



## PRESS RELEASE

**BIKE BRUSSELS** prepares for its 6th edition  
a meeting place for all, for more sustainable mobility

### Background information:

Whether by **bike** or **cargo bike**, **active mobility** has really exploded in recent years in all European cities, and especially in Brussels.

Today, more than **10,000,000 cyclists** have been counted in Brussels by counters installed by the **Brussels** Region from January to October 2023, a period of only 9 months.

According to a survey of 340,000 employees by HR services group Acerta, 39% of these employees will **commute** all or part of their commute by bike by 2023.

But beyond these figures, we see that cycling is undergoing **extraordinary development**, primarily for health, but also for the quality of life in our cities (less pollution, less noise, better traffic flow, better air quality, etc.).

No wonder:

1. Brussels is pursuing an active policy of introducing "**low-emission zones**" and widespread **30-km/h zones** and developing pedestrian zones. In just a few months, the urban landscape has changed to make more space for this new form of mobility, which is attracting an increasingly large and diverse public.
2. COVID sparked a desire to move in the fresh air and reconnect with nature. ,
3. Environmental awareness is reaching an increasingly large and diverse audience, both young and old

In **Brussels** :

- the average travel distance is 6 km
- 25% of trips are shorter than 1 km
- 37% of trips are between 3 and 5 km long
- only 20% of trips are longer than 10 km

Two recent programmes on RTBF La Première discuss these developments in Brussels:

<https://www.rtbf.be/article/en-10-ans-la-pratique-du-velo-a-bruxelles-a-ete-multipliee-par-3-11287259>

Cycling in Brussels tripled in 10 years

*"The cycling explosion is reflected in the figures," explains Marik Lahon, in charge of research at the non-profit association Pro-Vélo: "We carry out counts every 3 months at various intersections in Brussels and where at one counting point in 2010 we saw 90 bikes passing between 8am and 9am, we now see 350! That's a steady increase of 12.5% per year.... It's huge!"*

<https://www.rtbfb.be/article/record-battu-du-nombre-de-velos-a-bruxelles-alors-que-lannee-nest-pas-terminee-11282604>

*"A symbolic milestone has been reached. Since the beginning of the year, more than 10 million cyclists have already been registered in the (Brussels Mobility) registration points scattered around the Brussels Region. Last year's record (just over 9.5 million) has already been beaten, and there are still a few weeks to go in 2023."*

## The **BIKE BRUSSELS** 2024 Show:

**BIKE BRUSSELS** is at the heart of this highly favourable context...

Stimulated by this enthusiastic response, it will grow into the one event you can't ignore in spring 2024.

*"A meaningful initiative, a partner for better health and better mobility in line with the concept of Sustainable Development."*

The choice of the **Tour & Taxis Maritime Station** as the venue for **BIKE BRUSSELS** was certainly no accident. This choice stems from our desire to organise this event in the city centre, in a place with a rich history and urban renewal. Moreover, the venue is simply beautiful, with an acoustic and aesthetic quality that harmoniously combines the use of wood and natural light in a generous space that respects our built heritage.

The event will run for 3 days: **Friday 22, Saturday 23 and Sunday 24 March 2024**, attracting an increasingly large and diverse audience looking to change their mobility behaviour. More than Last year, 13,000 visitors came through the door.

Organised in collaboration with the City of Brussels, the Brussels Region and all bike associations, it is an opportunity to discover and test all types of bikes (e-bike, city bike, cargo bike, longtail, travel bike, children's bike, folding bike, bike trailer, etc.) and to choose all the bike equipment you need to travel by bike (Slow-travel).

The Show also attracts a large number of **families** looking to buy a **cargo bike** or **Longtail** bike (a bike that can carry 2 children on the carrier), as well as older people interested in **electric bikes**. This trend was reaffirmed at the last event. On the B2B side, **mobility managers** from private and public companies also came to meet service providers (insurance, leasing, etc.) and equipment manufacturers.

The actual concept of **BIKE BRUSSELS** is to promote the daily use of bicycles, but also to enable travel by bicycle, alone or with the family.

On **20,000 sq m** of the **Gare Maritime**, more than **150 exhibitors** will show their new and innovative products and services in these 2 sectors.

Associations and authorities are ready to guide, inform, educate and raise awareness about the use of cycling as part of a soft and active mobility approach.

More than just a motorbike fair, **BIKE BRUSSELS** offers a series of events packed with content and entertainment.

- **BIKE TESTS ON INDOOR PLACES AND OUTDOOR PLACES:** A large area is available for test rides. Dedicated to test tracks accessible to all, where you can try out the different bikes (electric bikes, Cargo bikes and all the other innovative machines present at the Show).
- **WORKSHOPS:** Throughout the 3 days of the Show, numerous workshops and conferences will present solutions that can make cycling easier.
- **MISCELLANEOUS ACTIVITIES FOR YOUNG people:** numerous activities will be offered during the 3 days of the Bike Brussels Village: events, workshops, conferences, fun trails, rides, initiation lessons, etc.

The B2B part of the event focuses on **Cyclo logistics**, which is also developing strongly in Brussels. For more information on the event: [www.bike-brussels.be](http://www.bike-brussels.be)

## For more information, please contact

Price: €10 (€8 v i a o n l i n e registration), free for children under 16

Location: **Tour & Taxis Maritime Station**, Rue Picard 7, 1000 Brussels

Dates: **22, 23 and 24 March 2024**

## Useful information:

<https://www.bikebrussels.be/nl/practicals-info/>

The full presentation file can be found at the following Dropbox link:

<https://www.dropbox.com/scl/fo/ic5p69e6oysznhh9332zy/h?rkey=xppkk4sh3ya8lri9h1ywn8f5m&dl=0>

The general **media toolbox (photos, logo, poster)** can be found on the page reserved for the press:

<https://www.bikebrussels.be/nl/communication-exhibitors/>

Aftermovie **BIKE BRUSSELS 2023**:

To find out more about the BIKE BRUSSELS Show, here is a short video: <https://vimeo.com/822270008>

**Photos** from the show:

<https://bertrandrobin9570.myportfolio.com/bike-brussels-photos-2022> Don't hesitate to contact me for more information.

Etienne Bertrand, Managing Director

