</td>
</tr>
<tr>
<td>Bacardi – Martini project</td>
<td>New hotel</td>
<td>Molenbeek-Saint-Jean</td>
<td>70 rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>Nexity - Orion International</td>
<td>New hotel</td>
<td>Etterbeek (on Rue Belliard)</td>
<td>110 rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>Neo</td>
<td>Global project at Heysel</td>
<td>Heysel Plateau - Laeken</td>
<td>Min. 500 rooms</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5,000-seat convention centre</td>
<td></td>
</tr>
</tbody>
</table>

Notes:
1. Source: SPF Economie
2015 was a special year for tourism in Europe. It began positively in terms of occupancy rates, with 9 of the first 10 months seeing increases compared to the previous year. Unfortunately, November and December were strongly affected by the tragic events in Paris on 13 November, followed by the lockdown in Brussels at the end of November.

The occupancy rates, average prices and the revenue per available room are taken from the reports distributed by MKG researchers.

MKG used a panel of 94 hotels (totaling 14,699 rooms) from May to December and 86 establishments from January to April (totaling 13,692 rooms),

It’s important to note that weekend and mid-week figures should not be compared to the global results. In fact, the data is based on a restricted panel which varied from week to week and was made up of around 60 establishments.
Hotel occupancy rates

Global occupancy rate (1)
- 1 pt. vs 2014

Weekend occupancy rate (2)
- 3 pt. vs 2014

Mid-week occupancy rate (2)
- 2 pt. vs 2014

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Evolution of occupancy rates (vs. 2014)

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Hotel occupancy rates – by neighbourhood

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
2. The neighbourhood hexagons are only for illustration and do not represent their precise locations or borders
Hotel occupancy rates – by category

- **75%**: - 2 pt. vs 2014
- **70%**: - 1 pt. vs 2014
- **69%**: + 1 pt. vs 2014

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
Average hotel prices

Global average price (1) €107
+ €3 vs 2014

Average weekend price (2) €80
+ €4 vs 2014

Average mid-week price (2) €119
+ €5 vs 2014

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Evolution of average prices (vs. 2014)

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
2. MKG data based on a restricted panel of some 60 hotels

Winter
Waterloo 1815
Summer
Paris attacks & lockdown
Average hotel prices – by neighbourhood

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
2. The neighbourhood hexagons are only for illustration and do not represent their precise locations or borders
Average hotel prices – by category

€91
+ €4 vs 2014

€115
+ €6 vs 2014

€147
- €3 vs 2014

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
Revenue per available room

Global average revenue (1)

- $78

Average weekend revenue (2)

- $54

Average mid-week revenue (2)

- $93

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
2. MKG data based on a restricted panel of some 60 hotels

+ $2 vs 2014
Evolution of revenue per room (vs. 2014)

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Revenue per room – by neighbourhood

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
2. The neighbourhood hexagons are only for illustration and do not represent their precise locations or borders
Revenue per room – by category

Notes:
1. MKG data based on panel of 94 hotels (14,699 rooms) from May to December and 86 from January to April (13,692 rooms)
Breaks and stays

The analysis of overnight stays is an important tool for measuring tourism industry performance. 2015’s analysis shows two distinct periods: the first was positive as the results for the first 10 months of the year had improved on 2014. Next came a decrease due to the Paris attacks in November.

Data of breaks and stays in Belgium is collected from licensed establishments in all three of the country’s regions by SPF Economy.

Every month the establishments provide information of their visitors’ countries of origin, numbers, number of nights stayed in the establishment and the nature of their trip.

Following a change to the Arrêté royal du 12 janvier 2015 law, the reach of the data collected by SPF Economy has been reduced. For Brussels, 18 establishments with a total of 815 rooms have been cut from the panel.

To better reflect the actual situation, and allow for a better comparison with previous years, these 815 rooms were included in this report.

To do so, the number of overnight stays was estimated according to the occupancy figures for each month given to us by MKG (see previous chapter). The number of travellers per overnight stay was estimated to be 1.1 per room per night for business trips and 2.3 for leisure stays.

In addition, for confidentiality reasons, SPF Economies no longer provides us with the figures for arrivals and overnight stays per hotel category.
Breaks and stays – evolution of arrivals

Notes:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – evolution of overnight stays

Notes:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – by type of traveller

1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – by type of accommodation

Notes:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – evolution of arrivals and overnight stays

Jan: 227k (+3.4%)  
Feb: 244k (+6.1%)  
Mar: 294k (+3.7%)  
Apr: 313k (+4.0%)  
May: 348k (+8.8%)  
Jun: 338k (+16.8%)  
Jul: 313k (+12.3%)  
Aug: 309k (+5.5%)  
Sep: 327k (+11.2%)  
Oct: 346k (+9.4%)  
Nov: 244k (-18.0%)  
Dec: 231k (-22.3%)

Notes:
1. Données SPF économie, corrigées par visit.brussels
## Tourists on breaks and stays – major markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Market Share</th>
<th>Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>21%</td>
<td>737k</td>
</tr>
<tr>
<td>France</td>
<td>13%</td>
<td>445k</td>
</tr>
<tr>
<td>UK</td>
<td>8%</td>
<td>291k</td>
</tr>
<tr>
<td>Germany</td>
<td>7%</td>
<td>251k</td>
</tr>
<tr>
<td>USA</td>
<td>6%</td>
<td>210k</td>
</tr>
<tr>
<td>Spain</td>
<td>6%</td>
<td>207k</td>
</tr>
<tr>
<td>Netherlands</td>
<td>5%</td>
<td>172k</td>
</tr>
<tr>
<td>Italy</td>
<td>4%</td>
<td>154k</td>
</tr>
<tr>
<td>China</td>
<td>3%</td>
<td>91k</td>
</tr>
<tr>
<td>Brazil</td>
<td>1%</td>
<td>41k</td>
</tr>
<tr>
<td>Russia</td>
<td>1%</td>
<td>31k</td>
</tr>
<tr>
<td>India</td>
<td>1%</td>
<td>21k</td>
</tr>
<tr>
<td>Others</td>
<td>25%</td>
<td>874k</td>
</tr>
</tbody>
</table>

**Notes:**
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of anbileru adaleru for Noun Project
Overnight stays – major markets

- Belgium: 19% 1300k
- France: 11% 776
- UK: 8% 557k
- Germany: 7% 479k
- Spain: 7% 474k
- USA: 7% 450k
- Italy: 5% 338k
- Netherlands: 4% 271k
- China: 2% 130k
- Brazil: 1% 91k
- Russia: 1% 69k
- India: 1% 45k
- Others: 27% 1810k

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of anbieru adaleru for Noun Project
## Overnight stays – types of stay

<table>
<thead>
<tr>
<th>Country</th>
<th>Leisure</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>France</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>UK</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Germany</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Spain</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>USA</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Italy</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>China</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Brazil</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>Russia</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>India</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Others</td>
<td>42%</td>
<td>58%</td>
</tr>
</tbody>
</table>

### Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of anbileru adaleru for Noun Project
Overnight stays by type and by month

Leisure and professional overnights- 2015

Notes:
1. Data from SPF Economy, corrected by visit.brussels
Overnight stays by month, type of accommodation

Overnights by month and type of accommodation - 2015

<table>
<thead>
<tr>
<th>Month</th>
<th>Hotels</th>
<th>Youth Hostels</th>
<th>Guest Rooms</th>
<th>All types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>420 405</td>
<td></td>
<td></td>
<td>437 300</td>
</tr>
<tr>
<td>Feb</td>
<td>423 756</td>
<td></td>
<td></td>
<td>445 097</td>
</tr>
<tr>
<td>Mar</td>
<td>534 780</td>
<td></td>
<td></td>
<td>562 235</td>
</tr>
<tr>
<td>Apr</td>
<td>575 510</td>
<td></td>
<td></td>
<td>605 101</td>
</tr>
<tr>
<td>May</td>
<td>627 486</td>
<td></td>
<td></td>
<td>657 582</td>
</tr>
<tr>
<td>Jun</td>
<td>615 214</td>
<td></td>
<td></td>
<td>644 627</td>
</tr>
<tr>
<td>Jul</td>
<td>590 425</td>
<td></td>
<td></td>
<td>616 920</td>
</tr>
<tr>
<td>Aug</td>
<td>627 315</td>
<td></td>
<td></td>
<td>649 846</td>
</tr>
<tr>
<td>Sep</td>
<td>606 099</td>
<td></td>
<td></td>
<td>632 618</td>
</tr>
<tr>
<td>Oct</td>
<td>624 926</td>
<td></td>
<td></td>
<td>652 686</td>
</tr>
<tr>
<td>Nov</td>
<td>437 839</td>
<td></td>
<td></td>
<td>453 953</td>
</tr>
<tr>
<td>Dec</td>
<td>415 683</td>
<td></td>
<td></td>
<td>431 118</td>
</tr>
</tbody>
</table>

Notes:
1. Data from SPF Economy, corrected by visit.brussels
Overnight stays – evolution of the markets

Belgium

France

Leisure & professional overnights

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of anbileru adaleru for Noun Project
Overnight stays – evolution of the markets

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of anbileru adaleru for Noun Project
Overnight stays – evolution of the markets

**Spain**

**USA**

**Notes:**
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of anbleru adaleru for Noun Project
Overnight stays – evolution of the markets

Notes:
1. Data from SPF Economy, corrected by visit.brussels
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Overnight stays – evolution of the markets

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of anbileru adaleru for Noun Project
International comparison – overnight stays (top 10 Europe)

1. London 77.6M (+10%)
2. Paris 48.0M (-2%)
3. Berlin 30.3M (+5%)
4. Rome 15.1M (+5%)
5. Madrid 18.0M (+9%)
6. Barcelona 17.8M (+3%)
7. Istanbul 16.9M (+6%)
8. Prague 15.9M (+8%)
9. Vienna 15.1M (+5%)
10. Munich 14.1M (+4%)

Notes:
2

Congresses & meetings
Brussels is the top European destination for the organisation of international congresses and meetings and second worldwide. This position is connected to the city’s status as the capital of Europe, but also comes from the quality of the infrastructure and services on offer for organisers.

Information and data relating to congress and meetings venues comes from visit.brussels’ annual “Let’s meet” brochure.

The number of meetings recorded by the Union of International Associations (UIA) includes type A and type B meetings. The criteria are:

- Minimum 300 participants (type B)
- Minimum 50 participants (type A)
- Minimum 40% foreign participants (type B)
- Minimum 5 nationalities present (type B)
- Minimum duration: 3 days (Type B)

Those recorded by the International Congress & Convention Association (ICCA) fulfil the following criteria:

- Gather at least 50 participants
- To be organised in at least three different countries
- Encounters with at least three different nationalities
Number of venues (Brussels and surrounding area)

- 208 venues in total
  - 17 venues >1000 places
  - 31 venues 500-1000 places
  - 40 venues 250-500 places
  - 78 venues 100-250 places
  - 42 venues <100 places

Notes:
1. Source: Let’s Meet in Brussels 2016
Number of venues (Brussels and surrounding area)

- Theatres and concert halls: 22
- Conference and exhibition centres: 26
- Historical buildings and museums: 75
- Modern and contemporary buildings: 52
- Cultural or sports centres: 33

Total: 208 venues

Notes:
1. Source: Let’s Meet in Brussels 2016
Number of hotels with convention hall(s)

Notes:
1. Source: Let’s Meet in Brussels 2016
Number of international associations gatherings (UIA)

Notes:
1. Données UIA pour réunions de type A et B
Number of international associations gatherings (ICCA)

Notes:
1. Données ICCA
Numerous fairs are organised in Brussels, both for professionals and the general public. These events take place, more often than not, at Brussels Expo or Tour et Taxis and can benefit from the support and advice of visit.brussels.

The figures presented in this section were relayed by events organisers, via the press or on the events’ websites.
Attendance of Brussels’ major fairs

- **16-25/01 Motor Show** (Brussels Expo)
- **24/01-01/02 Brafa** (Tour & Taxis)
- **05-08/02 Holiday Fair** (Brussels Expo)
- **06-08/02 Chocolate Fair** (Brussels Expo)
- **06-09/02 Affordable Art Fair** (Brussels Expo)
- **26/02-08/03 Batibouw** (Brussels Expo)
- **26/02-02/03 Book Fair** (Tour & Taxis)
- **26/02-03/03 Made in Asia** (Brussels Expo)
- **14-15/03 & 03-05/10 Estetika** (Brussels Expo)
- **13-15/03 Salon entreprendre** (Tour & Taxis)

- **Motor Show**: 427k attendees
- **Brafa**: 55k attendees
- **Holiday Fair**: 97.5k attendees
- **Chocolate Fair**: 33k attendees
- **Affordable Art Fair**: 300k attendees
- **Batibouw**: 60k attendees
- **Book Fair**: 61.5k attendees
- **Made in Asia**: 39.3k attendees
- **Salon entreprendre**: 12k attendees
Attendance of Brussels’ major fairs (2)

- Eurantica (Brussels Expo) 20-29/03 25k
- Seafood (Brussels Expo) 21-23/04 25k
- Art Brussels (Brussels Expo) 25-27/04 29k
- Realty (Tour & Taxis) 19-21/05 6.6k
- Retrorama (Brussels Expo) 28-31/05 13k
- Label Expo (Brussels Expo) 29/09-02/10 36k
- Salad de l'alimentation (Brussels Expo) 10-25/10 120k
- Megavino (Brussels Expo) 23-26/10 28k
- Furniture Fair (Brussels Expo) 08-11/11 19.3k
- Cocoon (Brussels Expo) 13-15/03 75k
3

Tourism cultural services
Museums & attractions

Brussels has an exceptional cultural offer. Visitors and inhabitants can enjoy 120 diverse museums and attractions, some of which have become symbols for the whole of Belgium.

The number of museums is based on a list provided by the Conseil Bruxellois des Musées (Brussels’ Museums Council) on its website.

Figures for Brussels’ museums and attractions are estimated based on the collection of attendance numbers (for permanent collections and temporary exhibitions) of a panel of museums and attractions:


Attendance of major temporary exhibitions and recurring cultural events was relayed by the organisers. The Brussels Card results were collected by visit.brussels.
Museums & attractions – evolution of visitors (vs. 2014)

- 2014: 3.39M
- 2015: 3.36M

Jan: 205k (+3%)
Feb: 253k (+16%)
Mar: 295k (-)
Apr: 335k (-3%)
May: 333k (+2%)
Jun: 244k (+3%)
Jul: 323k (+8%)
Aug: 396k (-3%)
Sep: 214k (+1%)
Oct: 314k (-18%)
Nov: 215k (-14%)
Dec: 231k (+1%)

Visit.brussels
The major temporary exhibition

150,840 visitors

92,000 visitors

85,000 visitors
The Brussels Card, in its current format, was launched in mid-February 2015. It gives holders:

- Free access to 30+ museums
- Discounts to tourist attractions
- Discounts in museum restaurants, bars...
- Discounts in Brussels shops

In 2015, a total of 14,886 were purchased.
Brussels Card – Analysis of use

100 different nationalities

- France: 22%
- UK: 10%
- Italy: 9%
- Belgium: 8%
- USA: 7%
- Spain: 6%
- Germany: 6%
- Japan: 3%
- Netherlands: 3%
- China: 3%

4.14 visits per card buyer

1. Comic Strip Centre
2. BOZAR - Centre for Fine Arts
3. Musical Instrument Museum
4. Royal Institute of Natural Sciences
5. Choco Story Brussels
6. Museum of the City of Brussels
7. AutoWorld
8. Museum of Belgian Brewers
9. MOOF
10. BELvue Museum

Notes:
1. Data from Brussels Card
2. Pictographs of countries courtesy of anbiler adaleru for Noun Project
Recurring paid events

- **BSF**
  - 125 k spectators

- **Museum Night Fejer**
  - 17 k unique visitors

- **Couture Café**
  - 68.3 k spectators

- **Brosella**
  - 22 k visitors

- **ANIMA**
  - 39 k visitors

- **Nocturnes**
  - 16 k visitors

- **MVD**
  - 47.5 k spectators
Recurring free events

- Foire du Midi Zuidfoor: 1.6 M visitors
- Pride: 60 k participants
- Brussels Jazz Marathon: 100 k visitors
- Brussels Les Bains Brussel Bad: 379 k visitors
- Belgian Beer Weekend: 80 k participants
- Plaisir d'Hiver Winter* Pret: 1 M visitors
- Fête de l'Iris Irisfeest: 50 k visitors
Guided tours

Several organisms offer guided tours to visitors in Brussels. Furthermore, some locals, through the Greeters network, offer their perception of the capital through free tourism encounters and experiences.

The figures presented here have come from the visit.brussels guided tours barometer.

This report was put together using data collected from a panel of guided tour organisms in Brussels.

The panel collected data from the following 19 organisms:

Guided tours – evolution of visitor numbers (vs. 2014)

2014

2015

Jan: 5.5k (-12%)
Feb: 5.3k (-28%)
Mar: 11.0k (+3%)
Apr: 14.7k (-15%)
May: 18.4k (-14%)
Jun: 17.6k (-11%)
Jul: 8.1k (+3%)
Aug: 8.8k (-19%)
Sep: 30.6k (+16%)
Oct: 21.1k (-25%)
Nov: 8.8k (-26%)
Dec: 6.6k
Guided tours – Greeters

Greeters are Brussels volunteers who are passionate about their city. They introduce visitors to “their” Brussels: their favorite spots, their advice and their anecdotes. The Greeters of Brussels offer visitors a unique and authentic experience filled with encounters, exchange and discovery.

In 2015, the Greeters network carried out 715 Greets (strolls/walks/bike rides) and welcomed visitors in 9 different languages.

Visitors by country of origin

- France: 30%
- Belgium: 24%
- USA: 13%
- Germany: 7%
- Italy: 6%
- Spain: 6%
- UK: 5%
- Canada: 4%
- China: 3%
- Brazil: 2%
4

Transport & mobility
Tourists coming to Brussels by plane arrive primarily at one of two airports: Brussels Airport in Zaventem and Brussels South Airport, in Charleroi.

Brussels Airport, Belgium’s largest airport, welcomes both passenger and cargo flights. It has three runways and flies to almost every continent. It is notably one of the main ways to reach central Africa from Europe.

When it comes to passenger flights, Charleroi airport, the country’s second-largest airport, welcomes mostly low-cost airlines. It has one runway and is used primarily to fly to Europe and Northern Africa.

These two airports represent two major entry points for tourists travelling to Brussels. In this chapter we will analyse the figures provided by both airports.
Number of passengers in the airports

23.4 M passengers

7.0 M passengers

Notes:
1. Source: Brussels Airport / Brussels South Charleroi Airport
Evolution of number of passengers by airport

Notes:
1. Source: Brussels Airport / Brussels South Charleroi Airport
Passengers per month at Brussels Airport

Number of Passengers by Month

Notes:
1. Source: Brussels Airport
Types of passenger at Brussels Airport

- **82%**: Passengers for whom Brussels is their starting point or destination
- **18%**: Transit passengers

Notes:
1. Source: Brussels Airport
### Busiest and quietest days at Brussels Airport

<table>
<thead>
<tr>
<th>#</th>
<th>Date</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27 July</td>
<td>87,790</td>
</tr>
<tr>
<td>2</td>
<td>31 July</td>
<td>87,464</td>
</tr>
<tr>
<td>3</td>
<td>14 Sept</td>
<td>86,639</td>
</tr>
<tr>
<td>4</td>
<td>17 July</td>
<td>86,047</td>
</tr>
<tr>
<td>5</td>
<td>7 Sept</td>
<td>85,586</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Date</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 Dec</td>
<td>28,648</td>
</tr>
<tr>
<td>2</td>
<td>17 Jan</td>
<td>31,929</td>
</tr>
<tr>
<td>3</td>
<td>1 Jan</td>
<td>32,276</td>
</tr>
<tr>
<td>4</td>
<td>10 Jan</td>
<td>33,098</td>
</tr>
<tr>
<td>5</td>
<td>24 Jan</td>
<td>33,959</td>
</tr>
</tbody>
</table>

**Notes:**
1. Source: Brussels Airport

Visit Brussels
Destinations to and from Brussels Airport

Notes:
1. Source: Brussels Airport
Top 10 destinations to and from Brussels Airport – Europe

1. Source: Brussels Airport

1. Rome
   - 794k (+10%)
2. Madrid
   - 805k (+9%)
3. Rome
   - 794k (+10%)
4. Lisbon
   - 726k (+9%)
5. London
   - 723k (+7%)
6. Geneva
   - 570k (+2%)
7. Milan
   - 543k (+6%)
8. Frankfurt
   - 518k (+10%)
9. Berlin
   - 438k (+16%)
10. Istanbul
    - 487k (-2%)

Notes:
1. Source: Brussels Airport
Top 10 destinations to and from Brussels Airport – Outside Europe

1. New-York 601k (+1%)
2. Tel-Aviv 289k (+22%)
3. Washington 222k (-2%)
4. Dubai 209k (+281%)
5. Montreal 181k (+9%)
6. Abu Dhabi 171k (-0%)
7. Casablanca 159k (+1%)
8. Mumbai 149k (-8%)
9. Toronto 148k (-5%)
10. Doha 147k (+6%)

Notes:
1. Source: Brussels Airport
As it is for all modern metropoles, mobility is crucial to the Brussel-Capital Region. Offering proper transport facilities is also a key factor for the city’s attractiveness to tourists. The “Bruxelles Mobilité” regional agency defines the city’s mobility strategies and manages the public transport network.

This section presents the key figures concerning the city’s public transport offer, as well as the accessibility of key infrastructures to Persons with Reduced Mobility (PMR).
Mobility – public transports

346 stations
4200 bikes
37k long-term subscribers
72k short-term rentals
1.43M rentals

40 km metro lines
139 km tram lines
445 km bus lines
2200 stops
370M trips

Notes:
1. Source: STIB and Villo
Mobility – railways

Notes:
1. Source: SNCB

Top 10 travellers/day (mid-week)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Station</th>
<th>Travellers/day</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brussels-North</td>
<td>63,104</td>
</tr>
<tr>
<td>2</td>
<td>Brussels-Midi</td>
<td>62,545</td>
</tr>
<tr>
<td>3</td>
<td>Brussels-Central</td>
<td>61,099</td>
</tr>
<tr>
<td>4</td>
<td>Brussels-Luxembourg</td>
<td>7,109</td>
</tr>
<tr>
<td>5</td>
<td>Brussels-Schuman</td>
<td>6,501</td>
</tr>
<tr>
<td>6</td>
<td>Etterbeek</td>
<td>4,894</td>
</tr>
<tr>
<td>7</td>
<td>Schaerbeek</td>
<td>3,180</td>
</tr>
<tr>
<td>8</td>
<td>Jette</td>
<td>2,824</td>
</tr>
<tr>
<td>9</td>
<td>Merode</td>
<td>900</td>
</tr>
<tr>
<td>10</td>
<td>Bockstael</td>
<td>899</td>
</tr>
</tbody>
</table>

32 stations

222 k Travellers per day (mid-week)
Mobility – accessibility

- **Taxis**
  - Equipped to transport wheelchairs
  - 100

- **Metro stations**
  - Equipped with lifts
  - 38

- **Gares SNCB**
  - Accessible to PRM
  - 111

- **Theatres and show venues**
  - Accessible to PRM
  - 35

- **Museums**
  - Accessible to PRM
  - 21

- **Hotels and hostels**
  - Accessible to PRM
  - 75

Notes:
1. Source data: Bruxelles Pour Tous and STIB
2. Source pictograph: Candice Gras
5

Quality of the destination
Visitor satisfaction

Global tourism is a more and more competitive market. To best position itself in this market, Brussels needs to pay constant attention to the satisfaction of its visitors. Because of this, visit.brussels carries out visitor satisfaction surveys every month, as part of the creation of a plan for tourism quality in Brussels. The satisfaction survey is available on the visit.brussels website.

The questionnaire is voluntarily filled in by tourists to Brussels. Interviews are also randomly carried out in the tourist quarters. In total, 554 people completed the survey in 2015.

It’s important to note that the sample, therefore, does not fully represent Brussels’ tourist population. Business tourists are under-represented. Nevertheless, trends observed in the figures give an interesting insight into the opinion of tourists and their priorities when they travel.
# Global satisfaction of visitors

<table>
<thead>
<tr>
<th>General satisfaction</th>
<th>Overall my stay lived up to expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>😊 28%</td>
<td>😊 54%</td>
</tr>
<tr>
<td>😊 67%</td>
<td>😊 36%</td>
</tr>
<tr>
<td>😊 5%</td>
<td>😊 7%</td>
</tr>
<tr>
<td>😊 0%</td>
<td>😊 3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>I hope to return to Brussels</th>
<th>I would recommend Brussels to my peers</th>
</tr>
</thead>
<tbody>
<tr>
<td>😊 59%</td>
<td>😊 63%</td>
</tr>
<tr>
<td>😊 28%</td>
<td>😊 27%</td>
</tr>
<tr>
<td>😊 9%</td>
<td>😊 7%</td>
</tr>
<tr>
<td>😐 4%</td>
<td>😐 3%</td>
</tr>
</tbody>
</table>
Marks for different tourism elements in Brussels given by visitors

<table>
<thead>
<tr>
<th>Top 5 highest scorers</th>
<th>Top 5 lowest scorers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Information available in my language</td>
<td>1. Ease of parking</td>
</tr>
<tr>
<td>2. Diversity of the sites and museums</td>
<td>2. Accessibility for persons with reduced mobility</td>
</tr>
<tr>
<td>3. Cultural and educational interest</td>
<td>3. Mobile technology availability (Wi-Fi...)</td>
</tr>
<tr>
<td>4. Quality of the cultural guided tours</td>
<td>4. Cleanliness of public spaces</td>
</tr>
<tr>
<td>5. Bars, cafés &amp; clubs</td>
<td>5. Climate</td>
</tr>
</tbody>
</table>
As part of the creation of a plan for quality tourism, an awareness campaign called the “Brussels Quality Academy” provides training sessions for members of the Brussels’ tourism sector. The aim is to raise awareness of the Brussels-Capital Region’s treasures and special features.

Most of the sessions are open to all members of the tourism sector and certain, more specialised, training courses are aimed at specific providers (hotels, catering, etc.). The themes are wide-ranging and can cover Brussels’ museums, Art Nouveau, the Brussels identity, surrealism, etc. In all, a total of 38 sessions were organized in 2015.
Brussels Quality Academy 2015 – Training courses organised

General sessions:
- 26 Sessions
- 78 Hours
- 679 Participations

Brussels Experts (hotels)
- 8 Sessions
- 24 Hours
- 162 Participations

Catering courses:
- 4 Sessions
- 32 Hours
- 45 Participations
Brussels Quality Academy 2015 – Participants

- Hotels et B&B: 4%
- visit.brussels: 14%
- Greeters: 41%
- Guides: 35%
- Others: 5%
- Museums: 1%
The eco-labels

The international “Green Key”

The Green Key is the international eco-label chosen by 2,500 tourism establishments in 53 countries around the world. It is awarded annually to the tourism facilities, hotels, guest rooms, youth hostels, campsites, conference centres and attractions based on criteria related to general environmental management; waste, water, energy and green space management; environmental education, mobility, ...

Through these criteria, the Green Key programme aims to promote sustainable development within tourist infrastructures.

The regional “Entreprise éco-dynamique” (Eco-dynamic company) label

It is awarded to Brussels companies and associations - whether small or large, public or private - that have put in place environmental management practices.

Some of these practices included rational waste management, constant efforts to save energy, incentives and facilities to promote less polluting forms of mobility, etc.

Companies and associations can be awarded one, two or three stars depending on their accomplishments. Bridges and links are organised with the Green Key label.

Eco-management and Audit System (EMAS)

The Eco-Management and Audit Scheme (EMAS) is a premium management instrument for companies and other organisations to evaluate, report, and improve their environmental performance.

The system has existed since 1995. Back then it was only for companies in industrial sectors.

Since 2001, the EMAS has been accessible to all sectors of the economy, including the private and public services.
Green Key labelled accommodation

### Hotels
- Aloft Brussels Schuman
- Dolce La Hulpe Brussels
- Four Points by Sheraton Brussels
- Hilton Brussels City
- Hilton Brussels Grand Place
- NH Hotel du Grand Sablon
- NH Hotel Stéphanie
- Park Inn by Radisson Brussels Midi
- Le Plaza Brussels
- Radisson Blu EU
- Radisson Blu Royal Hotel
- Royal Windsor Hotel Grand Place
- Scandic Grand Place Brussels
- Silken Berlaymont Brussels
- Thon Hotel Bristol Stéphanie
- Thon Hotel EU

### Youth accommodation
- Auberge des 3 Fontaines
- Jacques Brel Youth Hostel
- Bruxelles Génération Europe
- Sleepwell – Espace du Marais

### Meeting Venues
- Autoworld
- Diamant Brussels
- Event Lounge
- Hôtel de la Poste
- Les Sheds (Tour & Taxis)
Eco-dynamic company eco-labelled accommodation

### Hotels
- Martin’s Brussels EU
- Martin’s Grand Hotel
- Silken Berlaymont Brussels
- Four Points by Sheraton Brussels
- Hilton Brussels Grand Place
- Le Plaza Brussels
- Radisson Blu EU
- Radisson Blu Royal
- Royal Windsor Hotel Grand Place
- Sheraton Brussels
- Stanhope Brussels
- Thon Hotel EU
- La Légende
- The Dominican
- Rocco Forte Amigo

### Youth accommodation
- Sleepwell – Espace du Marais

### Meeting Venues
- Banque Nationale de Belgique
- Ancienne Belgique
- BOZAR
- La Monnaie
- Royal Institute of Natural Sciences
- Tram museum
- Les Sheds (Tour & Taxis)
EMAS-labelled accommodation

**Hotels**
- Martin’s Château du Lac
- Martin’s Grand Hotel
- Martin’s Brussels EU
- Martin’s Lido

**Youth accommodation**
- 0

**Meeting Venues**
- 0

Notes:
1. Source: Let’s Meet in Brussels 2016
Since 2007, the Brussels-Capital Region has announced calls for projects in an attempt to enhance and promote the construction or renovation of “Bâtiments Exemplaires” or “Exemplary Buildings”.

The objective is to show that it’s possible to obtain great energy saving and environmentally friendly results with a reasonable budget.

In 2007, the Brussels-Capital Region didn’t yet have a single passive building. Following the calls for projects, the surface area of passive buildings in Brussels should pass 350,000 m² in 2017.

Exemplary buildings in which you can rent a room:

• Cygnes-Digue - Maison de quartier Malibran
• Mundo-B
• Philanthropy House (Bâtiment Exemplaire Royale 94)
• Hotel Meininger (Bâtiment Exemplaire Belle-Vue)
• Hotel Belvue (Bâtiment Exemplaire Quai du Hainaut)
Les bâtiments exemplaires

- 243 projects
- 62 Ha surface
- €33M regional support
Green spaces

Brussels is a particularly green capital city. The preservation of these spaces is of course a necessity for both their ecological richness and the quality of life of Brussels’ inhabitants.

Furthermore, the presence also brings other advantages, notably their recreational, landscaping and town-planning aspects. These advantages are draws for tourists staying in Brussels.

Green spaces are, however, under pressure and it is therefore important to have at one’s disposal the tools and strategy necessary to defend and showcase them. These missions and responsibilities lie with the “Bruxelles Environnement” agency.
Green spaces

The Brussels-Capital Region has more than 8,500 ha of green spaces, which represents more than half of the region’s total 16,138 ha surface area. The green spaces are divided as follows:

Private Gardens 32
Woods and Forests 20
Parks and Green Spaces 12
Private domains 10
Wasteland 7
Agricultural Lands 7
Others 12

Notes:
1. Source: IBSA
Green spaces

Nature reserves

- Le Moeraske
- Le marais de Ganshoren
- Le marais de Jette
- Le Poelbos
- Le bois du Laerbeek
- Le Zavelenberg
- La roselière du Parc des Sources

Archaeological reserves

- La réserve archéologique des Tumuli
- La réserve archéologique de « Boitsfort-Etang »

Forest reserves

- La réserve naturelle du Rouge-Cloître
- La réserve forestière du Gripensdelle