Introduction

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   - Congresses and meetings
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   - Urban mobility
   - High speed trains

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As the figures for November and December 2016 showed, the tourism industry in Brussels continued to improve throughout 2017.

While keeping in mind the situation in 2016, the double-digit increases in figures were very positive. All the more so when, as this annual report was completed, we see that the first figures for 2018 are, once again, very encouraging.

Since 2015, important methodology changes affected the way data and statistics linked to tourism breaks and stays are collected. We have, therefore, corrected the figures (a more detailed explanation can be found on slide 30). This means that they differ from data provided by other sources, but they better represent the reality of the situation.
Overnight stays

Hotel arrivals

3,60 M
+20%

Overnight stays

6,67 M
+21%

Note:
1. Data SPF Economy corrected by visit.brussels
Overnights by source markets

- Belgium: 20%
- France: 11%
- United Kingdom: 7%
- Germany: 7%
- Spain: 7%
- Netherlands: 4%
- USA: 6%
- Italy: 4%
- BRICs: 5%
- Others: 28%

Note:
1. Data SPF Economy corrected by visit.brussels
Accommodation offer

- **282** Tourist accommodation opportunities
- **37,472** Available accommodation opportunities
- **52** Eco-labelled accommodation opportunities
- **€108** Average price per hotel room
- **70.7%** Occupancy rates
- **€77** RevPAR

Note:
1. Data SPF Economy, visit.brussels and MKG Hospitality
Tourist contents

Museums and attractions

121

Guided tours

8,050

UIA meetings

763

ICCA meetings

90

Note:
1. Data Brussels Museums, visit.brussels, UIA, ICCA
1

Tourist accommodation
Brussels is a cosmopolitan city in which tourism plays an important role. To keep up with demand due to its status as a major European capital city, Brussels has a plentiful and varied hotel offer, which will be presented in this chapter.

The details and numbers concerning the number of establishments in Brussels is provided by the FPS Economy.

Furthermore, over-the-counter renting of furnished accommodation is an important part of the city’s accommodation offer, which is why we have decided to include an analysis of this recent phenomenon in this annual report.

To do so, we are now working with AirDNA which provides us each month with an estimate of the number of units rented on the AirBnB platform.
## Accommodation - region

<table>
<thead>
<tr>
<th>Category</th>
<th>Establishments</th>
<th>Rooms</th>
<th>Beds</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotels</strong></td>
<td>206</td>
<td>18,141</td>
<td>37,472</td>
<td>DGS</td>
</tr>
<tr>
<td><strong>Youth accommodation</strong></td>
<td>8</td>
<td>211</td>
<td>1,224</td>
<td>DGS</td>
</tr>
<tr>
<td><strong>Guest rooms</strong></td>
<td>68</td>
<td>152</td>
<td>357</td>
<td>DGS</td>
</tr>
<tr>
<td><strong>Furnished accommodation</strong></td>
<td>3,516</td>
<td>-</td>
<td>-</td>
<td>AirDNA</td>
</tr>
</tbody>
</table>

### Notes:
1. Data: DGS, BHA, AirDNA and visit.brussels
2. The furnished accommodation figures are average of the monthly number of available lodgings.
## Accommodation – by commune (1)

<table>
<thead>
<tr>
<th>Brussels</th>
<th>St-Gilles</th>
<th>Ixelles</th>
<th>St-Josse</th>
<th>Anderlecht</th>
</tr>
</thead>
<tbody>
<tr>
<td>95 hotels</td>
<td>25 hotels</td>
<td>22 hotels</td>
<td>15 hotels</td>
<td>10 hotels</td>
</tr>
<tr>
<td>3 youth accommodation</td>
<td>- youth accommodation</td>
<td>- youth accommodation</td>
<td>1 youth accommodation</td>
<td>- youth accommodation</td>
</tr>
<tr>
<td>12 guest rooms</td>
<td>7 guest rooms</td>
<td>7 guest rooms</td>
<td>1 guest rooms</td>
<td>3 guest rooms</td>
</tr>
<tr>
<td>1,660 furnished lodgings</td>
<td>486 furnished lodgings</td>
<td>960 furnished lodgings</td>
<td>86 furnished lodgings</td>
<td>201 furnished lodgings</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Schaerbeek</th>
<th>Etterbeek</th>
<th>Evere</th>
<th>Woluwe Saint Lambert</th>
<th>Molenbeek</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 hotels</td>
<td>5 hotels</td>
<td>4 hotels</td>
<td>5 hotels</td>
<td>3 hotels</td>
</tr>
<tr>
<td>- youth accommodation</td>
<td>- youth accommodation</td>
<td>- youth accommodation</td>
<td>- youth accommodation</td>
<td>2 youth accommodation</td>
</tr>
<tr>
<td>8 guest rooms</td>
<td>9 guest rooms</td>
<td>- guest rooms</td>
<td>2 guest rooms</td>
<td>- guest rooms</td>
</tr>
<tr>
<td>331 furnished lodgings</td>
<td>258 furnished lodgings</td>
<td>52 furnished lodgings</td>
<td>114 furnished lodgings</td>
<td>133 furnished lodgings</td>
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**Notes:**
1. Data: DGS, BHA, AirDNA and visit.brussels
## Accommodation – by commune (2)

<table>
<thead>
<tr>
<th>Commune</th>
<th>Hotels</th>
<th>Youth Accommodation</th>
<th>Guest Rooms</th>
<th>Furnished Lodgings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ganshoren</td>
<td>1</td>
<td>1</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Forest</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>259</td>
</tr>
<tr>
<td>Watermael-Boitsfort</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>56</td>
</tr>
<tr>
<td>Uccle</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>269</td>
</tr>
<tr>
<td>Woluwe St. Pierre</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>59</td>
</tr>
<tr>
<td>Jette</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>61</td>
</tr>
<tr>
<td>Koekelberg</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>33</td>
</tr>
<tr>
<td>Auderghem</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>74</td>
</tr>
<tr>
<td>Berchem Ste. Agathe</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>13</td>
</tr>
</tbody>
</table>

**Notes:**
1. Data: DGS, BHA, AirDNA and visit.brussels
<table>
<thead>
<tr>
<th>Name of the project</th>
<th>Commentary</th>
<th>Commune</th>
<th>Size</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yadoya Hotel</td>
<td>New hotel</td>
<td>Brussels (Boulevard d’Anvers)</td>
<td>73 Rooms</td>
<td>May 2017 (open)</td>
</tr>
<tr>
<td>Pillows Grand Hotel Place Rouppe</td>
<td>Renovated in 2017</td>
<td>Brussels (Place Rouppe)</td>
<td>43 Rooms</td>
<td>September 2017 (open)</td>
</tr>
<tr>
<td>Jardin Secret</td>
<td>New hotel</td>
<td>Ixelles</td>
<td>33 Rooms</td>
<td>September 2017 (open)</td>
</tr>
<tr>
<td>Hygge Hotel</td>
<td>New hotel</td>
<td>Ixelles</td>
<td>50 Rooms</td>
<td>October 2017 (open)</td>
</tr>
<tr>
<td>Scandic Grand Place</td>
<td>Renovation &amp; rebranding</td>
<td>Brussels (Rue d’Arenberg)</td>
<td>100 Rooms</td>
<td>Q2 2018</td>
</tr>
<tr>
<td>Moxy Hotel</td>
<td>New hotel</td>
<td>Anderlecht (Rue Bara)</td>
<td>80 Rooms</td>
<td>Q4 2018</td>
</tr>
<tr>
<td>Corinthia Grand Hotel Astoria (5*****</td>
<td>Renovation of Astoria hotel</td>
<td>Brussels (Rue Royale)</td>
<td>121 Rooms (previously 109)</td>
<td>2019</td>
</tr>
<tr>
<td>Gésu (5*****</td>
<td>New hotel</td>
<td>Saint-Josse</td>
<td>75 rooms + 77 apartments + conference rooms and car park</td>
<td>Q1 2019</td>
</tr>
<tr>
<td>Okko project</td>
<td>Transformation of CBC building at Grand-Place</td>
<td>Brussels</td>
<td>150 Rooms</td>
<td>2020-21</td>
</tr>
<tr>
<td>NewPort.Brussels Project (3-star hotel)</td>
<td>Global project along the canal</td>
<td>Anderlecht</td>
<td>100 Rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>Bacardi – Martini project</td>
<td>New hotel</td>
<td>Molenbeek-Saint-Jean</td>
<td>70 Rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>Nexity - Orion International</td>
<td>New hotel</td>
<td>Etterbeek (Rue Belliard)</td>
<td>110 Rooms</td>
<td>n/a</td>
</tr>
<tr>
<td>Neo</td>
<td>Global project at Heysel</td>
<td>Heyzel Plateau - Laeken</td>
<td>Min. 500 Rooms</td>
<td>n/a</td>
</tr>
</tbody>
</table>
After experiencing a very difficult 2016, the hotels sector rallied in 2017. The occupancy rate rose by 9.6 points over the course of the year and reached 70.7%. The average price (€108.4) also increased, reaching its highest point since 2011 (€110.10).

This data was provided by MKG Hospitality. This institute used a panel of 96 hotels (15,052 rooms) in January and 90 establishments over the rest of the year (14,168 rooms).

It’s important to note that weekend and mid-week figures should not be compared to the global results. In fact, the data is based on a restricted panel which varied from week to week and was made up of around 60 establishments.
Hotel occupancy rates

Notes:
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Monthly occupancy rates (vs. 2016)

Note:
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
Hotel occupancy rates – by neighbourhood

- **Around the Ring road**: 69% (+9pt.)
- **Rogier Botanique**: 67% (+12pt.)
- **Brussels Airport**: 67% (+5pt.)
- **Grand Place**: 75.5% (+11pt.)
- **European quarter**: 68% (+10pt.)
- **Midi Lemonnier**: 75% (+10pt.)
- **Louise**: 73% (+11pt.)

**Note:**
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
Hotel occupancy rates – by category

- 75% (△ + 9,6 pt. vs 2016)
- 69% (△ + 10,3 pt. vs 2016)
- 64% (△ + 7,8 pt. vs 2016)

Note:
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
Global average price (1)

108€

+ 2 € vs 2016

Average weekend price (2)

79€

+ 1 € vs 2016

Average mid-week price (2)

116€

+ 3 € vs 2016

Notes:
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Monthly average prices (vs. 2016)

Note:
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
Average hotel prices – by neighbourhood

- **Around the Ring road**: €91 (+€2)
- **Rogier Botanique**: €97 (-€1)
- **Brussels Airport**: €109 (+€3)
- **Grand Place**: €111 (+€3)
- **European quarter**: €136 (+€1)
- **Midi Lemonnier**: €94 (+€4)
- **Louise**: €109 (+€3)

**Note:**
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
Average hotel prices – by category

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Price</th>
<th>Change vs 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-star</td>
<td>€91</td>
<td>+€3 vs 2016</td>
</tr>
<tr>
<td>3-star</td>
<td>€116</td>
<td>+€2 vs 2016</td>
</tr>
<tr>
<td>4-star</td>
<td>€152</td>
<td>+€3 vs 2016</td>
</tr>
</tbody>
</table>

Note:
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
Revenue per available room

Global average revenue (1)
€77
+ €12 vs 2016

Average weekend revenue (2)
€50
+ €9 vs 2016

Average mid-week revenue (2)
€90
+ €12 vs 2016

Notes:
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
2. MKG data based on a restricted panel of some 60 hotels
Monthly revenue per room (vs. 2016)

Note:
1. MKG data based on panel of 94 hotels (14,699 rooms) from January to October and 96 from November to December (15,052 rooms)
Revenue per room – by neighbourhood

- **Around the Ring road**: €63 (+€9)
- **Rogier Botanique**: €65 (+€11)
- **Brussels Airport**: €73 (+€7)
- **Grand Place**: €84 (+€14)
- **European quarter**: €92 (+€14)
- **Midi Lemonnier**: €71 (+€12)
- **Louise**: €79 (+€14)

Note:
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
Revenue per room – by category

+ 10,5€ vs 2016
+ 13€ vs 2016
+ 14€ vs 2016

Note:
1. MKG data based on panel of 96 hotels (15,052 rooms) in January and 90 hotels for the rest of the year (14,168 rooms)
Breaks and stays

Data of breaks and stays in Belgium is collected from licensed establishments in all three of the country’s regions by SPF Economy.

Every month the establishments provide information of their visitors’ countries of origin, numbers, number of nights stayed in the establishment and the nature of their trip.

Following a change to the Arrêté royal du 12 janvier 2015 law, the reach of the data collected by SPF Economy has been reduced. For Brussels, 18 establishments with a total of 815 rooms have been cut from the panel.

To better reflect the actual situation, and allow for a better comparison with previous years, these 815 rooms were included in this report.

To do so, the number of overnight stays was estimated according to the occupancy figures for each month given to us by MKG (see previous chapter). The number of travelers per overnight stay was estimated to be 1.1 per room per night for business trips and 2.3 for leisure stays.

In addition, for confidentiality reasons, SPF Economy no longer provides us with the figures for arrivals and overnight stays per hotel category.
Breaks and stays – evolution of arrivals

Note:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – evolution of overnight stays

Note:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – by type of traveller

Leisure arrivals: 1.64 M (+29.2%)
Business arrivals: 1.96 M (+13.1%)

Leisure overnight stays: 2.04 M (+31.4%)
Business overnight stays: 3.64 M (+14.2%)

Note:
1. Data from SPF Economy, corrected by visit.brussels
Breaks and stays – by type of accommodation

- **Guest rooms**: 16,6 k (+38%)
- **Hotels**: 3,41 M (+18%)
- **Youth accommodation**: 171,3 k (+63%)

- **Guest rooms**: 36,3 k (+33%)
- **Hotels**: 6,33 M (+20%)
- **Youth accommodation**: 308,8 k (+52%)

*Note:
1. Data from SPF Economy, corrected by visit.brussels*
Breaks and stays – evolution of arrivals and overnight stays

<table>
<thead>
<tr>
<th>Month</th>
<th>Arrivals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>224k</td>
<td>+4.8%</td>
</tr>
<tr>
<td>Feb</td>
<td>249k</td>
<td>+2.7%</td>
</tr>
<tr>
<td>Mar</td>
<td>294k</td>
<td>+27.0%</td>
</tr>
<tr>
<td>Apr</td>
<td>304k</td>
<td>+41.7%</td>
</tr>
<tr>
<td>May</td>
<td>317k</td>
<td>+28.6%</td>
</tr>
<tr>
<td>Jun</td>
<td>310k</td>
<td>+20.7%</td>
</tr>
<tr>
<td>Jul</td>
<td>306k</td>
<td>+28.8%</td>
</tr>
<tr>
<td>Aug</td>
<td>278k</td>
<td>+29.1%</td>
</tr>
<tr>
<td>Sep</td>
<td>312k</td>
<td>+16.3%</td>
</tr>
<tr>
<td>Oct</td>
<td>344k</td>
<td>+15.9%</td>
</tr>
<tr>
<td>Nov</td>
<td>324k</td>
<td>+13.7%</td>
</tr>
<tr>
<td>Dec</td>
<td>338k</td>
<td>+14.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Overnight Stays</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>405k</td>
<td>+1.2%</td>
</tr>
<tr>
<td>Feb</td>
<td>446k</td>
<td>+2.3%</td>
</tr>
<tr>
<td>Mar</td>
<td>532k</td>
<td>+22.6%</td>
</tr>
<tr>
<td>Apr</td>
<td>565k</td>
<td>+41.4%</td>
</tr>
<tr>
<td>May</td>
<td>579k</td>
<td>+32.0%</td>
</tr>
<tr>
<td>Jun</td>
<td>556k</td>
<td>+20.2%</td>
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<tr>
<td>Jul</td>
<td>598k</td>
<td>+33.6%</td>
</tr>
<tr>
<td>Aug</td>
<td>562k</td>
<td>+34.1%</td>
</tr>
<tr>
<td>Sep</td>
<td>588k</td>
<td>+21.3%</td>
</tr>
<tr>
<td>Oct</td>
<td>639k</td>
<td>+18.8%</td>
</tr>
<tr>
<td>Nov</td>
<td>580k</td>
<td>+15.1%</td>
</tr>
<tr>
<td>Dec</td>
<td>625k</td>
<td>+17.4%</td>
</tr>
</tbody>
</table>

Note:
1. Data from SPF Economy, corrected by visit.brussels
Tourists on breaks and stays – major markets

1. Belgium 792k (22%) 8. Italy 127k (4%)
2. France 449k (12%) 9. China 87k (2%)
3. United Kingdom 253k (7%) 11. Brazil 41k (1%)
4. Germany 251k (7%) 15. Russia 36k (1%)
5. Spain 224k (6%) 26. India 24k (1%)
6. USA 195k (5%) Others 952k (26%)
7. Netherlands 169k (5%)

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – major markets

1. Belgium 20% 1.358k
2. France 11% 745k
3. Spain 7% 497k
4. United Kingdom 7% 459k
5. Germany 7% 457k
6. USA 6% 405k
7. Netherlands 4% 261k
8. Italy 4% 258k
9. China 2% 128k
10. Brazil 1% 93k
11. Russia 1% 78k
12. India 1% 53k
13. Others 28% 1.883k

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
### Overnight stays – types of stay

<table>
<thead>
<tr>
<th>Country</th>
<th>Leisure</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>France</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>Germany</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Spain</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>USA</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>Italy</td>
<td>45%</td>
<td>55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Leisure</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>China</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Brazil</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>Russia</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>India</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>Others</td>
<td>43%</td>
<td>57%</td>
</tr>
</tbody>
</table>

**Notes:**
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
### Overnight stays per commune

<table>
<thead>
<tr>
<th>Rank</th>
<th>Commune</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brussels</td>
<td>55%</td>
</tr>
<tr>
<td>2</td>
<td>Saint-Gilles</td>
<td>13%</td>
</tr>
<tr>
<td>3</td>
<td>Saint-Josse-ten-Noode</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>Ixelles</td>
<td>7%</td>
</tr>
<tr>
<td>5</td>
<td>Molenbeek-Saint-Jean</td>
<td>4%</td>
</tr>
<tr>
<td>6</td>
<td>Etterbeek</td>
<td>3%</td>
</tr>
<tr>
<td>7</td>
<td>Anderlecht</td>
<td>2%</td>
</tr>
<tr>
<td>8</td>
<td>Evere</td>
<td>2%</td>
</tr>
<tr>
<td>9</td>
<td>Schaerbeek</td>
<td>2%</td>
</tr>
<tr>
<td>10</td>
<td>Woluwe-Saint-Lambert</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

**Note:**
1. Data from SPF Economy
Overnight stays by type, since 2006

Note:
1. Data from SPF Economy, corrected by visit.brussels
Monthly overnight stays by type

Note:
1. Data from SPF Economy, corrected by visit.brussels
Overnight stays by month & type of accommodation

Note:
1. Data from SPF Economy, corrected by visit.brussels
Overnight stays – evolution of the markets

Belgium

France

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – evolution of the markets

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – evolution of the markets

Spain

USA

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – evolution of the markets

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
Overnight stays – evolution of the markets

![Diagram showing overnight stays evolution](image)

Notes:
1. Data from SPF Economy, corrected by visit.brussels
2. Pictographs of countries courtesy of icons8.com
2

Congresses & meetings
According to the UIA, in 2017, Brussels confirmed its status as top European destination for the organisation of international congresses and meetings. This position is linked to the city’s status as the capital of Europe, but also to the quality of the infrastructure and services that are at the disposal of event organisers.

Information and data relating to congress and meetings venues comes from visit.brussels’ annual “Let’s meet” brochure.

The number of meetings recorded by the Union of International Associations (UIA) includes type A and type B meetings. The criteria are:

- Minimum 300 participants (type B)
- Minimum 50 participants (type A)
- Minimum 40% foreign participants (type B)
- Minimum 5 nationalities present (type B)
- Minimum duration: 3 days (Type B)

Those recorded by the International Congress & Convention Association (ICCA) fulfil the following criteria:

- Gather at least 50 participants
- To be organised in at least three different countries
- Encounters with at least three different nationalities
Number of meeting venues (Brussels and surrounding area)

- 22 Theatres and concert halls
- 28 Conference and exhibition centres
- 71 Historical buildings and museums
- 49 Modern and contemporary buildings
- 34 Cultural or sports centres

Note:
1. Source: Let’s Meet in Brussels 2018
<table>
<thead>
<tr>
<th>Number of meeting venues</th>
<th>Count</th>
<th>Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;1000 places</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>500-1000 places</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>250-500 places</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>100-250 places</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>&lt;100 places</td>
<td>40</td>
<td></td>
</tr>
</tbody>
</table>

Note:
1. Source: Let’s Meet in Brussels 2018
Number of hotels with meeting room(s)

- 43 5-star hotels
- 54 4-star hotels
- 11 3-star hotels

Note:
1. Source: Let’s Meet in Brussels 2018
Number of international associations gatherings (UIA)

Note:
1. Source: UIA ranking, (type A+B)
Number of international associations gatherings (ICCA)

<table>
<thead>
<tr>
<th>City</th>
<th>Number of Gatherings</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>153 (-18)</td>
<td></td>
</tr>
<tr>
<td>Brussels</td>
<td>91 (-1)</td>
<td></td>
</tr>
<tr>
<td>Paris</td>
<td>190 (-6)</td>
<td></td>
</tr>
<tr>
<td>Vienna</td>
<td>190 (+4)</td>
<td></td>
</tr>
<tr>
<td>Berlin</td>
<td>185 (+9)</td>
<td></td>
</tr>
<tr>
<td>Barcelona</td>
<td>195 (+14)</td>
<td></td>
</tr>
</tbody>
</table>

Note:
1. Source: ICCA ranking
Major fairs

Numerous fairs are organised in Brussels, both for professionals and the general public. These events take place, more often than not, at Brussels Expo or Tour et Taxis and can benefit from the support and advice of visit.brussels.

The figures presented in this section were relayed by events organisers, via the press or on the events’ websites.
Attendance of Brussels’ major fairs

- **Salon Auto** (Brussels Expo) - 437k attendees (21-29/01)
- **Brafa** (Tour & Taxis) - 60k attendees (02-05/02)
- **Salon des Vacances** (Brussels Expo) - 101k attendees (10-12/02)
- **Affordable Art Fair** (Tour & Taxis) - 297k attendees (17-20/02)
- **Batibouw** (Brussels Expo) - 28k attendees (22/02-04/03)
- **Foire du Livre** (Tour & Taxis) - 17,6k attendees (09-13/03)
- **Made in Asia** (Brussels Expo) - 80k attendees (03-05/03)
- **Estetika** (Brussels Expo) - 35k attendees (03-05/03 & 07-09/10)
- **Salon entreprendre** (Tour & Taxis) - 10k attendees (27-28/03)

Total attendance of Brussels’ major fairs:
- **Mixed**
- **Public**
- **Pro**
Attendance of Brussels’ major fairs (2)

- **25-27/04** Seafood (Brussels Expo)
- **21-23/05** Art Brussels (Tour & Taxis)
- **16-18/05** Realty (Tour & Taxis)
- **15-18/09** Bike Brussels (Tour & Taxis)
- **14-22/10** Salon de l'alimentation (Brussels Expo)
- **20-23/10** Megavino (Brussels Expo)
- **05-08/11** Salon du meuble (Brussels Expo)
3

City Life
Brussels has an exceptional cultural offer. Visitors and inhabitants can enjoy 120 diverse museums and attractions, some of which have become symbols for the whole of Belgium.

The number of museums is based on a list provided by the Conseil Bruxellois des Musées (Brussels’ Museums Council) on its website.

Figures for Brussels’ museums and attractions are estimated based on the collection of attendance numbers (for permanent collections and temporary exhibitions) of a panel of museums and attractions:


Attendance of major temporary exhibitions and recurring cultural events was relayed by the organisers. The Brussels Card results were collected by visit.brussels.
Cultural events in Brussels
Events hosted on agenda.brussels

- **2016**: 19,981 events
- **2017**: 20,430 events

**Events by category**
- Others: 5,645
- Concerts: 5,409
- Movies: 2,498
- Shows: 1,888
- Nightlife: 1,696
- Exhibitions: 1,659
- Theater: 1,067
- Sport: 568

**Events by commune (top 10)**
- Bruxelles: 10,279
- Ixelles: 2,057
- Saint-Gilles: 1,195
- Saint-Josse-ten-Noode: 662
- Etterbeek: 625
- Anderlecht: 611
- Schaerbeek: 579
- Molenbeek-Saint-Jean: 567
- Uccle: 456
- Woluwe-Saint-Lambert: 450
Museums & attractions – Number of visitors (vs. 2016)

- Total visitors in 2017: 4.21M
- Total visitors in 2016: 3.39M

Month-wise comparison:
- Jan: 273k (+13.6%)
- Fev: 329k (+11.3%)
- Mar: 379k (+31.7%)
- Avr: 419k (+54.4%)
- Mai: 370k (+51.1%)
- Jun: 313k (+33%)
- Jul: 373k (+33%)
- Aou: 438k (+36.5%)
- Sep: 371k (+15.3%)
- Oct: 332k (-1.6%)
- Nov: 284k (1.5%)
- Dec: 268k (+13.3%)

Note: The numbers represent the number of visitors compared to the previous year with percentage changes indicated.
The major temporary exhibitions

- **Bozar**
  - 100,000 visitors

- **Stock Exchange**
  - 100,000 visitors

- **Museum of Natural Sciences**
  - 140,000 visitors
The major temporary exhibitions

**Museum of Ixelles**

65,600 visitors

**Bozar**

42,100 visitors
The major temporary exhibitions

Bozar
40,000 visitors

Autoworld
37,000 visitors
The Brussels Card, in its current format, was launched in mid-February 2015. It gives holders:

- Free access to 30+ museums
- Discounts to tourist attractions
- Discounts in museum restaurants, bars...
- Discounts in Brussels shops

In 2017, a total of 15,234 were purchased (about 72% more than in 2016).
### Brussels Card – analysis of use

#### 100 different nationalities

<table>
<thead>
<tr>
<th>Country</th>
<th>Visits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>3,85</td>
<td>29%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2,74</td>
<td>14%</td>
</tr>
<tr>
<td>Germany</td>
<td>2,22</td>
<td>11%</td>
</tr>
<tr>
<td>Spain</td>
<td>2,11</td>
<td>10%</td>
</tr>
<tr>
<td>USA</td>
<td>1,85</td>
<td>10%</td>
</tr>
<tr>
<td>Italy</td>
<td>1,77</td>
<td>9%</td>
</tr>
<tr>
<td>Japan</td>
<td>1,08</td>
<td>5%</td>
</tr>
<tr>
<td>Belgium</td>
<td>0,74</td>
<td>4%</td>
</tr>
<tr>
<td>Romania</td>
<td>0,51</td>
<td>3%</td>
</tr>
<tr>
<td>Canada</td>
<td>0,38</td>
<td>3%</td>
</tr>
</tbody>
</table>

#### 3,85 visits per car buyer

1. Royal Museum of Fine Arts
2. Comic Strip Museum
3. Musical Instruments Museum
4. Choco-Story
5. Museum of the City of Brussels
6. Autoworld
7. Museum of Belgian Brewers
8. BELvue Museum
9. Museum of Natural Sciences
10. MOOF

Notes:
1. Data Brussels Card
2. Pictographs of countries courtesy of icons8.com
Recurring paid events

- **BSF**
  - 117 k spectators

- **Brosella**
  - 17 k Unique visitors
  - 35 k visiteurs

- **Anima**
  - 46 k visitors

- **Couleur Café**
  - 60 k spectators

- **Museum Night Fever**
  - 18.5 k visitors

- **Nocturnes**
  - 40 k spectators
Recurring free events

- **Foire du Midi Zuidfoor**: 1,5 M visitors
- **Pride**: 50 k participants, 55 k participants
- **Bruxelles les Bains Brussel Bad**: 375 k visitors
- **Bruxelles Jazz Marathon**: 425 k visiteurs
- **Plaisir d'Hiver**: 2,3 M visitors
- **Fête de l'Iris Irisfeest**: 110 k visitors

Note:
1. Data 2016
Starred restaurants

13 establishments

Bozar Brasserie
Senzanome
La Paix
La Villa Emily
Le Monde est Petit
La Truffe Noire
Wine is the city

Kamo
San Daniele
Da Mimmo
La Villa Lorraine
Le Pigeon Noir
L’Ecailler du Palais
Royal

5 establishments

Sea Grill
Comme Chez Soi
Villa in the Sky
Bon-Bon
Le Chalet de la forêt

Note:
1. Source: Guide Michelin 2018
Tourist activities

Monuments and sites: 171
Shopping: 132
Museums: 110
Nightlife: 109
Circuit: 75
Entertainment: 47

Note:
1. Source: Tripadvisor
Guided tours

Several organisms offer guided tours to visitors in Brussels. Furthermore, some locals, through the Greeters network, offer their perception of the capital through free tourism encounters and experiences.

The figures presented here have come from the visit.brussels guided tours barometer.

This report was put together using data collected from a panel of guided tour organisms in Brussels.

The panel collected data from the following 20 organisms:

Guided tours – Number of participants (vs. 2016)

- **2016**: 130k
- **2017**: 148k

**Jan**: 4,4k (-23%)
**Feb**: 5,2k (-22,4%)
**Mar**: 6,2k (+20,1%)
**Apr**: 15,1k (+250,2%)
**May**: 21k (+14,5%)
**Jun**: 15,1k (+6,1%)
**Jul**: 10,3k (+32,3%)
**Aug**: 8,9k

**Guided tours – Number of participants (vs. 2016)**

**Jan**: 4,4k (-23%)
**Feb**: 5,2k (-22,4%)
**Mar**: 6,2k (+20,1%)
**Apr**: 15,1k (+250,2%)
**May**: 21k (+14,5%)
**Jun**: 15,1k (+6,1%)
**Jul**: 10,3k (+32,3%)
**Aug**: 8,9k
Guided tours – Greeters

Greeters are Brussels volunteers who are passionate about their city. They introduce visitors to “their” Brussels: their favorite spots, their advice and their anecdotes. The Greeters of Brussels offer visitors a unique and authentic experience filled with encounters, exchange and discovery.

In 2017, the Greeters network carried out 526 Greets and welcomed about 1,000 visitors in 14 different languages.

Visitors by country of origin

- France: 30%
- Belgium: 24%
- United States: 12%
- Germany: 5%
- Spain: 3%
- Italy: 3%
- Canada: 3%
- Other Europe: 11%
- Rest of the world: 9%

Notes:
1. Data from visit.brussels
2. Pictographs of countries courtesy of icons8.com
4

Quality of the destination
Global tourism is a more and more competitive market. To best position itself in this market, Brussels needs to pay constant attention to the satisfaction of its visitors. Because of this, visit.brussels carries out visitor satisfaction surveys every month, as part of the creation of a plan for tourism quality in Brussels. The satisfaction survey is available on the visit.brussels website.

The questionnaire is voluntarily filled in by tourists to Brussels. Interviews are also randomly carried out in the tourist quarters. In total, 349 people completed the survey in 2017.

It’s important to note that the sample, therefore, does not fully represent Brussels’ tourist population. Business tourists are under-represented. Nevertheless, trends observed in the figures give an interesting insight into the opinion of tourists and their priorities when they travel.
Global satisfaction of visitors

**General satisfaction**
- 😊 43%
- 😊 46%
- 😞 8%
- 😞 2,5%

**Overall my stay lived up to expectations**
- 😊 57%
- 😊 31%
- 😞 7%
- 😞 4%

**I hope to return to Brussels**
- 😊 61%
- 😊 25%
- 😞 11%
- 😞 4%

**I would recommend Brussels to my peers**
- 😊 65%
- 😊 24%
- 😞 6%
- 😞 5%

*** = significant at 99%  ** = significant at 95%  * = significant at 90%
## Marks for different tourism elements in Brussels given by visitors

### Top 5 highest scorers

1. Diversity of the museums and sites
2. Cultural interest
3. Host staff is welcoming and ready to help
4. Information available in my language
5. Accommodation is comfortable

### Top 5 lowest scorers

1. Ease of parking
2. Accessibility for persons with reduced mobility
3. Mobile technology availability (Wi-Fi...)
4. Cleanliness of public spaces
5. Taxi service
As part of the creation of a plan for quality tourism, an awareness campaign called the “Brussels Quality Academy” provides training sessions for members of the Brussels’ tourism sector. The aim is to raise awareness of the Brussels-Capital Region’s treasures and special features.

Most of the sessions are open to all members of the tourism sector and certain, more specialised, training courses are aimed at specific providers (hotels, catering, etc.). The themes are wide-ranging and can cover Brussels’ museums, Art Nouveau, the Brussels identity, surrealism, etc. In all, a total of 43 sessions were organised in 2017.
Brussels Quality Academy 2017 – Training courses organised

<table>
<thead>
<tr>
<th>Category</th>
<th>Sessions</th>
<th>Hours</th>
<th>Participations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General sessions:</strong></td>
<td>30</td>
<td>90</td>
<td>776</td>
</tr>
<tr>
<td><strong>Brussels Experts (hotels)</strong></td>
<td>9</td>
<td>27</td>
<td>117</td>
</tr>
<tr>
<td><strong>Horeca courses:</strong></td>
<td>4</td>
<td>32</td>
<td>44</td>
</tr>
</tbody>
</table>
Brussels Quality Academy 2017 – Participants (incl. Experts & Horeca)

- Hotels and B&B: 17%
- visit.brussels: 14%
- Greeters: 25%
- Guides: 40%
- Others: 1%
- Museums: 3%
5

Transport & mobility
Air transport

Visitors coming to Brussels by plane arrive primarily at one of two airports: Brussels Airport in Zaventem and Brussels South Airport, in Charleroi.

Brussels Airport, Belgium’s largest airport, welcomes both passenger and cargo flights. It has three runways and flies to almost every continent. It is notably one of the main ways to reach central Africa from Europe.

When it comes to passenger flights, Charleroi airport, the country’s second-largest airport, welcomes mostly low-cost airlines. It has one runway and is used primarily to fly to Europe and Northern Africa.

These two airports represent two major entry points for tourists travelling to Brussels. In this chapter we will analyse the figures provided by both airports.
Number of passengers in the airports

24,8 M Passengers
Departures, arrivals, transit included
+14%

7,7 M Passengers
Departures, arrivals, transit included
+5%

Note:
1. Source: Brussels Airport / Brussels South Charleroi Airport
Evolution of number of passengers by airport

Note:
1. Source: Brussels Airport / Brussels South Charleroi Airport
Passengers per month at Brussels Airport

Number of Passengers by Month

Note:
1. Source: Brussels Airport
Types of passenger at Brussels Airport

- **82%** Passengers for whom Brussels is their starting point or destination
- **18%** Transit passengers

Note:
1. Source: Brussels Airport
<table>
<thead>
<tr>
<th>Rank</th>
<th>Date</th>
<th>Passengers</th>
<th>Rank</th>
<th>Date</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>28 Jul.</td>
<td>94,256</td>
<td>1</td>
<td>11 Dec.</td>
<td>29,724</td>
</tr>
<tr>
<td>2</td>
<td>31 Jul.</td>
<td>93,085</td>
<td>2</td>
<td>25 Dec.</td>
<td>35,496</td>
</tr>
<tr>
<td>3</td>
<td>15 Sept.</td>
<td>91,308</td>
<td>3</td>
<td>14 Jan.</td>
<td>36,532</td>
</tr>
<tr>
<td>4</td>
<td>14 Jul.</td>
<td>91,058</td>
<td>4</td>
<td>21 Jan.</td>
<td>36,676</td>
</tr>
<tr>
<td>5</td>
<td>21 Jul.</td>
<td>90,933</td>
<td>5</td>
<td>28 Jan.</td>
<td>39,317</td>
</tr>
</tbody>
</table>

Note:
1. Source: Brussels Airport
Destinations to and from Brussels Airport

Europe: 144 destinations, 8 new, 3 cancelled

North America: 9 destinations, 1 new, 1 cancelled

South & Central America: 5 destinations, 1 cancelled

Africa: 41 destinations, 1 new, 1 cancelled

Asia - Pacific: 5 destinations, 2 new, 1 cancelled

Middle East: 7 destinations, 1 new, 1 cancelled

Note:
1. Source: Brussels Airport
Top 10 destinations to and from Brussels Airport – Europe

1. Source: Brussels Airport

- **Madrid**: 966k (+27%)
- **Lisbon**: 738k (+6%)
- **Rome**: 719k (+1%)
- **Malaga**: 534k (+7%)
- **Barcelona**: 928k (+4%)
- **Milan**: 645k (+31%)
- **Geneva**: 592k (+9%)
- **Frankfurt**: 549k (+18%)
- **London**: 655k (+11%)
- **Berlin**: 622k (-11%)
Top 10 destinations to and from Brussels Airport – Outside Europe

1. New-York 454k (+3%)
2. Tel-Aviv 295k (+10,5%)
3. Casablanca 153k (+7,5%)
4. Dubai 228k (+22%)
5. Montreal 197,5k (+13%)
6. Abu Dhabi 170k (+18%)
7. Doha 169k (+8%)
8. Chicago 131k (+36,5%)
9. Washington 232k (+9%)
10. Beijing 130k (+20%)

Note:
1. Source: Brussels Airport
As it is for all modern metropoles, mobility is crucial to the Brussel-Capital Region. Offering proper transport facilities is also a key factor for the city’s attractiveness to tourists. The “Bruxelles Mobilité” regional agency defines the city’s mobility strategies and manages the public transport network.

This section presents the key figures concerning the city’s public transport offer, as well as the accessibility of key infrastructures to Persons with Reduced Mobility (PMR).
Mobility – public transports

| 360 stations | 5000 bikes | 37,5k long-term subscribers | 77k short-term rentals | 1,60M rentals |
| 40 km metro lines | 141 km tram lines | 435 km bus lines | 2168 stops | 401M trips |

Note:
1. Source: STIB et Villo
Mobility – railways

Stations in Brussels

Travellers/day (mid-week) – Top 3

1. Bruxelles Nord 61,179
2. Bruxelles Central 59,258
3. Bruxelles Midi 58,461

Note:
1. Source: SNCB 2017
Thalys – High speed trains (arrivals)

2,08 millions
Passengers arrivals in Brussels in 2017
(IZY included)

Note:
Mobility – accessibility

Taxis
Equipped to transport wheelchairs

Metro stations
Equipped with lifts

SNCB stations
Accessible to PRM

Theatres and show venues
Accessible to PRM

Museums
Accessible to PRM

Hotels and hostels
Accessible to PRM

Notes:
1. Source data: Brussels Pour Tous, Let’s Meet 2018 and STIB
2. Source pictographs: Candice Gras
Sustainable tourism
The eco-labels

The international “Green Key”

The Green Key is the international eco-label chosen by 2,500 tourism establishments in 53 countries around the world. It is awarded annually to the tourism facilities, hotels, guest rooms, youth hostels, campsites, conference centres and attractions based on criteria related to general environmental management; waste, water, energy and green space management; environmental education, mobility, ...

Through these criteria, the Green Key programme aims to promote sustainable development within tourist infrastructures.

The regional “Entreprise éco-dynamique” (Eco-dynamic company) label

It is awarded to Brussels companies and associations - whether small or large, public or private - that have put in place environmental management practices.

Some of these practices included rational waste management, constant efforts to save energy, incentives and facilities to promote less polluting forms of mobility, etc.

Companies and associations can be awarded one, two or three stars depending on their accomplishments. Bridges and links are organised with the Green Key label.

Eco-management and Audit System (EMAS)

The Eco-Management and Audit Scheme (EMAS) is a premium management instrument for companies and other organisations to evaluate, report, and improve their environmental performance.

The system has existed since 1995. Back then it was only for companies in industrial sectors.

Since 2001, the EMAS has been accessible to all sectors of the economy, including the private and public services.
Green Key labelled accommodation

Hotels
- Aloft Brussels Schuman
- Courtyard Brussels EU
- Dolce La Hulpe Brussels
- Four Points by Sheraton Brussels
- Hilton Brussels City
- Hilton Brussels Grand Place
- Martin’s Brussels EU
- NH Hotel du Grand Sablon
- NH Hotel Stéphanie
- Park Inn by Radisson Brussels Midi
- Le Plaza Brussels
- Radisson Blu EU
- Radisson Blu Royal Hotel
- Royal Windsor Hotel Grand Place
- Scandic Grand Place Brussels
- Silken Berlaymont Brussels
- Stanhope Brussels
- The Hotel
- Thon Hotel Bristol Stéphanie
- Thon Hotel EU

Youth accommodation
- Auberge des 3 Fontaines
- Auberge Jacques Brel
- Brussels Génération Europe
- Sleepwell – Espace du Marais

Meeting Venues
- Autoworld
- Event Lounge
- Hôtel de la Poste
- Les Sheds (Tour & Taxis)
- Théâtre le Plaza

Note:
1. Source: Let’s Meet in Brussels 2018
Eco-dynamic company eco-labelled accommodation

**Hotels**

1. Martin’s Brussels EU
2. Thon Hotel EU
3. Courtyard Brussels EU
4. Four Points by Sheraton Brussels
5. Hilton Brussels City
6. Le Plaza Brussels
7. Made in Louise
8. Stanhope Brussels
9. La Légende
10. The Dominican

**Youth accommodation**

- Sleepwell – Espace du Marais

**Meeting Venues**

- Banque Nationale de Belgique
- BEL Brussels Environment
- Ancienne Belgique
- Musée des Sciences Naturelles
- La Monnaie
- Musée du Tram
- De Pianofabriek
- Le Botanique
- The Egg Brussels
- Event Lounge

**Note:**
1. Source: Let’s Meet in Brussels 2018
EMAS-labelled accommodation

- Martin’s Château du Lac
- Martin’s Grand Hotel
- Martin’s Brussels EU
- Martin’s Lido
- Martin’s Red

Note:
1. Source: Let’s Meet in Brussels 2018
Contact us:

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  s.detemmerman@visit.brussels

Corentin Descamps:
  c.descamps@visit.brussels