RESULTS ANALYSIS OF THE GRAND-DÉPART 2019 IN BRUSSELS
ARE YOU R‘EDDY?
KEY FIGURES

778,000
Spectators in Brussels

20%
Foreign Spectateurs

1/5
1/5 Brussels inhabitants present every day

26,330
Press articles

84%
Occupation of hotels
ATTENDANCE ALONG THE STAGE
ATTENDANCE – METHOD

DATA PROVIDED BY Proximus

• Each user of the Proximus network (local and international users) is located in one of the mobile network cells.
• This data is anonymous and aggregated by cell, time and source (commune, province, nationality) in groups of at least 30 people.
• The results are adjusted by taking into account Proximus' local market share and the penetration rate of mobile phones.
• The cells that correspond to the route of the race in the Brussels-Capital Region are selected.
• For the 2 days of the Tour in Brussels, the analysis is limited to the hours of activity (9:00 - 20:00 on Saturday and 10:00 - 20:00 on Sunday).
• Only users present in the area for more than 30 minutes are counted.
SPECTATORS IN BRUSSELS ALONG THE STAGE

1
SATURDAY
406,000
SPECTATORS

2
SUNDAY
372,000
SPECTATORS

\[ \sum \]

TOTAL
778,000
SPECTATORS
SPECTATORS IN BRUSSELS ALONG THE STAGE

778,000
SPECTATORS

59%
BRUSSELS INHABITANTS

20%
INTERNATIONAL VISITORS

21%
OTHER BELGIANs
STAGE 1 – BRUSSELS PORTION

9:00 – 20:00

STRETCH ANALYSED

TIME SLOT ANALYSED

>30 min. MINIMUM / SPECTATOR
STAGE 1 – BRUSSELS PORTION

406,000 SPECTATORS
> 30 minutes

236,000 BRUSSELS INHABITANTS (58%)

91,000 INTERNATIONAL VISITORS (22%)

79,000 OTHER BELGIANS (19%)
STAGE 1 – BRUSSELS PORTION

236,000 SPECTATORS FROM BRUSSELS

1 IN 5 BRUSSELS INHABITANTS ALONG THE ROUTE ON SATURDAY
STAGE 1 – BRUSSELS PORTION

ORIGIN OF SPECTATORS FROM BRUSSELS
STAGE 1 – BRUSSELS PORTION

91,000 INTERNATIONAL SPECTATORS

67 NATIONALITIES WITH >30 SPECTATORS
STAGE 1 – BRUSSELS PORTION

ORIGIN OF THE INTERNATIONAL SPECTATORS (top 15)
STAGE 1 – BRUSSELS PORTION

91,000
INTERNATIONAL SPECTATORS

37,000
DAY TOURISTS

54,000
OVERNIGHT TOURISTS
STAGE 1 – BRUSSELS PORTION

DISTRIBUTION OF SPECTATORS ALONG THE ROUTE

Hotspots: Place Royale, Grand-Place, Rogier, Mérode, Montgomery, Basilique, Astrid park
STAGE 2 – BRUSSELS

STRETCH ANALYSED

10:00 – 20:00 TIME SLOT ANALYSED

30 min. MINIMUM / SPECTATOR
STAGE 2 – BRUSSELS

226,000 SPECTATORS FROM BRUSSELS

1 IN 5 BRUSSELS INHABITANTS ALONG THE ROUTE ON SUNDAY
BRUSSELS INHABITANTS

372,000
SPECTATORS
> 30 minutes

226,000
BRUSSELS INHABITANTS
(61%)

63,000
INTERNATIONAL VISITORS
(17%)

83,000
OTHER BELGians
(22%)
STAGE 2 – BRUSSELS

ORIGIN OF SPECTATORS FROM BRUSSELS

- Ixelles
- Schaerbeek
- Etterbeek
- Woluwe-Saint-Lambert
- Auderghem
- Woluwe-Saint-Pierre
- Uccle
- Watermael-Boitsfort
- Laeken
- Saint-Josse-ten-Noode
- Brussels
- Evere
- Anderlecht
- Neder-Over-Heembeek
- Saint-Gilles
- Forest
- Jette
- Molenbeek
- Ganhouren
- Berchem-Sainte-Agathe
- Haren
- Koekelberg
STAGE 2 – BRUSSELS

63,000 INTERNATIONAL SPECTATORS

55 NATIONALITIES WITH > 30 SPECTATORS
STAGE 2 – BRUSSELS

ORIGIN OF THE INTERNATIONAL SPECTATORS (top 15)
STAGE 2 – BRUSSELS

63,000
INTERNATIONAL SPECTATORS

20,000
DAY TOURISTES

43,000
OVERNIGHT TOURISTS
STAGE 2 – BRUSSELS

DISTRIBUTION OF SPECTATORS ALONG THE ROUTE

Hotspots:
Brussels Park
Rue de la Loi
Mérode
Montgomery
Diamant
Van Praet
Heysel
MAISON DU TOUR
MAISON DU TOUR – MONTHLY VISIT NUMBERS*

March: 1,324
April: 1,540
May: 2,163
June: 4,630
July: 9,760

*: Inauguration 28 March
**MAISON DU TOUR – DAILY VISIT NUMBERS – TOP 15**

<table>
<thead>
<tr>
<th>Date</th>
<th>Visits</th>
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<tbody>
<tr>
<td>6-07-2019</td>
<td>1,966</td>
</tr>
<tr>
<td>4-07-2019</td>
<td>1,947</td>
</tr>
<tr>
<td>7-07-2019</td>
<td>1,658</td>
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<tr>
<td>5-07-2019</td>
<td>1,295</td>
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<tr>
<td>3-07-2019</td>
<td>536</td>
</tr>
<tr>
<td>28-06-2019</td>
<td>472</td>
</tr>
<tr>
<td>28-06-2019</td>
<td>391</td>
</tr>
<tr>
<td>2-07-2019</td>
<td>371</td>
</tr>
<tr>
<td>15-06-2019</td>
<td>335</td>
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<tr>
<td>1-07-2019</td>
<td>304</td>
</tr>
<tr>
<td>30-06-2019</td>
<td>302</td>
</tr>
<tr>
<td>30-03-2019</td>
<td>279</td>
</tr>
<tr>
<td>14-06-2019</td>
<td>242</td>
</tr>
<tr>
<td>29-06-2019</td>
<td>213</td>
</tr>
<tr>
<td>8-07-2019</td>
<td>207</td>
</tr>
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</table>

*: Inauguration 28 March
TOURIST ACCOMMODATION
<table>
<thead>
<tr>
<th>OCCUPANCY</th>
<th>AVERAGE PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>THURSDAY</td>
<td>€116</td>
</tr>
<tr>
<td>80,4%</td>
<td>(+ 4 pts.)</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>€107</td>
</tr>
<tr>
<td>77,9%</td>
<td>(+ 7 pts.)</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>€111</td>
</tr>
<tr>
<td>84,4%</td>
<td>(+ 8 pts.)</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.
OTHER TYPES OF ACCOMMODATION

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

The presence of the Tour de France in Brussels also seems to have benefited rented accommodation on exchange platforms.
MEDIA EXPOSURE - ONLINE
INTERNATIONAL DIGITAL PRESS

26,330 ARTICLES
2,763 MEDIA
€213M VALUE
90 COUNTRIES
26 LANGUAGES

1/1/2019 → 9/7/2019
("Tour de France" OR "Ronde van Frankrijk") and (brussel* OR bruxelle*)

SOURCE: Meltwater
Outside Insight
INTERNATIONAL DIGITAL PRESS – DURING THE WEEK OF THE TOUR

14,646 ARTICLES

2,137 MEDIA

€126M VALUE

84 COUNTRIES

23 LANGUAGES

3/7/2019 → 9/7/2019
("Tour de France" OR "Ronde van Frankrijk") and (brussel* OR bruxelle*)

SOURCE: Meltwater
PRINCIPLE COUNTRIES

NATIONALITY OF PUBLICATIONS (TOP 20)

SOURCE: Meltwater Outside Insight
Some examples

Christian Prudhomme, le patron du Tour de France, sur le passage en Belgique: «Un Grand Départ absolument magnifique»

Tour de France draws huge crowds in Brussels, no arrests

Bilan ultra positif pour le Grand départ du Tour de France depuis Bruxelles

At Tour de France, tasting Belgium's chocolate is a must

Le Tour de France à Bruxelles et en Wallonie vu du ciel en vidéos

What beats the Tour de France? The Tour with fries and mayo

On va déguster prend le départ du Tour de France! On dresse le couvert à Bruxelles pour une émission en public sur le podium de France Inter pour fêter les saveurs de Belgique!

Le Tour de France's Grand Départ in Brussels - a local's guide.

Pourquoi le départ du Tour de France en Belgique a cartonné

Watch: Flying bicycles spotted in Brussels as Tour de France fever takes hold

SOURCE: Meltwater Outside Insight
SOME TESTIMONIES
BELGIAN WRITTEN PRESS

280 ARTICLES

66 MEDIA

€7.07M VALUE

32M TOTAL PRINT

1/1/2019 → 11/7/2019

SOURCE: GEOPRESS PRESS AGENCY
PRINCIPAL MEDIA

### Number of articles (top 20)

- La Dernière Heure: 40
- Le Soir: 32
- La Province: 11
- L’Avenir: 11
- La Libre Belgique: 10
- La Meuse: 10
- Het Nieuwsblad: 8
- Het Laatste Nieuws: 7
- Metro (FR): 6
- Gazet Van Antwerpen: 6
- Metro (NL): 5
- De Zondag alle edities: 5
- Moustique: 5
- L’Echo: 5
- Soirmag: 5
- Ciné Télé Revue: 5
- De Standaard: 5

### Total valuation (top 20)

- La Dernière Heure: 40
- Le Soir: 32
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**SOURCE:** GeoPress
SOCIAL MEDIA
MEDIA AND INFLUENCERS

4,120
POSTS

7,630
TWEETS

533
VIDEOS

400M
REACH

212M
REACH

67k
REACH

TOP PAGES (REACH):

TOP POSTERS (REACH):

TOP POSTERS (REACH):
SOME EXAMPLES
Overall economic impact
PARAMETERS OF THE MODEL

- 6-7 July
- 54,000 Overnight Visitors
- 724,000 Other Visitors
- €106 Price Per Night

Estimated expenses of participants and organisers based on studies carried out over dozens of events. Include expenses for accommodation, meals, shopping...

Model used by 200 cities throughout the world (including a dozen European cities).
RESULTS OF THE MODEL

4.9 M
ACCOMMODATION

12.5 M
RESTAURANTS & CAFES

15.3 M
RETAIL

32.7 M
TOTAL SPENDING

11.3 M
ADDED VALUE*

VAR: detail 18.4%, hotels 52.7% and restaurants 49.9% (INSEE)