



November 2025

Beer Culture - 10 years of UNESCO recognition



In 2016, UNESCO recognized Belgian Beer Culture as an Intangible Cultural Heritage of Humanity. Next year marks the 10th anniversary of this prestigious honor — a decade celebrating the craftsmanship, creativity, and community behind Belgium's most iconic beverage.

Belgian brewers continue to inspire and innovate, with a growing range of gluten-free and alcohol-free options that bring the same rich tradition to a wider audience.

In Belgium, beer is more than a drink — it's a cultural

companion, connecting people over conversations, meals, and shared memories. **[Download our flyer to explore breweries](#)** offering updated visitor experiences — ready to welcome your clients for an authentic and immersive taste of Belgian beer culture.

BRUSK art gallery in Bruges



BRUSK, a new art gallery in the vibrant heart of Bruges, will open its doors on March 8th, 2026 with the **[exhibition 'BIGGER PICTURE, Connected Worlds of Bruges 900-1550'](#)**. BRUSK is more than a museum – it's a living, breathing hub of creativity. Here, boundaries blur and imagination takes the lead. Different art forms, cultures, and perspectives collide under one vibrant roof, sparking unexpected connections and fresh ideas.

BRUSK buzzes with energy – a place where art is not just seen but felt, shared, and reimagined. Step in to explore, experience, and engage. Discover art in ways you've never imagined and let every visit open up a new conversation.

97 years of the Last Post Association



In July 2028 at 8:30pm, the very first Last Post was played under the Menin Gate in Ypres. This was an initiative by the association's first chairman who gathered a group of like-minded local citizens with the aim of paying daily tribute to the soldiers of the Allied armies who had died in defense of the city during the WWI.

With Veterans Day just behind us, it is an important reminder that Flanders Fields offers many opportunities for Commemorative travel experiences to see museums, monuments and battlefields of WWI. For more information on Flanders Fields and the WWI experiences for your clients, **[please visit our dedicated WWI site.](#)**

Flemish Masters in SITU



The places where the Flemish Masters — the great artists of the Renaissance and Baroque — left their mark are far from isolated. On the contrary, they are beautifully intertwined, connected by invisible threads that weave through time and landscape.

Take the Golden River, as the River Lys is lovingly called, or the sea of mother-of-pearl, a poetic image once used by James Ensor to describe the North Sea. These places, rich in history and inspiration, share a deep artistic heartbeat.

[Embark on nine Flemish Masters tours](#) and uncover the hidden connections between these remarkable destinations. Let the golden thread of art and history guide you on a captivating journey — following in the footsteps of the Masters themselves.

Brussels Airlines – A Boutique Hotel in the Sky

Offer your clients a premium nonstop service from New York (JFK) to Brussels (BRU) with Brussels Airlines. On board, travelers experience the best of Belgian hospitality



with locally inspired meals and a selection of regional beers, and in Business Class, a personal box of Neuhaus chocolates.

Spacious, comfort-focused cabins and attentive service create a boutique experience, leaving both business and leisure passengers refreshed upon arrival in Europe's capital.

Find out more or book at

www.brusselsairlines.com

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.