

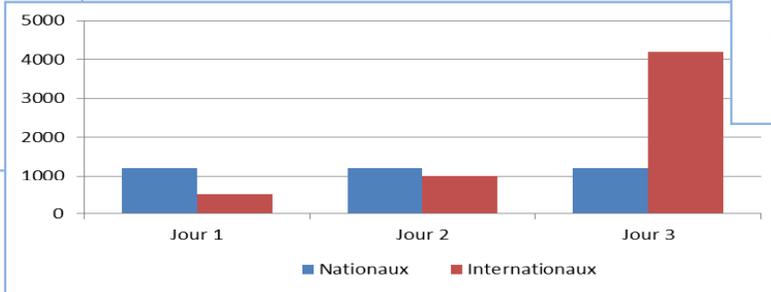
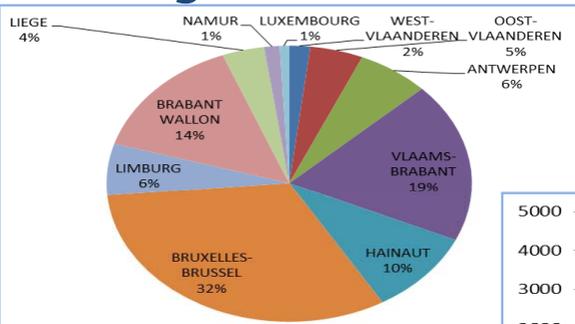
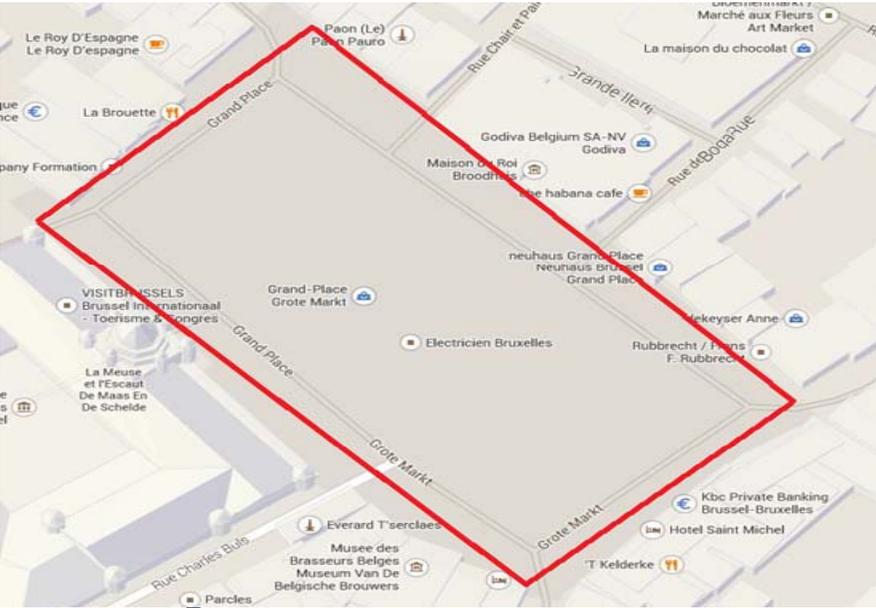
FRÉQUENTATION DES QUARTIERS VIA LES SERVICES DE LOCALISATION MOBILE



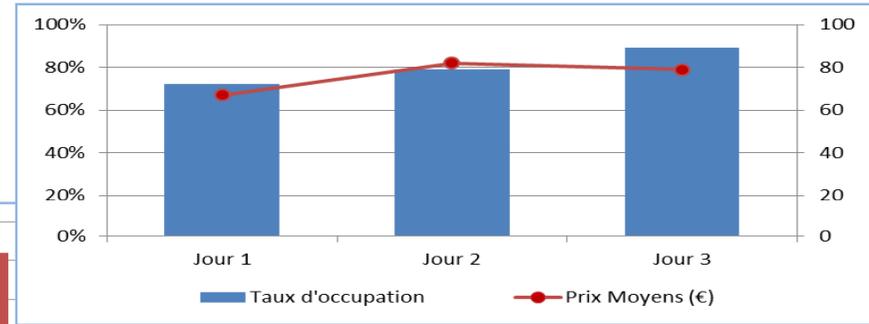
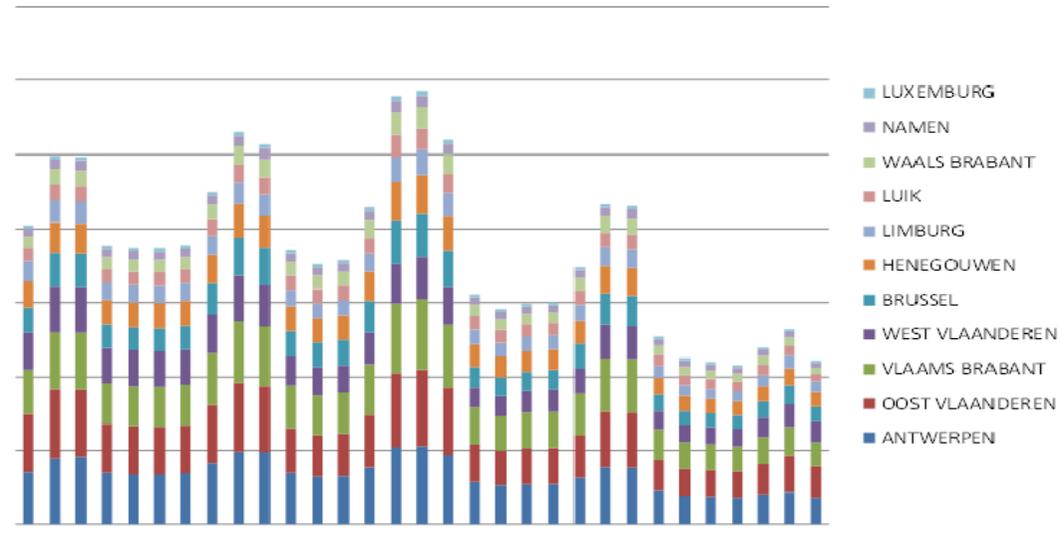


Pourquoi

- **Promotion**
- **R.O.I.**
- **Aider les partenaires**



Volume verblifsbezoekers per provincie



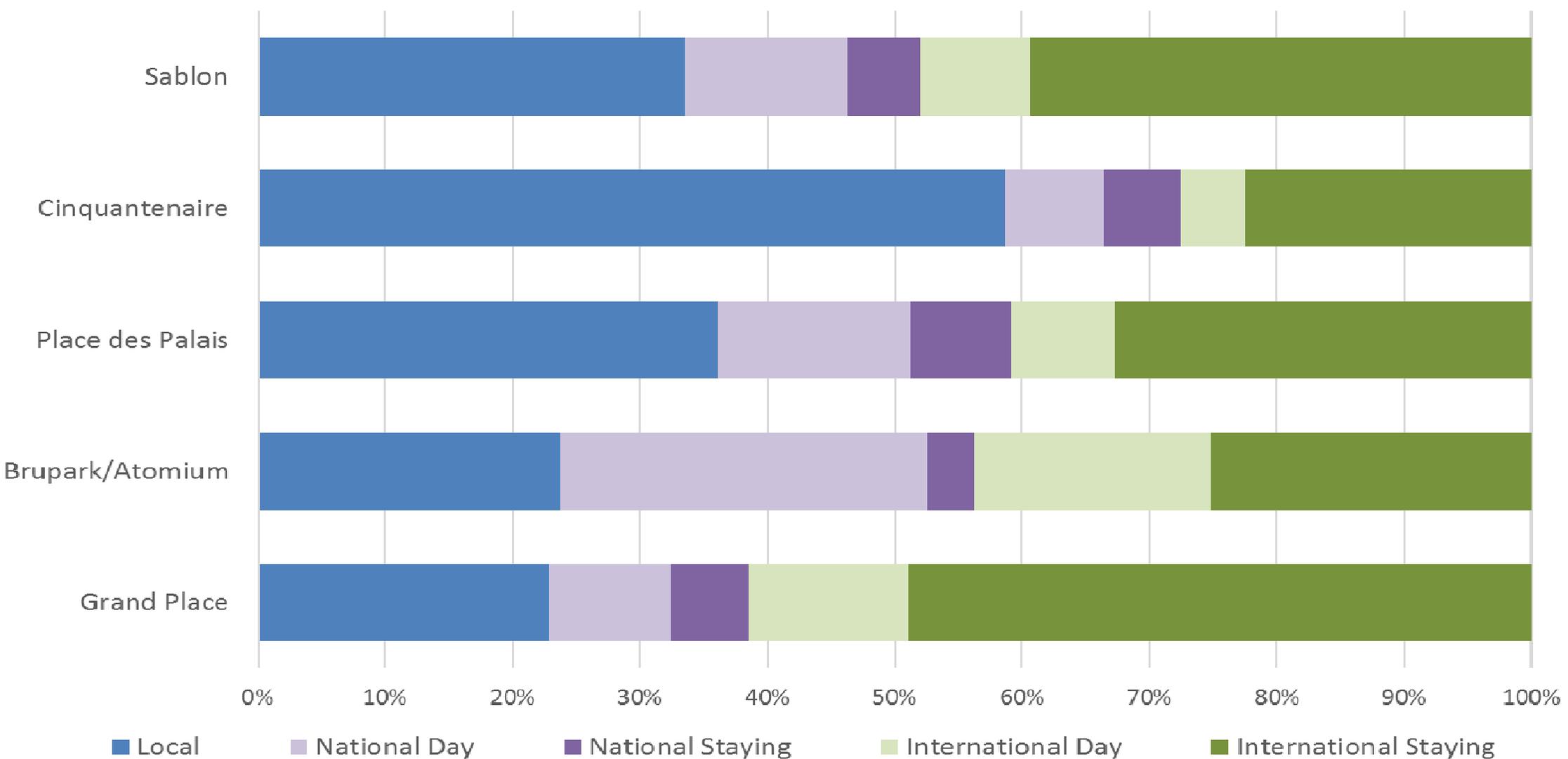
Mesures

- **Anonymat**
- **Visiteurs Locaux / Nationaux / Internationaux**
 - Fonctionnel & Transit OUT
- **Origine**
- **Lieu de logement**

UN EXEMPLE

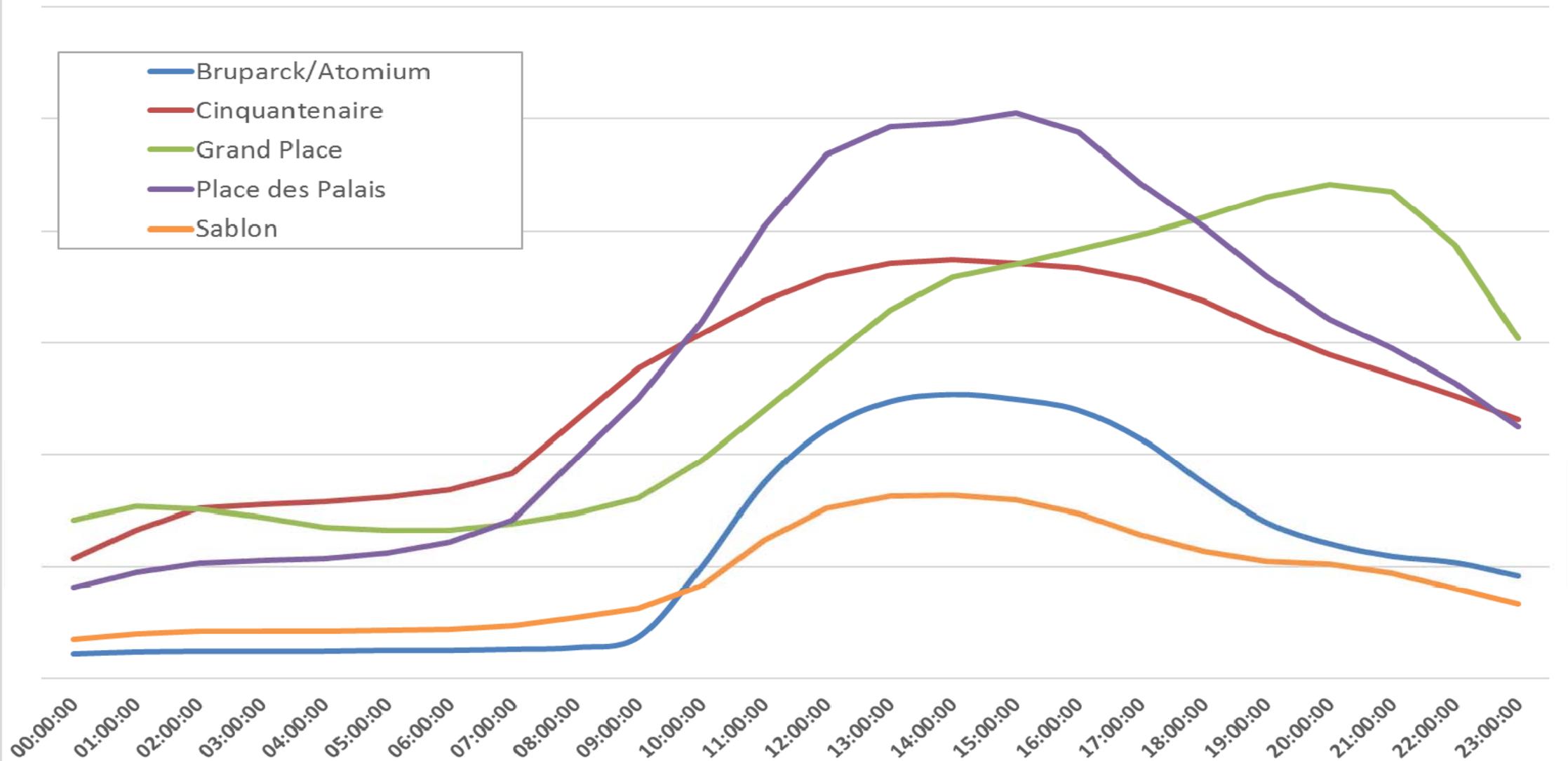
AOÛT 2015

Type de visiteurs par zone / Types van bezoekers per zone

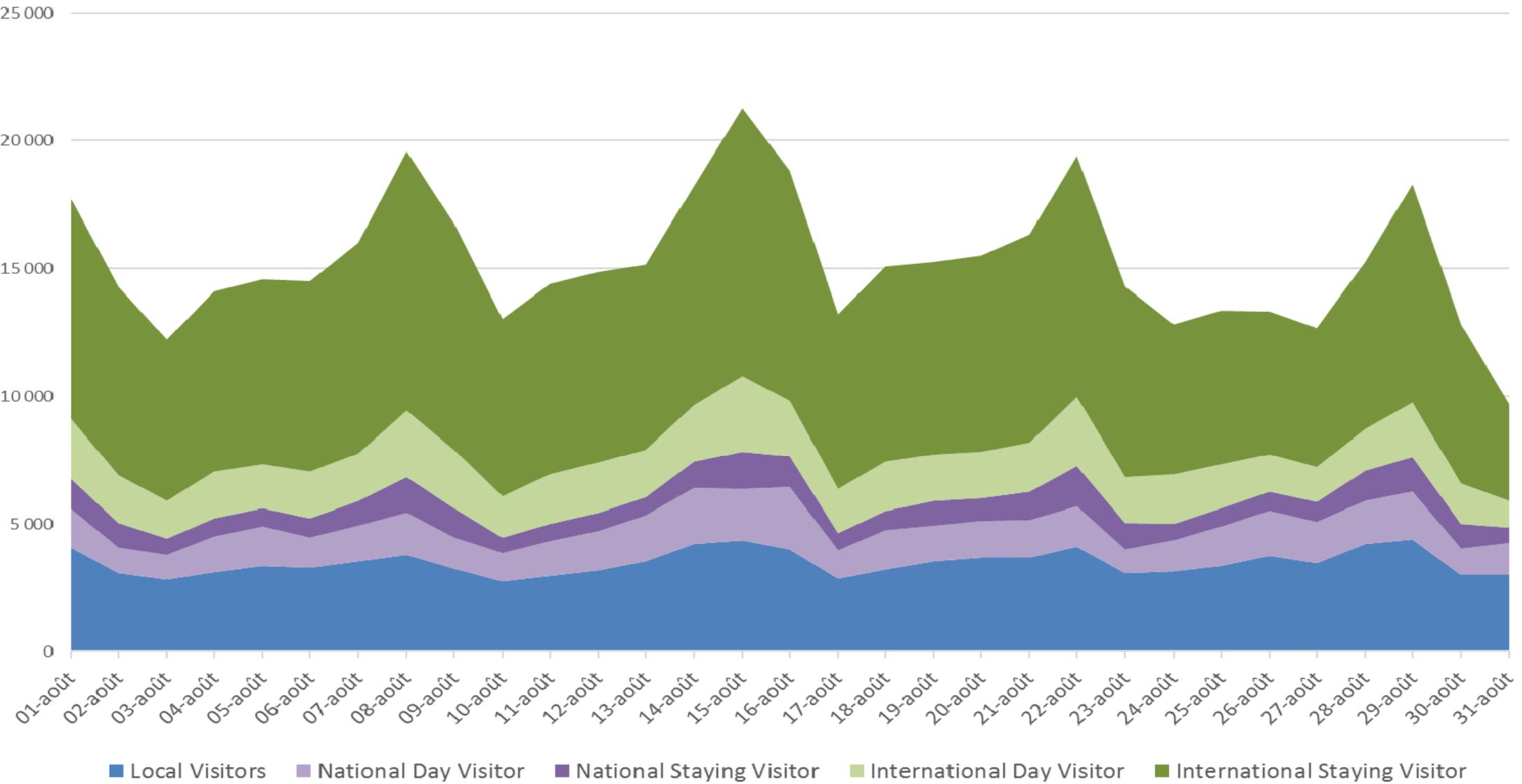


August 2015 - Based on mobile phones tracking - CONFIDENTIAL

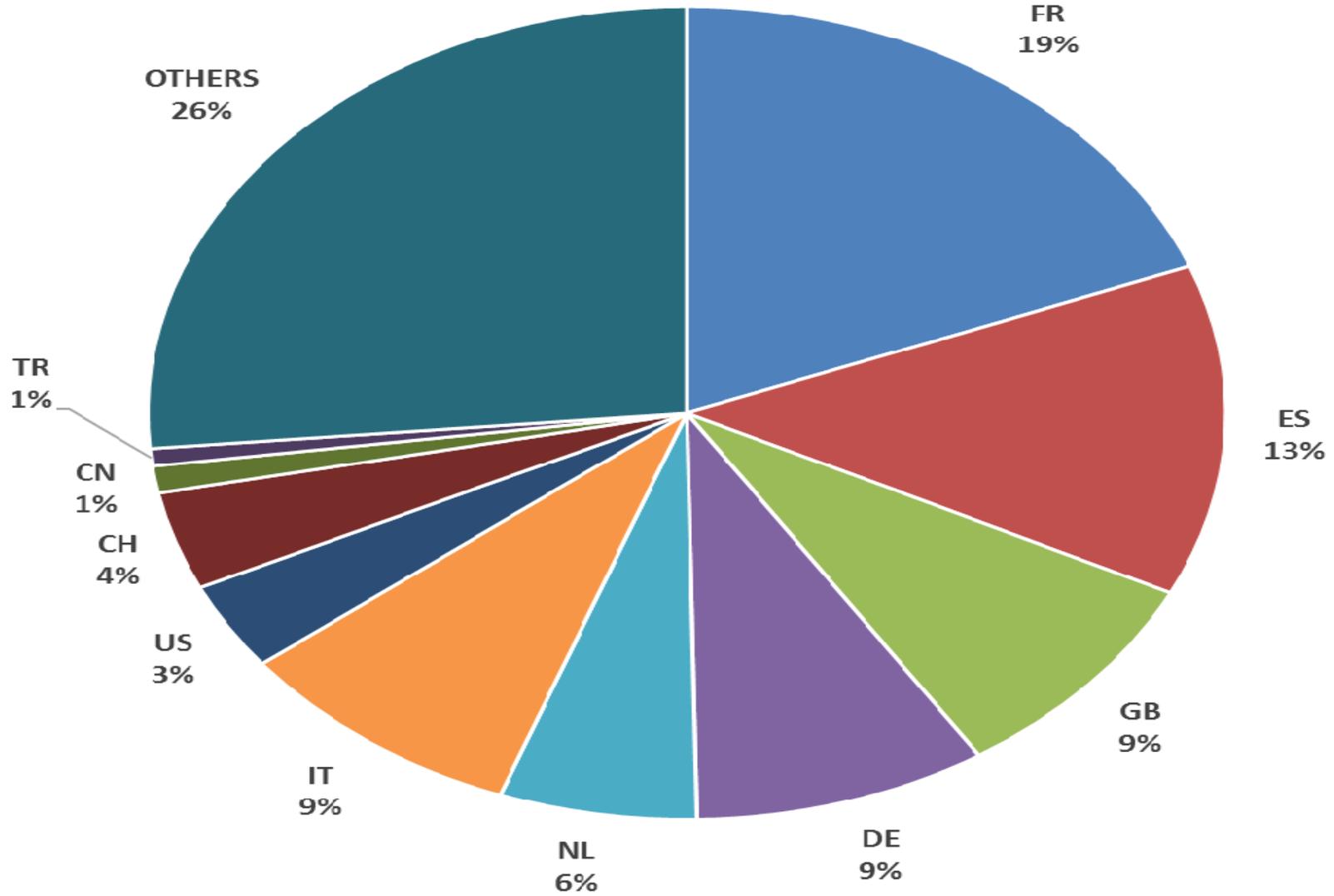
Visiteurs par heure / Bezoekers per uur



Grand Place - Août/Augustus 2015



International Staying / Grand-Place / August 2015



August 2015 – Based on mobile phones tracking - CONFIDENTIAL

Où logent les visiteurs internationaux ?
Waar logeren de internationale bezoekers

