Event report

Belgian Pride 2018
Part 1:

Attendance
Attendance: 68,500 visitors

The area has been screened from 12:00 to 0:30 on Saturday 19th May. It includes the Mont des Arts and the Grand Place.
Attendance – visitor’s profile

**Visitors origin**
- International: 26,900
- Brussels: 21,450
- Belgium: 20,000

**Country of origin (foreigners)**
- FR: 5,650
- DE: 3,800
- ES: 3,500
- UK: 1,800
- NL: 1,750
- IT: 1,700
- CH: 1,150
- US: 700
- PT: 550
- LU: 450

Visit.brussels
Attendance – visiting times

Visiting times

Event opening hours

00:00 01:00 02:00 03:00 04:00 05:00 06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

0 2000 4000 6000 8000 10000 12000

International National Regional Local

Visit.brussels
Part 2:
Website
Belgian Pride Brussels: the weekend’s highlights

Brussels, the European gay-friendly capital hosts its 23rd Pride from 17 to 20 May 2018. Be part of a weekend of festivities and diversity.

For one weekend a year, Brussels, the gay-friendly capital of 500 million Europeans, shines on the European landscape once again.

Once again Pride is offering a varied programme. From the traditional Parade that lights up the city centre with its colourful atmosphere, to the Pride Village, where information and entertainment mix cheerfully. All the ingredients are present for a day of festivities and a guaranteed atmosphere.

Rainbow Village

The Rainbow Village, the warm and welcoming village gay on the edge of the Grand-Place kicks off a weekend of festivities on Friday 18 May with a show by cabaret Madameville and a concert by the Brussels Gay Sports choir.

On top of its attractive programme, the Rainbow Village offers a large selection of bars where you can have a drink in a fantastic musical atmosphere until late into the night.

Pride Village

From midday on Saturday 19 May, Pride Village takes over the heart of Brussels at the Mont des Arts, next to Brussels Central station and the Grand-Place.

Several information, entertainment and testing stands are open from midday in the Village, where a whole host of activities and shows await you.

Pride Parade

Pride Parade starts at 16.30 from rue Rauwstraat. Join this fabulous parade that is bursting with colour as it makes its way through Brussels’ streets, spreading its message of love.

Pride Parties: La Demence

When Pride is in full swing, the party never stops. On top of La Demence, there’s a multitude of “Pride Parties” inviting you to continue festivities in various venues in the capital.

For Pride weekend, La Demence will be living up to its reputation by offering 3 wild nights: Friday 17 at FUSE, Saturday at PALAS 12 (main night) and Sunday at FUSE.

Hotel deals: www.pride.be/overnightstays
Website performance
(April-May)

Pageviews 8,855
Unique users 8,248
Bounce rate 94,15%

Languages

Origin of visitors

Source (top 10)

Belgium 39,52%
Italy 18,98%
France 11,51%
Germany 8,85%
United Kingdom 6,51%
Netherlands 4,57%
Spain 3,24%
Luxembourg 1,58%
United States 1,04%
Portugal 0,28%

facebook 60,2%
google 14,7%
instagram 11,0%
direct 10,1%
brussels.be 0,4%
Bruxelles.be 0,4%
be.brussels 0,3%
atomium.be 0,2%
youtube 0,2%
ting 0,2%

Daily sessions
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>
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</thead>
<tbody>
<tr>
<td><strong>Post article</strong></td>
<td>689.661</td>
<td>254.115</td>
<td>8.715</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>689.661</td>
<td>254.115</td>
<td>8.715</td>
<td>-</td>
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Part 4:
Media visibility
Presence of the event in the media

Published articles: 51
Valuation: 390,086€

Publication languages:
- DE: 32
- EN: 16
- FR: 1
- NL: 1

Publication dates:
- 07-03-18: 1
- 11-04-18: 1
- 21-04-18: 1
- 04-05-18: 2
- 09-05-18: 1
- 11-05-18: 1
- 14-05-18: 1
- 15-05-18: 13
- 16-05-18: 1
- 17-05-18: 1
- 19-05-18: 7
- 20-05-18: 1
- 21-05-18: 2
- 22-05-18: 2
- 23-05-18: 4

Media:
- Newspaper: 20
- Website: 31
Published articles overview

DE PRIDE PARADE
EEN FEEST OF EEN NOODZAAK?

‘Ik wil tonen dat je homo én moslim kunt zijn’

Abdellah Biat

‘Onze rechten zijn nooit helemaal verworven’

Pet De Bruyn

AGENDA
Ce week-end, Bruxelles s’engage fièrement

Belgian Pride Parade lukt 100.000 deelnemers

La Pride célébre les rues de Bruxelles de son appelle tout ce week-end. À cette occasion, d’autres festivals s’engagent aussi pour un monde moins gayphobie et plus inclus. Tout ce week-end, l’Etiropark renoue au Musée Aga...