Annual report of the Brussels tourism observatory 2020
Introduction and key figures
Introduction

After a record year in 2019, the Brussels tourism sector, like many other sectors of the economy, couldn't have imagined the challenge it was about to face with the COVID-19 pandemic.

While January still saw healthy growth, by February the first warning signs were emerging. In mid-March, in order to combat the spread of the virus, Belgian authorities imposed drastic measures on the country to stop the spread, which hit the tourism, culture and catering sectors.

The sectors were locked down, and this would only be lifted gradually from May 2020 onwards. At the end of October 2020, following a resurgence of the pandemic, a second lockdown was declared and lasted until 2021, with the exception of museums, which were able to reopen their doors on 1 December 2020.

On top of the consequences of the measures applied in Belgium, Brussels had to deal with the absence of international travellers, who had accounted for almost 78% of overnight stays in recognised accommodation in 2019.

Nevertheless, this terrible year was also marked by the resilience and incredible adaptability of the Brussels tourism industry.
Impact of the health crisis - global overview

Note:
1. Data FPS économie (corrected by visit.brussels), MKG Hospitality, visit.brussels and Brussels Airport
Overnight stays in registered accommodations

Arrivals
1,05 M
-75%

Overnight stays
1,88 M
-76%

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

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

<table>
<thead>
<tr>
<th>Countries</th>
<th>Overnights 2020</th>
<th>%</th>
<th>Evolution vs 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>527,659</td>
<td>28%</td>
<td>-70%</td>
</tr>
<tr>
<td>France</td>
<td>304,844</td>
<td>16%</td>
<td>-64%</td>
</tr>
<tr>
<td>Germany</td>
<td>128,897</td>
<td>7%</td>
<td>-75%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>104,133</td>
<td>6%</td>
<td>-79%</td>
</tr>
<tr>
<td>Spain</td>
<td>97,050</td>
<td>5%</td>
<td>-82%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>81,396</td>
<td>4%</td>
<td>-73%</td>
</tr>
<tr>
<td>USA</td>
<td>80,056</td>
<td>4%</td>
<td>-84%</td>
</tr>
<tr>
<td>Italy</td>
<td>71,333</td>
<td>4%</td>
<td>-77%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>21,771</td>
<td>1%</td>
<td>-80%</td>
</tr>
<tr>
<td>Portugal</td>
<td>20,097</td>
<td>1%</td>
<td>-76%</td>
</tr>
<tr>
<td>Russia</td>
<td>19,411</td>
<td>1%</td>
<td>-80%</td>
</tr>
<tr>
<td>China</td>
<td>19,382</td>
<td>1%</td>
<td>-87%</td>
</tr>
<tr>
<td>Brazil</td>
<td>19,075</td>
<td>1%</td>
<td>-82%</td>
</tr>
<tr>
<td>Japan</td>
<td>18,825</td>
<td>1%</td>
<td>-84%</td>
</tr>
<tr>
<td>Romania</td>
<td>16,753</td>
<td>1%</td>
<td>-73%</td>
</tr>
<tr>
<td>Poland</td>
<td>16,721</td>
<td>1%</td>
<td>-78%</td>
</tr>
<tr>
<td>Greece</td>
<td>16,190</td>
<td>1%</td>
<td>-75%</td>
</tr>
<tr>
<td>Luxemburg</td>
<td>16,081</td>
<td>1%</td>
<td>-65%</td>
</tr>
<tr>
<td>Ireland</td>
<td>14,732</td>
<td>1%</td>
<td>-78%</td>
</tr>
<tr>
<td>Sweden</td>
<td>13,331</td>
<td>1%</td>
<td>-82%</td>
</tr>
<tr>
<td>Others</td>
<td>272,785</td>
<td>15%</td>
<td>-82%</td>
</tr>
</tbody>
</table>

**Note:**
1. Data FPS Economy corrected by visit.brussels
Registered accommodation offer

- 472 Tourist accommodation
- 111€ Average price per hotel room
- 45,218 Available accommodation opportunities
- 20.1% Hotel occupancy rate

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

- Museums and attractions: 122
- Available private Rentals (Airbnb-type): 6,612
- UIA meetings: 290
- Airbnb overnights: 374,753

Note: 1. Data visit.brussels, CBM, UIA, ICCA
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 AllTheRooms which provides us each month with an estimate of the number of units rented on the AirBnB platform.
Officially registered tourist accommodation

<table>
<thead>
<tr>
<th>Type</th>
<th>Establishments</th>
<th>Rooms</th>
<th>Beds</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>168</td>
<td>16,768</td>
<td>38,692</td>
<td>Source: BEE</td>
</tr>
<tr>
<td>Appart-hotels</td>
<td>26</td>
<td>1,478</td>
<td>3,945</td>
<td>Source: BEE</td>
</tr>
<tr>
<td>Tourism residences</td>
<td>97</td>
<td>143</td>
<td>508</td>
<td>Source: BEE</td>
</tr>
</tbody>
</table>

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

Social tourism accommodation centers
- 8 Establishments
- 404 Rooms
- 1,191 Beds
Source: BEE

Officially registered B&B’s
- 173 Establishments
- 362 Rooms
- 882 Beds
Source: BEE

Note:
1. Data Brussels Economy and Employment
<table>
<thead>
<tr>
<th>Name of the project</th>
<th>Info</th>
<th>Commune</th>
<th>Size</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Avenue Louise</td>
<td>Rebranding Hotel Izan Avenue Louise</td>
<td>Saint-Gilles (Rue Blanche)</td>
<td>n.c.</td>
<td>September 2020</td>
</tr>
<tr>
<td>Residence Inn By Marriott</td>
<td>New hotel</td>
<td>Diegem (Brussels Airport)</td>
<td>127 rooms</td>
<td>April 2021</td>
</tr>
<tr>
<td>Holiday Inn Express Grand Place</td>
<td>New hotel</td>
<td>Brussels (Rue du Cyprès)</td>
<td>117 rooms</td>
<td>July 2021</td>
</tr>
<tr>
<td>Yooma Urban Lodge</td>
<td>New hotel</td>
<td>Anderlecht (Square de l’Aviation)</td>
<td>60 rooms</td>
<td>August 2021</td>
</tr>
<tr>
<td>Hôtel Juliana</td>
<td>New hotel</td>
<td>Brussels (Place des Martyrs)</td>
<td>43 rooms</td>
<td>September 2021</td>
</tr>
<tr>
<td>DoubleTree by Hilton</td>
<td>Rebranding Crowne Plaza Brussels – Le Palace</td>
<td>Saint-Josse-ten-Noode (Rogier)</td>
<td>354 rooms</td>
<td>September 2021</td>
</tr>
<tr>
<td>Corinthia Grand Hotel Astoria</td>
<td>Renovation of Astoria Hotel</td>
<td>Brussels (Rue Royale)</td>
<td>125 rooms</td>
<td>-</td>
</tr>
</tbody>
</table>
In addition to national lockdown, the absence of international visitors strongly impacted the hotel sector. In 2020, according to data provided by MKG Hospitality based on a panel of around 90 establishments, the occupancy rate of Brussels' hotels fell by 51 points compared to 2019. This decline in occupancy resulted in a loss of three quarters of their overall revenue.

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)**
  - 20.1%
  - -51.3 pts. vs 2019

- **Weekend occupancy (2)**
  - 25.5%
  - -46.3 pts. vs 2019

- **Weekday occupancy (2)**
  - 24.7%
  - -55.8 pts. vs 2019

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Monthly occupancy rates (vs. 2019)

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
Hotel occupancy rates - by neighbourhood (vs 2019)

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)

- Around the Ring road: 24.5% (-46.4pts)
- Rogier Botanique: 13.3% (-57.5pts)
- Brussels Airport: 21.3% (-47.9pts)
- Grand Place: 21% (-54.3pts)
- European district: 18.4% (-48.4pts)
- Midi Lemonnier: 22.5% (-52pts)
- Louise: 23.1% (-48.3pts)
Hotel occupancy rate - by category

18.8%  
-54.9 pts. vs 2019

21.1%  
-49.9 pts. vs 2019

18.8%  
-45.8 pts. vs 2019

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
Average hotel prices

Global average price (1)

- €111.1

- 10% vs 2019

Average weekend price (2)

- €84.1

- 5% vs 2019

Average weekday price (2)

- €103.9

- 25.4% vs 2019

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Monthly average prices (vs. 2019)

January: 115,3 € (+2%)
February: 118,8 € (+0%)
March: 137,8 € (+10%)
April: 125,8 € (-20%)
May: 108,1 € (-25%)
June: 98,1 € (-10%)
July: 95,0 € (+0%)
August: 88,0 € (-34%)
September: 95,7 € (-33%)
October: 93,8 € (-29%)
November: 92,9 € (-22%)
December: 96,3 €

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
Average hotel prices - by neighbourhood (vs 2019)

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
Average hotel prices - by category

<table>
<thead>
<tr>
<th>Category</th>
<th>Price</th>
<th>Change vs 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 stars</td>
<td>€93.4</td>
<td>-10%</td>
</tr>
<tr>
<td>4 stars</td>
<td>€115.7</td>
<td>-12%</td>
</tr>
<tr>
<td>5 stars</td>
<td>€155.8</td>
<td>-7%</td>
</tr>
</tbody>
</table>

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
RevPAR - revenue per available room

Global RevPAR (1) €22.3 -76% vs 2019
Weekend RevPAR (2) €19.3 -68% vs 2019
Weekday RevPAR (2) €27.6 -74% vs 2019

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Monthly RevPAR (vs. 2019)

January: 75,4 € (+7%)
February: 82,4 € (-3%)
March: 38,6 € (-60%)
April: 2,4 € (-97%)
May: 2,3 € (-98%)
June: 6,9 € (-94%)
July: 16,1 € (-81%)
August: 13,1 € (-78%)
September: 14,6 € (-88%)
October: 11,6 € (-90%)
November: 7,3 € (-93%)
December: 8,1 € (-91%)

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
RevPAR - by neighbourhood (vs 2019)

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
RevPAR - by category

Notes:
1. MKG data based on panel of 87 hotels (13,847 rooms)
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

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>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>
<tr>
<td>2020</td>
<td>1,880,595</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Arrivals</th>
<th>Overnights</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business arrivals</td>
<td>495 K</td>
<td>899 K</td>
<td>47.3%</td>
<td>-77%</td>
</tr>
<tr>
<td>Business overnights</td>
<td>47.8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leisure arrivals</td>
<td>552 K</td>
<td>982 K</td>
<td>52.7%</td>
<td>-72%</td>
</tr>
<tr>
<td>Leisure overnights</td>
<td>52.2%</td>
<td></td>
<td></td>
<td>-74%</td>
</tr>
</tbody>
</table>

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

- **Hotels**
  - Arrivals: 95%
  - Overnights: 95%

- **Youth accommodations**
  - Arrivals: 4%
  - Overnights: 4%

- **Guest rooms, tourism residence & B&B’s**
  - Arrivals: 1%
  - Overnights: 1%

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>281k</td>
<td>+4%</td>
</tr>
<tr>
<td>Feb</td>
<td>295k</td>
<td>+1%</td>
</tr>
<tr>
<td>Mar</td>
<td>97k</td>
<td>-71%</td>
</tr>
<tr>
<td>Apr</td>
<td>3k</td>
<td>-99%</td>
</tr>
<tr>
<td>May</td>
<td>5k</td>
<td>-98%</td>
</tr>
<tr>
<td>Jun</td>
<td>31k</td>
<td>-92%</td>
</tr>
<tr>
<td>Jul</td>
<td>84k</td>
<td>-76%</td>
</tr>
<tr>
<td>Aug</td>
<td>72k</td>
<td>-78%</td>
</tr>
<tr>
<td>Sep</td>
<td>62k</td>
<td>-82%</td>
</tr>
<tr>
<td>Oct</td>
<td>54k</td>
<td>-86%</td>
</tr>
<tr>
<td>Nov</td>
<td>24k</td>
<td>-93%</td>
</tr>
<tr>
<td>Dec</td>
<td>39k</td>
<td>-90%</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>Rank</th>
<th>Commune</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brussels</td>
<td>52%</td>
</tr>
<tr>
<td>2</td>
<td>Saint-Gilles</td>
<td>16%</td>
</tr>
<tr>
<td>4</td>
<td>Ixelles</td>
<td>8%</td>
</tr>
<tr>
<td>3</td>
<td>Saint-Josse-ten-Noode</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>Schaerbeek</td>
<td>2%</td>
</tr>
<tr>
<td>10</td>
<td>Woluwe-Saint-Lambert</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>1%</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)

<table>
<thead>
<tr>
<th>Country</th>
<th>Loisirs</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>France</td>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>Germany</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>Spain</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>USA</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Italy</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>Portugal</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>Russia</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>China</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Brazil</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>Japan</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Romania</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>Poland</td>
<td>42%</td>
<td>58%</td>
</tr>
<tr>
<td>Greece</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>Luxemburg</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>Ireland</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>Sweden</td>
<td>42%</td>
<td>58%</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 - 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:
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2. Pictographs of countries courtesy of icons8.com
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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. Since 2019, 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: 6,610 listings (+10%)

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

Yearly total: 374,753 overnights (-60%)

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2019</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>67.144</td>
<td></td>
<td>+5%</td>
</tr>
<tr>
<td>February</td>
<td>72.894</td>
<td></td>
<td>+8%</td>
</tr>
<tr>
<td>March</td>
<td>32.835</td>
<td></td>
<td>-59%</td>
</tr>
<tr>
<td>April</td>
<td>10.459</td>
<td></td>
<td>-87%</td>
</tr>
<tr>
<td>May</td>
<td>9.354</td>
<td></td>
<td>-88%</td>
</tr>
<tr>
<td>June</td>
<td>15.513</td>
<td></td>
<td>-81%</td>
</tr>
<tr>
<td>July</td>
<td>25.855</td>
<td></td>
<td>-66%</td>
</tr>
<tr>
<td>August</td>
<td>28.716</td>
<td></td>
<td>-62%</td>
</tr>
<tr>
<td>September</td>
<td>33.985</td>
<td></td>
<td>-59%</td>
</tr>
<tr>
<td>October</td>
<td>36.905</td>
<td></td>
<td>-59%</td>
</tr>
<tr>
<td>November</td>
<td>19.861</td>
<td></td>
<td>-75%</td>
</tr>
<tr>
<td>December</td>
<td>21.232</td>
<td></td>
<td>-72%</td>
</tr>
</tbody>
</table>

Note: 1. Source: AllTheRooms
Private rentals - average prices (in dollars)

Note:
1. Source: AllTheRooms

Yearly average price: $83 (-7%)

-6%  -6%  -18%  -23%  -29%  -21%  -12%  -5%  -15%  +71%  -11%  -8%
Congresses & meetings
Despite the health crisis and its impact on the world of associative congresses, Brussels retained its second place in the world ranking of the UIA, the Union of International Associations.

The information on congress and meeting venues is taken from the "Let's Meet" brochure, published annually by visit.brussels.

The number of meetings registered by the UIA includes Type A meetings whose criteria are:
• Minimum 50 participants
• Minimum 1 day

Due to the health crisis, the International Congress & Convention Association (ICCA) decided not to publish a 2020 ranking. However, they did collect the data for their annual statistical report, entitled "Analyzing an exceptional and transformational year", which can be found at www.iccaworld.org.
Number of meeting venues (Brussels and surrounding area)

187

- Theatres and concert halls: 22
- Conference and exhibition centres: 25
- Historical buildings and museums: 62
- Modern and contemporary buildings: 47
- Cultural or sports centres: 29

Note:
1. Source: Let’s Meet in Brussels 2021
Number of meeting venues  (Brussels and surrounding area)

187 venues in total:

- 22 venues >1000 places
- 45 venues 500-1000 places
- 36 venues 250-500 places
- 73 venues 100-250 places
- 32 venues <100 places

Note:
1. Source: Let's Meet in Brussels 2021
Number of hotels with meeting room(s)

- 25
- 49
- 10

Note:
1. Source: Let's Meet in Brussels 2021
International associations meetings (UIA)

Note:
1. Source UIA ranking (type A)
With the handling of the crisis disrupting the regular monitoring of the cultural offer, some of the information usually included in this chapter could not be added in this year's edition. Furthermore, the cancellation of numerous events and exhibitions made the publication of the annual results rather inconsequential. However, in order to salute the involvement of many artists, organisers and cultural professionals, we wanted to share the figures related to the events initially hosted on agenda.visit.brussels.

The attendance of museums and attractions in Brussels is based on the collection of attendance data (permanent collections and temporary exhibitions) for a panel of museums and attractions:

Museums & attractions - monthly attendance

Total: 1.63 million (-68%)
Brussels Card - monthly sales

Note:
1. Data Brussels Card

Total: 6,255
Brussels Card - nationalities (top 10)

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>12%</td>
</tr>
<tr>
<td>Belgium</td>
<td>10%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4%</td>
</tr>
<tr>
<td>Germany</td>
<td>4%</td>
</tr>
<tr>
<td>Italy</td>
<td>4%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2%</td>
</tr>
<tr>
<td>Spain</td>
<td>2%</td>
</tr>
<tr>
<td>Japan</td>
<td>2%</td>
</tr>
<tr>
<td>USA</td>
<td>1%</td>
</tr>
<tr>
<td>Romania</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Royal Museums of Fine Arts</td>
</tr>
<tr>
<td>2</td>
<td>Choco-Story</td>
</tr>
<tr>
<td>3</td>
<td>Comic Strip Museum</td>
</tr>
<tr>
<td>4</td>
<td>Autoworld</td>
</tr>
<tr>
<td>5</td>
<td>Museum of Natural Sciences</td>
</tr>
<tr>
<td>6</td>
<td>Museum of the City of Brussels</td>
</tr>
<tr>
<td>7</td>
<td>Musical Instruments Museum</td>
</tr>
<tr>
<td>8</td>
<td>MOOF</td>
</tr>
<tr>
<td>9</td>
<td>Museum of Belgian Brewers</td>
</tr>
<tr>
<td>10</td>
<td>Royal Military Museum</td>
</tr>
</tbody>
</table>

**Notes:**
1. Data Brussels Card

**2,6 visits per card buyer**
11,961 events hosted on agenda.brussels in 2020
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

4 establishments

Comme Chez Soi
Bon-Bon
Le Chalet de la forêt
La Paix
Restaurants - Gault&Millau

Note:
1. Source: Gault & Millau 2021
Air transport

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.

Brussels is also connected to many destinations by high-speed train networks. Thalys, which connects Brussels to France, Germany and the Netherlands, provided us with its figures.
Number of passengers in the airports

**Brussels Airport**
- **6.7 M Passengers**
  - Departure, arrivals, transit included
  - -74%

**Brussels South Charleroi Airport**
- **2.6 M Passengers**
  - Departure, arrivals, transit included
  - -69%

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
Thalys - arrivals

967,500

Passenger arrivals in Brussels in 2020
(IZY included)

Compared to 2019:
60% drop in traffic
63% fewer passengers

Note:
1. Source: Thalys 2020
strategy@visit.brussels
visit.brussels