Programme

visit.brussels informs you

• 10:05 Resources & Information
• 10:20 Communication
• 10:35 Q&A

visit.brussels inspires you

• 10:50 Katy Van Looy:
  Everything you ever wanted to know about influencer marketing
Resources & Information

What resources and information are available to me, how can I access them?

- Simon Detemmerman
"I did not inform myself in advance about my stay in Brussels"

16.8% of tourists staying in Brussels

45.6% of day visitors in Brussels
Tourism in Brussels =

28,679 employees
7,524 self-employed

1 team made of 36,203 information ambassadors

Source: Actiris (data from dec. 2018)
1. Clients experience

a) I want to provide my clients with documentation/brochures on the destination, what can visit.brussels provide?

b) How can my front-line team become an ambassador of the destination?
Online info at your disposal

Social networks & websites:

> visit.brussels
> agenda.brussels
> arsene50.brussels
> ...

visit.brussels days
Other tools at your disposal

> City maps
> Let’s meet
> Official City Guide (partner price upon request)
> Digital screens (to rent)
1. Clients experience

a) I want to provide my clients with documentation/brochures on the destination, what can visit.brussels provide?

b) How can my front-line team become an ambassador of the destination?
• The best training tools for your team

**The Brussels Quality Academy**

**What?**
- Highlight ongoing activities
- Topical training

**How?**
- Free of charge
- Registration online

**Who?**
- Open to all tourism professionals

**Online Learning Platform**

- Free online courses
- Adapted to learner’s profile
- A mix of visit.brussels and external content
- Soon more info
• Regular B2B newsletters

> Meetings & events

> Associations

> Quality Academy invitations & info

> Marketing Strategy

> Brussels visitor satisfaction

> Mailing for targeted sectors
Subscribe to visit.brussels partners’ newsletters:


Or just scan
1. How can we decentralise the flow of tourists and attract them to other municipalities?

2. Where can I find the latest statistics and analysis about the destination?

3. How can visit.brussels help me attract/convert congress requests?
New neighbourhood & communes team working on neighbourhood strategy through:

> Workshops with communes
> Marketing analysis
> Transversal projects
> Dedicated team:

• Neighbourhood strategy
Offre – Patrimoine classé

Schaerbeek c'est…
50 points d'intérêt classés
Le 5\textsuperscript{e} patrimoine classé de la région
6 points d'intérêt classés par km\textsuperscript{2}

Satisfaction des habitants & des chalands

Points forts unanimes: le patrimoine architectural, les espaces verts et l'accessibilité en transports en commun

Points faibles unanimes: le calme et le confort des piétons

Divergences: convaincre les habitants de potentialiser l'activité dans leur propre commune

Divergences des habitants plus convaincus du confort de vie de leur commune (ambassadeurs?)

Offre – e réputation

SWOT – Schaerbeek

FORCES
- Présence de deux locomotives
- Patrimoine architectural varié et important
- Offre familiale
- Connexion routière avec 2 gares
- Connexion régionale (tram/bus)
- Espaces verts

OPPORTUNITÉS
- Proximité avec Saint-Josse et Bruxelles
- Choisir: abondance d'autres quartiers
- Développement du métro
- Visiteurs réguliers (cf. Covid)

FAIBLESSES
- Pas de « landmark » International
- Pas (encore) de métro
- Offre d'hébergements limitée (surtout adaptée aux familles et aux seniors)
- Sourdine du calme et du sécurité des chalands
- Circulation auto et parking compliquée

MENACES
- Covid les visiteurs détournant les visites, baisse du tourisme à Bruxelles
Strategy & Knowledge

1. How can we decentralise the flow of tourists and attract them to other municipalities?

2. Where can I find the latest statistics and analysis about the destination?

3. How can visit.brussels help me attract/convert congress requests?
The Brussels Tourism Observatory

1. **Online barometers**: the most up-to-date

2. **Annual reports**: the most complete

3. **Studies and analyses**: the most specific

4. **Observatory newsletter**: the closest to the news
Send us an **e-mail** to [strategy@visit.brussels](mailto:strategy@visit.brussels)
Strategy & Knowledge

1. How can we decentralise the flow of tourists and attract them to other municipalities?

2. Where can I find the latest statistics and analysis about the destination?

3. How can visit.brussels help me attract/convert congress requests?
This is not a (sales) pipeline

1 Attract

2 Convert
• Attract new requests

Let’s meet

Online venue finder

Presence at trade fairs
• Convert requests

- Find peers support in the sector
- Build the case (venue, hotels booking)
- Select the suitable PCO
- Support project defense
- Provide destination USP’s adapted to the congress
- Financial support for site inspection
- Growth support programme
If you need to remember **3 things** from this presentation:

- We are a tourism information team of 36,203 ambassadors
- Our ‘pro & press’ webpage and our newsletters are true information gold-mines
- Feel free to contact your Key Sector Advisor from the Industry Animation team if you have any question
Q&A
visit.brussels days

Thank you