

Belgian visitors

Based on data collected for visit.brussels by Sonecom (December 2019 – March 2020)

Panel details

137 Belgian leisure visitors (Brussels inhabitants excluded) have been interviewed (face to face interviews). Here is an overview of their profiles.

Age	#	%
18-24 y.o.	55	40%
25-34 y.o.	39	28%
35-44 y.o.	22	16%
45-54 y.o.	4	3%
55-64 y.o.	9	7%
65+	8	6%

Group composition	#	%
With friends	37	27%
As a couple	36	26%
Family with at least one child (3 to 16 years old)	26	19%
Alone	26	19%
Family without kids	8	6%
Others	4	3%

Education level	#	%
Primary school or less	2	1%
Lower secondary diploma	13	9%
Upper secondary diploma	53	39%
Bachelor	38	28%
Master	27	20%
Doctorate	4	3%

With how many people	#	%
0	26	19%
1	43	31%
2	16	12%
3	19	14%
4	20	15%
5+	13	9%

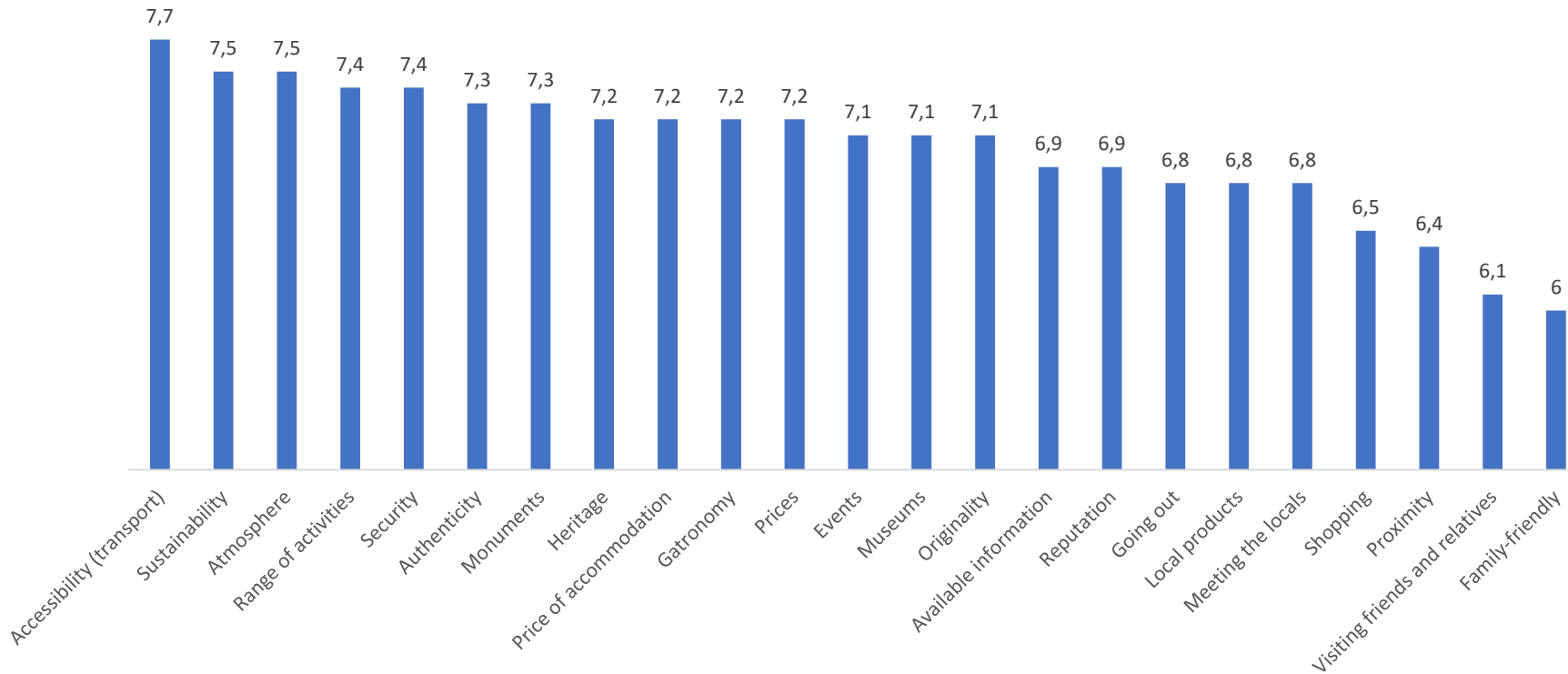
Employment status	#	%
Active worker	61	45%
Student	54	39%
Retired	11	8%
Unemployed	9	7%
Invalid	2	1%

Length of stay (nights)	#	%
0	89	65%
1	20	15%
2	10	7%
3	5	4%
4 +	13	9%

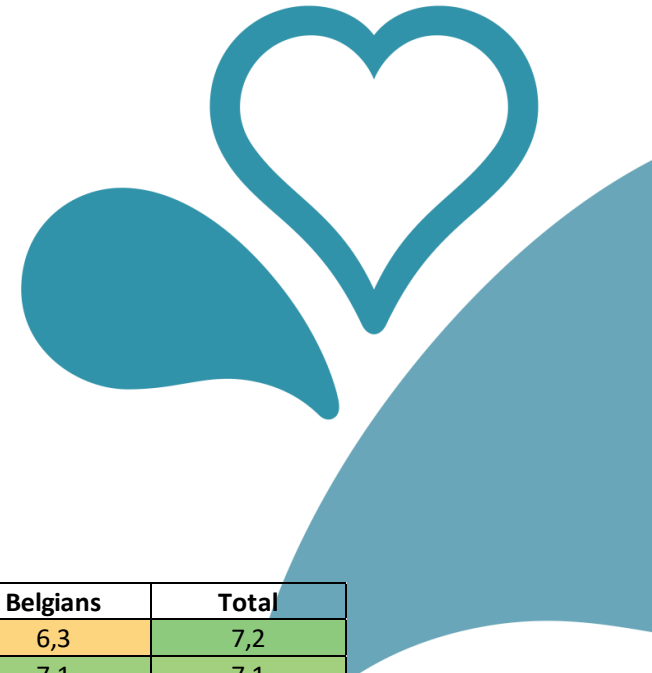


Criteria for choosing a city trip

We asked what is important to Belgian visitors when choosing a city trip. The importance of each item has been rated out of 10.



Why did they come to Brussels?



Using a scale from 1 to 10, visitors indicated which themes motivated them to come to Brussels. Belgians mainly mentioned the atmosphere and gastronomy of Brussels. Other lifestyle elements such as events and outings were also mentioned. Museums completed the top 5. Europe and History were the themes that interest Belgians the least.

Comparing this with the results obtained from internationals, there were some clear differences. Certain criteria, in fact, had more influence on the Belgian respondents than on the internationals. These included events, temporary exhibitions, visiting a relative, shopping and going out. Conversely, it is noticeable that Europe, the highlights and the reputation of Brussels motivated Belgians less than internationals.

	Belgians	Vs internationals
Atmosphere	7,1	0,0
Gastronomy	6,9	0,1
Events (concert, show, festival)	6,8	1,2
Going out	6,7	0,4
Museums	6,7	0,3
Temporary exhibition	6,6	1,2
Visiting friends & relatives	6,5	0,7
Heritage	6,4	-0,2
Highlights (Atomium, Grand-Place..)	6,3	-1,2
Local produce	6,3	-0,4
Reputation	6,3	-0,9
Shopping	6,1	0,6
History	6,0	-0,4
Europe	5,4	-1,4

Sorted according to the results given by the Belgian visitors

	Internationals	Belgians	Total
Highlights (Atomium, Grand-Place..)	7,5	6,3	7,2
Atmosphere	7,1	7,1	7,1
Reputation	7,1	6,3	6,9
Gastronomy	6,8	6,9	6,8
Local produce	6,7	6,3	6,6
Heritage	6,6	6,4	6,5
Museums	6,4	6,7	6,5
Europe	6,8	5,4	6,5
Going out	6,4	6,7	6,4
History	6,5	6,0	6,4
Visiting friends & relatives	5,8	6,5	6,0
Events (concert, show, festival)	5,5	6,8	5,8
Temporary exhibition	5,5	6,6	5,7
Shopping	5,5	6,1	5,6

Sorted according to the results given by all respondents (137 Belgians and 479 internationals).

The visit: organisation & content

Information – Top 10

Whether before coming or once they have arrived in the capital, Belgian visitors mainly get information on the Internet (in general and via social networks) or via their relatives.

11% of the answers cite social networks as a source of information before the visit. During the visit, this score drops to 7%.

Apps represented 5%, both before the visit or during it.

Before the visit	
The Internet	37%
Friends and relatives	22%
Social networks	11%
Apps	5%
Flyers	4%
Radio	3%
Newsletters	2%
Tourist office	1%
Cultural supplement of a specialised magazine	1%
TV	1%
Other	16%

During the visit	
The Internet	36%
Friends and relatives	23%
Social networks	7%
Apps	5%
Posters in public spaces	4%
Tourist office	4%
Newsletters	3%
Flyers	1%
Podcasts, online videos	1%
Cultural supplement of a specialised magazine	1%
Other	15%



Activities

When Belgian visitors were asked about their activities in Brussels, shopping, café terraces and visits to museums were the top 3 answers. Outings and visits to monuments completed the top 5.

	Belgians
Shopping	11%
Having a drink on a terrace	10%
Visiting a museum	9%
Going out, partying	9%
Visiting a monument (Atomium, Manneken-Pis...)	8%
Discovering the capital's heritage (Churches, Town Hall...)	7%
Tasting local produce	6%
Attend an event (concerts, festivals...)	6%
Visiting a temporary exhibition	6%
Visiting an historical neighbourhood	5%
Eat in a gourmet restaurant	5%
Tasting Brussels gastronomy	5%
Visiting a trendy neighbourhood	4%
Discovering artistic heritage (art galleries, exhibition)	4%
Other	4%



Activities – Top 5 by type of group

	Alone	Vs average
Going out, partying	13%	3,5
Shopping	12%	0,4
Having a drink on a terrace	11%	0,1
Discovering the capital's heritage	7%	0,3
Visiting a temporary exhibition	7%	1,9

	With friends	Vs average
Shopping	11%	-0,4
Going out, partying	11%	1,7
Having a drink on a terrace	9%	-1,6
Visiting a museum	9%	-0,4
Visiting a monument	9%	0,7

	As a couple	Vs average
Having a drink on a terrace	14%	3,8
Shopping	11%	-0,7
Going out, partying	11%	1,4
Visiting a museum	8%	-1,0
Visiting a monument	8%	0,1

	Families with kids	Vs average
Visiting a museum	16%	6,4
Shopping	14%	3,3
Having a drink on a terrace	12%	1,6
Visiting a temporary exhibition	8%	2,9
Visiting a monument	7%	-0,9

As we observed in the motivations, the activities of Belgians visiting Brussels were rather lifestyle-oriented. Café terraces and shopping were in the top 3, regardless of the type of group. Going out was also in the top 3 of all categories without children. However, it didn't feature in the top 5 of families with children, where it was replaced by a visit to a museum (16% of the quotes, 6.4 points above the average).



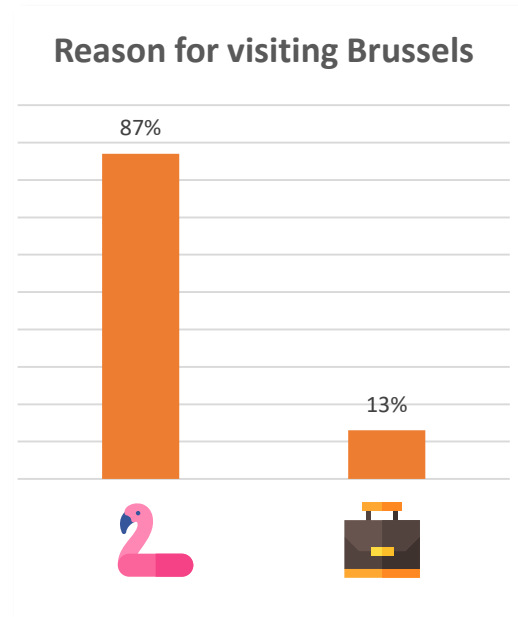
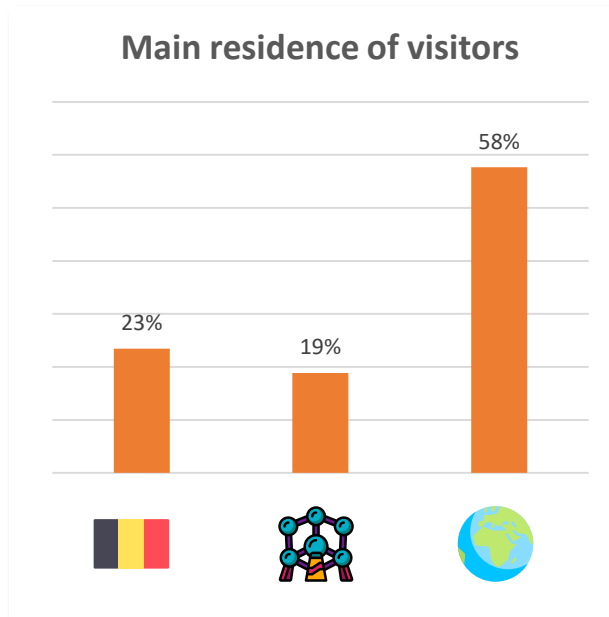
Focus on museums

Based on data collected for visit.brussels by IGEAT / ULB
in 6 museums (October 2018 – December 2018)

Museum of the City of Brussels
MRAB
Belgian Comic Strip Center
Train World
House of European History
Museum of Natural Sciences

6 museums
1040
responses

Panel details (oct. 2018 – dec. 2018)

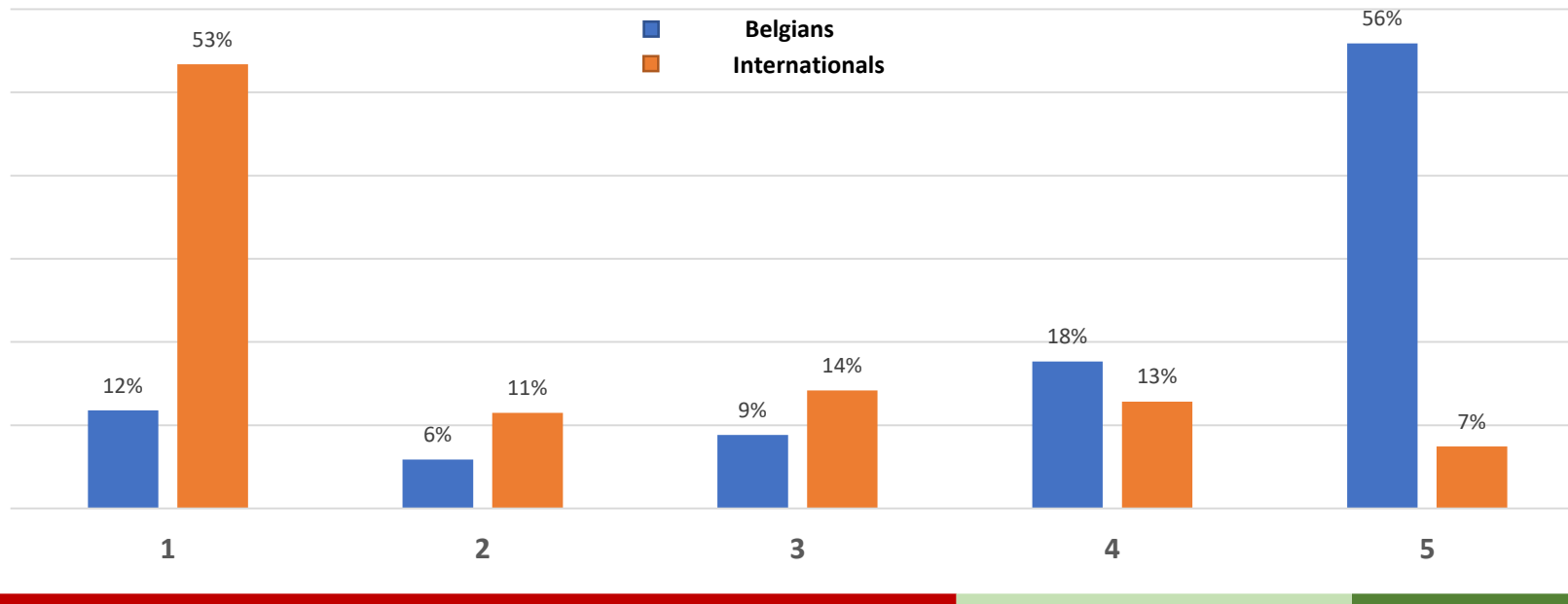


42% of the interviewed visitors were Belgians (19% from Brussels, 23% from other regions). 58% came from abroad. If we take a look at their main reason for visiting Brussels, most of them came for leisure only (87%).



Coming to Brussels: influence of museums

Visitors have been asked to rate the influence of museums on their visit to Brussels on a scale of 1 to 5.

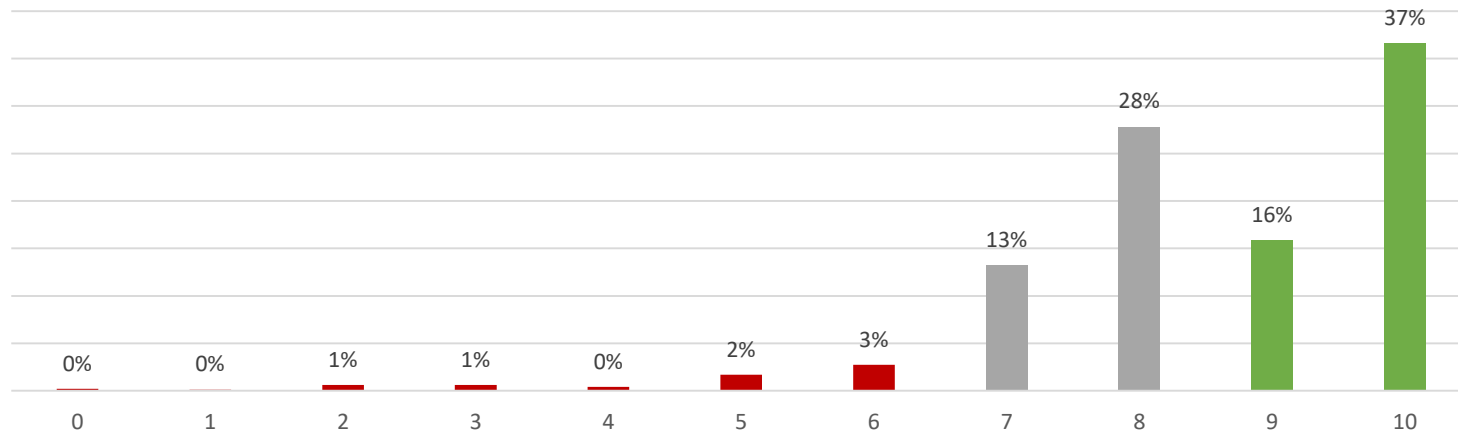


It turns out that museums highly influence more than 50% of Belgian visitors (5, 56%). They also influence one out of five foreign visitors (4-5, 20%).

Recommendation

The Net Promoter Score (NPS) is a **customer loyalty score**, calculated by asking customers one question: “On a scale from 0 to 10, how likely are you to recommend this product/company to a friend or colleague?”

The Net Promoter Score is calculated by subtracting the percentage of customers who answer the NPS question with a 6 or lower (known as **‘detractors’**) from the percentage of customers who answer with a 9 or 10 (known as **‘promoters’**).



The average Net Promoter Score given by the 1040 interviewed visitors in all of the 6 selected museums reached 46%, which is a **very positive result** and means that almost half of the visitors will likely **become active promoters of the museums after their visit.**

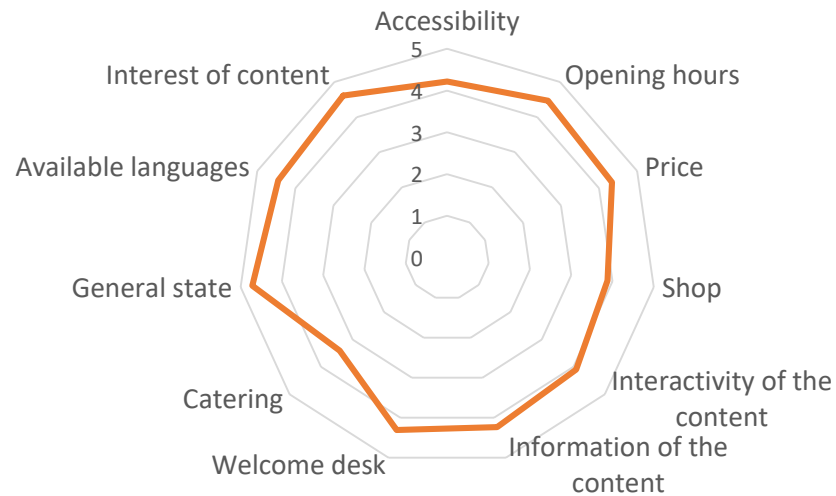
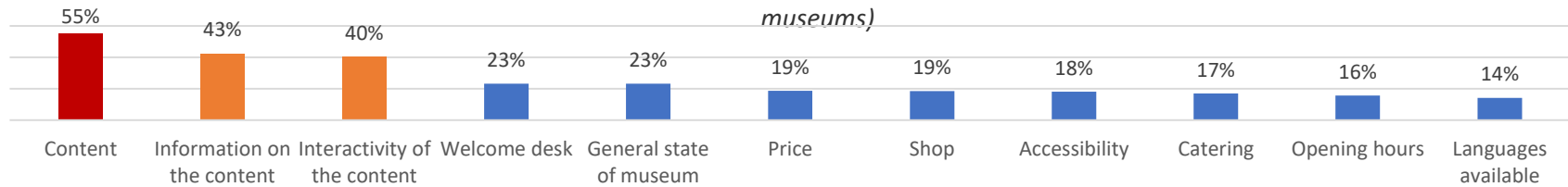


Satisfaction

As we know, more than 1 in 5 Belgian visitors follow the recommendations of their relatives. Speaking of recommendation, we noticed that some areas of satisfaction are more influential than others.

How interesting the content is, the available information about it and its interactivity are the 3 major points linked to the recommendation.

Correlation between elements' satisfaction and recommendation (based on all museums)



visit.brussels 