

VISITFLANDERS *Belgium*



February 2025

210 companies with a Green Key label



In 2025, a total of 210 tourist entrepreneurs across Flanders have been awarded the prestigious Green Key certification, marking an increase of 23 businesses compared to 2024. This certification serves as a testament to their commitment to sustainable practices and responsible tourism. Each of these businesses adheres to rigorous sustainability standards.

For a full list of Green Key certified tourism companies in Belgium and to explore the sustainable choices available, please visit www.green-key.be

Disability and human diversity



Lakshmee Lachhman-Persad has a mission: to make all sectors of tourism more accessible and inclusive for everyone. This is what she does in the Big Apple, as the name of her organization 'Accessible Travel NYC' suggests.

Inspired by the approach of Flanders during her research, the expert flew across the Atlantic to take a closer look at accessibility in Flanders. Read the inspiring [**Interview with Lakshmee Lachhman-Persad, changemaker in**](#)

accessibility and inclusivity', published on our Conferences in Flanders website.

Flanders' Finest Cycle routes



The Flanders' Finest Cycle Routes take you past all the wonderful things Flanders has to offer. Cycle through surprising landscapes and past unique heritage. Stop for a moment to enjoy arts both large and small. Sample our many gastronomic assets. Hop on your bike and breathe Flanders in.

24 short loop routes, soon to be expanded to 25 routes by next month, will take cyclists on short routes across Flanders and allow them to explore the destination in a relaxed and self-paced way. Check out the **Flanders' Finest Cycle Routes**.

The Flandrien Cycling challenge



Sunday, April 6th is a date etched in the calendar of every cycling enthusiast. The 108th edition of this legendary race has a powerful hold on the cycling community. Did you know your clients have two exciting ways to experience the thrill of Flanders?

'We ride Flanders' gives riders the chance to conquer shorter sections of the course that the pros will tackle the following day. Your clients can register via the 'We Ride Flanders' website to ride these iconic segments on April 5th, 2025.

Can't make it to Flanders in early April? No worries! They can take on the **Flandrien Challenge** anytime throughout the year. Ride 59 iconic cobbled climbs and bergs, marked on the road and tracked online, in less than 72 hours. If they succeed, we'll honor their achievement with a personalized stone on the Wall of Fame at the Centre Ronde van Vlaanderen in Oudenaarde.

New museum plans for Bruges

In heart of the historic city center of Bruges, Musea Brugge is building the future. With the new BRUSK art hall, the BRON research center, the renovation of the Groeninge Museum and the creation of a new, green art site in the middle



of the Bruges Museum Quarter, Bruges is investing in an innovative and contemporary arts project that will resonate far beyond the borders of our country.

Scheduled to open in 2026, the museum project will feature sensational exhibitions, a dynamic place to meet, and a green museum park. For more information, please visit the **Musea Bruges** website.

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.