

# VISITFLANDERS Belgium



January 2025

## 2025 focus year: Flemish Masters in SITU



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Van Eyck. Rubens. The Flemish surrealists and expressionists. In Flanders, old and modern masters are at home. It is here where they lived and worked. Where they found their inspiration. And it is here where you can still see many of their works - sometimes even in unique places.

During the 2025 promotional year, your clients can experience our Flemish Masters where they are at home. The 'Flemish Masters in SITU' locations are spread throughout Flanders. We have put all the exciting locations on a single map. Visit the [Flemish Masters in SITU website](#) for more information.

## Women artists from Antwerp to Amsterdam



In spring 2026, the MSK in Ghent will introduce the public to the fascinating work of women artists from the Low Countries during the 'Long 17th Century' (1600-1750). With the exhibition '[Unforgettable: Women artists from Antwerp to Amsterdam: 1600 - 1750](#)', the MSK not only extends its research into female artists but also demonstrates they were by no means rare in this region.

The MSK is collaborating on the exhibition with the National Museum of Women in the Arts (NMWA, Washington D.C.), the pioneering organization dedicated to researching and exhibiting the work of historical women artists. 'Women Artists from Antwerp to Amsterdam, 1600-1750', which opens in Washington in autumn 2025, will highlight and contextualize the role of women in the various fields of artistic (luxury) production.

## In the spotlight: Castle Brewery Ter Dolen



The Ter Dolen castle brewery near Helchteren in the green heart of the Limburg region combines tradition and innovation to create unique products. The current Ter Dolen castle dates back to the 16th century. It was first mentioned in 1282.

At the end of 1993, Mieke Desplenter bought the dilapidated castle, renovated it and opened the Ter Dolen brewery in 1994. Delicious beers are produced here, such as Ter Dolen Blond and Donker, the light Ter Dolen Wit, the fruity Ter Dolen Kriek or the winter beer. The team pays attention to sustainable growth while maintaining consistently high quality.

## Sustainable Flanders



Sustainable tourism is at the top of **VISITFLANDERS'** agenda. The aim is to strengthen the positive effects of tourism and to present Flanders as an innovative, inspiring and high-quality travel destination - for the benefit of the region, its residents, entrepreneurs and visitors. Under the theme "Travel to tomorrow", **VISITFLANDERS** developed a multi-stage sustainability plan that aims to change both Flanders as a travel destination and the organization itself in a forward-looking way.

The sustainability plan rests on six pillars: inclusion and accessibility, transport, communication and access to information, sustainability of tourist offers and events, quality of life, and reduction of greenhouse gases. For more information about our sustainability plan, please [visit our website](#).

## Flanders Training site



The beginning of a new year will be the perfect time to brush up on your knowledge of Flanders, Belgium. 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, Beer, and Cycling. Simply [visit 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.