recreate with brussels

Brussels Relaunch Plan 2021
Ready to enter spring with new projects?
Discover the latest update of the tourism relaunch plan.
Thursday, 18 March 2021, 14:00 -15:00

visit.brussels
Agenda for today

1. The perception of tourism among Brussels residents
2. Tourist expectations in a Covid perspective
3. Spring Campaign
4. Brussels Health Safety Label
5. Training program and workshops: agenda
6. Breathe with Brussels
7. Relaunch plan: state of play
8. Primes by Alexandre Aazer Nessim – Cabinet Trachte
the perception of tourism among Brussels residents
Sample description
1,000 respondents

Directeur, cadre: 6%
Employé: 39%
Ouvrier: 9%
Profession libérale: 5%
Etudiant: 7%
Mère/Père au foyer: 4%
Sans emploi: 10%
Pensionné: 19%

AGE
65 ans et plus: 11%
50-64 ans: 21%
35-49 ans: 29%
25-24 ans: 22%
18-24 ans: 11%
Non répondu: 17%

Hébergement de touristes
Oui, régulièrement: 5%
Oui, parfois: 12%
Non, jamais: 82%

Fréquentation déclarée du lieu de résidence
Très fréquenté: 9%
Assez fréquenté: 21%
Peu fréquenté: 42%
Pas du tout fréquenté: 28%

Communes d’habitation
Anderlecht: 11%
Auderghem: 3%
Berchem Sainte-Agathe: 2%
Bruxelles: 17%
Etterbeek: 3%
Evere: 4%
Forest: 5%
Ganshoren: 2%
Ixelles: 6%
Jette: 5%
Koekelberg: 2%
Molenbeek-Saint-Jean: 7%
Saint-Gilles: 4%
Schaerbeek: 8%
Uccle: 8%
Watermael-Boitsfort: 3%
Woluwe-Saint-Lambert: 6%
Woluwe-Saint-Pierre: 3%
Benchmark description
Comparison with 12 European Cities
Key figures
8 out of 10 Brussels residents have a positive opinion of tourism in their region

Believe that Brussels must continue to promote itself to attract tourists
Net score: 66%
Benchmark: 47%
+19 pts.

Are proud to see tourists coming from far away to visit Brussels
Net score: 69%
Benchmark: 67%
+2 pts.

Believe that the tourism sector should be supported financially in Covid context
Net score: 65%
Benchmark: 49%
+16 pts.
Tourismophobia index

Tourismophobia is not a topic for the Brussels residents

TOURISMOPHOBIA INDEX

Only 3,5% of Brussels residents have a very negative view of tourism in their region

Benchmark: 7,5%

-4 pts.

"The development of tourism generates more negative than positive consequences" AND "I do not agree that my city should continue to promote itself to attract tourists".
Touristic segments
Residents have a positive view of all types of tourism

In your opinion, in the future, should Brussels attract more, less or the same number of the following types of visitors as before?

Visitors from Brussels
- More than before: 41%
- As much as before: 33%
- Less than before: 15%
- Don't know: 11%

Visitors from Belgium
- More than before: 48%
- As much as before: 33%
- Less than before: 10%
- Don't know: 9%

Foreign visitors
- More than before: 41%
- As much as before: 35%
- Less than before: 17%
- Don't know: 7%

Business visitors
- More than before: 37%
- As much as before: 35%
- Less than before: 16%
- Don't know: 12%

Visitors coming for events
- More than before: 38%
- As much as before: 34%
- Less than before: 18%
- Don't know: 10%
Positive impact of tourism
The positive externalities of tourism are well identified by the inhabitants

1. Preservation of historical heritage  68%
2. The offer of cultural and leisure activities  67%
3. The atmosphere and animation in the city  65%
4. The local economy  65%
5. The infrastructure  56%
Negative impact of tourism
And some of them also see negative externalities

In your opinion, does tourism generate any nuisance in Brussels?

What type of nuisance (% of people seeing nuisances)

- Too many people, crowds
- Problems of cleanliness, waste management
- Noise / Noise pollution
- Parking difficulties
- Traffic problems
- Rising property prices
- An increase in the cost of living
- Insecurity, incivility
- Desertification of the city centre in favour of tourist accommodation

<table>
<thead>
<tr>
<th>Benchmark</th>
<th>Brussels</th>
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<tbody>
<tr>
<td>17%</td>
<td>39%</td>
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<tr>
<td>46%</td>
<td>69%</td>
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<td>61%</td>
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</table>

- No disturbance
- Yes, at certain times of the year
- Yes, almost all year round
Room for improvement
Residents still see room for improvement

Only 42% consider that tourism policy takes into account the impact on the lives of local people.

Priorities in public actions according to the inhabitants:

1. Improving accessibility 88%
2. More green areas 83%
3. Getting out of the tourist areas 82%
4. Quality of the local offer 82%
5. Investing in soft mobility 79%
6. Hosting major sporting events 70%
Conclusion
Residents still see room for improvement

The inhabitants of Brussels have a generally positive opinion of tourism in their region.

They would like the sector to be supported during the current crisis.

They would like to be more involved in decisions concerning tourism in Brussels.

Even with a positive opinion, some nuisances should still be investigated.
# 2

Tourist expectations in a covid perspective
About this survey
Taking the pulse of potential visitors

**WHY?**
- Understand the visitors' expectations
- Measure the feeling about Brussels
- Identify changing trends

**WHERE?**
- 600
- 400
- 300
- 300
- 300

**WHEN?**
1. January
2. May (tbc)
3. September (tbc)
 Perception about Brussels

Most people still have a positive long term opinion about Brussels

In the immediate future, does Brussels appeal to you...

- More than before the crisis
- As much as before the crisis
- Less than before the crisis

Belgique: 4% 4% 4%
Allemagne: 39% 53% 66%
France: 53% 43% 30%
Pays-Bas: 48% 48% 44%

In the longer term, does Brussels appeal to you...

- More than before the crisis
- As much as before the crisis
- Less than before the crisis

Belgique: 4% 4% 4%
Allemagne: 67% 81% 81%
France: 81% 81% 68%
Pays-Bas: 81% 81% 68%
Top factor in the choice of a city-trip
Health safety was clearly top of mind in January

In the context of the current health crisis, could you please indicate how important you consider these criteria in choosing a city trip (top 10 criteria)

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## Top factor in the choice of a city-trip

**Health safety was clearly top of mind in January**

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**Top factor in the choice of a city-trip**

*Health safety was still top of mind in January*

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Three levers for action

Health safety, avoid crowd and an attractive offer

A guarantee of health security
- Talk about the measures taken by the authorities and partners for the safety of visitors
- Specific promotion of the safety label
- Clear communication of the measures on our websites

Going off the beaten track
- Promote the different districts of Brussels as destinations away from the crowds

Varied and authentic activities
- Highlight a concrete offer allowing a complete and original experience
- A spring campaign featuring the varied concrete experiences possible in the different Brussels' neighbourhoods
Importance of health-related criteria

55+ people are the most sensible to health-related information

In the context of the current health crisis, could you please indicate how important you consider these criteria in choosing a city trip (from 0 to 10)

- Health situation in the destination
- The possibility of avoiding over-dense areas
- Health measures taken by the destination

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Health Situation</th>
<th>Possibility of Avoiding Over-Dense Areas</th>
<th>Health Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>7.23</td>
<td>6.55</td>
<td>6.98</td>
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<tr>
<td>35-54</td>
<td>7.42</td>
<td>6.74</td>
<td>7.14</td>
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<tr>
<td>55+</td>
<td>8.03</td>
<td>7.33</td>
<td>7.88</td>
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# 3

spring campaign
Strategy

Create direct attention to the sector
Make sure visitors don’t just visit the city, but that they also consume while they’re here, helping stakeholders in many different fields: culture, horeca, activities...

Barrier
Brussels is unjustifiably seen as one big “urban block” that is unsafe because packed with people.

Opportunity
1 city and a 1000 perspectives to experience it.
Strategy

Neighbourhood approach is key

Brussels is more than just a city.

The neighbourhood offer represents the city via “mini-destinations” and experiences.

People can easily escape from potentially crowded urban areas and discover new experiences.
Strategy

Who are our target audiences?

National approach

**COUPLES**
25-55
They are looking for original activities and new spots.

**FRIENDS**
25-55
They are looking for allowed activities “in their bubble” (outdoor).

**FAMILY WITH KID(S)**
35-55
They are looking for kids-friendly activities with convenient facilities.
Creative direction

ENJOY BRUSSELS OFFLINE

In order to distract ourselves, to get away, to discover or even to have a meal, people have adopted new online habits. And the confinement has only accelerated this trend.

However, when it comes to Brussels’ touristic & cultural offer, online cannot be the only answer. **Most experiences cannot be experienced fully digitally.**

During these last 12 months of crisis, people have seen their social life and leisure activities radically reduced. **People feel the need to get away.** The **freedom of mobility** and **travel** are among the things they **miss the most.**
Campaign

Enjoy Brussels offline

Eteignez vos écrans.

Bruxelles vous attend.
Campaign
Enjoy Brussels offline

Affichage

Pas dans
The Crown

Eteignez vos écrans. Bruxelles vous attend.
Profitez d’une nuit royale avec nos offres hôtels

Pas sur streetview

Eteignez vos écrans. Bruxelles vous attend.
Découvrez nos plus belles visites guidées

Pas en streaming

Eteignez vos écrans. Bruxelles vous attend.
Découvrez nos activités en famille

visit.brussels
Campaign
Enjoy Brussels offline
SOCIAL

Copy:
Eteignez vos écrans. Bruxelles vous attend.
Des animaux géants, des monuments mini, découvrez toutes les activités à faire en famille
(+ lien vers visit.brussels/family)
Campaign
Enjoy Brussels offline
SOCIAL

Copy:
Eteignez vos écrans. Bruxelles vous attend. Aujourd’hui, perdez-vous dans les rues d’Anderlecht que même Streetview ne connaît pas! Et découvrez d’autres visites guidées (+ lien vers la page web ‘visites guidées’).
Copy:
**Eteignez vos écrans. Bruxelles vous attend.** Raveel, Alechinsky et Klimt sont déconfinés. Et vous aussi ! Alors retrouvez-les à Bruxelles et découvrez notre agenda culturel du printemps (+ lien vers visit.brussels/fr/lists/printemps-bruxelles-evenements)
Copy:

Eteignez vos écrans. Bruxelles vous attend. Aujourd’hui, embarquez vos enfants faire le tour des plus belles plaines de jeux de Bruxelles. Découvrez-les ici (+ page web activités et plaine de jeux)
Campaign
Enjoy Brussels offline
INFLUENCERS

FR/NL mix
- 30% from Brussels
- 70% from other cities

24 influencers – 3 profiles
- parent influencers
- lifestyle/travel influencers
- foodies (when the restaurants & bars will open)
Campaign
Enjoy Brussels offline

MARCH
- Hotel offer
- Neighbourhood offer
- Family activities

APRIL
- Hotels
- Family activities

MAY
- Neighbourhood offer

OOH (2m², 8m², 20m²)

SOCIAL
- Easter holiday trip
- Culture
- Outdoor activities

INFLUENCERS
- Lifestyle + travel

NEWSPAPERS + MAG (ONLINE+PRINT)
- Hotel offer
- Neighbourhood offer
- Family activities

Family entertainment
Culture
Outdoor activities

Lifestyle + travel
+ foodies (tbc)

Hotels
Neighbourhood offer
Family activities

Hotels + ReCa (tbc)
Neighbourhood offer
Family activities
# 4

Brussels Health Safety Label
Flash news

**January 2021**
Launch of training for labelled establishments

**February 2021**
The Federal Government's Coronavirus Commission validates the Region's covid 19 protection

**March 2021**
Recommendations for accommodating people with disabilities during health crises

**April 2021**
New Info sessions for the touristic sectors, the restaurants and bars

**May 2021**
Launch of a B2C communication campaign

**May 2021**
Deadline for beneficiaries of the Support Fund.
Key figures

• 100 Brussels partners awarded the label
• 67 partners have benefited from the Support Fund and 24 are currently labelled → 37 more labelled by May
• 41 institutions participating in the training
• 182 subscriptions to the training
Bruxelles prépare la relance de son tourisme avec un plan de protection sanitaire

Tourisme, hôtels, musées, événementiel : le Covid bruxellois validé

Bruxelles: un plan de protection sanitaire pour relancer le tourisme

Objectifs: rassurer le grand public et donner un élan supplémentaire pour la reprise des activités, selon Visit.Brussels.

Visit.brussels rolt ‘covid-19-beschermingsplan’ uit voor heropstart in toeristische en culturele sectoren
# 5

training program and workshops
Involvement and support of partners

**Multi-sectors meetings**
- Co-creation of the recovery plan
- Brainstorming and listening to their needs
- Validation and prioritisation of projects
- State of play / information session
- Regular meeting schedule

**Sectoral/plurisectoral meetings:**
- Federating actors around projects
- Walking hand in hand
- Setting up the actions
- Specific support
- Periodic meetings

**Support:**
- Training agenda in line
- Development and provision of tools
Sectorial Round Tables and Workshops

**Youth Hostels**
Establish together a specific action plan - Kick-off on March 24.

**Brussels Health Safety Label - info sessions:**
30/03: Tourist accommodations in collaboration with bed&brussels
xx/03: ReCa in collaboration with hub.brussels

**Brussels communes**
Co-creation process to gather knowledge, insights, ideas and resources.

**Brussels Association Insights**
First-rate information for international associations - a cycle of 8 webinars from Dec. 20 to Jun. 21.

**Partners associations and federations representing the European and International associations**
Collaboration, visibility of the sector, priorities, plans, priority activities for the coming months – kick-off in June.

**PCO's:** to define how visit.brussels can improve collaboration and federate this sector – calendar TBC.
Thematic Workshops & events

Inclusion in culture in Brussels - LGBTQI
How to work on inclusion in a digital culture of cultural spaces? Nov. 20 – Jan. 21
Resource map
Visites Particulières - Brussels Museum - visit.brussels

Unesco, Heritage, architecture
Workshops and guided tours
Calendar TBC
visit.brussels

Resilience & Sustainability
Let’s rethink the sector's strategy and activities together to build more resilience and sustainability.

Thursday 6 May, 20 May and 3 June from 9 to 12

Workshop 1: State of play and challenges for the hospitality sector.

Workshop 2: Resilience and change, what can we do? Creation of resilience tools for your project.

Workshop 3: Developing your action plan
Action plan to move your strategy towards more sustainability.

Hospitality.brussels – Ecores – visit.brussels

Good Food
You are looking for fairer, more sustainable, local and seasonal products?
Meet producers, artisans and suppliers who meet the Good Food Criteria.

Sept. 21 – Oct. 21

Bruxelles Environnement - visit.brussels
The aim:

- Develop a consistent and relevant digital marketing strategy with a long-term vision;
- Implement this strategy through daily actions in terms of SEO, Content Marketing, Lead Generation, SEA, Influencer Marketing, Community Management and Email Marketing;
- Measure the return on investment of the efforts and improve the traffic, leads and sales/conversions generated through their digital actions.

Flexibility - Practice - Personalized follow-up - Interactions - Training courses available all year round

**launch of the programme:** May 2021
Europe Direct

A wide range of projects funded by these programmes will be presented. A great opportunity to discover:

- the results of the previous programme (2014-2020)
- The main trends of the new 2021-2027 programme
- Funding opportunities for the cultural and creative sector in other EU programmes.

April 29 – 10.30 – 12.00

Europe Direct – visit.brussels
# 6

**PARTNER'S PROJECT**

**Breathe with Brussels**

*Un collectif d'acteurs du tourisme qui proposent des activités qui “respirent”*
Pourquoi Breathe With Brussels?
Qui sommes nous?

“Comment faire d’une crise une opportunité?” Voilà la question que se sont posés les fondateurs de cette initiative à la proposition simple; offrir un panel d’activités de plein air aux Bruxellois !

Un secteur qui s’assemble pour s’en sortir... et faire sortir! Breathe with Brussels, c’est un collectif d’acteurs du tourisme Bruxellois forcément impactés par la crise sanitaire liée au Covid19.

Ce qui relie ces acteurs, c’est l’envie de se rassembler sous un label d’activités de plein air, activités parfois combinées entre elles... et la conviction que c’est ce que recherchent les Bruxellois/Wallons/Flamands en cette période.
Acteurs membres du collectif

Breathe with Brussels est ouvert à accueillir de nouveaux partenaires. Tout acteur Bruxellois qui peut proposer des activités de plein air est le bienvenu et peut contacter le collectif à tout moment pour étoffer l’offre. Envoyez votre candidature à : breathewithbrussels@gmail.com ou Benoît Dallemagne

Notre site internet est actuellement en chantier pour qu’il soit prêt pour la reprise début Avril. Nous le laissons accessible jusqu’à demain 9h.

Breathe with 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

April: Presentation of the relaunch plan to the Government
# 8

Primes
PRIMES POUR LES SECTEURS DITS « NON ESSENTIELS »
Une prime en cours pour de nombreux secteurs - dont le secteur touristique et événementiel

<table>
<thead>
<tr>
<th>Code</th>
<th>Activités</th>
</tr>
</thead>
<tbody>
<tr>
<td>79.120</td>
<td>Activités des voyagistes</td>
</tr>
<tr>
<td>79.901</td>
<td>Services d’information touristique</td>
</tr>
<tr>
<td>79.909</td>
<td>Autres services de réservation</td>
</tr>
</tbody>
</table>

Pour les secteurs ayant dû fermer en novembre

Et beaucoup d’autres à voir sur le site de 1819…

#BruxellesEnsemble
MONTANTS

**Phase 1**
- Secteurs toujours fermés au 1er décembre
- Forfait de 1.500€

**Phase 2**
- Secteurs toujours fermés au 1er décembre
- + Secteurs non essentiels fermés du 1er octobre au 1er décembre
- Variable entre 2.000 et 5.000 €
Conditions d’accès

- Une unité d’établissement en RBC
- Une des activités identifiées via le code nace TVA
- Un chiffre d’affaires d’au moins 25k en 2019 / pas être franchisés

ACCESSIBLE JUSQU’AU 25 MARS
PRIME
« TETRA »
Pourquoi une nouvelle prime ?

« Il s’agit de soutenir les entreprises bruxelloises dont l’activité n’a pas encore pu reprendre suite aux mesures du CNS ou qui sont encore fortement impactées par les mesures de lutte contre la propagation du virus et qui sont de facto quasi à l’arrêt ». 
Quels secteurs ? Et pourquoi ?
Conditions générales d’accès :

L’entreprise doit:

1. disposer, au 31 décembre 2020, d’une unité d'établissement sur le territoire de la Région inscrite à la BCE

2. démontrer une certaine viabilité économique et une activité réelle via la preuve d’un chiffre d’affaires de minimum 25.000 EUR en 2019.

<table>
<thead>
<tr>
<th>Nombre d’unités d’établissement</th>
<th>Chiffre d'affaires 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25.000 euros</td>
</tr>
<tr>
<td>2</td>
<td>35.000 euros</td>
</tr>
<tr>
<td>3</td>
<td>45.000 euros</td>
</tr>
<tr>
<td>4</td>
<td>55.000 euros</td>
</tr>
<tr>
<td>5 et plus</td>
<td>65.000 euros</td>
</tr>
</tbody>
</table>
3. **respecte ses obligations sociales, fiscales** et en matière de publication de ses comptes annuels
   + « caisse noire »
   + permis d’environnement (discothèque)
   + enregistrement (hébergement touristique)

4. **respecter les obligations de fermeture (si obligations)** imposées en raison des mesures sanitaires et ne pas avoir été sanctionnée pour violation de ces mesures.

5. Avoir subi une **perte de minimum 40% de chiffre d'affaires**

6. **Calcul de la perte sur T4** (et non plus sur T 2, 3 et 4 de 2019 et les trimestres 2, 3 et 4 de 2020)
Variabilité identique sauf les seuils

• Sur base des ETP

• Sur base de la perte du CA:
  • Nous sommes passés de 70 à 90% de perte à 40 et 60%.
  • Le gouvernement a décidé ces nouveaux seuils jeudi passé.
Nouveaux éléments

• Ajouts des entreprises avec activités sportives
• Conditions d’accès
• Montants + 25%
• Calcul de la perte de ca sur T4
Calendrier

• **11/3**: Arrêté approuvé en GVRT
  • Envoi vers CE
  • Envoi vers Brupartners
• Réponses attendues le 22 ou 23/3
• **25/3**: 2ème lecture
• **Début avril**: introduction des dossiers