Annual report of the Brussels tourism observatory 2019
Introduction and key figures
Introduction

2019 was once again a record year for Brussels’ tourism sector. The number of overnight stays booked continued to grow, whether they were for business or leisure tourism.

While Brussels reinforced its first European place in the UIA ranking (the number of association congresses has increased by 31%, allowing Brussels to represent 7.6% of the UIA 2019 total), the number of visitors to museums and attractions passed the 5 million mark.

As shown again by the organisation of the Grand Départ of the Tour de France, Brussels has confirmed its place on the list of unmissable destinations.
Overnight stays

Arrivals

4,12 M
+5%

Overnight stays

7,80 M
+6%

Note:
1. Data FPS Economy corrected by visit.brussels
Overnights by source markets - top 20

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>22%</td>
</tr>
<tr>
<td>France</td>
<td>11%</td>
</tr>
<tr>
<td>Spain</td>
<td>7%</td>
</tr>
<tr>
<td>Germany</td>
<td>7%</td>
</tr>
<tr>
<td>USA</td>
<td>6%</td>
</tr>
<tr>
<td>UK</td>
<td>4%</td>
</tr>
<tr>
<td>Italy</td>
<td>4%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2%</td>
</tr>
<tr>
<td>China</td>
<td>1%</td>
</tr>
<tr>
<td>Japan</td>
<td>1%</td>
</tr>
<tr>
<td>Brazil</td>
<td>1%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>1%</td>
</tr>
<tr>
<td>Russia</td>
<td>1%</td>
</tr>
<tr>
<td>Portugal</td>
<td>1%</td>
</tr>
<tr>
<td>Poland</td>
<td>1%</td>
</tr>
<tr>
<td>Canada</td>
<td>1%</td>
</tr>
<tr>
<td>Sweden</td>
<td>1%</td>
</tr>
<tr>
<td>Ireland</td>
<td>1%</td>
</tr>
<tr>
<td>India</td>
<td>1%</td>
</tr>
<tr>
<td>Greece</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>19%</td>
</tr>
</tbody>
</table>

Note:
1. Data FPS Economy corrected by visit.brussels
## Overnights by source markets - top 20

<table>
<thead>
<tr>
<th>Country</th>
<th>Overnights 2019</th>
<th>%</th>
<th>Evolution vs 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>1,736,764</td>
<td>22%</td>
<td>+11%</td>
</tr>
<tr>
<td>France</td>
<td>847,914</td>
<td>11%</td>
<td>+6%</td>
</tr>
<tr>
<td>Spain</td>
<td>530,427</td>
<td>7%</td>
<td>+2%</td>
</tr>
<tr>
<td>Germany</td>
<td>525,389</td>
<td>7%</td>
<td>+11%</td>
</tr>
<tr>
<td>USA</td>
<td>512,155</td>
<td>7%</td>
<td>+5%</td>
</tr>
<tr>
<td>UK</td>
<td>494,836</td>
<td>6%</td>
<td>-1%</td>
</tr>
<tr>
<td>Italy</td>
<td>316,355</td>
<td>4%</td>
<td>+11%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>297,972</td>
<td>4%</td>
<td>+9%</td>
</tr>
<tr>
<td>China</td>
<td>154,035</td>
<td>2%</td>
<td>+6%</td>
</tr>
<tr>
<td>Japan</td>
<td>114,141</td>
<td>1%</td>
<td>+12%</td>
</tr>
<tr>
<td>Brazil</td>
<td>108,526</td>
<td>1%</td>
<td>+10%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>106,697</td>
<td>1%</td>
<td>-7%</td>
</tr>
<tr>
<td>Russia</td>
<td>98,681</td>
<td>1%</td>
<td>+14%</td>
</tr>
<tr>
<td>Portugal</td>
<td>82,101</td>
<td>1%</td>
<td>-1%</td>
</tr>
<tr>
<td>Poland</td>
<td>75,695</td>
<td>1%</td>
<td>+4%</td>
</tr>
<tr>
<td>Canada</td>
<td>74,328</td>
<td>1%</td>
<td>-3%</td>
</tr>
<tr>
<td>Sweden</td>
<td>72,663</td>
<td>1%</td>
<td>+3%</td>
</tr>
<tr>
<td>Ireland</td>
<td>68,072</td>
<td>1%</td>
<td>-3%</td>
</tr>
<tr>
<td>India</td>
<td>65,110</td>
<td>1%</td>
<td>-6%</td>
</tr>
<tr>
<td>Greece</td>
<td>64,158</td>
<td>1%</td>
<td>+7%</td>
</tr>
<tr>
<td>Others</td>
<td>1,456,813</td>
<td>19%</td>
<td>+4%</td>
</tr>
</tbody>
</table>

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

Tourist accommodation
461

Available accommodation opportunities
42,600

Average price per hotel room
123€

Occupancy rate
76,5%

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

Museums and attractions: 122
Guided tours: 8,374
UIA meetings: 961
ICCA meetings: 86

Note: 1. Data visit.brussels, CBM, UIA, ICCA
Tourist accommodation
Accommodation offer

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 AllTheRooms which provides us each month with an estimate of the number of units rented on the AirBnB platform.
Officially registered tourist accommodation

**Hotels**
- 164 Establishments
- 16,722 Rooms
- 37,073 Beds
Source: BEE

**Appart-hotels**
- 22 Establishments
- 1,151 Rooms
- 3,089 Beds
Source: BEE

**Tourism residences and furnished accommodation**
- 96 Establishments
- 133 Rooms
- 450 Beds
Source: BEE

Note: 1. Data Brussels Economy and Employment
## Officially registered tourist accommodation

### Social tourism accommodation centers
- **7** Establishments
- **380** Rooms
- **1,101** Beds

*Source: BEE*

### Officially registered B&B’s
- **172** Establishments
- **364** Rooms
- **887** Beds

*Source: BEE*

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**Note:**
1. Data Brussels Economy and Employment
## Hotel projects (2019 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>Meininger Hotel Bruxelles Gare du Midi</td>
<td>New hotel</td>
<td>Anderlecht (rue Bara)</td>
<td>150 Rooms</td>
<td>August 2019</td>
</tr>
<tr>
<td>Ibis Brussels Centre Chatelain</td>
<td>New hotel</td>
<td>Ixelles (Chaussée de Vleurgat)</td>
<td>64 Rooms</td>
<td>September 2019</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>Moxy Hotel</td>
<td>New hotel</td>
<td>Ixelles (rue du Prince Albert)</td>
<td>140 Rooms</td>
<td>Q2 2020</td>
</tr>
<tr>
<td>Hôtel Juliana</td>
<td>New hotel</td>
<td>Brussels (Place des Martyrs)</td>
<td>50 Rooms</td>
<td>2020</td>
</tr>
<tr>
<td>Residence Inn By Marriott</td>
<td>Nouvel hôtel</td>
<td>Diegem (Brussels Airport)</td>
<td>127 Rooms</td>
<td>2020</td>
</tr>
<tr>
<td>Corinthia Grand Hotel Astoria</td>
<td>Renovation of Astoria Hotel</td>
<td>Brussels (rue Royale)</td>
<td>121 Rooms</td>
<td>2021</td>
</tr>
</tbody>
</table>
According to data provided by MKG Hospitality, based on a panel of about 90 establishments, the Brussels hotel sector continued to grow in 2019.

The occupancy rate increased by 1.9 points over the year as a whole, reaching 76.5%. It should also be noted that the increase on weekends (+2.5 points) was twice as high as on weekdays (+1.2 points). The average price (€123) increased by 5% and set a new record.

It is important to note that the figures given for weekends and weekdays should not be compared to the overall results. This data is based on a small panel that varies slightly in size from week to week and includes approximately 60 establishments.
**Hotel occupancy rate**

Global occupancy rate (1)

- 76.5%
  - +1.9 pts. vs 2018

Weekend occupancy (2)

- 68.8%
  - +2.5 pts. vs 2018

Weekday occupancy (2)

- 80.5%
  - +1.2 pts. vs 2018

Notes:

1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
2. MKG data based on a restricted panel of some 60 hotels
% Monthly occupancy rates (vs. 2018)

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>62%</td>
</tr>
<tr>
<td>February</td>
<td>72%</td>
</tr>
<tr>
<td>March</td>
<td>76%</td>
</tr>
<tr>
<td>April</td>
<td>79%</td>
</tr>
<tr>
<td>May</td>
<td>78%</td>
</tr>
<tr>
<td>June</td>
<td>84%</td>
</tr>
<tr>
<td>July</td>
<td>79%</td>
</tr>
<tr>
<td>August</td>
<td>67%</td>
</tr>
<tr>
<td>September</td>
<td>82%</td>
</tr>
<tr>
<td>October</td>
<td>83%</td>
</tr>
<tr>
<td>November</td>
<td>81%</td>
</tr>
<tr>
<td>December</td>
<td>74%</td>
</tr>
</tbody>
</table>

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
Hotel occupancy rates - by neighbourhood (vs 2018)

- Rogier Botanique: 76.8% (+2.1pts.)
- Louise: 76.2% (+2.1pts.)
- European district: 71.7% (+1.5pts.)
- Midi Lemonnier: 79.1% (+4pts.)
- Grand Place: 80.7% (+2pts.)
- Brussels Airport: 74.1% (+2.4pts.)
- Around the Ring road: 75.6% (+1.9pts.)

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
Hotel occupancy rate - by category

79.2%  + 0.5 pt. vs 2018
76%  + 2.9 pts. vs 2018
69.2%  + 1.7 pts. vs 2018

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
Average hotel prices

Global average price (1)

€123.1

+ 5% vs 2018

Average weekend price (2)

€88.5

+6.7% vs 2018

Average weekday price (2)

€129.3

+5.5% vs 2018

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
2. MKG data based on a restricted panel of some 60 hotels
Monthly average prices (vs. 2018)

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
Average hotel prices - by neighbourhood (vs 2018)

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
Average hotel prices - by category

€104.0  + 6% vs 2018
€129.7  + 4% vs 2018
€168.1  + 4% vs 2018

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
RevPAR - revenue per available room

Global RevPAR (1)

Weekend RevPAR (2)

Weekday RevPAR (2)

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
2. MKG data based on a restricted panel of some 60 hotels
Monthly RevPAR (vs. 2018)

January: €70,52 (+8%)
February: €85,23 (+8%)
March: €95,49 (+7%)
April: €88,73 (-10%)
May: €105,26 (+24%)
June: €107,98 (+7%)
July: €82,29 (+2%)
August: €58,97 (+0%)
September: €118,10 (+4%)
October: €115,31 (+13%)
November: €106,63 (+1%)
December: €92,21 (+21%)

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months.
RevPAR - by neighbourhood (vs 2018)

- **Rogier Botanique**: €84.6 (+10%)
- **Brussels Airport**: €83.9 (+4%)
- **Grand Place**: €106.5 (+10%)
- **European district**: €105.3 (+7%)
- **Midi Lemonnier**: €88.1 (+9%)
- **Louise**: €102.5 (+8%)
- **Arund the Ringroad**: €62.7 (+5%)

**Notes:**
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
RevPAR - by category

€82.3  + 7% vs 2018

€98.6  + 9% vs 2018

€116.2 + 6% vs 2018

Notes:
1. MKG data based on panel of 84 hotels (13,564 rooms) from January to February and 87 hotels (13,847 rooms) the other months
Breaks and stays
Breaks and stays

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>3,420,194</td>
</tr>
<tr>
<td>2015</td>
<td>3,534,106</td>
</tr>
<tr>
<td>2016</td>
<td>3,003,100</td>
</tr>
<tr>
<td>2017</td>
<td>3,416,094</td>
</tr>
<tr>
<td>2018</td>
<td>3,908,657</td>
</tr>
<tr>
<td>2019</td>
<td>4,116,724</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>6,611,933</td>
</tr>
<tr>
<td>2015</td>
<td>6,789,083</td>
</tr>
<tr>
<td>2016</td>
<td>5,497,153</td>
</tr>
<tr>
<td>2017</td>
<td>6,675,768</td>
</tr>
<tr>
<td>2018</td>
<td>7,363,018</td>
</tr>
<tr>
<td>2019</td>
<td>7,802,832</td>
</tr>
</tbody>
</table>

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

- **Business arrivals**: 2.16 M (+8.2%)  
- **Business overnights**: 4.09 M (+9.3%)  
- **Leisure arrivals**: 1.95 M (+2.3%)  
- **Leisure overnights**: 3.71 M (+2.6%)

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

<table>
<thead>
<tr>
<th>Accommodation Type</th>
<th>Arrivals</th>
<th>Overnights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>94%</td>
<td>95%</td>
</tr>
<tr>
<td>Youth accommodations</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Guest rooms, tourism residence &amp; B&amp;B’s</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

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>Rank</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>12%</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>
</tbody>
</table>

**Note:**
1. Data FPS Economy, provided by perspective.brussels
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
Length of stay (in overnights)

Notes:
1. Data FPS Economy corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays - reason of stay (top 20)

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 - reason of stay

Note:
1. Data FPS Economy corrected by visit.brussels
Overnight stays - per market

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

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

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

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

Notes:
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2. Pictographs of countries courtesy of icons8.com
Overnight stays - per market

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

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

For this reason, visit.brussels' Marketing Strategy team is continuing its monthly monitoring of private rentals. This year, the analysis is based on data provided by AllTheRooms (www.alltherooms.com). The choice of this new provider is a change in methodology, making it impossible to compare with the 2018 report.

AllTheRooms 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.

AllTheRooms also provides information on the different types of housing and their average prices.
Private rentals - available listings

Yearly average: 5,994 listings (+25%)

Note:
1. Source: AllTheRooms
Private rentals - overnight stays

Note:
1. Source: AllTheRooms

Yearly total: 928,923 overnights (+24%)
Private rentals - average prices (in dollars)

Note:
1. Source: AllTheRooms

Yearly average price: $ 88.6
Congresses & meetings
According to the UIA, in 2019, Brussels strengthened 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 meetings.

The criteria are:

• Minimum 50 participants
• Minimum duration: 1 day

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)

199 venues in total:

- Theatres and concert halls: 22
- Conference and exhibition centres: 29
- Historical buildings and museums: 72
- Modern and contemporary buildings: 45
- Cultural or sports centres: 28

Note:
1. Source: Let’s Meet in Brussels 2020
Number of meeting venues (Brussels and surrounding area)

199

- 21 venues >1000 places
- 26 venues 500-1000 places
- 41 venues 250-500 places
- 81 venues 100-250 places
- 30 venues <100 places

Note:
1. Source: Let's Meet in Brussels 2020
Number of hotels with meeting room(s)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 stars</td>
<td>23</td>
</tr>
<tr>
<td>4 stars</td>
<td>48</td>
</tr>
<tr>
<td>3 stars</td>
<td>11</td>
</tr>
</tbody>
</table>

Note:
1. Source: Let’s Meet in Brussels 2020
International associations meetings (UIA)

Note:
1. Source UIA ranking (type A)

Visit.brussels
International associations meetings (ICCA)

1. Source ICCA ranking
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

- 19>27/01 Brussels Motor Show (Brussels Expo) 442K
- 26/01 > 03/02 Brafa (Tour & Taxis) 66K
- 21/02 > 03/03 Batibouw (Brussels Expo) 257K
- 07>10/02 Holidays Fair (Brussels Expo) 100K
- 14>17/02 Book Fair (Tour & Taxis) 72K
- 08>10/03 Made in Asia (Brussels Expo) 70K
- 07>09/04 Seafood (Brussels Expo) 29K
Attendance of Brussels’ major fairs

- **Label Expo (Brussels Expo)**
  - Date: 07>09/04
  - Attendance: 38K

- **Busworld (Brussels Expo)**
  - Date: 18>23/10
  - Attendance: 40K

- **Food Fair (Brussels Expo)**
  - Date: 19>27/10
  - Attendance: 60K

- **Furniture Fair (Brussels Expo)**
  - Date: 03>06/11
  - Attendance: 20K
City life
Cultural offer

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

Total: 5.08 million (+21%)
Some of the major temporary exhibitions

Dali & Magritte
195,000 Visitors
Royal Museum of Fine Arts

Brancusi
116,000 Visitors
Bozar
Some of the major temporary exhibitions

Teddy & Bear
115,000 visitors
Museum of Natural Sciences

Porsche 70 Years
40,000 visitors
Autoworld
Brussels Card - monthly sales

Note:
1. Data Brussels Card

Total: 19,227
Brussels Card - nationalities (top 10)

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>17%</td>
</tr>
<tr>
<td>UK</td>
<td>11%</td>
</tr>
<tr>
<td>USA</td>
<td>8%</td>
</tr>
<tr>
<td>Germany</td>
<td>8%</td>
</tr>
<tr>
<td>Italy</td>
<td>6%</td>
</tr>
<tr>
<td>Belgium</td>
<td>5%</td>
</tr>
<tr>
<td>Spain</td>
<td>5%</td>
</tr>
<tr>
<td>Japan</td>
<td>4%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>3%</td>
</tr>
<tr>
<td>Portugal</td>
<td>2%</td>
</tr>
</tbody>
</table>

107 nationalities

Notes:
1. Data Brussels Card
2. Ictographs of countries courtesy of icons8.com
Brussels Card - analysis of use

3,3 visits per card buyer

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

Notes:
1. Data Brussels Card
Cultural events in Brussels

18,157 events hosted on agenda.brussels in 2019
Recurring paid events

- **Museum Night Fever**: 17,000 participants
- **Brussels Nocturnes**: 22,000 participants
- **Coulour Café**: 23,000 attendees/day

[Visit Brussels logo]
Recurring paid events

- 46 k attendees
- 55 k attendees
- 57 k attendees
Tour de France - key figures

- 778,000 SPECTATORS IN BRUSSELS
- 20% FOREIGN SPECTATEURS
- 1/5 BRUSSELS INHABITANTS PRESENT EVERY DAY
- 26,330 PRESS ARTICLES
- 84% OCCUPATION OF HOTELS
Tour de France - attendance

1

SATURDAY

406,000

SPECTATORS

2

SUNDAY

372,000

SPECTATORS

TOTAL

778,000

SPECTATORS
Tour de France - spectators

∑

778,000
SPECTATORS

59%
BRUSSELS INHABITANTS

20%
INTERNATIONAL VISITORS

21%
OTHER BELGIANS
## Tour de France - hotel results

<table>
<thead>
<tr>
<th></th>
<th>OCCUPANCY</th>
<th>AVERAGE PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THURSDAY</strong></td>
<td>80.4%</td>
<td>€116 (+ €9)</td>
</tr>
<tr>
<td></td>
<td>(+ 4 pts.)</td>
<td></td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td>77.9%</td>
<td>€107 (+ €26)</td>
</tr>
<tr>
<td></td>
<td>(+ 7 pts.)</td>
<td></td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
<td>84.4%</td>
<td>€111 (+ €32)</td>
</tr>
<tr>
<td></td>
<td>(+ 8 pts.)</td>
<td></td>
</tr>
</tbody>
</table>

RESULTS THAT ARE **MARKEDLY BETTER THAN THOSE OF THE PREVIOUS YEAR**, DESPITE THE OMMEGANG TAKING PLACE THAT WEEKEND.

ESTIMATE: **93,000 OVERNIGHT STAYS** IN BRUSSELS HOTELS AROUND THOSE 3 DATES.
### Tour de France - exchange platforms

<table>
<thead>
<tr>
<th></th>
<th>OCCUPANCY</th>
<th>AVERAGE PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIDAY</td>
<td>75%</td>
<td>€81</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>78%</td>
<td>€119</td>
</tr>
</tbody>
</table>

The presence of the Tour de France in Brussels also seems to have benefited rented accommodation on exchange platforms.
Recurring free events

- Bright Brussels Festival of Light: 200 k participants
- BRU JAZZ WE: 351 k spectators
- IRIS Fête & Feest: 136 k participants
- PRIDE: 100 k participants
Recurring free events

- **954 k participants**
- **100 k participants**
- **50 k participants**
- **3.4 M participants**

[Visit.brussels](http://visit.brussels)
Michelin-starred restaurants

12 establishments

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

Kamo
San Daniele
Da Mimmo
La Villa Lorraine
Le Pigeon Noir
La Canne en Ville

5 establishments

Sea Grill
Comme Chez Soi
Bon-Bon
Le Chalet de la forêt
La Paix

Note:
1. Source: Michelin guide 2020
Restaurants - Gault&Millau

Note:
1. Source: Gault & Millau 2020
Tourist activities

- Monuments & sites: 248
- Nightlife: 159
- Museums: 117
- Wellness: 54
- Green: 32
- Entertainment: 23

Note: 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 21 organisms:

Guided tours - number of participants (vs. 2018)

Jan 4,6K (-2%)
Feb 6,8K (-15%)
Mar 30,6K (+0%)
Apr 16,3K (+14%)
May 15,8K (+9%)
Jun 13,1K (-11%)
Jul 7,4K (+9%)
Aug 7,7K (-1%)
Sep 19,1K (-9%)
Oct 15,4K (-21%)
Nov 10,1K (-11%)
Dec 8,0K (-11%)
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.

They offer visitors a unique and authentic experience filled with encounters, exchange and discovery.

In 2019, the Brussels Greeters network provided 710 visits (+4% compared to 2018) and welcomed 1,897 visitors in 12 languages. Of those visitors, 34% were French, and 19% were Belgian. The other half of the visitors were mainly Americans, Germans, Brits and Canadians.
Quality of the destination
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, 535 people completed the survey in 2019.

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**

- **91%** satisfied visitors

**Overall my stay lived up to expectations**

- 44% (4%) lower
- 47% (13%) lower
- 4.5% (13%) lower
- 4% (1pt) lower

**I hope to return to Brussels**

- 45% (4%) lower
- 43% (13%) lower
- 7.5% (15.5 pts.)
- 4% (1pt) lower

**I would recommend Brussels to my peers**

- 53% (8%) lower
- 38% (10 pts.)
- 4% (2.5 pts.)
- 4.5% (3 pts.) lower

Note:
1. Source: visit.brussels
Tourist services - visitor's notes

Top 5 Highest scorers:
1. Diversity of the museums and sites
2. Cultural interest
3. Host staff is welcoming and ready to help
4. Quality of attractions and events
5. Soft mobility offer

Top 5 lowest scorers:
1. Parking facilities
2. Cleanliness of public spaces
3. Quality/price ratio of restaurants
4. Offer in organic/ethical shops
5. Accessibility for persons with reduced mobility

Note:
1. Source: visit.brussels
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

26.4 M Passengers
Departure, arrivals, transit included
+3%

8.22 M Passengers
Departure, arrivals, transit included
+10%

Note:
1. Sources: Brussels Airport / Brussels South Charleroi Airport
Evolution of number of passengers by airport

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

Note:
1. Sources: Brussels Airport / Brussels South Charleroi Airport
Urban mobility

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 (36% E-Bikes)
- 35k subscribers
- 13.9M journeys
- 71M kilometers
- 40 km metro lines
- 147 km tram lines
- 364 km bus lines
- 2160 stops
- 433 M journeys

Note: 1. Source: STIB 2019 and Villo 2019
Mobility - railways

Train stations in Brussels

**Travellers/day (weekdays) - Top 3**

1. Bruxelles Nord 63,779
2. Bruxelles Central 60,706
3. Bruxelles Midi 59,670

Note:
1. Source: SNCB 2019
Thalys - arrivals

2.6 millions
Passengers arrivals in Brussels en 2019
(IZY included)

Note:
1. Source: Thalys 2019
Mobility - accessibility

- **Taxis**: Equipped to transport wheelchairs (97)
- **Metro stations**: With platforms accessible for the disabled (48)
- **SNCB stations**: Accessible to PRM (132)
- **Theatres and show venues**: Accessible to PRM (24)
- **Museums and attractions**: Accessible for the disabled (49)
- **Hotels and hostels**: Accessible to PRM (62)

Notes:
1. Source data: Brussels Pour Tous 2018, Let’s Meet 2019 and Be Accessible 2019
2. Source pictographs: Candice Gras
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.
Green Key labelled facilities

**Hotels**
- Agora Brussels Grand Place
- Aloft Brussels Schuman
- Crowne Plaza Brussels Le Palace
- Dolce La Hulpe Brussels
- Hotel Indigo Brussels City
- Hilton Brussels Grand Place
- Holiday Inn Brussels Schuman
- Made in Louise
- Martin’s Brussels EU
- NH Brussels EU Berlaymont
- NH Brussels Bloom
- NH Collection Grand Sablon
- NH Hotel Stéphanie
- Park Inn by Radisson Brussels Midi
- Park Inn by Radisson Brussels Airport
- Le Plaza Brussels
- Radisson Blu Royal Hotel
- Radisson RED Brussels
- Stanhope Brussels
- Steigenberger Wiltcher’s
- 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
- Hostel Bruegel

**Meeting Venues**
- Autoworld
- Bluepoint Brussels
- Bond Beter Leefmilieu Vlaanderen
- Event Lounge
- Greenbizz.brussels
- Théâtre le Plaza
- Tour & Taxis - Sheds
- Tour & Taxis - Maison de la Poste
- Transforma Bxl

**Incentives**
- Concept Chocolate

Note:
1. Source: visit.brussels
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.
Eco-dynamic company labelled facilities

**Hotels**
- Aloft Brussels Schuman
- Le Plaza Brussels
- Martin’s Brussels EU
- Thon Hotel EU
- Courtyard Brussels EU
- Four Points by Sheraton Brussels
- Hilton Brussels City
- Made in Louise
- Stanhope Brussels
- La Légende
- The Dominican
- Hotel Retro Brussels

**Youth accommodation**
- Sleepwell – Espace du Marais

**Meeting Venues**
- 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: visit.brussels
Eco-labels

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.
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: visit.brussels