Summary

Introduction & key figures

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5. Transports & mobility
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   • Urban mobility
   • High speed trains
   • Accessibility

6. Sustainable tourism
   • Eco-labels
Tourism in Brussels had a record year in 2018. The various actors in the sector, such as accommodation, museums and tourist attractions, have seen their attendances increase. The year was characterised in particular by a marked increase in the number of leisure overnight stays, which now represent 49% of Brussels overnight stays.

Also, for the first time in this report, visit.brussels is complementing the data from FPS Economy with an analysis of overnight stays in private rental accommodation. These estimates make it possible to address the Airbnb phenomenon and thus to better understand visitor behaviour.
Overnight stays

Arrivals
3,91 M
+9%

Overnight stays
7,36 M
+10%

Note:
1. Data FPS Economy corrected by visit.brussels
Overnights by source markets

Belgium 21%
France 11%
United Kingdom 7%
USA 7%
Spain 7%
Netherlands 4%
Italy 4%
Germany 6%
BRICs 5%
Others 28%

Note:
1. Data FPS Economy corrected by visit.brussels
Accommodation offer

Tourist accommodation: 394

Available accommodation opportunities: 36,131

Average price per hotel room: 117€

Occupancy rate: 74.7%

Note:
1. Data Brussels Economy and Employment / MKG Hospitality
Tourist content

Museums and attractions
121

Guided tours
8,745

UIA Meetings
734

ICCA meetings
112

Note:
1. Data visit.brussels, CBM, UIA, ICCA
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 Brussels Economy & Employment.

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 are now working with AirDNA which provides us each month with an estimate of the number of units rented on the AirBnB platform.
Accommodation - region

Hotels
- 141 Establishments
- 15,742 Rooms
- 31,794 Beds
Source: BEE

Appart-hotels
- 14 Establishments
- 900 Rooms
- 2,319 Beds
Source: BEE

Tourism residences and furnished accommodation
- 81 Establishments
- 128 Rooms
- 400 Beds
Source: BEE

Note:
1. Data Brussels Economy and Employment
Accommodation - region

Social tourism accommodation centers:
- 6 Establishments
- 327 Rooms
- 891 Beds

Source: BEE

Official B&B’s:
- 152 Establishments
- 343 Rooms
- 727 Beds

Source: BEE

Notes:
1. Data Brussels Economy and Employment
# Hotel projects (2018 and future)

<table>
<thead>
<tr>
<th>Name of the project</th>
<th>Commentaries</th>
<th>Commune</th>
<th>Size</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Hubert Grand Place</td>
<td>Renovation and rebranding of Scandic Hotel</td>
<td>Brussels (Rue d’Arenberg)</td>
<td>100 Rooms</td>
<td>Q2 2018 (open)</td>
</tr>
<tr>
<td>APPART’CITY CONFORT*** BRUXELLES CENTRE GARE DU MIDI</td>
<td>New appart’hotel</td>
<td>Anderlecht (rue Rossini)</td>
<td>80 flats</td>
<td>Q4 2018 (open)</td>
</tr>
<tr>
<td>B&amp;B Hotel Brussels Centre Gare du Midi</td>
<td>New hotel</td>
<td>Saint-Gilles (Avenue Fonsny)</td>
<td>91 Rooms</td>
<td>Q3 2019</td>
</tr>
<tr>
<td>Meininger Hotel Bruxelles Gare du Midi</td>
<td>New hotel</td>
<td>Anderlecht</td>
<td>n/a</td>
<td>August 2019</td>
</tr>
<tr>
<td>Qbic Hotel Brussels</td>
<td>New Hotel</td>
<td>Ixelles</td>
<td>148 rooms</td>
<td>October 2019</td>
</tr>
<tr>
<td>Residence Inn Brussels Airport</td>
<td>New hotel</td>
<td>Zaventem</td>
<td>127 rooms</td>
<td>Q1 2020</td>
</tr>
<tr>
<td>Corinthia Grand Hotel Astoria (5*)</td>
<td>Renovation of Astoria Hotel</td>
<td>Brussels (Rue Royale)</td>
<td>121 Rooms (109 before)</td>
<td>2021</td>
</tr>
<tr>
<td>Okko Project</td>
<td>-</td>
<td>Brussels</td>
<td>150 rooms</td>
<td>2020-2021</td>
</tr>
</tbody>
</table>
## Hotel projects (future)

<table>
<thead>
<tr>
<th>Name of the project</th>
<th>Commentaries</th>
<th>Commune</th>
<th>Size</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gésu (5*)</td>
<td>New hotel</td>
<td>Saint-Josse</td>
<td>75 Rooms + 77 apartments + meeting facilities</td>
<td>n/a</td>
</tr>
<tr>
<td>Moxy Hotel</td>
<td>New hotel</td>
<td>Ixelles (rue du Prince Albert)</td>
<td>140 Rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>Projet Riversquare- Hôtel 3*</td>
<td>Global project next to the channel</td>
<td>Anderlecht</td>
<td>100 Rooms</td>
<td>n/a</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 (Rue Belliard)</td>
<td>110 Rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>Neo</td>
<td>Global project - Heyzel</td>
<td>Heyzel - Laeken</td>
<td>Min. 500 Rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>B&amp;B Hotels</td>
<td>New hotel (3*)</td>
<td>Schaerbeek / Evère (Boulevard Leopold III)</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
Hotel occupancy

The Brussels hotel sector continued its growth that began in 2017. The occupancy rate increased by 4 points over the year to 74.7%. The average price (€117) also increased and reached a record level.

This data was provided to us by the MKG Hospitality Institute. They used a panel of 90 establishments (14,168 rooms).

It is important to note that the figures given for weekends and weekdays should not be compared to the overall results. Indeed, this data is based on a limited panel whose size varies slightly from one week to the next and includes approximately 60 establishments.
Hotel occupancy rate

Notes:
1. MKG data based on panel of 90 hotels (14,168 rooms)
2. MKG data based on a restricted panel of some 60 hotels

- **Global occupancy rate** (1) 74.7%
  - +4 pts. vs 2017

- **Weekend occupancy rate** (2) 66.8%
  - +4.2 pts. vs 2017

- **Mid-week occupancy rate** (2) 79.6%
  - +3 pts. vs 2017
Monthly occupancy rates (vs. 2017)

Jan: 60% (+4,1pts)
Feb: 69,7% (+4pts)
Mar: 73% (+1,6pts)
Apr: 76,3% (+6,1pts)
May: 76,2% (+2,4pts)
Jun: 80,4% (+5,5pts)
Jul: 76,6% (+5,2pts)
Aug: 76,6% (+5,2pts)
Sep: 80,2% (+3,3pts)
Oct: 83% (+4,6pts)
Nov: 81,9% (+6,pts)
Dec: 71,1% (+3,3pts)

Note:
1. MKG data based on panel of 90 hotels (14,168 rooms)
Hotel occupancy rates - by neighbourhood

- **Rogier Botanique**: 74.6% (+7 pts.)
- **European quarter**: 70.2% (+2 pts.)
- **Grand Place**: 79.6% (+4 pts.)
- **Brussels Airport**: 72.1% (+5 pts.)
- **Midi Lemonnier**: 79.1% (+4 pts.)
- **Louise**: 74% (+1 pt.)
- **Around the Ring road**: 68% (-1 pt.)

**Note:**
1. MKG data based on panel of 90 hotels (14,168 rooms)
Hotel occupancy rate - by category

- **5 stars**: 79% (+4.5 pts. vs 2017)
- **4.5 stars**: 73% (+4.4 pts. vs 2017)
- **4 stars**: 67.5% (+4.6 pts. vs 2017)

Note:
1. MKG data based on panel of 90 hotels (14,168 rooms)
Average hotel prices

- **Global average price** (1) 117€
  - + 6% vs 2017

- **Average weekend price** (2) 84€
  - + 6.4% vs 2017

- **Average mid-week price** (2) 124€
  - + 7% vs 2017

Notes:
1. MKG data based on panel of 90 hotels (14,168 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Monthly average prices (vs. 2017)

Note:
1. MKG data based on panel of 90 hotels (14,168 rooms)
Average hotel prices - by neighbourhood

- **Rogier Botanique**: 102€ (+5%)
- **Brussels Airport**: 113€ (+3%)
- **European quarter**: 140€ (+4%)
- **Grand Place**: 121€ (+7%)
- **Midi Lemonnier**: 103€ (+9%)
- **Louise**: 127€ (+6%)
- **Around the Ring road**: 93€ (+3%)

**Note:**
1. MKG data based on panel of 90 hotels (14,168 rooms)
Average hotel prices - by category

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Price</th>
<th>Change vs 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 stars</td>
<td>97€</td>
<td>+ 5%</td>
</tr>
<tr>
<td>4 stars</td>
<td>123,5€</td>
<td>+ 6%</td>
</tr>
<tr>
<td>5 stars</td>
<td>162€</td>
<td>+ 3%</td>
</tr>
</tbody>
</table>

Note:
1. MKG data based on panel of 90 hotels (14,168 rooms)
Revenue per available room

Global average revenue (1)

87,5€

Average weekend revenue (2)

56€

Average mid-week revenue (2)

100€

Notes:
1. MKG data based on panel of 90 hotels (14,168 rooms)
2. MKG data based on a restricted panel of some 60 hotels

+ 12% vs 2017

+ 14% vs 2017

+ 11% vs 2017
Monthly revenue per available room (vs 2017)

Note:
1. MKG data based on panel of 90 hotels (14,168 rooms)
Revenue per room - by neighbourhood

- **Rogier Botanique**: 76€ (+17%)
- **Brussels Airport**: 81€ (+11%)
- **Grand Place**: 96€ (+13%)
- **European quarter**: 99€ (+8%)
- **Midi Lemonnier**: 81€ (+15%)
- **Louise**: 94€ (+10%)
- **Around the Ring road**: 63€ (+1%)

**Note:**
1. MKG data based on panel of 90 hotels (14,168 rooms)
Revenue per room - by category

**77€**
+ 12% vs 2017

**90€**
+ 12% vs 2017

**109€**
+ 11% vs 2017

**Note:**
1. MKG data based on panel of 90 hotels (14,168 rooms)
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 travelers per overnight stay was estimated to be 1.1 per room per night for business trips and 2.3 for leisure stays.

This means that they differ from data provided by other sources, but they better represent the reality of the situation.

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

2014: 3,42M
2015: 3,53M
2016: 3,0M
2017: 3,60M
2018: 3,91M

Note:
1. Data FPS Economy corrected by visit.brussels
Breaks and stays - evolution of overnight stays

2014: 6,61M
2015: 6,79M
2016: 5,5M
2017: 6,68M
2018: 7,36M

Note:
1. Data FPS Economy corrected by visit.brussels
Breaks and stays - by reason of stay

- Leisure arrivals: 1,91 M (+17%)
- Business arrivals: 2,00 M (+2%)

- Leisure overnight stays: 3,62 M (+19%)
- Business overnight stays: 3,74 M (+3%)

Note:
1. Data FPS Economy corrected by visit.brussels
Breaks and stays - by type of accommodation

- Guest rooms: 22,8 k (+38%)
- Hotels: 3,70 M (+8%)
- Youth accommodations: 185,1 k (+8%)

- Guest rooms: 48,8 k (+34%)
- Hotels: 6,97 M (+10%)
- Youth accommodations: 338,7 k (+10%)

Note:
1. Data FPS Economy corrected by visit.brussels
Breaks and stays - monthly arrivals

<table>
<thead>
<tr>
<th>Month</th>
<th>Arrivals</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>258k</td>
<td>+16%</td>
</tr>
<tr>
<td>Feb</td>
<td>273k</td>
<td>+9%</td>
</tr>
<tr>
<td>Mar</td>
<td>330k</td>
<td>+12%</td>
</tr>
<tr>
<td>Apr</td>
<td>329k</td>
<td>+8%</td>
</tr>
<tr>
<td>May</td>
<td>342k</td>
<td>+8%</td>
</tr>
<tr>
<td>Jun</td>
<td>336k</td>
<td>+9%</td>
</tr>
<tr>
<td>Jul</td>
<td>331k</td>
<td>+8%</td>
</tr>
<tr>
<td>Aug</td>
<td>321k</td>
<td>+15%</td>
</tr>
<tr>
<td>Sep</td>
<td>336k</td>
<td>+8%</td>
</tr>
<tr>
<td>Oct</td>
<td>362k</td>
<td>+5%</td>
</tr>
<tr>
<td>Nov</td>
<td>347k</td>
<td>+7%</td>
</tr>
<tr>
<td>Dec</td>
<td>343k</td>
<td>+1%</td>
</tr>
</tbody>
</table>

Note:
1. Data FPS Economy corrected by visit.brussels
Breaks and stays - monthly overnight stays

Note:
1. Data FPS Economy corrected by visit.brussels
# Overnight stays per commune

<table>
<thead>
<tr>
<th></th>
<th>Commune</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brussels</td>
<td>54%</td>
</tr>
<tr>
<td>2</td>
<td>Saint-Gilles</td>
<td>13%</td>
</tr>
<tr>
<td>3</td>
<td>Saint-Josse-ten-Noode</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>Ixelles</td>
<td>7%</td>
</tr>
<tr>
<td>5</td>
<td>Molenbeek-Saint-Jean</td>
<td>4%</td>
</tr>
<tr>
<td>6</td>
<td>Etterbeek</td>
<td>3%</td>
</tr>
<tr>
<td>7</td>
<td>Anderlecht</td>
<td>3%</td>
</tr>
<tr>
<td>8</td>
<td>Evere</td>
<td>2%</td>
</tr>
<tr>
<td>9</td>
<td>Woluwe-Saint-Lambert</td>
<td>2%</td>
</tr>
<tr>
<td>10</td>
<td>Schaerbeek</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Note:**
1. Data FPS Economy
Overnight stays by source market
(top 20 / in thousands)

Notes:
1. Data FPS Economy corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Notes:
1. Data FPS Economy corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays - reason of stay

<table>
<thead>
<tr>
<th>Country</th>
<th>Leisure</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>BE - Belgium</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>FR - France</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>ES - Spain</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>GB - United-Kingdom</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>US - United States</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>DE - Germany</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>IT - Italy</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>NL - Netherlands</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>CN - China</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>CH - Switzerland</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>JP - Japan</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>BR - Brazil</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>RU - Russia</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>PT - Portugal</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>CA - Canada</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>PL - Poland</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>SE - Sweden</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>IE - Ireland</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>IN - India</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>RO - Romania</td>
<td>48%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Notes:
1. Data FPS Economy corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays by type (last 10 years)

Note:
1. Data FPS Economy corrected by visit.brussels
Monthly overnight stays

Note:
1. Data FPS Economy corrected by visit.brussels
Overnight stays by type of accommodation

Note:
1. Data FPS Economy corrected by visit.brussels
Overnight stays - evolution of the markets

Belgium

France

Notes:
1. Data FPS Economy corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays - evolution of the markets

Spain

United Kingdom

Notes:
1. Data FPS Economy corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays - evolution of the markets

Notes:

1. Data FPS Economy corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays - evolution of the markets

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Overnight stays - evolution of the markets

Notes:
1. Data FPS Economy corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overview of private rentals

The FPS Economy figures only take into account nights spent in private rented accommodation that has been officially registered. However, the arrival of platforms such as Airbnb has created a parallel offer. Ignoring this phenomenon would therefore distort any analysis of tourist activity in Brussels. That is why, in 2018, visit.brussels' Market Intelligence team started a monthly monitoring of private rentals based on AirDNA data (www.airdna.co).

AirDNA collects the data available on Airbnb and Home Away every day, which allows them to estimate the amount of accommodation rented and the number of bookings recorded. These estimates make it possible to determine the number of nights spent in this type of accommodation. AirDNA also provides information on the different types of housing, their average prices and geographical distribution.
Private rentals: available listings

2018 average: 5.815 listings

Note:
1. Source: AirDNA
Private rentals - type of lodging

- Entire lodging: 69%
- Private rooms: 30%
- Shared rooms: 1%

Notes:
1. Source: AirDNA
2. Pictographs courtesy of icons8.com
Private rentals - overnight stays

Notes:
1. Source: AirDNA
2. Pictographs courtesy of icons8.com
Private rentals - average prices (in dollars)

<table>
<thead>
<tr>
<th>Month</th>
<th>Price</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>99$</td>
<td>+29%</td>
</tr>
<tr>
<td>Feb</td>
<td>104$</td>
<td>+32%</td>
</tr>
<tr>
<td>Mar</td>
<td>108$</td>
<td>+25%</td>
</tr>
<tr>
<td>Apr</td>
<td>113$</td>
<td>+20%</td>
</tr>
<tr>
<td>May</td>
<td>112$</td>
<td>+26%</td>
</tr>
<tr>
<td>Jun</td>
<td>107$</td>
<td>+11%</td>
</tr>
<tr>
<td>Jul</td>
<td>109$</td>
<td>+14%</td>
</tr>
<tr>
<td>Aug</td>
<td>100$</td>
<td>+11%</td>
</tr>
<tr>
<td>Sep</td>
<td>102$</td>
<td>+4%</td>
</tr>
<tr>
<td>Oct</td>
<td>103$</td>
<td>+5%</td>
</tr>
<tr>
<td>Nov</td>
<td>103$</td>
<td>+5%</td>
</tr>
<tr>
<td>Dec</td>
<td>103$</td>
<td>-2%</td>
</tr>
</tbody>
</table>

Notes:
1. Source: AirDNA
2. Pictographs courtesy of icons8.com
Private rentals: geographical distribution

Note:
1. Source AirDNA
2

Congresses & meetings
According to the UIA, in 2018, Brussels confirmed its status as top European destination for the organisation of international congresses and meetings. This position is linked to the city’s status as the capital of Europe, but also to the quality of the infrastructure and services that are at the disposal of event 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 meeting venues  (Brussels and surrounding area)

- 22 Theatres and concert halls
- 30 Conference and exhibition centres
- 67 Historical buildings and museums
- 49 Modern and contemporary buildings
- 31 Cultural or sports centres

Note:
1. Source: Let’s Meet in Brussels 2019
Number of meeting venues (Brussels and surrounding area)

- 199 venues in total
  - 19 venues with more than 1000 places
  - 29 venues with 500-1000 places
  - 38 venues with 250-500 places
  - 80 venues with 100-250 places
  - 33 venues with less than 100 places

Note:
1. Source: Let’s Meet in Brussels 2019
Number of hotels with meeting room(s)

34

50

11

Note:
1. Source: Let’s Meet in Brussels 2019
Number of international associations gatherings (UIA)

Note:
1. Source: UIA ranking (type A et B)
Note:
1. Source: 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.
<table>
<thead>
<tr>
<th>Fair Name</th>
<th>Dates</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brussels Motor Show</td>
<td>12&gt;21/01</td>
<td>Brussels Expo</td>
<td>540K</td>
</tr>
<tr>
<td>Brafa</td>
<td>27/01 &gt; 04/02</td>
<td>Tour &amp; Taxis</td>
<td>64K</td>
</tr>
<tr>
<td>Holidays fair</td>
<td>01&gt;04/02</td>
<td>Brussels Expo</td>
<td>105K</td>
</tr>
<tr>
<td>Batibouw</td>
<td>22/02 &gt; 04/03</td>
<td>(Brussels Expo)</td>
<td>285K</td>
</tr>
<tr>
<td>Seafood</td>
<td>24&gt;26/04</td>
<td>(Brussels Expo)</td>
<td>28K</td>
</tr>
<tr>
<td>Book fair</td>
<td>22&gt;25/02</td>
<td>(Tour &amp; Taxis)</td>
<td>70K</td>
</tr>
<tr>
<td>Food fair</td>
<td>13&gt;21/10</td>
<td>(Brussels Expo)</td>
<td>61K</td>
</tr>
<tr>
<td>Made in Asia</td>
<td>16&gt;18/03</td>
<td>(Brussels Expo)</td>
<td>90K</td>
</tr>
</tbody>
</table>
3

City Life
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 - monthly attendance (vs. 2017)

- **2018**
  - Jan: 326k (+19%)
  - Feb: 329k (+0%)
  - Mar: 420k (+11%)
  - Apr: 429k (+3%)
  - May: 376k (+2%)
  - Jun: 303k (-3%)
  - Jul: 452k (+3%)
  - Aug: 356k (-5%)
  - Sep: 303k (+2%)
  - Oct: 390k (+5%)
  - Nov: 390k (+12%)
  - Dec: 390k (+13%)

- **2017**
  - Jan: 236k
  - Feb: 261k
  - Mar: 420k
  - Apr: 429k
  - May: 376k
  - Jun: 356k
  - Jul: 299k
  - Aug: 299k
  - Sep: 390k
  - Oct: 372k
  - Nov: 390k
  - Dec: 390k

Total attendance for 2018: 4,44M
Total attendance for 2017: 4,21M

Overall attendance increased by +5%
Some of the major temporary exhibitions

**Brussels Expo**
- 240,000 visiteurs

**Musées des Sciences Naturelles**
- 120,000 visiteurs

**Bourse**
- 150,000 visiteurs
Some of the major temporary exhibitions

Bozar
100.000 visiteurs

Autoworld
40.000 visiteurs
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 2018, a total of 17,074 were purchased (about 12% more than in 2017).

Note:
1. Data Brussels Card
# Brussels Card - analysis of use

## 100 different nationalities

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>29%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>16.5%</td>
</tr>
<tr>
<td>USA</td>
<td>10%</td>
</tr>
<tr>
<td>Italy</td>
<td>10%</td>
</tr>
<tr>
<td>Germany</td>
<td>9.5%</td>
</tr>
<tr>
<td>Spain</td>
<td>9%</td>
</tr>
<tr>
<td>Japan</td>
<td>6%</td>
</tr>
<tr>
<td>Belgium</td>
<td>4%</td>
</tr>
<tr>
<td>China</td>
<td>3%</td>
</tr>
<tr>
<td>Portugal</td>
<td>3%</td>
</tr>
</tbody>
</table>

## 3,85 visits per car buyer

1. Royal Museums of Fine Arts
2. Comic Strip Museum
3. Musical Instruments Museum
4. Choco-Story
5. Autoworld
6. Museum of the City of Brussels
7. Museum of Belgian Brewers
8. Museum of Natural Sciences
9. Royal Museum of the Armed Forces
10. MOOF

### Notes:
1. Data Brussels Card
2. Ictographs of countries courtesy of icons8.com
Cultural events in Brussels

18,289 events hosted on agenda.brussels in 2018
Recurring paid events

- **BSF (Brussels Summer Festival)**
  - 60,000 attendees

- **ANIMA**
  - 46,000 visitors
  - 17,000 unique visitors

- **MUSEUM NIGHT FEJER**
  - 58,000 visitors

- **COULÉE CAFÉ**
  - 66,000 attendees

- **NOCTURNES**
  - 47,500 attendees

- **MVD (Memorial Van Damme)**
  - 24,600 visitors
Note:
1. Estimation based on 2016 figures
Starred restaurants

10 establishments

- Bozar Restaurant
- Senzanome
- La Villa Emily
- La Truffe Noire
- Wine is the city

Kamo
San Daniele
Da Mimmo
La Villa Lorraine
Le Pigeon Noir

6 establishments

- Sea Grill
- Comme Chez Soi
- Villa in the Sky
- Bon-Bon
- Le Chalet de la forêt
- La Paix

Note:
1. Source: Guide Michelin 2019
Tourist activities

Monuments & sites: 216
Nightlife: 143
Museums: 120
Entertainment: 64
Wellness: 53
Green: 32

Note:
1. Source: Tripadvisor
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 20 organisms:

Guided tours - number of participants (vs. 2017)

2018
- Jan: 4,7k (-7%)  (+7%)
- Feb: 6,7k (+31%)
- Mar: 14,1k (+23%)
- Apr: 17,2k (+13%)
- May: 12,9k (-6%)
- Jun: 21k (+0,3%)
- Jul: 16,7k (+10%)
- Aug: 12,8k (+24%)
- Sep: 7,7k (+35%)
- Oct: 9k (+1%)

2017
- Jan: 165k
- Feb: 148k
- Mar: 35,7k (+14%)
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 2018, the Greeters network carried out 682 Greets (+30% in comparison with 2017) and welcomed about 1,000 visitors in 12 different languages.

Visitors by country of origin

- France: 38%
- Belgium: 17%
- USA + Canada: 15%
- Italy: 6%
- Spain: 4%
- Germany: 4%
- UK: 3%
- Netherlands: 1%
- Others Europe: 8%
- Africa: 1%
- Middle-East: 1%
- Russia: 1%
- Asia: 1%

Note:
1. Data visit.brussels
4

Quality of the destination
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, 363 people completed the survey in 2018.

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.
Visitors satisfaction

86% satisfied visitors

I hope to return to Brussels

86% satisfied visitors

I would recommend Brussels to my peers

86% satisfied visitors
## 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. Diversity of the museums and sites</td>
<td>1. Ease of parking</td>
</tr>
<tr>
<td>2. Cultural interest</td>
<td>2. Cleanliness of public spaces</td>
</tr>
<tr>
<td>3. Quality of attractions and events</td>
<td>3. Accessibility for persons with reduced mobility</td>
</tr>
<tr>
<td>4. Host staff is welcoming and ready to help</td>
<td>4. The casino offer</td>
</tr>
<tr>
<td>5. Information available in my language</td>
<td>5. Signage</td>
</tr>
</tbody>
</table>

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Visit Brussels

*visit.brussels*
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 28 sessions were organised in 2018.
Brussels Quality Academy 2018

General sessions:
- 16 Sessions
- 350 Participants
- 721 Participations

Horeca courses:
- 3 Sessions
- 34 Participants
12 receptionists have been awarded as « Brussels Expert » after having completed the 9 sessions of the 1-year program.

The hotels involved were:
Hotel Amigo, Thon Hotels, Martin’s Hotels NH Collection, Sofitel Brussels Le Louise, Steigenberger Wiltcher’s, the Hotel, Warwick Brussels.
Brussels Quality Academy 2018 - participants (incl. Experts & Horeca)

- 14% Hotels
- 18% visit.brussels
- 22% Greeters
- 33% Guides
- 7% B&B
- 6% Others
5

Transport & mobility
Visitors 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

**brussels airport**

25,7 M Passengers

Departure, arrivals, transit included

+4%

Note:
1. Source: Brussels Airport / Brussels South Charleroi Airport

**BRUSSELS SOUTH CHARLEROI AIRPORT S.A.**

7,5 M Passengers

Departure, arrivals, transit included

-3%
Evolution of number of passengers by airport

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

Note:
1. Source: Brussels Airport
Type of passengers at Brussels Airport

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

Note:
1. Source: Brussels Airport
Note:
1. Source: Brussels Airport
Top 10 destinations to and from Brussels Airport - Europe

1. Maarid
   - Destination: Maarid
   - Traffic: 1,010k (+4.5%)

2. Barcelona
   - Destination: Barcelona
   - Traffic: 941k (+1%)

3. Lisbon
   - Destination: Lisbon
   - Traffic: 734k (-0.6%)

4. Rome
   - Destination: Rome
   - Traffic: 720k (+0.1%)

5. London
   - Destination: London
   - Traffic: 688k (+5%)

6. Milan
   - Destination: Milan
   - Traffic: 639k (-1%)

7. Geneva
   - Destination: Geneva
   - Traffic: 608k (+3%)

8. Frankfurt
   - Destination: Frankfurt
   - Traffic: 589k (+7%)

9. Malaga
   - Destination: Malaga
   - Traffic: 537k (+0.6%)

10. Berlin
    - Destination: Berlin
    - Traffic: 497k (-20%)

Note:
1. Source: Brussels Airport
Top 10 destinations to and from Brussels Airport - Outside Europe

1. New-York 473k (+4%)
2. Tel-Aviv 288k (-3%)
3. Casablanca 145k (-5%)
4. Washington 252k (+9%)
5. Montreal 205k (+4%)
6. Doha 172k (+2%)
7. Abu Dhabi 154k (-10%)
8. Chicago 139k (+6%)
9. Bangkok 142k (+13.5%)
10. Dubai 343k (+50%)

Note:
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.
Mobility - public transports

- 360 stations
- 5000 bikes
- 37,5k long-term subscribers
- 77k short-term rentals
- 1,60M

- 40 km metro lines
- 147 km tram lines
- 352 km bus lines
- 2190 stops
- 417M journeys

Note:
1. Source: STIB 2018 & Villo 2017
Mobility - railways

Note:
1. Source: SNCB 2018

Train stations in Brussels

**Travellers/day (mid-week) - Top 3**

1. Bruxelles Nord 62.344
2. Bruxelles Central 60.899
3. Bruxelles Midi 58.035
High speed trains - Thalys arrivals.

2,2 millions
Passengers arrivals in Brussels in 2018
(IZY inclus)

Note:
Mobility - accessibility

- **Taxis**: 100 equipped to transport wheelchairs
- **Metro stations**: 50 with platforms accessible for the disabled
- **SNCB stations**: 132 accessible to PRM
- **Theatres and show venues**: 24 accessible to PRM
- **Museums and attractions**: 46 accessible for the disabled
- **Hotels and hostels**: 71 accessible to PRM

**Notes:**
1. Source data: Brussels Pour Tous 2018, Let’s Meet 2018 and Be Accessible 2019
2. Source pictographs: Candice Gras
6

Sustainable tourism
Eco-labels

The 'Green Key' international label

The Green Key is an international eco-label chosen today by over 2,900 tourism infrastructures in 56 countries worldwide. It is awarded annually to tourism facilities, hotels, bed and breakfasts, youth hostels, conference centres, museums and tourist attractions, based on evaluation criteria rating overall environmental management, waste management, water, energy and green open spaces, food, environmental education, mobility, ...
Through these criteria of excellence, the Green Key programme aims to promote sustainable development in tourism infrastructure.
The Green Key is an initiative of the Foundation for Environmental Education (FEE). In Brussels, it is managed by GoodPlanet Belgium and the Fédération Inter-Environnement Wallonie (IEW) in collaboration with different partners, including visit.brussels, Brussels Hotels Association and Brussels Special Venues.

The 'Eco-dynamic Enterprise' label

The Ecodynamic Enterprise Label is an official and free accreditation. It rewards and encourages companies, non-profit organisations and institutions in the public or private sector in Brussels that take action to reduce the impact of their activity on the environment.
The label rates eco-management processes according to a scale with three levels of environmental performance: one, two or three stars. Thus, it highlights initiatives in areas such as waste prevention and the circular economy, rational energy use, good management of worker mobility and sustainable food.

The 'EMAS' label

The Eco-Management and Audit Scheme (EMAS) is a voluntary environmental management instrument, which was developed in 1993 by the European Commission. It enables organizations to assess, manage and continuously improve their environmental performance. The scheme is globally applicable and open to all types of private and public organizations. In order to register with EMAS, organisations must meet the requirements of the EU EMAS-Regulation. Currently, more than 4,600 organisations and more than 7,900 sites are EMAS registered.
Green Key labelled facilities

Hotels

- Agora Brussels Grand Place
- Aloft Brussels Schuman
- Crowne Plaza Brussels Le Palace
- Dolce La Hulpe Brussels
- Hilton Brussels City
- Hilton Brussels Grand Place
- Holiday Inn Brussels Schuman
- Martin’s Brussels EU
- Martin’s Château du Lac & Manoir
- NH Brussels EU Berlaymont
- NH Collection Grand Sablon
- NH Hotel Stéphanie
- Park Inn by Radisson Brussels Midi
- Le Plaza Brussels
- Radisson Blu Royal Hotel
- Radisson RED Brussels
- Stanhope Brussels
- The Hotel
- Thon Hotel Bristol Stéphanie
- Thon Hotel EU

Youth accommodation

- Auberge des 3 Fontaines
- Auberge Jacques Brel
- Bruxelles Génération Europe
- Sleepwell – Espace du Marais
- Brussels Hello Hostel

Meeting Venues

- Autoworld
- Blueprint Brussels
- Bond Beter Leefmilieu Vlaanderen
- Event Lounge
- Théâtre le Plaza
- Tour & Taxis - Entrepôt Royal
- Tour & Taxis - Hôtel de la Poste

Note:
1. Source: Let’s Meet in Brussels 2019
Eco-dynamic company labelled facilities

**Hôtels**

10

- Aloft Brussels Schuman
- Le Plaza Brussels
- Martin’s Brussels EU
- Thon Hotel EU

9

- Courtyard Brussels EU
- Four Points by Sheraton Brussels
- Hilton Brussels City
- Made in Louise
- Stanhope Brussels

8

- La Légende
- The Dominican
- Hotel Retro Brussels

**Hébergements pour jeunes**

1

Sleepwell – Espace du Marais

**Meeting Venues**

9

- BEL Brussels Environement
- Ancienne Belgique
- Musée des Sciences Naturelles

- La Monnaie
- Musée du Tram

- De Pianofabriek
- Le Botanique
- The Egg Brussels
- Event Lounge

Note:
1. Source: Let’s Meet in Brussels 2019
EMAS labelled facilities

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

Note:
1. Source: Let’s Meet in Brussels 2019
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