

Business Events – Belgium MICE Market

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Bristol International Balloon Fiesta, England



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Country profile

- Population of more than 11 million.
- The country has distinctive regions including Dutch-speaking Flanders to the north, French-speaking Wallonia to the south and a German-speaking community to the east. The majority of those working in business events speak excellent English.
- Most of the Belgian population lives in the Northern parts of the country and the Southeast tends to be more thinly populated. The country is considered to have one of the densest populations in the world.
- According to Trading Economics – Belgium GDP is projected to grow 3.30% in 2022.
- Belgians have an above-average propensity to consider aspects of sustainability and environmentally friendly measures when making their destination choice.
- More than half of Belgian visits to the UK are via the Channel Tunnel by rail or car. A journey on the Eurostar which links Brussels to London non-stop takes around 2 hours. The trains run frequently with roughly 10 trains per day.

Doing business with Belgium

Top tips working with Belgium event buyers and organisers

- Belgians do not particularly enjoy conducting business over the phone; personal contact is much more preferred.
- Appointments are mandatory and should be made one month in advance and reconfirmed the day before. Be punctual and allow for flexibility around the duration of the meeting. Preferred times for meetings are mid-morning and mid-afternoon.
- Avoid scheduling appointments in July or August, as most people are on vacation during these months.
- Belgium's, are often very reserved, especially when it comes to important decisions.
- It is often best to speak English in Belgium, even if reasonably fluent in French (or Flemish), as this maintains neutrality.
- It is not necessary to translate your sales material into Flemish or French but make sure that you use the metric system when describing meeting spaces alongside capacities.
- The Belgium market is a European hub for International Associations. Most are based in Brussels near the European parliament.

Our experience – Meeting & Incentive trends 2022

Top trends in Belgium from VisitBritain enquires / meetings

- COVID-19 has changed the way of attending conferences. Not just for Belgium based Associations but across Europe, the booking window has become shorter and attracting attendees requires more effort.
- Sustainability and legacy have become factors of decision-making for Associations.
- Corporate MICE bookings from Belgium tend to come from agencies specialised in this market or directly from corporates. They mainly book meetings and incentives and include a team building element.
- Belgium corporate buyers tend to book short trips with 2-3 day duration in Europe. Direct flight routes/train and air capacity strongly influences destination choice – particularly at the moment where not all air routes have been re-established following the pandemic.
- Belgium agencies book both with suppliers directly and also through DMCs.
- Corporate group sizes tend to be less than 100 passengers due to airline capacity limits for group bookings on European airlines. Having the Eurostar travelling from Brussels to London is an advantage as its capacity is more flexible for group bookings.
- Events are generally booked year round with the exception of July and August. Peak months are from September to November.
- Corporate buyers consider the attractiveness of the region / city when choosing a destination for their event. They also consider potential business reasons to travel to a region, e.g. visiting a branch office, access to local customers.

Non-stop flight connectivity from Belgium to the UK

Based on capacity data from May 2022 to October 2022

From Brussels National to

- Birmingham International with Brussels Airlines
- Edinburgh with Brussels Airlines
- London Gatwick with Corendon Airlines Europe (only May 2022)
- London Heathrow with British Airways, Brussels Airlines or RwandAir
- Manchester International with Brussels Airlines or Ethiopian Airlines

From Brussels South Charleroi to

- Edinburgh with Ryanair
- Glasgow with Ryanair
- Liverpool with Ryanair
- Manchester International with Ryanair

MICE Media

Publication	Magazine frequency/ circulation	Readership	Website visitors	Newsletter frequency/ no. of recipients	Countries covered
MICE Benelux	4 issues annually 8k average circulation	65% corporate 20% agencies 15% travel managers	5.1k average monthly visitors to www.micebenelux.com	Weekly to 4.6k subscribers	Benelux
Headquarters Magazine	5 print issues annually 6 digital issues annually 12.5 average circulation	83% associations 10% agencies/PCOs/DMCs 17% other	18.5k average monthly visitors to www.meetingmediagroup.com	Twice monthly to 17k subscribers	Worldwide, based in Belgium
Boardroom	4 issues annually 6k average circulation	92% associations 8% other	11k average monthly visitors to www.boardroom.global	Twice monthly to 10k subscribers	Europe, based in Belgium
MICE Magazine	Daily news articles published online	Info unavailable	10k average monthly visitors to www.mice-magazine.com	Once monthly	Belgium, Netherlands

Business Event Associations

Below is a list of 4 organisations that work closely with Associations. Many of their members or their colleagues are involved in booking international events.

These organisations offer opportunities to network with Belgium based Associations :

UIA : <https://uia.org/>

FAIB : <https://faib.org/home/>

ESAE : <https://www.esae.eu/>

Association World : <https://www.associationworld.eu/>

15 MICE Agencies :

Agencies are mainly based in Brussels & Antwerp. Associations tend to be mainly based in Brussels.

Company	City	Website
Event Masters NV	Willebroek	https://eventmasters.eu/
OFCORES	Brussels	https://ofcores.events/
MCI group Europe	Brussels	https://www.wearemci.com
BCD Meetings & Events - Europe	Antwerpen	https://www.bcdtravel.com/country/belgium/
Act-Wise	Gent	https://act-wise.be/
UNIGLOBE B&L Travel	Aartselaar	www.uniglobebeltravel.be
BCD Meetings & Events - Europe	Antwerpen	www.bcdtravel.be
Seauton International	Brussels	www.seauton-international.com
Amex Meetings & Events	Sint Stevens Woluwe	https://www.amexglobalbusinesstravel.com
BTS Travel	Antwerp	https://www.btsincentives.be/
Latitude Corporate Events	Zaventem	http://www.latitude-events.com/
ATPI Belgium	Antwerp	https://www.atpi.com/
Creative Star Incentives & Events	Antwerp	https://www.creativestar.be/
Way2Events	Hasselt	https://www.way2events.be/
Fame Travel	Mechelen	https://www.fame-travel.be/

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