

VISITFLANDERS *Belgium*



Flanders
State of the Art



**Happy Holidays
2023**

December 2023

With 2023 coming to a quick close, I would like to thank you for your work in 2023 to bring Flanders to the attention of your clients. We are very pleased with the quality and number of visitors from North America. A true heartfelt Thank You! Let's quickly recap some of the 2024 highlights in this final email for the year.

Wishing you a peaceful and relaxing holiday season.

Marco Frank
Trade & Partnerships Manager, VISITFLANDERS

Ensor2024



With 'Rose, Rose, Rose, à mes yeux! James Ensor and Still Life in Belgium 1830-1930' (Dec 16th, 2023 to April 14th, 2024), Mu.ZEE kicks off 'Ensor2024', the commemorative year focused on artist James Ensor. It presents the first exhibition ever devoted entirely to the still lifes of James Ensor.

In 2024, it will have been 75 years since James Ensor passed away in Ostend, the seaside city where he lived and worked throughout his life. Ensor2024 pays tribute to this great Belgian artist with a range of events and exhibitions in Ostend, Antwerp, and Brussels.

Cycling in Flanders

As the Heartland of Cycling, Flanders offers unparalleled opportunities for cyclist of all skill and interest levels.



For clients that love sportive cycling challenges, consider sending them to Flanders to complete the Flandrien Challenge. If they hit 59 iconic berg & cobble segments, marked on the road, and tracked online, in less than 72 hours, Flanders will make them a legend with their own personalized stone on the wall of fame of the Centre Ronde van Vlaanderen in Oudenaarde.

Clients with a preference for a more leisurely bike ride can explore the new Icon Cycling routes. With 9 new routes, the best of Flanders awaits your cycling clients. Check out the Art Cities Route that combines our major cities in one easy cycling route.

More new brewery visitor experiences coming



2023 has seen the opening of a number of new brewery visitor experiences. From new tours at St. Bernardus and many other breweries to the much anticipated opening of the Belgian Beer World experience in Brussels this past September, there was no shortage of new experiences for your clients.

2024 will be another busy year with more breweries refreshing their visitor experience. Stay tuned throughout the year to find out more.

Landscapes | Feel Flanders Fields



It is not too late to come to Flanders Fields to see and experience the new project 'Landscapes | Feel Flanders Fields'. This multifaceted project brings a new spotlight on the landscapes of Flanders Fields, the area of Flanders that witnessed many battles of WWI.

The program will run until August 2024 and bring a renewed focus on the permanent offer coupled with temporary exhibitions and events that amplify the visitor experience. Download our project brochure directly from our website.

Flanders Training site

Discover Flanders via our online training site designed for Travel Professionals in the US and Canada. Our training program allows you to learn about Belgium and its beautiful cities and regions. Learn about the cities of Brussels, Antwerp, Bruges, and Ghent. Find out about our great hospitality, spectacular sights, unforgettable experiences, our amazing beers, waffles, and our delicious chocolate.



It is a great way to become familiar with our core travel themes of Art & Heritage, Culinary, and Cycling. Simply [log onto our online training portal](#), create a login and you are on your way.

Situated in the north of Belgium, Flanders boasts six beautifully preserved historic cities: **Antwerp, Bruges, Brussels, Ghent, Leuven, and Mechelen.**

This material is distributed by the Tourist Office for Flanders, Belgium on behalf of the Flanders Tourism Board. Additional information is available at the Department of Justice, Washington, DC.

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