Know your tourists

06/12/2019
How is tourism in Brussels?

- ECM Event Impact Calculator
- Museums study
- LGBT study
- European benchmark
How is tourism in Brussels?

- **5,06 millions overnight (official)** Jan-Aug
  - +6% vs. 2018

- **1,42 million overnight (AirBnB)** Jan-Oct
  - +29% vs. 2018

- **75,4% hotel occupancy rate** Jan-Oct
  - +2 pts. vs. 2018

- **3,1 millions museums & attractions visitors** Jan-Aug
  - +4% vs. 2018
Top 10 markets in 2019 (Jan-Aug)

- **Belgium**: 22%
- **France**: 11%
- **Spain**: 7%
- **USA**: 7%
- **Germany**: 7%
- **UK**: 6%
- **Italy**: 4%
- **Netherlands**: 4%
- **China**: 2%
- **Japan**: 1%
- **Others**: 29%

Total: 5,06 M Overnights +6%
Evolution of key markets in 2019 (Jan-Aug)
How is tourism in Brussels?

ECM Event Impact Calculator

Museums study

LGBT study

European benchmark
ECM Event Impact calculator

More than 200 destination organizations using the tool

Methodology based on studies made on several dozens events

Includes spending in accommodation, meals, shopping...
ECM Event Impact calculator

3
Modules / Categories

- CONFERENCES, MEETINGS & TRADE SHOWS
- AMATEUR & PROFESSIONAL SPORTS EVENTS
- FESTIVALS & CULTURAL EVENTS
Input:
Event type, location, duration, number of attendees, room rate
Output:
Business sales, jobs supported (direct and indirect), taxes, estimated room demand
1. Insights
2. Performance
3. Benchmark

Strategy
Decision process
How is tourism in Brussels?

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Survey in Brussels’ museums

In collaboration with:

6 museums
- Royal Museum of Fine Arts
- Comic Strip
- Train World
- Natural Sciences
- City of Brussels
- House of European History

Objectives
- Profile of visitors
- Organization of visit
- Satisfaction about visit
- Other activities in Brussels
- Perception of Brussels
Profile

Gender of visitors
- Female: 55%
- Male: 45%

Main reason of stay in Brussels
- Tourism: 87%
- Work: 13%

Main residence of visitors
- Belgium: 23%
- Other countries: 19%

Source of information
- Other website: 31%
- Museum website: 24%
- Friends/Family: 19%
- Guidebook: 7%
- Newspaper/Magazine: 4%
- Social media: 3%
- Information office: 3%
- Accommodation: 1%
**Satisfaction**

Would you recommend this museum to friends or relatives?

Net Promoter Score: 46%

Correlation between items’ satisfaction and recommendation
How is tourism in Brussels?

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LGBT study

3,970 people from all across Europe

- Hungarian (30%)
- Italian (17%)
- Spanish (16%)
- Dutch (11%)
- German (8%)
- French (8%)
- Czech (6%)
- Greek (4%)

Objectives

- Criteria for planning a trip in Europe
- Travel habits for European trips
- Perception about Brussels
- Intention to visit Brussels

40% of which have visited Brussels.
96% of LGBTQ people have the impression that “Brussels is accepting of LGBTQ people”

94% of them see Brussels as a “welcoming city”
51% of the respondents plan to come (back) to Brussels.
89% of them think that Brussels is safe

97% of them consider that Brussels is a cultural city

93% of them consider that Brussels is a fun city
How is tourism in Brussels?

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Museums study

LGBT study

European benchmark
European benchmark

- Official overnight stays
- Average hotel occupancy and prices
- Restaurants
- Cultural offer
European benchmark

Official overnight stays

Comparison of the number of overnight stays per month in 2018

Benchmark
Brussels
European benchmark

Hotel average daily rates (€)

Brussels 117,5€
## European benchmark

### Ranking of cities by proportion of restaurants with high satisfaction

<table>
<thead>
<tr>
<th>City</th>
<th>0-2</th>
<th>2.5-3.5</th>
<th>4-5</th>
<th>0-2%</th>
<th>2.5-3.5%</th>
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</tbody>
</table>

The chart displays the percentage of restaurants with high satisfaction in various European cities. The data is categorized into three intervals: 0-2, 2.5-3.5, and 4-5. Cities are ranked based on the percentage of restaurants with high satisfaction.
Cultural offer

Satisfaction with cultural facilities (theaters, concerts, library) (Eurostat, 2015)
Thank you for your attention!

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