recreate
with
brussels

Join us on
11 May 2021

visit.brussels
Let's start with some good news ...

- Tourism-related Google searches are on the rise in all Belgian regions and abroad.
- The confidence of international travellers returns gradually: booking volume keeps growing.
- More and more mid-term booking: 30% of flight bookings are made for 2 months from now.
- Local and national visitors keep supporting museums. According to provisional figures based on a reduced panel of museums, the number of visitors has increased by 75% compared to March. As in February, this increase is partly due to the school holidays.

![Visitor chart](https://via.placeholder.com/150)

![Booking volume chart](https://via.placeholder.com/150)
Agenda for today

1. **Communication**: Spring Campaign – state of play
2. **Brussels Health Safety Label**: Details of the campaign
3. **Meetings**: Brussels Ambassadors programme; presentation of the ambassadors, the challenges and the next event
4. **Associations**: European Association Summit (EAS) 2021 results of the event and current issues for associations in Brussels
5. **visit.brussels awards 2021**, our local heroes! Presentation of this special edition
6. **Fête de l’IRIS Feest**: 32nd birthday of the Brussels Capital Region - The full program
7. **Relaunch plan**: state of play
8. **Partners’ news**
Spring campaign 2021
Briefing

Context/insights
• Due to the pandemic people’s life & work have shifted to mainly online, staying inside while many sectors are open(ing) & safe to visit. At the same time people feel the need to get away and have ‘real life’ experiences. Enjoy Brussels offline.

Objectives
• Awareness/Activation: bring Brussels top of mind / increase visits & stays / motivate visitors to ‘consume’ while visiting
• Generate traffic & leads: check website / book your stay / buy your ticket...

Target audiences
• Couples - 25-55y – interested in original activities and new spots.
• Friends – 25-55y – interested in allowed (outdoor) activities “in their bubble”.
• Families with kid(s) - 35-55y – interested in kid-friendly activities with convenient facilities.

Sectors
• Tourist accommodation
• Museums/expos
• Guided tours/outdoor activities
• Gastronomie/food

Call to action
• Discover the large variety of possibilities on our website and pick what suits you

Timing
• April > Mid June 2021

visit.brussels
Creative concept

Creative concept with thematic declinations to activate the sector & highlight a variety of activities
Push to évolutive homepage & dedicated content to activate the sector & highlight offer

**NL:**
- ‘Streaming’: [48 uur in Brussel met het hele gezin | Visit Brussels](#)
- ‘Street view’: [Lenterondleidingen | Visit Brussels](#)
- ‘The crown’: [Niet te missen voorjaarspromoties in de Brusselse hotels | Visit Brussels](#)
- ‘Schermafbeelding’: [Hoogtepunten van de lente | Visit Brussels](#)
- ‘Virtuele apero’: [Brusselse terrasjes | Visit Brussels](#)

**FR**
- ‘Streaming’: [48 heures à Bruxelles en famille | Visit Brussels](#)
- ‘Street view’: [Visites guidées printemps | Visit Brussels](#)
- ‘The crown’: [Les promos hôtelières du printemps à Bruxelles | Visit Brussels](#)
- ‘Fond d’écran’: [Événements phares du printemps | Visit Brussels](#)
- ‘Apero-video’: [En terrasse à Bruxelles | Visit Brussels](#)
Timeline – overview

5/04 – 11/04  12/04 – 18/04  19/04 – 25/04  26/04 – 02/05  03/05 – 09/05  10/05 – 16/05  17/05 – 23/05  24/05 – 30/05  31/05 – 06/06  07/06 – 13/06

- Outdoor Abribus 2m²
- Outdoor format 8m²
- Outdoor format 20m²
- Outdoor Small format 60x80 cm

- Print ads newspapers & magazines
- Social Media (long & short video formats)
- Social Media (carousel & static ads)
- Banning (animated banners)
Outdoor campaign

Affichage abibus - 2m² - national network - 06/04 > 28/04
Outdoor campaign

Affichage big format - 8m² + 20m² - national network - 12/04 > 25/04
Outdoor campaign

Affichage small format ‘Insert’ – 60x80cm - 03/05 > 16/05
Print campaign

Print ads in Le Soir, Sudpresse, De Morgen, Het Laatste Nieuws - 19/04 > 14/06
Social media campaign
video 1 long version + 4 short versions
Social media campaign

Social Media video ads (Facebook & Instagram) - 19/04 > 04/05
Social media campaign

Social Media post ads (Facebook & Instagram) - 24/04 > 14/06

Korn de gezellige straatjes in het hart van onze hoofdstad ontdekken in real life!

Ontdek het uitgebreid aanbod aan hotels en voel je zo komend te zit, geen enkel stukje dat meer kan aan spelen!

Faites plaisir à tous vos sens en visitant l’un des hauts lieux culturels de Bruxelles!

Niet in streaming

Niet in The Crown

Pas en réalité virtuelle

DISPLAY LINK: visit.brussels
HEADLINE: Ontsnap aan je scherm. Brussel verwacht je.
LINK DESCRIPTION: /
URL: https://visit.brussels/v/article/46-u-in-brussel-met-het-het-gaan

DISPLAY LINK: visit.brussels
HEADLINE: Ontsnap aan je scherm. Brussel verwacht je.
LINK DESCRIPTION: /
URL: https://visit.brussels/v/article/ voogjaarpromo-hotel-brussel

DISPLAY LINK: visit.brussels
HEADLINE: Étandez vos écrans. Bruxelles vous attend.
LINK DESCRIPTION: /
URL: https://visit.brussels/v/lista/ printemps-bruxelles-evenements

DISPLAY LINK: visit.brussels
HEADLINE: Étandez vos écrans. Bruxelles vous attend.
LINK DESCRIPTION: /
URL: TBC
Social media campaign

Social Media carrousel ads (Facebook & Instagram) - 30/04 > 14/06
Bannering campaign

Targeted bannering (interests, retargeting) - Rossel/DPG/Google - 20/04 > 14/06
1st results (on-going)

Website visits

- Homepage
  - 27,600 pageviews
  - 18,300 unique users
- Dedicated content pages
  - 23,000 landingpage views
  - 16,500 unique users

Social Media

Reach – 4 short video formats
- ‘Cartoon’: 243,699 people
- ‘Console’: 356,588 people
- ‘Food’: 1,021,262 people
- ‘Streetview’: 680,618 people
# 2

**Brussels Health Safety Label: communication campaign**
B2C Campaign

Context:
Inform and reassure the local and national about the measures taken by the Brussels tourist locations they plan to visit.

Target: 55+ at national level.

Objective:
- Awareness: the aim today is to promote the label and to reassure the target group, to make them understand that this label certifies the safety of the establishment and therefore invite them to return to the museums, hotels, etc.
- Inspire them with some examples for a 48hr getaway.

Call to action
Find the complete list of establishments on the website

Timings
May – June

visit.brussels
Media

National approach

Publi-reportage:
FR: Femmes d’Aujourd’hui – Gaël - le Vif - Plus Magazine
NL: Feeling - Knack - Libelle – Plus Magazine

Agenda.brussels
Newsletter

Social Media:
Video campaign (visit.brussels + labellised establishments)
B2B Campaign

Context:
Recruit new partners for labelling.

Objective: Awareness: inform the sector about the label, the conditions, interests and challenges.

Message: Get the label for your establishment and make sure you attract a target group that needs to be reassured

Target: all tourism sectors + focus on ReCa and MICE

Call to action:
Encourage partners to complete the certification file.

Timings:
As from June

Medias:
Social-medias and emailing and newsletters
# 3

Meetings: Brussels Ambassadors Programme
An exclusive network

- **5-year anniversary** of the Brussels Ambassador Programme

- **In a nutshell...** An honorary programme whose objective is to identify and bring together local specialists to support the bidding process of large/rotating international conferences & attract them to Brussels.

- **Program benefits:**
  - Increase the economic impact of tourism
  - Enhance visibility/reputation of Brussels’ MICE sector
  - Create lasting legacy in specific fields of activity
  - Benefit from visit.brussels free & impartial support
ALL people who are passionate about their city and wish to actively contribute to its promotion and enhancement through the support of a congress bid

✓ Association executives
✓ Business leaders
✓ Decision-makers
✓ Influencers (…)

+150 ambassadors over 5 years
+50 “honor ambassadors”
+60 prospects in various fields of activity
VIP networking activities through the year
# 4

**International Associations: European Association Summit 2021**
A B2B flagship event

- **20-22/04/2021** = 9th Edition
- **Format** = 2-3 days professional congress (fee-based)
- **Educational purpose** = contribution to the professionalisation of the sector
- **Peer to peer event** = international associations only
- **Message** = “Bxl is THE PLACE-TO-BE to operate your association & to organise your events!”
New Hybrid Format

Onsite (app. 150 pax) < Online (record of 250 pax)
An operational challenge

- «Live» studio in a Brussels venue
- Virtual platform accessible via login
- Onsite professional moderator
- Extensive technical support backstage

Outsourcing of:
- Programme management
- Platform management

On-site guests & performers
- Remotely connected speakers
Work hard...

4 simultaneous tracks:

- Business & Strategy
- Communication & Membership
- Events Planning (cf. visit.brussels’ message)
- Public Affairs (Focus EU)

3 types of session:

- lab - demo - case study
- +40 sessions (10 per track)
- +60 speakers / moderators

2 plenaries with VIP speakers

1 month post-event to enjoy all sessions recordings

Qualitative content
Play hard...

Numerous breaks and animations to entertain & recharge the batteries (live music, chair-yoga, instant cartoonist, preparation of cocktails, etc)

Introductory pre-event with original ice-breaking activity = ONLINE "bingo" game

Side activities

Effort to promote ONLINE interactivity and networking between participants (chat, virtual lounge, O2O meetings, etc)
visit.brussels awards 2021, our local heroes!
NEW CONCEPT 2021

New categories

**BEST CREATIVE ALTERNATIVE**
This award recognises the best initiative taken in response to the health crisis that allowed the tourism partner/actor to continue their activity by offering a new proposition but maintaining their DNA.

**AUDACIOUS NEW PROJECT**
This award recognises an audacious new concept or venue launched in the midst of the crisis.

**SOLIDARITY INITIATIVE**
This award recognises the best individual or collective initiative to help people in need.

**SUSTAINABLE INITIATIVE**
This award recognises the initiative which, despite the challenging context of the health crisis, has best contributed to reducing its environmental impact by questioning the way it operates.

**CO-CREATION**
This award recognises the best collaborative initiative between partners created in the context of the health crisis.

**BRUSSELS ON STAGE**
This award recognises the initiative which, through its very existence, has enabled Brussels to shine on the national and/or international scene.
Plan A

• A ceremony in Stade Marien;
• 200 attendees;
• To congratulate also the rise in first division of the team of the Union St-Gilloise /success story from Brussels.

Plan B

• A virtual ceremony with a platform through which the ceremony can be followed and on which the different projects selected by the public will be presented;
• We will invite our partners, jury, nominees to join.
Key Dates

- **Thursday 20 May 2021**: the public vote begins.
- **Thursday 3 June 2021 (midnight)**: end of the public vote.
- **Monday 7 June 2021**: announcement of the five nominees chosen by the public for each category.
- **End of June 2021**: the visit.brussels Awards ceremony, held respecting the health and safety measures in force at the time and announcement of the winners.
Fête de l’IRIS Feest: 32nd birthday of the Brussels Capital Region
2021, AN UNEXPECTED PROGRAM

• A reinvented and hybrid version in different locations of Brussels

• Many new contents: online and live (NL-FR)

• 8th & 9th May - but the program remains available for several months
Activities in the city

- 20 guided tours in the Brussels districts
- Activities organized by public institutions (fire brigade demonstrations, plastic fishing on a kayak @ Port of Brussels, etc)
- The launch of two smartphone-based treasure hunts to discover the city differently (Flagey and the European District)
- Distribution of Brussels Card Discovery to encourage traffic in museums
But also online content

• 10 concerts in various heritage venues of Brussels (Basilique de Koekelberg, la Tour à Plomb, Coudenberg, l’Hotel Métropole, l’Aegidium, COOP, l’Atomium, Musée royal de l’Armée, Palais Charles de Lorraine).

• 15 Brussels and Belgian artists (Typh Barrow, Ozark Henry, etc) Coproduced with RTBF.

• Broadcast of 6 short humorous video capsules on a Brussels theme to highlight young comedians from Brussels and Belgium.

• Creative competitions in Brussels to win overnight stays

www.fetedeliris.brussels
www.irisfeest.brussels
# 7

Relaunch plan: state of play
Relaunch Plan

Begin 2021: Adding specific measures for support and recovery

- Speed-dating with partners and key sector advisors
- Closing and priorities with partners

19 March: Meeting of the Strategic Committee to integrate final comments

End March: Validation and budget allocation by political authorities

May 6: Validation by the Brussels Government of the relaunch plan

Today: Implementation and launch
6 strategic lines fixed by the strategic committee

- Attract locals, Belgian people & neighbouring countries
- Energize the offer to boost locals’ and visitors’ experience
- Be a sustainability role model
- Help all partners to stay up to date with information and skills
- Financial support for the recovery
- Speed up digital transformation
## Attract locals, Belgian people & neighbouring countries

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication campaign targeting MICE clients</td>
<td>€250,000</td>
<td>01/09</td>
</tr>
<tr>
<td>B2C communication campaign</td>
<td>€1,000,000</td>
<td></td>
</tr>
<tr>
<td>Brussels Health Safety Label</td>
<td>€100,000</td>
<td></td>
</tr>
<tr>
<td>Collaboration with cultural influencers</td>
<td>€200,000</td>
<td>01/09</td>
</tr>
<tr>
<td>Call for projects for visibility campaign for partners</td>
<td>€200,000</td>
<td>30/06</td>
</tr>
</tbody>
</table>

## Energize the offer to boost experience

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brussels Open Air the city</td>
<td>€100,000</td>
<td>10/07</td>
</tr>
<tr>
<td>Promote gastronomy to attract visitors</td>
<td>€250,000</td>
<td>01/09</td>
</tr>
<tr>
<td>Art in public spaces</td>
<td>€100,000</td>
<td>01/09</td>
</tr>
<tr>
<td>Touristic vouchers</td>
<td>€4,200,000</td>
<td>01/07</td>
</tr>
</tbody>
</table>
Be a sustainability role model

Cyclotourist hub 100.000 € 15/07

Help partners to stay up to date with information and skills

Share best practices, data analysis, benchmarking

Training programmes
## Financial support for the recovery

<table>
<thead>
<tr>
<th>Call for projects</th>
<th>Amount</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>500,000 €</td>
<td>30/06</td>
</tr>
<tr>
<td>Inclusive &amp; Sustainability</td>
<td>500,000 €</td>
<td>30/06</td>
</tr>
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</table>

## Speed up digital transformation

<table>
<thead>
<tr>
<th>Virtual promotion of the destination for B2B clients</th>
<th>Amount</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100,000 €</td>
<td>15/09</td>
</tr>
</tbody>
</table>
# 8

Partners’ news
XR TECHNOLOGIES TO SERVE HERITAGE
THE LAB
An incubator for immersive heritage experiences

THE FACTORY
Long-lasting and viable XR experiences in heritage enhancement

THE DESK
A tailor-made service to coach heritage innovators

Labelled by
 showcasing support for cultural heritage management and policy
AN INCUBATOR FOR THE PHYGITAL TRANSFORMATION OF THE HERITAGE TOURISTIC OFFER OF THE BRUSSELS CAPITAL REGION

BRUSSELS-CAPITAL REGION
A partner territory

A THEMATIC
XR attractions for the enhancement of architectural heritage & the urban territory

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PROGRAMME

**INSPIRATION**
- **July**
- **Online**
- An overview of cultural immersive

**DISCOVERY**
- **September**
- 3 days of themed training

**HACKATON**
- **September**
- 2 intensive days of workshops

**MENTORING**
- **October**
- 3 tailor-made sessions

**BOOSTER**
- **October**
- **November**
- Producing a POC in 3 sessions

**STEREOPSISIA**
- World Immersion Forum
- From 8 to 10 December
- Pitch & Award
- Network – B2B – Public test

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**THE LAB** is free of charge except for food and drinks.

Stereopsisia will take place at THE EGG, Brussels.

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Quelques nouveautés chez City Runs

Il est maintenant possible de combiner une visite de Bruxelles en courant avec une belle vue sur la capitale depuis le panorama de la basilique, une ascension de l’Atomium, la découverte de Mini-Europe, tout apprendre sur le chocolat à Choco Story...

En collaboration avec Brussels by Water nous vous invitons à visiter le canal depuis le Waterbus puis revenir au point de départ en joggant à votre aise avec notre guide personnel qui vous fera découvrir Neder-Over-Hembeek, le port de Bruxelles, Tour & Taxis...

En collaboration avec Beer my Guest nous vous proposerons de venir découvrir d’ici quelques jours deux de nos spécialités gustatives, la bière et le chocolat, lors d’un parcours au centre-ville.
Appel à partenariat:

1. des participants (cela peut être par exemple sous la forme d'un after-work)
2. des partenaires pour combiner nos offres (par exemple des musées)
3. des partenaires pour nous faire connaître à leurs clients (hôtels, organisateurs d'événements...)
WALKING TOURS

European Parliament, Directorate for Visitors, VSCU

BRUSSELS
PROPOSAL

- Walking tours will place the EP in its physical context. The European Quarter is much more than a collection of administrative EU offices: it is made up of lively squares full of bars and restaurants, exceptional green spaces, rich examples of architectural heritage, world-renowned museums and, on top of all that, the incredibly interesting and attractive visitor offer from all the European institutions.

- Between 9th of May and September. 4 tours per week (or more). Four languages: EN, FR, NL, DE.

- Reservations will be done via our booking system and the tours will be free for visitors.

- Itinéraires, sur les Sentiers de l’Histoire is providing the guides