#BrusselsOpen

Turning the spotlight on tourism potential in Brussels.
Join us on 7 October 2021.

visit.brussels
Agenda for today

1. Key figures and perspectives

2. Relaunch Plan
   2.1 Autumn Campaign, leisure and MICE
   2.2 visit.brussels Pass - update
   2.3 Art in public spaces and digital public routes - update

3. Action Plan
   3.1 Past events - results
   3.2 The Ambassador Programme, 5th Anniversary
   3.3 Coming Agenda

4. Orientation Letter

5. Q&A
# 1 Key figures and perspectives
Overview of 2021 so far...
Travel intentions 2021  
Visit.brussels’ survey, June 2021

In the context of the current health crisis, would you say you are travelling/planning to travel…?

**Belgium**
- More than before the crisis: 3%
- As much as before the crisis: 31%
- Less than before the crisis: 44%
- You don’t travel anymore: 15%
- You didn’t travel before the crisis: 8%

**Bordering countries - detailed data**
- Germany:
  - More than before the crisis: 4%
  - As much as before the crisis: 19%
  - Less than before the crisis: 39%
  - You don’t travel anymore: 19%
  - You didn’t travel before the crisis: 2%
- France:
  - More than before the crisis: 9%
  - As much as before the crisis: 35%
  - Less than before the crisis: 48%
  - You don’t travel anymore: 19%
  - You didn’t travel before the crisis: 8%
- Netherlands:
  - More than before the crisis: 6%
  - As much as before the crisis: 30%
  - Less than before the crisis: 44%
  - You don’t travel anymore: 3%
  - You didn’t travel before the crisis: 8%

- A third of Belgians said they were ready to travel.
- The French are more likely to travel (44%) than the average (35%).
- More German and Dutch say they travel less than before the crisis (respectively, 56% and 48%).
- 1 German out of 5 don’t travel anymore.

Note:
1. Data: visit.brussels, collected by Ivox
Tourist profile in 2021 - mobile data
January to August 2021

May - reopening of terrasses
June - reopening of restaurants

• Starting from May, the number of French visitors increases massively.
• Dutch and German visitors came back during the summer holidays.

• On a national scale, the number of visitors rose from May and kept improving during the summer.
• Increase in numbers of visitors from visit.brussels’ priority European markets.
• The drop in UK figures is due to the mandatory quarantine for incoming travelers.

Focus on main markets - summer 2021

Note:
1. Data: Proximus
2. Transit & functional traffic excluded
Visitors attendance according to mobile data - Summer 2021

July & August 2021

Total number of visitors
5.67 M
+20% vs 2020

International visitors
1.94 M
+25% vs 2020

National visitors
3.70 M
+18% vs 2020

Note:
1. Data: Proximus
2. Transit & functional traffic excluded
Hotel occupancy rates - summer 2021

July & August 2021

Daily occupancy rates July & August 2021

- Occupancy rates kept improving throughout the summer.
- Peaks were mainly observed at weekends.

Note:
1. Data: MKG Hospitality – Daily Panel of some 60 hotels
Hotel occupancy rates - European benchmark
July & August

<table>
<thead>
<tr>
<th>City</th>
<th>July-19</th>
<th>July-21</th>
<th>Evol (pts)</th>
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<tr>
<td>Barcelone</td>
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<td>88%</td>
<td>33%</td>
<td>-55</td>
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</tbody>
</table>

When we compare the evolution of the occupancy rate (in points) of the cities in our benchmark, we see that the cities with the worst evolution:

- cannot rely on a large domestic market.
- are more dependent on business tourism.

Note:
1. Data: MKG Hospitality – Daily Panel of some 60 hotels
Museums & attractions - summer 2021
July & August 2021

Number of visitors

July: 213,675:  
+29% vs 2020 / -47% vs 2019

August: 250,519:  
+97% vs 2020 / -50% vs 2019

Summer 2021:  
+59% vs 2020 / -49% vs 2019

Note:
1. Some museums have not yet been able to submit their figures for 2021. The comparison is made on a like-for-like basis.
Trends
Changes in traveller behaviour in times of COVID-19

- short-lived trends or here to stay? -

**Closer**
Domestic tourism has shown positive signs in many markets since people tend to travel closer. Travellers go for ‘staycations’ or vacations close to home.

**Get away**
Nature, Rural Tourism and Road Trips have emerged as popular travel choices due to travel limitations and the quest for open-air experiences.

**New concerns**
Health & Safety measures and cancellation policies are consumers’ main concerns.

**Last minute**
Last-minute bookings have increased due to volatility of pandemic-related events and the travel restrictions.
Changes in traveller behaviour in times of COVID-19

*short-lived trends or here to stay?*

**Younger travellers most resilient**

*Change in demographics:*

Travel recovery has been stronger among younger segments. ‘Mature’ travellers and retirees will be the most impacted segments.

**More responsible**

*Sustainability, authenticity and localhood:*

Travellers have been giving more importance to creating a positive impact on local communities, increasing looking for authenticity.

Source: COVID-19 and Tourism | 2020: A year in review (unwto.org)
Visitors’ needs after the pandemic: flexibility
July & August 2021

**Flexibility**: all along the crisis, we witnessed a trend towards last minute booking thanks to our forecast hotel data. This behaviour expresses a need in flexibility. Major changes in booking happen in the first following weeks.

12-week Forecast : occupancy variation

Note:
1. Data: visit.brussels, collected by Ivox
# 2 Relaunch Plan
2.1 B2C & MICE campaign
**Throwback Summer: B2C campaign – Key results**

- **Timing:** July > mid September 2021
- **Web analytics visit.brussels:**
  20,000 average daily users
- **Social media:** 34 million views
- **Digital (programmatic):** 87 million impressions
- **Poster (national):**
  - week 26/7/2021 - 1915 faces JCDecaux (1700 paper + 215 digital)
  - week 2/8/2021 - 507 faces JCDecaux (only paper)
  - week 9/8/2021 - 507 faces JCDecaux (only paper)

**Markets:**

**Media budget:**

- Paid (negociated) : 430,000€
- Total media value : 638,000€
B2C Autumn campaign 2021 - Strategy

- **Objective**: Boost touristic & cultural consumption
  - Generate interest for destination
  - Create leads to inspiring content pages

- **Creative concept**: #BrusselsOpen

- **Key campaign pillars (content & advertising)**
  - Touristic accommodation
  - Citytrips
  - Guides tours
  - Cultural offer

- **Timing**: 20th September – end of October

- **Targeted markets**:
  - FR (18-55) / D (35-44) / NL (55+) / LU (25-55)
  - Wallonia/Flanders (18-55)
  - Brussels (18-55)

- **Media mix**:
  - Social media (FB/IG)
  - Digital (programmatic)
  - Search (Google)

- **Media budget**: 248,000€
Topic – Touristic accommodation

CTA 1 > Eco offer

CTA 2 > Autumn hotel offers

CTA 3 > Romantic offer
Topic – Citytrips

#BrusselsOpen en zijn ontelbare verborgen plekken om met 2 te ontdekken.

visit.brussels

CTA > 48 H in Brussels

48 heures en couple à Bruxelles

Vous êtes amoureux et une visite de la capitale vous tente ? Cette saison est idéale pour la (re)découvrir.

Main dans la main, arpentez les pavés du centre historique de Bruxelles. Les deux journées proposées ci-dessous sont pensées pour les amoureux en quête de promenades bucoliques, de shopping local et de concepts gastronomiques. Deux jours d'évasion au cœur de l'Europe.
Topic – Guided Tours

#BruxellesOuverte comme ses 1,258 guides qui vous diront tout ce qu’il faut faire, savoir, boire et manger.

visit.brussels

CTA > 10 original guided tours
Topic – Cultural offer

CTA > expos not to be missed this season

HEEDNADAGSE KUNST: De tentoonstellingen die je dit najaar niet mag missen!
B2B Autumn campaign 2021 - Strategy

- Objective: Increase notoriety towards MICE Industry
  - Position Brussels as the European Reference
  - Position Brussels as European Hub for Hybrid meetings

- Creative concept: #BrusselsOpen

- Key campaign pillars (content & advertising)
  - Accessible hybrid solutions
  - Unique networking opportunities (Europe)
  - Safety of visitors guaranteed (Brussels Health Safety Label + Covid Safe Ticket)

- Timing: October - November

- Targeted markets:
  - France – Germany – UK – The Netherlands – Luxemburg – Spain – Italy
  - Wallonia/Flanders

- Media mix:
  - Social media
  - Digital (programmatic)
    - Search (Google)
    - Content (Digital/Print)

- Outdoor Advertising

- Media budget: 135,000€
- Total media value: 162,000€
MICE - Publireportage

• **Print & Digital**
  - Headquarters Magazine: Oct & Nov
  - Boardroom Magazine: already on air
  - AMI Magazine: Oct & Nov
  - Conference & Meeting World: Oct & Nov

• **Print only**
  - Made in Belgium - Nov
MICE - Outdoor advertising

Neighbouring countries
Targeted on the "business customer journey"

France
  - Metro and Train Stations
  - In place for Brussels Days Paris

Germany
  - Train stations of Cologne, Düsseldorf and FFM
  - Oct / Nov
MICE - Digital content & advertising

Series of articles to create content on our website
› 32 articles : 8 articles/month from Sept to Dec

Digital campaign :
› LinkedIn + Google to reach our audience: starts mid-oct
› Booking platforms (event, meeting select): in progress
2.2 visit.brussels Pass
### Partners

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<tr>
<td>Hotels</td>
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<td>Touristic Attractions</td>
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<td>Youth Hostels</td>
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<td>Bed &amp; Breakfasts</td>
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<td>Events</td>
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<td>Guided Tours</td>
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<td><strong>TOTAL</strong></td>
<td><strong>126</strong></td>
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</table>

### Partners Distribution

- **Hotels** 44%
- **Museums** 18%
- **Touristic Attractions** 14%
- **Youth Hostels** 2%
- **Bed & Breakfasts** 7%
- **Events** 3%
- **Guided Tours** 11%
- **Brussels Card** 1%

![Partners Pie Chart]
1,051,377 passes distributed
(04/10/2021)

**COUNTRIES**

- Belgium: 75%
- France: 15%
- Germany: 4%
- Spain: 2%
- Netherlands: 3%
- Luxembourg: 1%

80% of those > 50km Brussels
visit.brussels Pass BOOST plan

Until November 21st

Double objectives:

- **Attract new clients** with specific campaigns
- **Inspire inactive clients** to spend their VB pass asap
visit.brussels Pass BOOST plan
Until November 21\textsuperscript{st}

**Attract new clients:**

- **Nightlife focus** with specific advertisement campaign
- Partnership w/ **Weekendesk** (launch date 28/9)

**Inspire inactive clients**

- **New partners every week** with a lot of new and specific events
- **Weekly newsletters:**
  - Message: "only X weeks left to use your Pass 'til the end of the campaign"
  - Inspirations with VB Pass partners (new and old and thematic)

- **Specific Campaign** around the **Bright Festival** to boost the Autumn Holidays w/ regional press partnerships
- **Specific hotels action** in the making
2.3 Art in public spaces and digital public routes
Creation of pedestrian routes

Frame of the action:

• Relaunch Plan
• New routes: Public Art
• Digital
• Covid Safe

⇒ Stimulate the offer, attract local, national and international tourists to Brussels

Singularity of this offer

• Districts approach
• Autonomous
• Focus on the Storytelling
• Free

• Flexible (can be done at any time)
• Multilingual (FR / NL / EN / DE)
• Unusual and encouraging to discover more
• Evolving: new digital environment in 2022
**Timeline**

- **31/08**
  - **Jury Decision**
    - Contract awarded to Société Ecran – Jean-Michel Briou

- **15/09 - 15/10**
  - **Creation of the routes**
    - And collection of media and archive material

- **15/10 - 30/10**
  - **Online**
    - Routes published on visit.brussels

**Communication Plan:**
press partnerships in discussion
# 3 Action Plan
3.1 Past events
Dinners by eat! BRUSSELS
drink! BORDEAUX

• Key figures:
  • From September 2\textsuperscript{nd} to 11\textsuperscript{th}
  • Nº of partners : 52
  • Nº of pax : 1,852 pers (91 \% occupancy rate)

• ROI for the destination:
  Nº of impressions on social networks :
  • Facebook
    • 1.53M of impressions
    • 9.14K videos views
  • Instagram
    • 2.06K followers (+33 \%)
    • 161 K impressions
    • 3.99k profile views
Dinners by eat! BRUSSELS
drink! BORDEAUX

**FORMAT**
- Table for 4: 28%
- Table for 2: 72%

**AGE RANGE**
- 25-35: 36%
- 35-45: 14%
- 45-55: 29%
- <25: 21%

**SEX**
- M: 45%
- F: 53%
- X: 2%

**ORIGIN**
- Brussels: 60%
- Flanders: 24%
- Wallonia: 15%
- Other: 1%
Gastronomic Roadshow to Lyon

• **Key Figures:**
  - **During the Lyon Street Food Festival**
  - **Dates:** September 16th to 19th 2021
  - 35,000 persons (sold out event)
  - 1 dedicated Brussels Corner
  - 7000 sold plates
  - 4 Brussels chefs (St Kilda, Humphrey, Fernand Obb, Gaufres & Waffles) and 4 Brussels breweries (L’Ermitage, La Mule, L’Annexe, En Stoemelings)

• **Media Coverage:** Rue89, RTBF, BX1
**Gastronomic Roadshow to Rennes**

- **Key Figures:**
  - During the Marché à Manger Event in Rennes
  - Date: 3 October 2021
  - 5,000 persons
  - 1 dedicated Brussels Corner
  - 1,800 sold plates (sold out)
  - 6 Brussels chefs (Humphrey, La Fruitière, Restaurant Bouchéry, Fernand Obb, Le Rossini, Vincent Denis Dessert Bar) and 2 Brussels breweries (L’Ermitage, La Senne)

- **Media Coverage**
  - RTL Info, RTBF, BX1, La DH, La Capitale, La Libre, Le Vif, 7 sur 7
Brussels Days in Paris

• **Key figures:**
  * September 22\(^{nd}\) to 25\(^{th}\)
  * 19 partners
  * 4 visit.brussels activities
  * Attendance +/- 300 people

• **Participants’ profile:** Mice & Leisure professionals

• **ROI for the destination:**
  * 10 interviews given during the event
  * 40 French journalists attended the events
Brussels Days in Paris

Networking Breakfast Leisure
- @ Novotel Les Halles:
  - Brussels breakfast (w/ Pain Quotidien)
  - 1 to 1 meetings (workshop)
- 19 Brussels partners
- 22 confirmed buyers

Networking Lunch MICE
- Introduction and presentation of the destination by Rudi Vervoort & Pascal Smet
- @ Residence of the Ambassador of Belgium
  - Lunch prepared by the Chef of the Residence
  - 1 to 1 meetings (workshop)
- 16 Brussels partners
- 44 confirmed buyers
Brussels Days in Paris

"Unity makes strength"

Tourism of Tomorrow: Franco-Belgian brunch and presentation of the destination by Rudi Vervoort

- **Parisian speakers**: IFTM TOP RESA, Beaux-Arts & Cie: Museva and SITEM, Monnaie de Paris, Novotel les Halles, OT Paris, CRT Paris IDF, Belmond (Venice Simplon Orient Express)

- **Brussels interventions**: Qbic hotel, Art & History Museum, Banad, Train World

- **Closing by** Christophe Decloud, Director of Comité Régional du Tourisme Paris Ile-de-France and Patrick Bontinck
Brussels Days in Paris

Brussels Evening at La Monnaie de Paris
• Guest of Honour: Philippe Geluck
• Brussels menu by Yves Mattagne** and Mallory Gabisi
• Brussels beers and cocktails
• Musical entertainment by the group Sugar 'n Spice
• DJ + violinist + saxophonist
• 200 guests (VIP, Press, Leisure & Mice professionals)
M &I Sibenik (Croatia)  
26-29/09

• 3 days
• 40 pre-programmed meetings  
  (15 high potential contacts)
• 110 buyers from France, UK, Scandinavia,  
  Germany
• Several/different networking moments  
  and opportunities
• Buyers and suppliers all stay in the same  
  hotel - facilitates interaction outside the  
  meetings
3.2 An Evening with our Brussels Events Ambassadors
The Ambassador Programme

• Who are the Ambassadors?
  • recognised or upcoming experts in their fields (medicine, law, rectors, professors, scientists)
  • Belgian or foreign
  • dedicate time to promote Brussels as a key destination for large international events
  • help expand the network of experts by mentoring other Brussels leaders.

➔ Currently more than 150 Ambassadors in various fields

• Objectives of the programme:
  • attract major international meetings to the Brussels-Capital Region
  • help to increase the success rate of our bids

➔ So far, more than 90 professional events organised in Brussels thanks to the Ambassadors (since 5 years)
5th Year Anniversary

Anniversary dinner to thank them for their commitment

Award winners & Ambassadors particularly involved these last 5 years

Discover all the award winners of the last 5 years online:
https://visit.brussels/site/binaries/content/assets/pdf/ambassadors_laureats.pdf
A programme... more important than ever for the sector!

Events held in Brussels between May and September 2021

• Jean-Jacques Body - CHU Brugmann ➔ European Calcified Tissue Society Congress


• Jean-Louis Vincent - ULB ➔ International Symposium on Intensive Care & Emergency Medicine (ISICEM)

« Nous sommes de retour à la vie, une vie plus normale (...). Tous nos participants étaient particulièrement heureux d’être à nouveau réunis, à Bruxelles.

Et nous tenons à remercier visit.brussels pour son soutien et sa collaboration. »

- Jean-Louis Vincent
3.3 Upcoming Agenda
## October – December 2021

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<th>Date</th>
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<td>B2B</td>
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<td>15/10-17/10</td>
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<td>B2C</td>
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<td>Good Food Matchmaking Event</td>
<td>Partners</td>
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<td>Fam trip for Associations Event planners</td>
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<td>European Quarter</td>
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<td>Bright Brussels : Festival of Light</td>
<td>B2C</td>
<td>Royal &amp; EU Quarters</td>
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<td>Co-creation day – letter of orientation</td>
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<td>Launch of Winter Campaign</td>
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<td>IBTM w/ 11 partners</td>
<td>B2B</td>
<td>Barcelona</td>
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<td>Fam trip for Associations Event planners</td>
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<td>Rogier Quarter</td>
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# 4 Orientation Letter
What is the orientation letter?

- **Operational and synthetic document** which follows from the orientation note

- Validated by the Government

- Including all of **VB's strategic objectives** (6) and all related activities

- **6 pillars:**
  - City marketing,
  - Development of Brussels as a tourist destination,
  - Cultural influence,
  - International presence and European capital,
  - Sustainability and equal opportunities,
  - Administrative functioning of the association
The aim of the orientation letter:

• Extern: “Business Card" 
  → explain to our partners the content of our actions/projects, our key performance indicators (KPI), our objectives.

• Intern: “Roadmap" 
  → pillar document for all teams within VB
The co-creation in 3 stages

- **October 1st:**
  - **Immersion stage**
    - The objective of this phase is to get to know and understand the user and their needs and to define the problems/areas of reflection.

- **November 19th:**
  - **Ideenation stage**
    - Setting up collaborative and participative thinking systems. Collective intelligence is used. Innovation process and definition of appropriate solutions.

- **December:**
  - **Co-construction stage**
    - Mapping and prioritisation of ideas according to the matrix impact vs cost (budget+effort).
The aim of the co-creation work:

- Creating, innovating, reinventing solutions
- Transforming working methods
- Adapting and being as close as possible to the visitor's needs
- Gaining in efficiency and quality

The limit of co-creation: it can sometimes be difficult to control and frame the influx of ideas generated by the consultation of all stakeholders.
The day of November 19th

• Morning agenda (10h30 – 12h00)
  • Meet the board members! Who are they and what are their dreams for Brussels?
• Networking lunch
• Afternoon agenda (13h00 – 16h00)
  • Brainstorming sessions, split into working subgroups
  • Sharing of the results in plenary
  • Networking
# 5 Q&A