

The Hotel Brussels is a Healthcare Assessed Venue as assessed by **Compliant Venues Ltd**, an independent agency offering assessment and training solutions for meeting venues working with clients from the Healthcare sector. The Healthcare assessment solution (created by a cross section of corporate, agency, and supply chain partners) provides a recognisable and transparent metric to the criteria to support with the assessment of an appropriate venue for healthcare meetings and events. Our dedicated Healthcare Champion can provide our clients with advise, guidance and insight around the application of the code.

Healthcare Venues believes The Hotel Brussels aligns to the metric applied to our **GREEN** assessment status.



General Positioning:

The Hotel Brussels is a fully renovated 4-star business hotel located in the heart of Brussels, with a dominating position overlooking the city's most vibrant area.

The Hotel is nestled in a mixed urban area including Offices, Government buildings, Hospitals, Healthcare Centres, Private houses and Green areas.

Brussels Central Station is 10 minutes' walk away with direct links to Brussels International Airport in 20 minutes. Brussels International Train Station (Midi) is a 5 minutes' drive or 7 minutes by metro (2 stations). Brussels International Airport is a 25 minutes' drive.

Brussels Airport is widely connected with the world with flights to more than 180 direct destinations. From the International Train Station there is a direct high-speed train to Paris and Amsterdam (in 1 hour), and London (2 hours) as well as to Dusseldorf (1 hour), Cologne (1 hour) and Frankfurt (3 hours).

Brussels is the capital of Belgium and Europe and promotes itself as the "world's leading International Organisations and Associations city" with the presence of the NATO and many other European and Global organisations. Brussels area has the largest seat of local and global Healthcare Organisations & Companies (University Hospitals, Corporates, etc...)

With more than 110 Healthcare sector meetings organised every year, The Hotel team have strong experience of holding many meetings for the healthcare sector, which include internal and HCP focused healthcare professional meetings.

The Hotel has 12 meeting rooms to choose from, and most of them are to be found on floors 25, 26 and 27. More than 400 people can be accommodated in the two Ballrooms on the 1st floor. An extensive 900 sq. meters exhibition area is available on the first floor. Every floor can be fully privatised to meet the client's privacy requirements. All meeting areas have daylight and no pillars and include the latest business meetings technologies.

Sales and Marketing:

The Hotel Brussels uses its excellent location and meeting facilities to attract business clients and leisure guests who wish to use the hotel as a base from which to visit the city.

The Hotel Brussels own website homepage uses multiple cropped pictures of the exterior, the interior, the facilities, the bedrooms as well as videos and other digital materials.

The several digital materials used clearly show a multi-faceted experience but in our opinion, this does not reflect a luxury level product mainly because the luxury feeling is mainly related to the location and the boutiques that surround the area. The overview provides a mix of descriptions on the city's historic buildings and the hotel location to them.

The Hotel Brussels has extensive meeting facilities and it is only when you use the meeting and events (Meet) tab that you get a better sense of its ability and suitability to hold various sized meetings for the healthcare sector.

The Hotel Brussels website carries videos and a picture gallery that offer an insight into the hotel. Stylishly presented, they represent a realistic reflection of the hotels business and meetings décor and facilities for both corporate and leisure guests.

There are references to spa services in the web pages (Relax) but there is no real spa (li is a very small urban sauna & hamam facility) and an external company provides any treatments who utilise the hotel's two treatment rooms that require pre-booking.

Meetings & Events Sales and Marketing collateral is focused on the details for meeting organisers but does, to provide some local reference, use images of the views of Brussels to support its impressive central station, but mainly as a backdrop to their business offering.

External travel websites support the hotel's 4-star rating and do not use inaccurate evocative language to describe the property, however, as these external travel websites are mostly used by leisure guests they do tend to advertise the hotel's leisure aspects rather than their business facilities.

Typically, the hotel's social media pages, Facebook and Instagram carry images from leisure-based activities experienced when staying at the hotel. The Hotel Brussels does have its own LinkedIn page and that is purely focused on their offering as a business hotel.

Location and Setting:

The Hotel Brussels was purpose built in 1967 by Architect Jean Montois & Partners and is now a listed building due to its architecture typically from the early 70's and also due to its location in the city.

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The hotel's own carpark has 110 spaces covering four floors underneath the building. Parking cannot be reserved for large groups as it is a public parking.

Parc d'Egmont is adjacent to the hotel but there are no leisure facilities attached and therefore has no impact on any stay at the hotel.

Brussels City Centre boasts a large conference centre (The Square) which is within a short walk from the hotel and is the host of some national and international meetings & congress.

Fit for Purpose:

The Hotel Brussels position itself mainly as a venue for business market. The leisure market is less likely represented during business weekdays but rather during weekends, its position within the centre of the city encourages both business and leisure clients with a clear distinction between weekdays and weekends. The Hotel Brussels takes business meetings seriously with a range of rooms for meetings of different sizes and when required plenary, exhibition and breakout combinations. The conference centre area located on the 1st, 25th, 26th and 27th floors ensures that a meeting with confidentiality in mind can be held there, away from the main hotel area and providing a space for meetings, exhibits and breakout rooms on private floors. The hotel provides a multi-purpose venue mainly for business and meetings, the décor and character support the meeting offer and delivers a contemporary business hotel with nice touches and a genuinely personal almost boutique feel.

Facilities:

The hotel main entrance on Boulevard de Waterloo heads directly to the stylishly and contemporary decorated lobby and reception. When entering the lobby guest are facing pod style reception desks. In the lobby guest can buy food & drinks in the Grab & Go corner. Next to the lobby the guest will find the lift landing with 6 super-fast elevators distributing the meetings rooms and bedrooms. Going further through the lobby lounge, guest will enter The Bar and The restaurant by Pierre Balthazar both being open spaces overlooking a green area, the Parc d'Egmont and with a seating capacity of 100 persons each. The Hotel security level is high with various systems in place to guarantee guest and goods safety. The 24/7 security team is always available on site should there be any emergencies or need. Privacy is key at The Hotel Brussels.

Meetings:

The Hotel Brussels itself includes 12 state-of-the-art meeting rooms located on the 1st, 25th, 26th and 27th floors. On the 1st floor the Grand Ballroom (400 pax theatre) is surrounded by a large foyer area with daylight used for coffee breaks and standing lunches with table top displays. The Park ballroom offers daylight and can be used as an extension of the foyer area to make a large exhibition area of about 900 sq.meters. On the 25th floor there are 3 meeting rooms. On 26th floor there are 4 meeting rooms and on the 27th floor there is the Vista with one meeting room that can accommodate up to 150 delegates. All floors have a large foyer area used for coffee breaks and lunches. All floors and meeting rooms have daylight. The 6 super-fast elevators (each for 15 persons) can go up from the 1st to the 27th floor in less than 27 seconds and the system can be programmed to make sure delegates are not stuck in front of elevators. An extra 12 break-out rooms can be offered by transforming bedroom into meeting/board rooms up to 10 persons each. The catering offer is one of a kind and reflects the value of its chef Pierre Balthazar: working with products of the moment with a spotlight on fresh and seasonal products offering a variety of dishes that embody the authenticity and creativity.

Bedrooms:

The 421 bedrooms are located over 21 floors in a tower block with 4 executive floors. The feature of all the rooms are those with city view as this is stunning and would clearly be memorable for any attendee. Some rooms look to the north and some to the south. The size of all rooms is the same, 27 sq.meters except the Panorama and Splendour suites, which are larger at up to 100 sq.meters. All rooms have special appointments with a Nespresso machine and fridge including complimentary water and soft drinks. Generally there is no difference to the appointment with rooms including; complimentary Wi-Fi, coffee / tea maker, Smart TV, safe. All rooms are equipped with domotic systems.

Leisure:

Labelled as Urban Spa, the space is located on the 23rd floor with no visibility from public or meeting areas of the hotel. Small in size the space is styled to reflect a spa design with lighting, décor and sauna and other rooms. However, this is not a spa centre with no formal reception and the type of treatment rooms seen in an authentic spa space. Equally, imagery in marketing terms may mislead the viewer to believe that the facilities are more extensive than the reality.

Service:

The service levels are consistent with a venue suitable for healthcare meetings and events. There is no sign that the venue attempts to use service and a guest to staff ratio to leverage luxury impressions.

There is free unlimited and high-speed Wi-Fi throughout the hotel.