

# Conferences - MICE Itinerary Proposals

For 10 to 3000 people, divided in groups  
of min 16 and max 25 participants  
Group activities for min 100 pax

Prices all inclusive  
Not subject to VAT  
Subject to availability of our partners

## Our Association

### LIVE ART AS AN “ART DE VIVRE”

Since 1986, we have developed our expertise in a very special field: cultural tourism.

Our initial ambition is to live art as an « art de vivre », to lead participants by their hand on our trips and tell them a story: the story of a place, its population, its architecture and its culture in the broadest sense.

Our team of professionals works on demand, adapting and creating tours and tailor-made programs.

Cultural tourism, special events and incentives, marketing and communication to be integrated in your seminar or congress: from the guided tour to your cultural event, Itinéraires answers promptly in (almost) every language.

Each proposal is adaptable to your wishes and the reality of your timing and objective.



## Before the event: Site Inspection

*Are you planning to travel to Belgium and organise a scouting trip for your future conference, seminar and activities?*

*Our team of professionals is on hand to guide you during the scouting and offer you our cultural activities.*

*We will show you our products and ideas to make your event memorable. We'll give you practical advice and best practice; what could go wrong in terms of logistics and coordination, and how we can ensure that activities are carried out to best effect.*



# Transfers and Assistance

## Transfers:

From Zaventem airport / South Station to city centre hotels

Car max 3 pax: €160

Minivan max 8 pax: €170

Minivan max 16 pax: €325

Bus max 30 pax: € 315

Bus max 50 pax: €375

*Other transfers, available during the day or at night (to get to the Gala dinner): on request.*

## Assistance:

Hostess or steward at the hotel / congress venue:  
600€/person/day

*Excluding any technical equipment (computer, mobile phone, connection, etc.) and material (table, chair, banner, etc.), lunch.*



## Cultural Discovery

On the following pages, you'll find our suggestions for themed guided tours of the city of Brussels. For each tour (except that of the EU Quarter) our guides will show you the highlights of the historic centre.

Each tour will be based on the chosen theme and will include an activity (tasting, museum or attraction) that coincides with the theme.

We considered that the participants will enroll online in the activities more akin to their interest. We have then organized the logistics aspects considering groups of 16 to 25 people. Once more than 25 people are enrolled, we can « open » up a new group, book a new guide, and so on.



## Brussels and the Comic Strip

*Comic-book frescoes, street-art works, "revisited" street signs: the heart of Brussels is full of interaction between a type of artistic expression and an urban site. A walk that will appeal to young and old alike as it plunges you into the fantastic world of comic strips, as well as the colours and messages, hidden in plain sight, of street artists. Whether you're a comic book enthusiast or a fan of fantasy travel, this tour will give you what you're looking for in your dreams and your departures: a taste of elsewhere...*

### Practical information:

Duration: 3 hours

Exterior tour of the historic centre and its must-sees and comic-book murals

Guided tour of the Comics Museum or the Belgian Comic Book Center

Outdoor tour: 195€/max 2h/max 25 pax

Price for a minimum of 16 and a maximum of 25 people: €54 p.p.

Includes: guides for up to 4 hours, tickets and visit to the Comics Museum or Belgian Center, our services.



# Brussels, Capital of Europe

*Brussels, the most beautiful gateway to Europe: twists and turns around the European Parliament will allow us to explore the history of Berlaimont and its successive moves, to discover some architectural gems or the remains of the megalomaniac road projects of the 1960s... From the Léopold district, a European city, to the Place Jourdan, we'll be showing you how Europe came to be at the heart of the capital, and the impact it had on housing and the general appearance of the district. We'll tell you all about how Europe came to be. Finally! Who does what, where and how?*

## Practical information:

Duration: 3 hours

Outdoor tour of the European Quarter and visit to the Parliamentarium (with our guides - free admission)

Return transfer from the Hotel / Congress to the EU Quarter

Price for min 16 and max 25 pax: 54€ p.p.

Including: provision of guides for a maximum of 4 hours, the private coach for the round trip, visit to the Parliamentarium (free of charge), our services.



# Panoramic Best of + Atomium

*Discover Brussels 'extra muros' and its Art Nouveau districts, the European Quarter - the heart of continental politics - Laeken and the Royal Palace, and the Atomium. At the heart of the 1958 Universal Exhibition, the Atomium has become the Plat Pays' best-known symbol. Its structure houses various themed rooms on the history of Belgium, the Exhibition and, of course, the attraction: our guides will tell you all about them.*

## Practical information

Guided tour of maximum 4 hours

Including 1h30 hours panoramic tour by private coach

Tour of the Atomium with back-up guides

**Price for min 16 and max 25 pax: €80 p.p.**

Including: guide for up to 4 hours, private coach for up to 4 hours, admission to the Atomium, our services.





# The Sablon district and the High Town

*After the Dukes of Burgundy settled in Brussels, the Brabant nobility, and later the nobility of the various provinces of the Burgundian Netherlands, gradually established their urban residences near the ducal palace. This was at the expense of the former Jewish quarter and part of the working-class district of Putterie. At the end of the Middle Ages, when the marriage of Maximilian of Habsburg to the last descendant of the Dukes of Burgundy made Brussels one of the main centres of imperial power, many European noble families converged there. The extension of the city walls was used to create a new noble quarter: the Sablon.*

## Practical info

Duration: 3 hours

Exterior tour of the Sablon and Royale districts and guided tour of the Palais du Coudenberg

**Outdoor tour: 195€/max 2h/max 25 pax**

**Price for a minimum of 16 and a maximum of 25 people: €54 p.p.**

Including: guide for the outdoor tour, visit and entrance fees to the Coudenberg, our services.



## Exclusive Sablon

*1731: a terrible fire destroys the palace of the Dukes of Brabant. This tour of the Place Royale and the remains of the Coudenberg will bring us face to face with the ghosts of Charles V, the Knights of the Golden Fleece, Isabella and Maria Theresa... A story full of twists and turns, the echoes of which echo through the underground passages.*

### **Guides available**

Costumed guide: 280€/guide incl. VAT/maximum 1h30  
+ 250€ for the coordinator

By the costumes of the Royal Society of the Ommegang

*Reservation / privatisation of the Coudenberg by yourself*



# Brussels, cradle of the Art Nouveau

*In the 19th century, Belgium's reputation made Brussels a sumptuous meeting place. At the cutting edge of the metallurgical industry, the leading producer of cars and sought after everywhere for railway construction, the country attracted the great and the good of the world. The best example of this dynamism is the birth of Art Nouveau thanks to the brilliant architect Victor Horta. Ixelles and Saint-Gilles are home to some of his finest works: Hôtel Tassel, Maison Sander Pierron, Maison Vinck, Hôtel Max Hallet, Hôtel Solvay, Musée Horta... An architectural wonder!*

## Practical info

Exterior tour of the Art Nouveau district of Ixelles (2h) and visit to the Horta Museum (3h total)

**Outdoor tour: 195€/max 2h/max 25 pax**

**Price for a minimum of 16 and a maximum of 25 people: €54 p.p.**

Includes: guide for the outdoor tour, tickets for the Horta Museum, our services.



# Exclusive Art Nouveau

## Exclusive visit:

*Private tour of the Hôtel Solvay, replacing the Maison Horta, with costumed guides.*

## Practical info

Duration: 3 hours

Exterior tour of the Art Nouveau district of Ixelles and Saint-Gilles, visit to the Hôtel Solvay

With our costumed guides at the Hôtel Solvay

**Price for min 15 and max 25 pax: 199€ p.p.**

Including: guide for the walking tour, costumed guide for the visit of the Hôtel Solvay, costume coordination, opening and guarding of the Hôtel Solvay, our services.



# This is not a surrealist itinerary

*Magritte, Delvaux and the others, when surrealism took root in Brussels*

*"To be or not to be, that is the question"... What did Magritte mean when he wrote on his canvas "This is not a pipe"? To help you understand Belgian surrealism, we'll be taking you back to the places frequented, explored and represented by our artistic authors. We can also proudly tell you why our capital is considered surreal! Strange is being an angel?*

## Practical info

Duration: 2h external tour, 3 hours with the museum

Exterior tour of the city and its surrealist traces (cultural and unusual)

Visit to the Magritte Museum with museum guides

**Outdoor tour: 195€/max 2h/max 25 pax**

**Price for a minimum of 16 and a maximum of 25 people: €54 p.p.**

Including: guide for the outdoor tour, back-up guides, tickets for the Magritte Museum, our services.



# The Chocolate Route

*The Belgian chocolate label is well established. But to whom do we owe it? This itinerary will enable you to discover the great names of Belgian chocolate, whether they have left their mark on history or are still writing it. Discover the characteristics of each of our master chocolatiers, both in terms of their techniques and their specificities. You'll get an appetiser that will make your heart skip a beat for a particular master chocolatier!*

## Practical info

Length of visit: 3 hours

A tour of the historic heart of Brussels: the history of the city and of chocolate.

Tasting of two chocolates by two high-profile chocolatiers.

**Price for min 16 and max 25 pax: €22 p.p.**

Including: the guide for the outdoor tour, the two tastings, our services.



## It's «Jeudredi!» Beer in Brussels

*"It smells like beer, from London to Berlin" sang the great Jacques Brel, and Brussels has always held its liquid gold reputation dear! Much more than just a drink, beer has historical, cultural and social links with the city of Brussels, its spaces and its people. Discover the historic heart of the city through the eyes of beer, find out the names of the oldest and most unusual estaminets and round off the walk with a guided beer tasting! A perfect way to start your weekend, or your week...*

### Practical info

Duration: 3h00

Guided stroll through the town, followed by a beer tasting (3 p.p.) accompanied by cheese and charcuterie from our regions.

**Price for min 16 and max 25 pax: 42€ p.p.**

Includes: guide for the outdoor tour, back-up guide for the tasting, tasting, our services.



## Food Tour: Chocolate, beer, waffle and/or fries!

*Gourmandise has always been part of Brussels' reputation abroad. During Breughel's fairs, the "Joyeuses Entrées", the sumptuous banquets of the Belle Époque or simply today in a restaurant seduced by its setting and its menu, visitors have always recognised in the people of Brussels "an art of eating well". An itinerary that brings gourmets together for a sensual, artistic and economic history. Discover the history of gastronomy in Brussels and treat yourself to a moment of pleasure... deliciously shared.*

### Practical info

Duration: 4 hours

Guided tour with our cultural guides

Tasting of a praline during the tour

Tasting of a waffle during the tour

Tasting of a cone of chips during the tour

Sitting beer tasting p.p.

**Price for min. 16 and max. 25 pax: €55 p.p.**

Including: guide for the outdoor tour, tastings, our services.





## Lunch / Dine Around

*Enjoy a beer and charcuterie starter, a meal and a dessert in some of these very typical Brussels locations. A guided walk that offers a unique opportunity to discover or rediscover the typical delicacies of our regions and, accompanied by one of our guides, to explore the history of these places..*

### Practical info

Duration: 3 to 4 hours

3-course lunch in 3 different establishments:

Beer starter, cheese and charcuterie

Traditional Belgian dish + 2 drinks in a typical restaurant

Dessert and drink in a tavern in the historic centre

**Price for min 16 and max 25 pax: 110€ p.p.**

Including: guide for the outdoor tour, Lunch/Dine Around, our services.



# Discovery of Bruges

*To visit Bruges is to imagine that the boats and carriages are carrying not tourists, but German and Italian merchants selling spices from the Orient, wines from the Rhine, furs from Russia... The lively quaysides are a reminder of the cosmopolitan city of the 16th century: the world's largest port.*

*For one day, we'll live in Bruges like Hanse merchants. After greeting the city's representatives in front of the Belfry and the Town Hall, our steps will lead us to the Burghers' Lodge, the Porters' Lodge, the House of the Genoese... Then it's off to the Stock Exchange. After a quick check of fabric prices, we'll pay a visit to Peter Bladelin, treasurer of the Toison d'Or...*

## Practical info

Duration: full day

Guided tour with our cultural guides

Activity included (Private boat tour/Museum tour...) and lunch included

**Price for min 16 and max 25 pax: 229€ p.p.**

Including: guide and full-day coach (max 10h), private boat tour or museum visit with backup guide, lunch [2 to 3 courses depending on establishment - drinks included - budget 60€ p.p.], our services



# Discovery of Antwerp

*Antwerp was famous in the 16th and 17th centuries, and will remain so in the future. This metropolis is characterized by a vitality, due to its port, that lends an air of dynamism to the city's economic and cultural life. Contemporary streets abound with avant-garde boutiques and designers' houses, revealing the city's vitality. Follow our guide to discover the history, culture and evolution of Antwerp. But who are Brabo? Metsijs? Rubens and the others?*

## Practical info

Duration: full day

Guided tour with our cultural guides

Activity included (guided tour of a museum/other...) and lunch included

**Price for min 16 and max 25 pax: 229€ p.p.**

Including: guide and full-day coach (max 10h), private boat tour or visit to a museum with backup guide, lunch [2 to 3 courses depending on the establishment - drinks included - budget 60€ p.p.], our services



# Discovery of Ghent

*"Beautiful and prodigious city!" exclaimed the German artist Dürer, when he stopped off in Ghent in 1551. Indeed, in the 16th century, it was the most powerful city after Paris. By the end of the 15th century, Ghent had overcome the cloth crisis of the 14th century to become a huge grain warehouse and an active center of inland waterway transport.*

## Practical info

Duration: full day

Guided tour with our cultural guides

Activity included (Private boat tour/Museum visit...) and lunch included

**Price for min 16 and max 25 pax: 229€ p.p.**

Including: guide and full-day coach (max 10h), private boat tour or museum visit with backup guide, lunch [2 to 3 courses depending on establishment - drinks included - budget 60€ p.p.], our services



## Who Killed Monsieur the Count?

*That's the question you'll have to try to answer. Like the world's most famous detective, you'll have to scour the city for clues that could lead you to the killer.*

*You will be a team of aspiring detectives looking for information about the city.*

*Discover its traditions, its artists, its must-see places, and complete your investigation with precision to earn more clues.*

*Your roadmap will also take you to some places where the victim would have been spotted on his last day.*

*There you will take tests to try to earn extra points.*

*Good luck, and don't forget to use your "little grey cells".*

*Discover our teaser: <https://youtu.be/YHB74T9P5xI>*



# Who Killed Monsieur the Count?

- Division of the participants into 5/6 sub-teams
- Welcoming and briefing for an atmosphere setting by our detective animator Jean Hercule du Poireau - in your hotel/meeting room,...
- Distribution of the roadmap, the timing and the suspect cards.
- Following the indications of the timing and the roadmap, the participants find the suspects to listen to their testimony and collect the clues, as well as listen to the guides to discover the history of the city and participate in the challenges which will be proposed at each stage.
- Final drink and resolution of the mystery in a private area.
- Duration of the activity: depending on the size of the group, min 2h30 and max 4h
- With larger groups, we may add extra cultural animation/explanation spots to ensure a smooth running of the game.
- Investigation material, documents and clues, coordination, tasting of a praline, final drink to award the points in a private area included in the price.

**Price for min 100 pax: 63€ p.p.**



# Marolles Express : the search for Victor Sackville

*Dive into the Marolles, the beating heart of the capital, with a very specific mission: help the spy Victor Sackville! In charge of transporting the jewels of the Queen, he has been the victim of an assault: wounded, he has lost his memory and the jewels have been stolen!*

*Several secret agents, hidden in Brussels, are ready to help him... But what if one of them was the aggressor?*

*Through a real spy hunt in the neighborhood, get ready for a sportive and cultural race, come and meet the adventurer in you!*

*From one spot to the next, who will be the winning team that finds the spy first?*

*Discover our teaser : <https://youtu.be/b2p9Np4mVcs>*

## Practical info

- Duration of the game: 3 hours
- Division of the group into 7/8 teams
- A coordinator to explain the game, an actor who plays the role of Victor Sackville, eight cultural stations animated by our guides/actors/animators who play the role of foreign secret agents.
- Starting material: a silent card, a timing to respect, enigma cards to solve to advance in the adventure.
- The animators will challenge the participants to get a clue and reach the next step.



# Marolles Express : the search for Victor Sackville

- Example of tests: sound test, marble game, speed test on the elevator of Place Poelaert, deciphering a sentence in Brusseleir, finding the 3 traces of Brueghel in the district, photo animation, exploring the church of the Chapel in search of a bird, buying on the market place the most surreal object which could belong to Victor Sackville, coded letters to decipher by being helped by the inhabitants of the district.
- Final drink and prize-giving in a private area
- Included in the price: Victor Sackville's animator, the animation team (animator guides), the coordinator/assistant, the game material, the final drink, the tasting of a praline during the course, our services.

*Extra idea: Endurance course in beer bike, timed sprint.*

**Price for min 100 pax: 67€ p.p.**





## ANY QUESTIONS?

*We work on demand: do you want to modify the offer?  
Adapt it to your budget? Add more experiences?  
We are always ready to listen!*

Sophie Le Grand  
Director

Andrea Snaidero  
Group Manager

---

info@itineraires.be  
+32 (0)496 38 85 94  
N. Entreprise: 0880 - 587- 081

