

BRUSSELS

A CITY BETWEEN TRADITION & INNOVATION



WHO ARE WE?



- TOURISM BOARD OF THE BRUSSELS CAPITAL REGION
- NO NATIONAL TOURISM BOARD IN BELGIUM
- STRATEGY BASED ON AFFINITY MARKETING
- 400K FACEBOOK / 100K INSTAGRAM FOLLOWERS
- FOOD & GASTRONOMY ARE KEY ASSETS



- INTERNATIONAL NETWORK / WORLDWIDE
- 25 – 30 MEMBER CITIES (4 NORDICS)
- BASED ON SHARING AND LEARNING
- NOT A BRAND OR A B2C NETWORK!
- INVITING EXPERTS ON SPECIFIC TOPICS



BRUSSELS : 2 CENTURIES ON ONE SLIDE!

- COPY/PASTE OF THE FRENCH RESTAURANT SCENE
- FIRST RESTAURANTS APPEARING AFTER THE FRENCH REVOLUTION
- 1800 – 1900: REGULAR GROWTH > 300 RESTAURANTS
- 1900 – 1950: ARRIVAL OF THE LOCAL CUISINE
- AFTER WWII: MIGRATIONS AND INTERNATIONAL INFLUENCES
- 1970 – 1980: TOP MICHELIN DESTINATION



BRUSSELS TODAY

- +/- 30% FOREIGNERS (20% EUROPEANS)
- 45 NATIONALITIES REPRESENTED BY MORE THAN 1.000 CITIZENS
- ONLY 40% OF FRENCH-BELGIAN CUISINE RESTAURANTS



SUPER SPEEDY SURVEY

CHOOSE 3
FOOD CITIES
AMONG :



GENT



BRUSSELS



LIMA



BARCELONA



COPENHAGEN



LYON

SUPER SPEEDY SURVEY

CHOOSE 3
INNOVATIVE
FOOD CITIES
AMONG :



GENT



BRUSSELS



LIMA



BARCELONA



COPENHAGEN



LYON

SUPER SPEEDY SURVEY

RESULT

FOOD CITIES



BARCELONA



BRUSSELS



COPENHAGEN



LYON



GENT



LIMA

SUPER SPEEDY SURVEY

RESULT

INNOVATIVE
FOOD CITIES

8

COPENHAGEN

6

LIMA

5

GENT

2

BARCELONA

1

LYON

0

BRUSSELS

SUPER SPEEDY SURVEY

DOES IT FIT WITH THE REALITY?

WHAT CAN WE LEARN FROM IT?

OUR CHALLENGE:

CAPITALIZE ON OUR REPUTATION AND BUILD A MORE INNOVATIVE IMAGE

Why?

How?

BRUSSELS – TRADITION VS INNOVATION

- TWO CENTURIES OF TRADITION > STRONG IMAGE / REPUTATION
- IMAGE LINKED TO THE FRENCH (COUNTRYSIDE) SCENE > LACK OF INNOVATION
- NOT PART OF THE COOL NORDIC CUISINE TREND
- NEED TO WORK ON TWO TARGET GROUPS:
 1. GENERAL AUDIENCE INTERESTED IN MAINSTREAM QUALITY FOOD
 2. FOODIES & PRESS INTERESTED IN COOL CONCEPTS / INNOVATION / NEW CHEFS



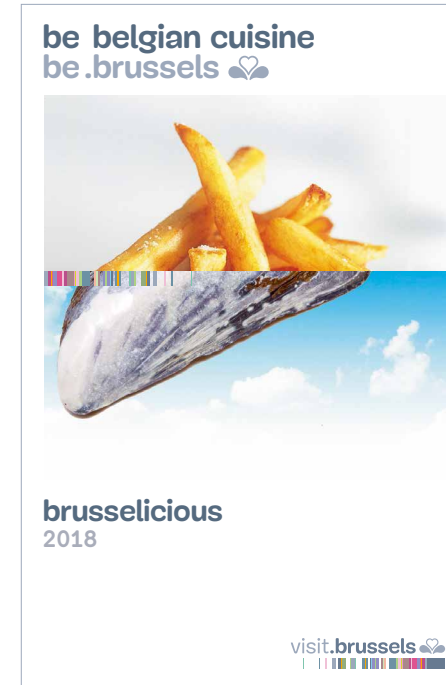
HOW TO CAPITALIZE ON TRADITION?

- TOP – DOWN APPROACH IS FINE
- PROMOTE THE EXISTING OFFER – CAN BE DONE IN INNOVATIVE WAYS
- PRESERVE AUTHENTICITY
- SPECIFIC NEED TO DEVELOP THE LOCAL PRODUCTS > METROPOLITAN TERROIR
- FIGHT POSSIBLE QUALITY DROP & LACK OF CHEFS



SOME PROMOTION EXAMPLES

- BRUSSELIIOUS LABEL AND BROCHURE
- SHRIMP CROQUETTES CONTEST
- EAT! BRUSSELS, DRINK! BORDEAUX FESTIVAL



TRADITION DOES NOT HAVE TO BE BORING

- BRUSSELS IS LARGELY USING/CREATING FOOD EVENTS
- TRADITION PRESENTED IN INNOVATIVE WAYS
- EVOLUTION VS REVOLUTION



WHY CAN TRADITION ALSO BE A BURDEN IN SOME RESPECTS?

YOUR ANSWERS:

-
-
-
-
-

HOW TO BOOST INNOVATION?

- TOP – DOWN APPROACH DOES NOT WORK
- INNOVATION COMES FROM THE LOCAL PLAYERS > BOTTOM – UP APPROACH
- PUBLIC AUTHORITIES CAN FERTILIZE NEW TRENDS / NEW PLAYERS
- STARTING FROM TRADITION CAN HELP
- SNOWBALL EFFECT VERY LIKELY



SOME EXAMPLES

- FINANCE PROJECTS DEDICATED TO NEW CHEFS
- HELP NEW EVENTS IN THEIR COMMUNICATION PLAN
- SHOWCASE AS OFTEN AS POSSIBLE NEW PLAYERS / PRODUCTS



BXLBeerFest
2nd edition – 10K visitors in 2days



Brussels Cocktail Week
3rd edition – one week – huge success

Thank you!

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