Event report

Comic Strip Festival 2018
Part 1:

Attendance
Attendance - 126,400 visitors

126,400 visitors
+112%

37,900 visitors
Attendance - 126,400 visitors

This area has been screened from 03pm to 08pm on Friday 14 September, from 10am to 08pm on Saturday 15 September and from 10am to 6pm on Sunday 16 September.
Attendance – visitors’ profile

**Visitors origin**

- **Brussels**: 59,350
- **Belgium**: 36,800
- **International**: 30,750

**Visitors per day**

- **Friday**: 32,200
- **Saturday**: 36,400
- **Sunday**: 57,800

**Country of origin (foreigners)**

- **FR**: 6,100
- **DE**: 2,600
- **IT**: 2,250
- **UK**: 2,200
- **ES**: 1,950
- **NL**: 1,850
- **CH**: 1,200
- **PT**: 1,000
- **US**: 1,000
Attendance – visiting times

Friday 14 September

Saturday 15 September

Sunday 16 September
Part 2: Website
Fête de la BD Strip Feest

14 > 16.09
Parc de Bruxelles WarandePark

Visit.Brussels
Website performance
(July-September)

Pageviews 233,024
Unique users 180,430
Bounce rate 39.16%

Languages
- Belgium: 28%
- France: 61%
- Netherlands: 11%

Origin of the visitors
- Belgium: 77.13%
- France: 9.73%
- Netherlands: 3.01%
- Germany: 1.38%
- United Kingdom: 1.37%
- Spain: 1.14%
- Luxembourg: 1.04%
- Italy: 1.01%
- United States: 0.56%
- Switzerland: 0.43%

Source (top 10)
- google: 39.6%
- facebook: 27.7%
- direct: 19.5%
- instagram: 3.3%
- brussels.be: 1.84%
- bing: 0.93%
- lesoir.be: 0.50%
- myintracomm.ec.europa.eu: 0.43%
- opalebd.com: 0.42%
- dupuis.com: 0.29%

Daily sessions

Belgium 77.13%
France 9.73%
Netherlands 3.01%
Germany 1.38%
United Kingdom 1.37%
Spain 1.14%
Luxembourg 1.04%
Italy 1.01%
United States 0.56%
Switzerland 0.43%
Part 3:

Social networks
## Impact on social networks

<table>
<thead>
<tr>
<th></th>
<th>Reach</th>
<th>Engagement</th>
<th>Links clicks</th>
<th>Video views</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page FB</strong></td>
<td>461.122</td>
<td>41.452</td>
<td>-</td>
<td>128.652</td>
</tr>
<tr>
<td><strong>Event FB</strong></td>
<td>182.200</td>
<td>8.100</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Paid content</strong></td>
<td>484.987</td>
<td>237.873</td>
<td>27.265</td>
<td>77.321</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1.128.309</td>
<td>287.425</td>
<td>27.265</td>
<td>205.973</td>
</tr>
</tbody>
</table>
Part 4:

Media visibility
Presence of the event in the media

Published articles
93

Valuation
640.797 €

Publications languages

FR: 19
NL: 3
EN: 71

Publication dates

Media

WEBSITE: 26
NEWSPAPER: 67

visit.brussels
Alix réécrit l’Histoire au Cinquantenaire

Fête de la BD

La Fête de la BD est l’événement incontournable pour tous ceux qui voient la vie en cases et pensent en bulles.
Presence on the national radio stations

LA PREM1ÈRE

pure

VIVACITÉ
Bruxelles 99.3 FM

visit.brussels