

**EVENT  
FLANDERS**



**Flanders**  
State of the Art



# **WORLD'S 50 BEST RESTAURANTS**

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FLANDERS 2020  
SITE VISIT







*Dear Hélène, Dear Emer,  
Dear Philip;*

**Welcome to Flanders! It is with great pleasure that we welcome you to our region during the site visits to Ostend, Bruges and Antwerp for our bid to host the world's 50 Best for their annual award ceremonies. During your stay we'll be happy to share our vision for the 2020 edition. Enjoy!**

Love for food and flavour is in a Fleming's blood, and good taste is rooted in our DNA. We are living the good life. Of course we invented the fries, we produce divine beers and are famous for our chocolate, but there is so much more to discover. Flanders is littered with top-class restaurants, awarded with 97 Michelin-starred restaurants. We are proud that two of these are featured in your list of top 100 restaurants.

At the same time, small-scale microbreweries are emerging, young chefs are innovating with zero waste meals. Chocolatiers are redefining the classic praline and street food is taking over our streets. Expertise and know-how are passed down from parent to child. A creative young generation is breathing new life into our traditions. That's what keeps our culinary heritage alive. That's why Foodies will enjoy their stay in Flanders!

During the next two days, we will introduce you to the cities of Ostend, Bruges and Antwerp. We will showcase appropriate venues for the award ceremony and/or site events and demonstrate our proven history of hosting major events. You'll be able to witness the excitement, passion and creativity that this event and the overarching Flanders Food Week already generated across Flanders.

Our vision is to stage a state of the art edition of the award ceremony of the World's 50 Best Restaurants. Should Flanders be selected as your host, the World's 50 Best will be in safe hands. For now we look forward to spending the next two days with you and explaining more about the cities that have officially applied for hosting this event.

With Warmest Wishes

The Flanders 2020 bid team.





# OUR ITINERARY

## WEDNESDAY 6<sup>TH</sup> OF FEBRUARY 2019

### 09:34 PM

Departure Eurostar 9158 @ London  
St. Pancras Intl

### 10:38 PM

Arrival Eurostar 9158 @ Brussels Midi

### ≤ 10:38 PM

Check-in @ Pullman Brussels  
Centre Midi

Accommodation @ Pullman  
Brussels Centre Midi

- Reservation under the name of:  
Toerisme Vlaanderen
- Confirmation number: HCTDJIRD
- Courtesy of VISITFLANDERS

## THURSDAY 7<sup>TH</sup> OF FEBRUARY 2019

### 08:00 AM

Transfer Bruges ► Ostend  
Meeting point: Lobby Pullman  
Brussels Centre Midi

### 09:45 AM

Arrival @ Ostend

### 10:00 AM

Visit @ Kursaal Oostende

- Welcomed by Vincent Drouard & Peter Craeymeersch
- Enter via staff entrance @ Westhelling

### ≤ 10:45 AM

Visit @ C-Hotels Group

- Hotel Andromeda
- Upstairs Hotel
- Cocoon Hotel (opening Summer 2019)

### 12:00

Visit @ Hotel Thermae Palace

### 01:15 PM

Lunch @ Storm  
Courtesy of Visit Ostend

### 02:15 PM

Transfer Ostend ► Bruges  
Meeting point: Hendrik Baelskaai 21,  
Oostende  
Destination: 't Zand 34, Brugge

### 03:00 PM

Arrival @ Bruges

### 03:15 PM

Visit @ Concertgebouw

- Welcomed by Sarah Cornand & Lut Laleman

### 03:45 PM

Transfer Concertgebouw Burg

### 04:00 PM

Welcome @ City Hall

- Welcomed by Mayor Dirk De Fauw, Eldermen Philip Pierins & Pablo Annys, Lut Laleman, Sarah Cornand
- Followed by short visit @ Gothic Hall

### 04:45 AM

Coffee Break @ Hotel Van Cleef

- Refreshments offered by local hotelschools & Dominique Persoone

- Welcomed and accompanied by local chefs Dominique Persoone, Gert De Mangeleer, Joachim Boudens, Patrick Devos
- Followed by short visit @ hotelrooms

### 05:30 PM

Visit @ Grand Hotel Casselbergh

### 06:30 PM

Visit @ Dukes' Palace

- Followed by check-in & free time

### 07:30 PM

Transfer by Horse Drawn Carriage Zet'Joe

- Meeting point: Lobby Dukes' Palace

### ≥ 08:00 PM

Dinner @ Zet'Joe

- Courtesy of Meeting Brugge
- Accompanied by Greet Vandenrijt (EventFlanders) & Dieter Dewulf (VisitBruges)

Accommodation @ Hotel Dukes' Palace

- Reservation under the name of: Visit Bruges
- Courtesy of Meeting Bruges



## FRIDAY 8<sup>TH</sup> OF FEBRUARY 2019

### 08:00 AM

- Transfer Bruges ► Antwerp
- Meeting point: Prinsenhof 8, Brugge
  - Destination: Grote Markt 11-13, Antwerpen
  - Driver: Fun Cars

### 09:30 AM

- Arrival @ Antwerp
- Meeting point: Visit Antwerpen, Grote Markt 11-13, Antwerpen
  - Welcomed by Jessy Van Strydonck (VisitAntwerp)

### 10:00 AM

Visit @ Hotel Rubens

### 10:30 AM

Visit @ Hotel Julien

### 12:15 PM

- Lunch @ Hotel Franq
- Courtesy of Visit Antwerp
  - Accompanied by Greet Gosseye (EventFlanders) & Elderman Koen Kennis (Antwerp)

### 01:45 PM

Visit @ FMMCA

### 02:45 PM

Visit @ Radisson Blu Astrid Hotel

### 03:00 PM

Visit @ Chocolate Nation

### 03:30 PM

- Transfer Antwerp ► Brussels
- Meeting point: Koningin Astridplein 7, Antwerpen

### 04:56 PM

Departure Eurostar 9149 @ Brussels Midi  
Pax: Emer Schlosser

## NOTES:

- Please note that any additional or alternative arrangements required outside of the itinerary will be on the on your own account.
- Please note that we do not include hotel extras such as telephone charges / mini bar / refreshments / laundry and any services used during the stay.
- Kindly ensure that all extras are settled with the hotel prior to departure.
- Please note that travel insurance is not provided by VISITFLANDERS and would recommend that you secure this in advance of your trip.
- Please have the courtesy to inform the hotel/restaurant/guide/... in case of running late or no-show.

## LOCAL CONTACTS

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Bert Hatse	EventFlanders .....	+32 486 16 05 46
Greet Gosseye	EventFlanders .....	+32 492 15 69 39
Geert Bruynseels	EventFlanders .....	+32 476 55 02 31
Vincent Drouard	Visit Oostende.....	+32 477 35 17 31
Sarah Cornand	Meeting Brugge.....	
Jessy Van Strydonck	Visit Antwerpen .....	+32 494 03 49 90

## PARTICIPANTS

**Hélène Pietrini**  
50 Best (Director)

**Emer Schlosser**  
50 Best (Marketing & Social Media Manager)

**Philip Horemans**  
Green Seed Group



[www.facebook.com/  
visitflanders](https://www.facebook.com/visitflanders)



[#flandersforfoodies  
#visitflanders](https://www.instagram.com/visitflanders)



[@visitflanders](https://twitter.com/visitflanders)





# WHY FLANDERS?

Over the next two days, we hope to demonstrate to you why Flanders would be the perfect host for the World's 50 Best award ceremonies in 2020.





# FLANDERS 2020 WILL BE:



## 1

### LOCATED AT THE HEART OF EUROPE

#### OPEN FOR ALL

Welcome to Flanders, the northern federated state of Belgium. Situated in the heart of Europa, it's also at the centre of European history. Over the years, pioneers in art, design, fashion and architecture have all called Flanders home. History is visibly present in our art cities, visibly providing the perfect scenery for staging the World's 50 Best restaurant award ceremonies. Both Antwerp, Bruges as Ostend are tolerant, cosmopolitan cities where creative and innovative minds flourish. Cities where the past and present co-exist in perfect balance.

## 3

### CULINARY CRAFTMANSHIP

In Flanders we enjoy life and we love to eat. Whether you go to a smart restaurant or just a regular eatery, you can find top-quality food at every table and every bar. Today, the region is admired all over the world for our cutting-edge craftsmanship that so many chefs, bartenders or food producers illustrate on a daily bases. And don't underestimate the pride we hold in the recognition for our beer culture as Unesco World Heritage (2016).

## 2

### STATE OF THE ART

Flanders has a full range of outstanding venues ready and waiting to welcome the World's 50 Best restaurants. The Flemish tradition is built on respect for traditional techniques enhanced by careful use of modern technologies. Like in gastronomy, there's no innovation without respecting traditions. Our art cities provide high quality event venues and hotel infrastructure to make this event a success.

## 4

### KITCHEN REBELS

#### OUR POLICY FOR THE FUTURE

Over more than 10 years, Flanders cherishes her culinary heroes. The Flanders Kitchen Rebels collective represents a new generation of top Flemish chefs who want to do things differently. The new generation of young chefs is fiercely proud of the Flemish terroir, and the unique local products it harvests. This new generation is bringing new ideas and creativity to the table, with a dose of courage, ambition, skills and above all, a burning passion to reinforce Flanders as a top destination for food lovers and food fanatics.





THU.  
7<sup>TH</sup>

OSTEND







THU.  
7<sup>TH</sup>



Only 15 minutes away from Bruges by train and just an hour from Brussels, the port city of Ostend (Oostende) – rejoicing in the titles, “the Queen of Beaches” or “The City by the Sea” with around 70,000 inhabitants, is Belgium’s biggest and best known coastal resort.

Ostend’s spirit is egalitarian and welcoming; and however it may have lost some of its Belle Époque

grandeur it’s still very much alive and kicking. Today Ostend has a modern look and feel and is geared to hosting major conferences and welcoming hordes of tourists.

Ostend has plenty of good cuisine on offer. Seafood is of course a great strength of Ostend’s menus and you should find the freshest of fish here, straight from the North Sea.

## CONTACT

VINCENT DROUARD  
Coördinator Evenementen &  
Onthaal

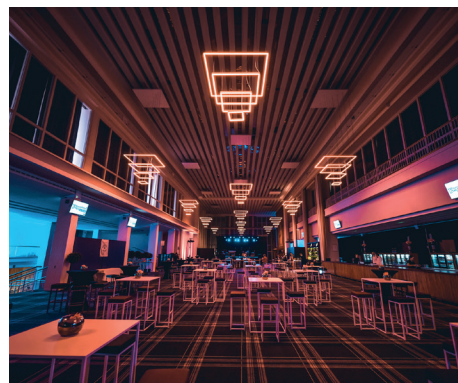
+32 (0)59 25 53 13  
[v.drouard@toerisme-oostende.be](mailto:v.drouard@toerisme-oostende.be)  
[www.visitoostende.be](http://www.visitoostende.be)







THU.  
7<sup>TH</sup>



### KURSAAL OOSTENDE

KURSAAL-WESTHELLING 12  
8400 OOSTENDE  
[WWW.KURSAALOOSTENDE.BE](http://WWW.KURSAALOOSTENDE.BE)

## KURSAAL

Kursaal Oostende is a mythical place. As early as the 19th century, people came here in search of relaxation. This iconic modernist building dates from right after the Second World War, but was thoroughly renovated from 2003 to 2005. Kursaal Oostende nowadays boasts a magnificent concert hall with over 2,000 seats, the Delvaux hall for events with up to 700 participants, a beautiful Hall of Honour which serves at centerpiece of the building, and where up to 1,500 people can party and meeting halls seating 20 to 200 persons.

With the city centre within walking distance from the venue, it is the ideal location for your event.

### SURFACE

1 125 m<sup>2</sup>

### CAPACITY:

- Seated dinner:  
400 pax
- Walking dinner:  
700 pax
- Reception:  
1.200 pax

## YOUR IMPRESSIONS OR QUESTIONS



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## UPSTAIRS HOTEL

★★★

Upstairs Hotel is the place to be in Ostend. A meeting place for world travellers, city trippers, artists, creatives or just everyday people. In short, a place where everyone is welcome. Upstairs Hotel is located in the bustling centre of Ostend, just a stone's throw away from beautiful, wide open beaches. With its affordable prices and warm welcome, Upstairs Hotel is the perfect base for a perfect getaway!

Hertstraat 15,  
8400 Oostende  
[www.upstairshotel.com](http://www.upstairshotel.com)

## C-HOTELS ANDROMEDA

★★★★

At C-Hotels Andromeda, you can enjoy luxury and comfort in peace and quiet. This 4-star hotel is located in a superb location on the seafront adjacent to the Casino Kursaal. You can relax in the hotel wellness where all the guests can enjoy the

swimming pool, Jacuzzi, sauna and gym. Hotel Andromeda is also a perfect venue for your business meetings and events. In the morning, guests can enjoy a rich breakfast buffet with the best seaview in town!

Westhelling 5  
8400 Oostende  
[www.andromedahotel.be](http://www.andromedahotel.be)

## C-HOTELS COCOON

★★★★

C-Hotels Cocoon is all about enjoying your holiday or business stay in style. This 4-star hotel has been indulged in a beautiful Hampton Beach style in collaboration with Riviera Maison, a dutch topbrand specialized in decoration and interior. This brand new hotel has been completely renovated in 2019 and will be the new jewel on the crown of Ostend. Strategically located near the city center of Ostend and only 50m from the beautiful beaches of Ostend.

Van Iseghemlaan 21-25,  
8400 Oostende  
[www.c-hotels.be](http://www.c-hotels.be)

## THERMAE PALACE

★★★★★

The Thermae Palace Hotel has 130 beautiful rooms, including Palace and Superior rooms and ample parking. You can enjoy the magnificent seaview from the terraces of the Superior rooms and classic rooms on the seaside. All classic rooms have recently been renovated to fit with the modern standards.

The recently renovated Brasserie Albert serves fresh dishes, made with the finest products that the North Sea and the area has to offer.

Travelling in style while enjoying 4-star-service and the magnificent sea view ... here you can indulge yourself!

Koningin Astridlaan 7  
8400 Oostende  
[www.thermaepalace.be](http://www.thermaepalace.be)





THU.  
7<sup>TH</sup>

BRUGES







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7<sup>TH</sup>



Bruges is a very well preserved taste of medieval Flanders. The whole historic center of Bruges is listed as a UNESCO World Heritage Site and is teeming with places of interest. Bruges is a magical place, and a source of inspiration for many artists. An unmistakable part of Bruges' pioneering craftsmanship is gastronomy. Bruges ranks at the top in the world in terms of Michelin stars per capita. And besides has an impressive range of chocolate shops, bars and even a museum. For those who love sweet...

## CONTACT

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sales manager

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[www.meetinginbrugge.be](http://www.meetinginbrugge.be)





THU.  
7<sup>TH</sup>



### CONCERTGEBOUW BRUGGE

T ZAND 34

8000 BRUGGE

[WWW.CONCERTGEBOUW.BE](http://WWW.CONCERTGEBOUW.BE)

#### SEATS

1289 seats

(on three levels)

#### PROJECTION

max. 23 m X 11 m

#### SPACIOUS PUBLIC FOYERS

- ideal for a reception, lunch or walking dinner, stands, posters
- various combinations possible depending on the demand.

## VENUE BRUGGE CONCERTGEBOUW

Concertgebouw Brugge offers a range of possibilities for every type of event, tailored to your wishes. At the heart of the building lies the concert hall. With its perfect acoustics it is ideally suited for concerts and performances. At the same time the concert hall is perfectly adaptable for other activities such as congresses, meetings, seminars, award ceremonies and even dinners on the stage.

The special architecture gives a stylish character to your event. In addition, the Concert Hall is technically very well equipped, all facilities for light and sound are present, excellent acoustics, possibility for retro projection over the entire width of the scene ...

### YOUR IMPRESSIONS OR QUESTIONS



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## HOTEL VAN CLEEF

★★★★

A grand Italianate mansion with an incredible sense of history, The Van Cleef, can be considered a stately home in a fabulous setting, the heart of Bruges. For over 700 years it has been dedicated to the pursuit of pleasure and power and has been called home to the various Counts and Dukes of the Van Cleef dynasty.

Today, The Van Cleef is transformed to a small, luxury boutique hotel where style comes with substance, where classical is mixed with contemporary and where cutting edge facilities are combined with good old-fashioned service standards. Hotel Van Cleef won the Belgian Hospitality Award for "Best Hotel Concept".

Molenmeers 11  
8000 Brugge  
[www.hotelvancleef.be](http://www.hotelvancleef.be)

## GRAND HOTEL CASSELBERGH

★★★★

Grand Hotel Casselbergh is the ideal place to start your visit to the City of Bruges. Centrally located, at just 150 metres from the Burg and the Main Market Square. At the back of the luxury hotel, which consists of the historic houses 'Casselbergh', 'Zeven Torens' and 't Fransch Schildt', a completely new annex is perfectly integrated in the surroundings. This unique hotel is a perfect blend of historic and modern luxury and takes you back to a

time of ecclesiastical and noble atmospheres. Grand Hotel Casselbergh boasts 118 elegant rooms which combine contemporary luxury with the authentic charm of 18th century Bruges. The hotel has several meeting rooms, 40 parking places and a stunning wellness area in the 13th to 17th century basements.

Hoogstraat 6  
8000 Bruges  
[www.grandhotelcasselbergh.be](http://www.grandhotelcasselbergh.be)

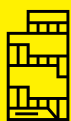
## HOTEL DUKES' PALACE BRUGES

★★★★★

Hotel Dukes' Palace superior, former residence of the Burgundian aristocracy and a unique five-star hotel in Flanders, is ideally located in the heart of the UNESCO World Heritage city of Bruges. The 110 rooms, including elegant suites, luxury rooms and spacious family rooms, are all unique and combine contemporary comfort with authentic elegance of the 15th century. The 3000 m<sup>2</sup> garden, the restaurant, the terrace and the bar are the perfect places to enjoy. You can relax in 'The Spa' with sauna, steam room, UV and infrared cabins, salt wall and gym.

Prinsenhof 8  
8000 Bruges  
[www.hoteldukespalace.com](http://www.hoteldukespalace.com)





FRI.  
8<sup>TH</sup>

# ANTWERP







**FRI.**  
8<sup>TH</sup>



Welcome to Antwerp, an atypical metropolis in the heart of Europe. Despite its relatively humble proportions, it boasts the second biggest port in the heart of Europe and its vast offering of cultural, professional and culinary delights is enhanced by more than 170 nationalities. Shopping boutiques, museums, start-up hubs, premium hotels, the

historical home of Rubens and the world's biggest diamond trade hub are all within strolling distance of each other. Antwerp embraces heritage and innovation, business and leisure, global ambitions and a genuine concern for nurturing a highly enjoyable quality of life for its temporary and permanent residents.

## CONTACT

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[www.visitantwerpen.be](http://www.visitantwerpen.be)







FRI.  
8<sup>TH</sup>



#### FMCCA

KON. ASTRIDPLEIN 20  
2018 ANTWERPEN  
[WWW.FMCCA.COM/EN](http://WWW.FMCCA.COM/EN)

## FMCCA

### Flanders Meeting & Convention Center Antwerp – a room with a ZOO

Next to the iconic Antwerp Central station, The Flanders Meeting & Convention Centre Antwerp (FMCCA) is the new prime location for meetings and incentives in Flanders. The FMCCA is a brand new, state-of-the-art convention center that combines history and modern technology and amenities and can accommodate up to 2,700 participants, with over 25,000 m<sup>2</sup> of meeting rooms. The Flanders Meeting and Convention Center Antwerp offers a true experience and blends modern and historical architecture.

Flanders Meeting & Convention Center Antwerp (FMCCA) is conveniently located in the heart of the city, in the award winning 19th Century Antwerp ZOO (the Garden of Life). Only a ten minutes' walk from the historic city center.

#### QUEEN ELISABETH

##### HALL:

2.020 pax. (seated)

##### ATRIUM:

2.100 m<sup>2</sup>

##### Seated dinner:

560

##### Walking dinner:

560

##### Reception:

1.500 (+)

YOUR IMPRESSIONS OR QUESTIONS



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## HOTEL RUBENS

★★★★

Hotel Rubens-Grote Markt is quietly situated and less than a 1-minute walk from the bustling Grand Place with bars and restaurants, as well as the Cathedral. Benefit from this great location in the historic centre for visiting the most important museums and shopping streets, De Meir and Groenplaats, all within walking distance.

Standard rooms are on the front side and the quiet Deluxe rooms look out over the patio or garden. Hotel Rubens-Grote Markt offers light and spacious rooms as well as luxurious Junior Suites and Suites.

Oude Beurs 29  
2000 Antwerp  
[www.hotelrubensantwerp.be](http://www.hotelrubensantwerp.be)

## HOTEL JULIEN

★★★★

Hotel Julien is located in the city center of Antwerp and within walking distance of restaurants, museums and designer stores. The hotel exists of two historical buildings around green patios and a roof terrace with a beautiful view overlooking the city.

Korte Nieuwstraat 24  
2000 Antwerp  
[www.hotel-julien.com](http://www.hotel-julien.com)

## RADISSON BLU ASTRID HOTEL

★★★★

Travelling to Antwerp has never been so easy. In no time at all, the Thalys train travels to Antwerp and the Brussels Airport Express train takes you to the center of Antwerp in just over half an hour. Our parking garage is available if you prefer to travel by car. You can't miss the Radisson Blu hotel on the Astrid Square – right in front of Central Station and the city's Flanders meeting & Conference Centre. The façade of the building is iconic, to say the least. The interior of the hotel is fully renovated from top to bottom in 2018. In the lobby of the hotel, you can feel the atmosphere and buzz of an international hotel, with guests on their way to an appointment in the lobby or to a meeting in one of the fifteen meeting rooms. In the bar and restaurant "Made in Antwerp", you can relax after a long day of work or have a quick bite to eat before going to the next meeting. The 253 stylish rooms and apartments are the perfect place to say in the city, to enjoy me time or to work. WiFi is free in the hotel.

Koningin Astridplein 7  
2018 Antwerpen  
[www.radissonblu.com/nl/astridhotel-antwerp](http://www.radissonblu.com/nl/astridhotel-antwerp)

## HOTEL FRANQ

★★★★

The opening of Hotel FRANQ marks the arrival in Antwerp of a new luxury boutique hotel and gastronomic restaurant. Located just a stone's throw from the Cathedral and the Meir, FRANQ delights with its combination of historical charm and contemporary urban-chic. Looking for a special overnight or weekend escape? FRANQ is the perfect place for guests wishing to discover the city or fully relax after a hectic day. Hotel FRANQ offers a soothing and refined concept for overnight stays. The rooms are located in the historic building and are decorated in a modern, contemporary style.

Kipdorp 10-12  
2000 Antwerp  
[www.hotelfranq.com](http://www.hotelfranq.com)



FRI.  
8<sup>TH</sup>



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**LEGAL DEPOT**

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