PAIRI DAIZA

Y VOTED BEST ZOO IN EUROPE 2024 Y





Pairi Daiza in numbers	P.8
Introduction	P.10
Pairi Daiza, the Dream of Eric Domb	P.12
Prehi Daiza, The Lands of The Past	P.14
Overnight Stays in and around Pairi Daiza	P.18
Seasonal Entertainment	P.20
Historical and Authentic Architecture	P.21
Gastronomic Enjoyment	P.22
The Nine Worlds	P.23
For the love of animals	P.24
The Pairi Daiza Foundation: a Strong Commitment to Nature Conservation	P.26
100% Green by 2034	P.34
Practical information	P.36
Press Information	P.38



"Nature conservation, animal welfare, and fostering friendship among peoples by bringing cultures together are central to the adventure of Pairi Daiza.

Pairi Daiza is not merely a place to visit but a transformative space that, through beauty and wonder, inspires concrete action for the protection and preservation of nature. It is a commitment to create, day by day, a living and learning project that evolves with and thanks to the community that surrounds it, fueled by the love and determination of those who sustain it."

Eric Domb, Chairman and Founder

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Pairi Daiza in numbers

75 hectares, 9 worlds 800 animal species, 7.500 animals



2.6 million visitors in 2024

10.000 trees and plants

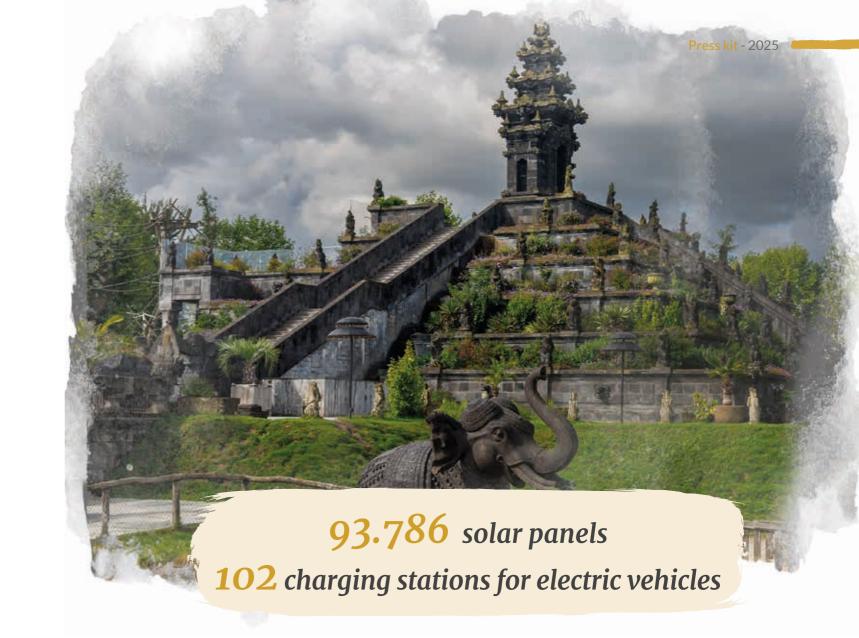
31 years of commitment to nature conservation

More than 100 EEP-programs (European Association of Zoos and Aquaria)

More than 2 million euros donated to wildlife preservation via the Pairi Daiza Foundation

111 native wild animals rescued by Géraldine's Heaven of the Pairi Daiza Foundation

529 reptiles or amphibians taken in by the Pairi Daiza Foundation in Le Refuge



4 historical steam trains
2 sacred temples, 7 seasonal events
More than 1.000 semi-precious stones
30 diverse food options, 700 employees

121 immersive accommodations with views of animals95% occupancy rate at the Pairi Daiza Resort

6

INTRODUCTION:

The Largest Tourist Attraction in Belgium for a Day Visit or Multi-Day Stay

Since the theme park's opening on May 11, 1994, Pairi Daiza has grown to become Belgium's largest private tourist destination, ideal for a day trip or a multi-day stay at the Resort. Each year, Pairi Daiza welcomes over 2.3 million visitors, mainly from Belgium and its neighbouring countries.

In Old Persian, "Pairi-daeza" means "enclosed garden" or "walled orchard," signifying "paradise." The Garden is located in Hainaut, Wallonia, just 50 km from Brussels and less than approximately 220–250 km (137–155 miles) from the Eurotunnel terminal in Calais. The Park, featuring unique overnight accommodations, is easily accessible by car and train.

Pairi Daiza offers a mix of an animal park, an open-air museum, and, more recently, a holiday experience amidst all these animals and surprising themed worlds. This unique enterprise has received numerous accolades, including being crowned the "Best Zoo in Europe" (*) and earning three stars in the Michelin Green Guide. Its accommodations, offering views of Polar bears, walruses, penguins, and Siberian tigers, won the 2022 "Best New Hotel Concept" award for Belgium and the Netherlands.

Spread across 75 hectares, Pairi Daiza showcases the beauty of nature while invoking harmony between humanity and nature through the spiritual traditions of diverse cultures.

Eric Domb, Chairman and Founder of Pairi Daiza, says:

"The world is incredibly beautiful, and no one says it. It's important to show and share the wonders of our planet with those who may not have the chance to travel."

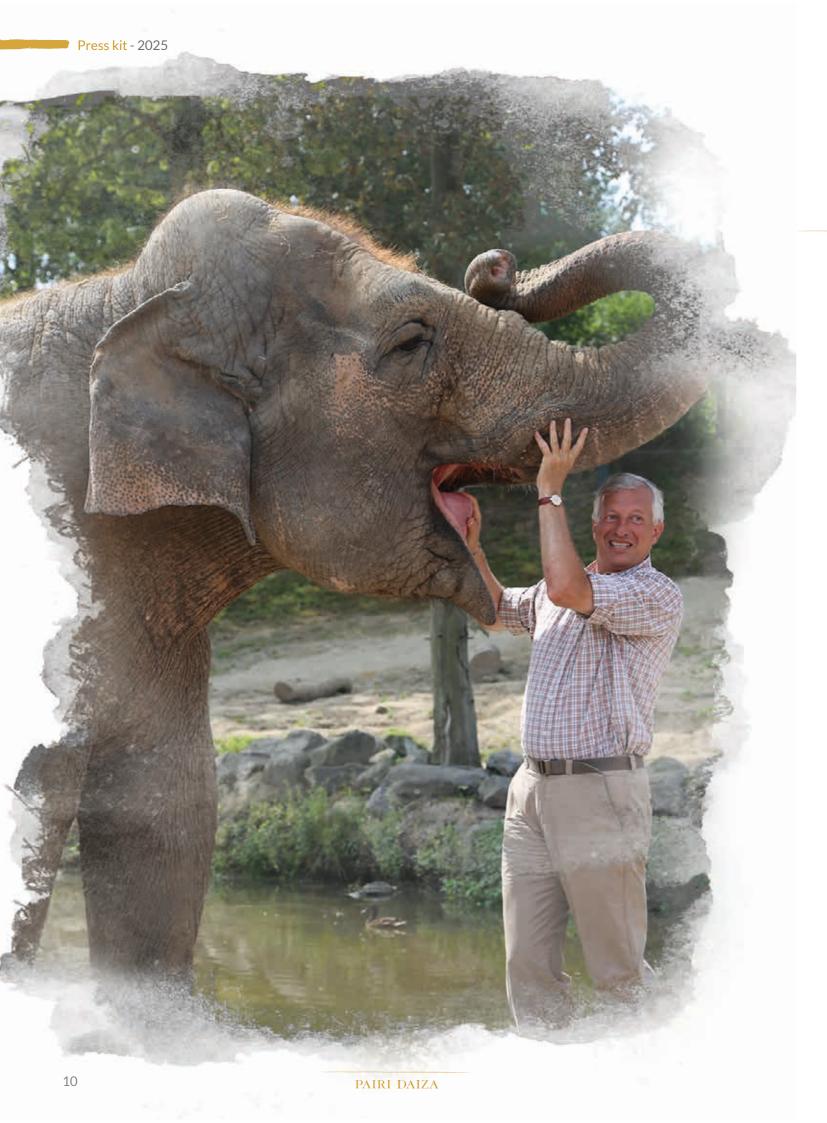
The Enchanted Animal Kingdom is home to over 7,500 animals from 800 species, including 2 giant pandas, 17 elephants, and hundreds of rare species. It also features thousands of rare plants, stones, and minerals, along with authentic buildings, sacred temples, craftsmanship, and gastronomy.

From day one, a love for animals has been the backbone of the Pairi Daiza project, guiding its vision and actions. Pairi Daiza aims to inspire visitors to care for the planet and its animals with greater love and dedication.



(*)in 2017, 2018, and 2019 by the Diamond Themepark Awards, and in 2023 and 2024 by the German magazine Parkscout





"I am, in a sense, realizing a childhood dream. We want to create a place that can reconcile humanity and nature. That's why in every world, you will find not only animals and plants but also minerals and other wonders of nature. And above all: humanity is present, through architecture, poetry, and craftsmanship.

I am somewhat opposed to the traditional approach of zoos, which often tend to place humans and animals in opposition: buildings are purely functional, and there is no integration of both worlds. That is not our approach.

I belong to those who believe that continuing to present conservation as a system that needs to rid itself of humanity is unrealistic and offers no future. It only generates guilt. I believe that if we want to raise awareness about the need to care for our planet and fight the extinction of life on Earth, this must be done through love and wonder."

For 30 years, year after year, I have integrated and reconstructed fragments of world regions in the most authentic way.

I love immersing myself in the collective cultural consciousness of the people I encounter. . In each of these continents, there are plants, animals, and people who have grown together in a spiritual way, with architecture taking its rightful place.

The authenticity of the landscape, this immersive quality cannot be conceived or produced without the involvement of local specialists from Africa, China, or elsewhere who participate in this adventure."

- Eric Domb, interviewed by SoSoir, June 2021

PAIRI DAIZA UNVEILS A FASCINATING prehistoric world: Prehi Daiza, The Lands of The Past!

From February 8, the start of the 2025 season, Pairi Daiza invites visitors on an extraordinary journey through time. They can travel millions of years back to explore the fascinating prehistoric era and draw parallels between the extinction of the dinosaurs and today's conservation challenges.

In 'The Land of The Cold,' the open-air exhibition "Prehi Daiza, The Lands of The Past" offers an impressive glimpse into the past:

- Around sixty dinosaurs and Ice Age animals come to life in lifelike reconstructions.
- In the entrance building, The Gallery of The Worlds, visitors can admire Vulcain, an authentic Apatosaurus skeleton, a witness to the Jurassic era.

A JOURNEY AMONG PREHISTORIC GIANTS

From majestic Brachiosaurs to fearsome *T-Rexes* and *Spinosaurs*, the realistic reconstructions (some up to 20 meters long) are brought to life with advanced technology. Sound effects enhance this educational and immersive experience, clarifying the evolution of life on Earth.

This unique exhibition was developed in collaboration with Dino Don, Inc., a world leader in robotic exhibits for zoos and museums. The lifelike animatronics move with whisper-quiet motors, making their breathing and movements appear natural.

Included in Pairi Daiza's entrance fee, "Prehi Daiza, The Lands of The Past" offers an entertaining and educational

This exhibition aims to make visitors reflect about our planet. Some of these giant creatures disappeared less than 10.000 years ago, reminding us of our planet's fragility. Visitors are immersed in a wondrous world while discovering the importance of conservation.

The exhibition features over 20 prehistoric animal species, including Timimus, Pachyrhinosaurus, Leallynasaura, Woolly Mammoth, Stegosaurus, Ankylosaurus, Raptor, Parasaurolophus, Pelycosauria and Carnotaurus. Hyper-realistic animatronic Velociraptors will roam freely through the park, creating unforgettable surprises.





- Land of the Mammoths: Encounter impressive creatures like the Megalonyx (giant sloth) and the Woolly Rhinoceros.
- Polar Zones: Discover surprising species like Atlascopcosaurus, Wintonotitan, and Nanuqsaurus, adapted to
- Land of the Giants: Edmontosaurus and Tyrannosaurus rex lived together in a fragile ecosystem.

For a fully immersive experience, each period is accurately reconstructed with natural vegetation. In the Land of the Giants zone, visitors can admire a 43-meter-long, 57-ton fossilized tree trunk from Indonesia – a rare and fascinating fossil millions of years old.





13 PAIRI DAIZA







Exclusively at Pairi Daiza, **Vulcain**, an exceptional **Apatosaurus** skeleton, is on display. Discovered in **Wyoming in 2018**, this fossil dates back **150 million years** and is **21 meters long**. It is one of the **best-preserved Apatosaurus fossils in the world**, with **80% original bones**, including part of the skull – a rarity for this species.

Vulcain is one of the largest **dinosaur skeleton exhibited in Europe**. It has been assembled under the supervision of Belgian paleontologist **Pascal Godefroit** and is displayed in **The Gallery of The Worlds**, at the park's entrance.

A preliminary assessment by a Swiss paleontologist suggests that Vulcain belongs to the genus Apatosaurus, one of the superstars from the Jurassic. The mosaic of anatomical features observed, however, seems to indicate the presence of a completely new species of apatosaur. The study of Vulcain has been entrusted to a team of palaeontologists from the Institute of Natural Sciences (Brussels), who for several years have also been organizing excavations on the site where Vulcain was found. In particular, the scientists will have to confirm Vulcain's identification, specify its environment and lifestyle, understand what caused the large wound at the base of its tail and explain the circumstances of its death.

This prehistoric treasure is on loan from Belgian entrepreneur and investor, and Pairi Daiza shareholder Marc Coucke, offering visitors a unique opportunity to admire an extraordinary paleontological master piece.

"Dinosaurs make us reflect on the beauty, vulnerability, and mortality of animals and humans – a part of the transformative experience we aim to foster at Pairi Daiza. My interest in them grew stronger later in life; I truly started reading about them when I had already lived half a century on this planet. The realization that we all – humans and dinosaurs – are merely tiny dots on the immense timeline of the Earth. Just like the rare animals at Pairi Daiza, they serve as ambassadors to ignite our commitment to biodiversity." – Marc Coucke



PAIRI DAIZA 15

Overnight Stays in and around Pairi Daiza

With a camper, for the basic price of a parking ticket (\in 1), one can stay on the parking lot for 24 hours. A great tip for a weekend getaway or on your way to a summer destination.

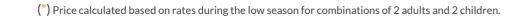
Pairi Daiza invites you to take your time to observe and connect to nature. From this philosophy, luxurious overnight options have been integrated into the park. The Pairi Daiza Resort offers an exclusive and unique opportunity to sleep close to the animals. The proximity to the animals and large windows offering views of the animals make these hotel rooms possibly the most sought-after hotel rooms in Belgium, as they provide a unique experience.

The exclusive accommodations with views of Polar bears, walruses, penguins, and Siberian tigers won the title "Best New Hotel Concept" for Belgium and the Netherlands in 2022. That year and in 2023, the resort welcomed over thousands of visitors. In 2023, customer satisfaction at the Pairi Daiza Resort was above 95%. This year, the Park will further expand its offerings with a new hotel of 21 rooms in a new concept, in addition to the 100 existing accommodations.

Guests at Pairi Daiza stay on a half-board basis. This always includes:

- 2-day access to the Park for each resort guest
- Breakfast and dinner
- A night and a wake-up call close to the animals
- Access to the entire park one hour before day visitors
- 24-hour access to The Last Frontier and The Land of the Cold
- Parking, luggage storage, Wi-Fi, welcome package in the room

Pairi Daiza opens for the 2025 season on February 8. For the start of the 2025 season, prices remain almost unchanged compared to 2024. Half-board packages start at €139 per person (*). A 10% discount is offered for each accommodation where at least one adult with Pairi Daiza membership stays.









Seasonal Events



Pairi Daiza will be open daily in 2025 starting from February 8 and will offer additional seasonal entertainment, nocturnes, and decorations throughout the year for events like Carnival, Easter, Halloween, and Christmas. Every morning, the park opens at 10 AM for visitors.

Since 2016, Pairi Daiza has organized a summer festival, *Les Estivales*, on Fridays and Saturdays in July and August, featuring a series of performances that bring Belgian festival culture into harmony with the animals and park design. When the evening falls over the park, the magic reaches its peak. From 6 PM to 11 PM, the park welcomes various artists, offering over 60 hours of music, meditation, and performances by musicians, singers, dancers, riders and horses, clowns, magicians, string puppets, and circus artists.

A laid-back offering for the whole family and various interest groups. The artists perform multiple times per evening, so everyone can enjoy the entertainment and discover as many performers as possible.

The gastronomic offerings and even the enrichment activities for the animals often reflect the seasonal themes.

Experience the Highest Level of Immersion, Historical and Authentic Architecture

Guests staying at the Pairi Daiza Resort or visiting can also participate in various educational "Animal Adventures" or enjoy a personalized guided tour. These interactions are unique moments where visitors can admire the wonderful animals up close.

The striking 54-meter high abbey tower is a recognizable landmark of this place and bears witness to the religious activities that took place here in the past. At the foot of the tower today you will find an amphitheatre, with presentations and performances in summer, and video projections during autumn and winter events.

Deeper in the park stands the Sint Bernardus Tower, the oldest architectural element of the park, dating from 1148, where the first Cistercians likely settled upon arriving at Cambron. With respect and admiration for this past, the environment has been repurposed over the past 30 years.

With the utmost authenticity, and a deep respect for the arts, spirituality, and crafts of these regions and civilizations, nine worlds are "recreated" in Pairi Daiza. The combination of authentic buildings, sometimes rebuilt stone by stone or piece by piece, flora, and fauna offers visitors a journey as if they were truly visiting China, Southeast Asia, Benin, Togo, Antarctica, Australia, Northern Europe, Canada, or Japan.

The collection of steam trains from 1900 to 1957, four of which regularly travel through the park, also embodies this authenticity.

Many spiritual buildings in the park are genuinely consecrated by the respective religious community, with the Balinese Temple being the most notable example. Wayan Sudiarta, the musical leader and head of the Balinese Hindu association, and the musical group Saling Asah, explains:

"The large Balinese temple was built in close cooperation between Pairi Daiza and the Balinese community. It is the largest consecrated prayer space of its kind outside Indonesia, which is why our members are present several times a year for the traditional festivals and also to be part of the evening cultural programming of the park. Hundreds of members of the Balinese community take part in these celebrations."

Other Southeast Asian elements in the park include the rice field, the monumental rice barn, and the House of the Craftsman.

Pairi Daiza, spread over 75 hectares, showcases the beauty of nature while simultaneously evoking harmony between humanity and nature from the spirituality of various peoples.



Gastronomic Enjoyment

Pairi Daiza invites you not only to admire the animals, nature, and buildings but also suggests taking a break and enjoying a cozy, quality meal.

Throughout the park, there are various picnic spots, harmoniously integrated into the thematic whole of the 9 worlds. Pairi Daiza also offers a diverse gastronomic selection of food and drinks of the highest quality.

Fans of Belgian beer culture and gastronomy will find a brewery brewing the domain beer, Cambron, at the Brasserie, a replica of the 1775 monastery brewery, and at the self-service restaurant Oasis, where Belgian specialties can be enjoyed.

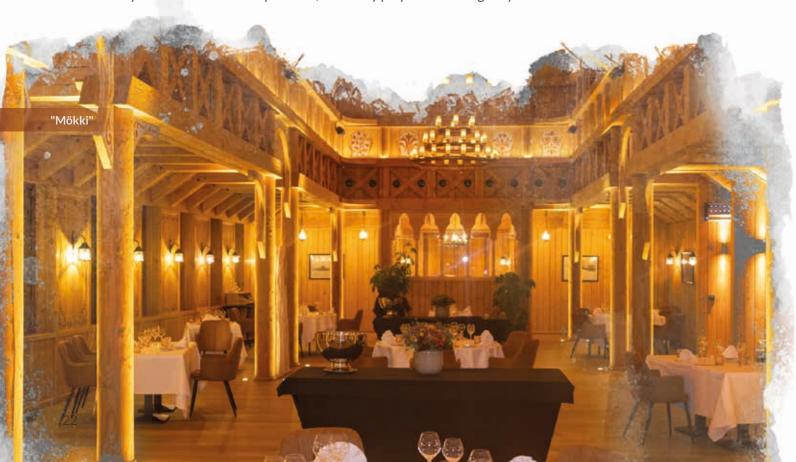
For fans of a quick snack, we recommend to discover the menu *Au Bon Fou Fou* in the African "The Land of Origins" for African stews or a quiche with crickets for the brave.

Those who want to indulge fully can choose from different All-You-Can-Eat Buffets in an exceptional setting:

The Chinese buffet is appreciated by both Chinese food connoisseurs and a wide family audience, offering a broad range of Chinese dishes in a beautifully crafted wooden building inspired by Taoist temples.

Resort guests can enjoy the buffet at the Izba restaurant, the largest in the park. It is an iconic building and a landmark for many, based on ancient Russian churches from Karelia.

The gastronomic restaurant Mökki is shaped like an overturned ship's hull. It is a masterpiece of craftsmanship and a faithful reflection of the traditional *stavkirke*, typical medieval wooden churches from Norway. The three-course lunch at Mökki offers locally sourced and seasonal products, creatively prepared and elegantly served.



The Nine Worlds



Starting in the 2025 season, Pairi Daiza will showcase a unique exhibition on polar animals and Ice Age creatures. Our 'ancestors,' reconstructed in intricate detail and brought to life, will take you thousands or even millions of years back in time to a world dominated by impressive animals.

These are integrated within the existing 9 worlds:

- The Middle Kingdom Inspired by Chinese culture.
- The Land of Ganesha Dedicated to Southeast Asia.
- The Land of the Cold Featuring animals from cold climates.
- The Land of Origins With African-inspired plants and animals.
- The Southern Cape Home to animals like koalas, kangaroos, and emus from Australia.
- Cambron by the Sea Showcasing aquatic animals and the underwater labyrinth.
- The Last Frontier Inspired by the wilderness of Alaska and Canada.
- Cambron Abbey The historical heart of Pairi Daiza, featuring the neoclassical castle and gardens.
- The Isles of the Rising Sun Japanese gardens.

Discover the animals, architecture, flora, and dining options of each world:



For the love of animals

As a committed and mission-driven organization, Pairi Daiza takes concrete actions to protect and conserve species.

Within the park, this mission is reflected through participation in approximately one hundred European breeding programs (EEPs), collaboration on research initiatives, the design of extensive habitats specifically tailored to each species, and the continuous implementation of various enrichment activities for the residents.

The European breeding programs (EEPs, or ex-situ programs managed by EAZA – the European Association of Zoos and Aquaria) aim to maintain the genetic diversity of populations of endangered species.

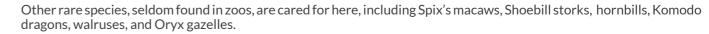
Enrichment activities address the different aspects that define animal welfare. The EAZA Animal Welfare Working Group, which analyzes contributions from scientific experts worldwide, identifies several fundamental aspects of animal welfare. This ensures that the animals under care have the right and the opportunity to live healthily, with appropriate environmental stimuli, adequate nutrition, and the ability to express the full range of their natural behaviors.

Among the conservation programs Pairi Daiza participates in is that of the Tasmanian Devils, a species threatened with extinction. Tasmania is working to save the species through conservation programs. Only seven zoos in Europe have received permission from the Tasmanian government to house these animals. The reserve population, including individuals in Pairi Daiza, could potentially be used to reintroduce the species into the wild if the Tasmanian population were to be completely wiped out.

Pairi Daiza is also involved in the global giant panda breeding program led by China. Thanks to significant conservation measures taken in China and in zoos such as Pairi Daiza, the giant panda has been reclassified by the IUCN (International Union for Conservation of Nature) from "endangered" to "vulnerable."

Pairi Daiza is home to the largest herd of elephants in Europe. Among the team of caretakers are Thai "mahouts." These men, practicing a traditional craft dating back more than 5,000 years, enhance the team's expertise. The elephant caretakers at Pairi Daiza practice direct-contact methods, an approach that fosters trust, which is particularly beneficial during medical procedures.





Pairi Daiza houses hundreds of fish species in an underwater labyrinth located beneath the park's neoclassical castle. These include clownfish, axolotls, seahorses, anthias, brown nurse sharks, and many other freshwater and saltwater species.

Pairi Daiza is also home to thousands of birds. In the historical section of the park around the remnants of Cambron Abbey, visitors can admire falcons, owls, and Griffon vultures. Other species, such as macaws, hornbills, Madagascar fodies, birds of paradise, ibises, great egrets, Kea parrots, and pelicans, can be seen in the Oasis, the tropical greenhouse, the large cathedral aviary, or the Australian aviary. Some of these birds fly freely throughout the day.

The three veterinarians and one hundred caretakers at Pairi Daiza care for the park's 7,500 animals daily. The veterinary department conducts preventive medical care, treats minor injuries, and performs surgeries. Regularly, sometimes daily, the teams prepare animals for procedures through medical training. They also analyze air and water quality to ensure the best environment for the animals. Additionally, they pay close attention to the welfare of the most vulnerable animals, such as newborns and the elderly.



PAIRI DAIZA FOUNDATION:

Love for Nature as the Strongest Commitment to Protect It

The Pairi Daiza Foundation aims to foster a strong connection between park visitors and nature, promoting sustainable engagement in every individual. Since 2015, it has realized this mission through 38 projects.

We take on the vital role of promoting the protection and restoration of nature, supporting scientific research and education. By raising awareness, we contribute to creating harmony among all forms of life for future generations.

The global budgets allocated to species conservation and biodiversity remain negligible. Even combining resources from organizations like WWF, major U.S. entities, and zoos worldwide, the total barely reaches €2 billion annually—insufficient to support the true heroes working to save animals and their habitats globally.

Pairi Daiza and its Foundation, alongside others who share the dream of harmony, strive to expand this funding. Pairi Daiza aspires to be a hub for spreading the desire to protect animals and enable them to live in peace.

BEYOND THE PARK

Globally, the Foundation collaborates on initiatives for endangered species and their habitats: the Spix's macaw in Brazil, orangutans in Borneo, Asian elephants, and more.











Protecting and Restoring Nature

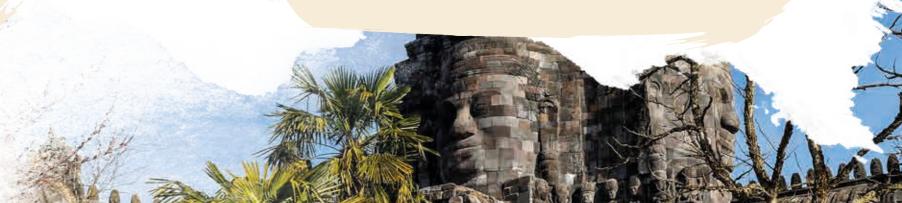
Key achievements include:

- 1 successful embryo transplant into a Southern White Rhino surrogate mother in Kenya, potentially preventing the extinction of the Northern White Rhino.
- 19 Asian elephants from Pairi Daiza were tested to select the best antibody donors for future plasma transfusions, as part of the fight against the elephant herpesvirus.
- **7 Giant panda cubs were born**, including twins Bao Di and Bao Mei at Pairi Daiza in 2019, as part of the study on panda reproduction.
- 15 mothers accompanied by their polar bear cubs were studied by field research teams in Hudson Bay, Canada.
- 1 new vaccination program against the aviary flu implemented for the birds at Pairi Daiza.

Championing Scientific Research

Many studies can only be conducted within zoological parks, requiring prolonged observation of specific individuals or the collection of samples through non-invasive medical methods, for example. The knowledge thus gained complements data collected in the wild, allowing for a better understanding of the specific needs of endangered species, their behaviors, and their habitats. This ultimately enables us to develop effective conservation strategies to preserve the richness of our biodiversity.

- **20** Spix's macaws reintroduced to their natural habitat in Brazil.
 - 11.000 trees planted in Borneo.
 - **9 orangutans** reintroduced after rehabilitation in Borneo.
- 1.000 Yellow-bellied toads &2.000 European tree frogs reintroduced in Belgium.
- **75.000 seedlings planted** in degraded areas of Nepal.
 - **1 Bearded vulture** released in Verdon, France.



Save and Heal. Inside the Park

Each year, our reptile and amphibian shelter takes in hundreds of animals abandoned by individuals or seized by authorities. In Geraldine's Heaven, a wildlife hospital and Rehabilitation center (CREAVES, Center for the Rehabilitation of Wild Animal Species), we provide surgical interventions, intensive care, and rehabilitation for injured wildlife in their natural habitats to return hem to their natural environment. Additionally, we support other organizations with similar goals for various animal species, , working within a network of local Belgian wildlife centers.

Pairi Daiza and its Foundation's primary goal is to promote respect and affection towards all forms of life on our planet. By raising awareness, we contribute to creating a harmonious balance between all creatures for future generations

At Pairi Daiza, we firmly believe that the best protection comes from sincere love. From immersive visits to educational activities, we have designed all our experiences as the foundation of a strong emotional connection with animals and, more broadly, with biodiversity. Through these programs, we encourage visitors of all ages to develop a deep respect for nature and adopt responsible behaviors towards the environment. By cultivating this awareness, we aspire to create a global community engaged in the preservation of our planet.

- **2.6 million visitors** in 2024
- 102,883 students and school children learned more about the world's fauna and flora
- **13,814 participants** in our close-up animal adventures
- 6 days dedicated to species conservation awarenes





SUSTAINABLE GARDENS FOR A GREENER FUTURE:

100% Green by 2034

Respect and protection of nature have been the priority since the founding of Pairi Daiza. Pairi Daiza is an eco-responsible company committed to becoming 100% green by 2034.

A significant milestone was reached in 2019 with the commissioning of a massive photovoltaic installation on the park's parking lots. Today, 93,786 solar panels generate 39,800 MWh of green energy annually, equivalent to the average consumption of 11,350 households. The park is net self-sufficient, and the substantial surplus of green energy produced (approximately 30% in 2023) is fed back into the grid. In doing so, Pairi Daiza actively contributes to national decarbonization goals.

An Organica wastewater treatment plant has been operational since January 20, 2023. It can sustainably treat wastewater equivalent to the needs of a municipality of 10,000 inhabitants. At the same time, Pairi Daiza is gradually optimizing its consumption and integrating the most advanced sustainable technologies into all business activities for new projects or adaptations of existing installations. Examples include LED technologies, heat exchangers, high-efficiency glazing, heat pumps, geothermal energy, and more.

This approach is already being implemented in the rooms of The Land of the Cold, where cooling energy for the penguin rock is used to heat the resort's bedrooms.

Meticulous sorting of 50 different types of waste is also an integral part of the process.

- **Energy Efficiency:** Pairi Daiza integrates advanced sustainable technologies, such as LED lighting, heat exchangers, high-performance glazing, heat pumps, and geothermal systems.
- Energy Sharing: Cooling energy for the penguin rock in The Land of the Cold heats the resort rooms.
- Waste Sorting: Meticulous sorting of 50 different waste types is part of the sustainability effort.





Practical information

Opening Dates: Pairi Daiza is open daily from February 8, 2025.

Address: Pairi Daiza - Domaine de Cambron, 7940 Brugelette, Belgium

AUTO ACCESS

Electric vehicle charging: available on-site.

TRAIN ACCESS:

Accessible from Cambron-Casteau station on the Mons/Bergen-Geraardsbergen line. Affordable Discovery Tickets are available from Belgian stations for day visits.





Press Information

Free Press Tickets: Journalists with a valid press card can obtain a personal ticket at Mobility Aid.

Press Contact: Johan Vreys

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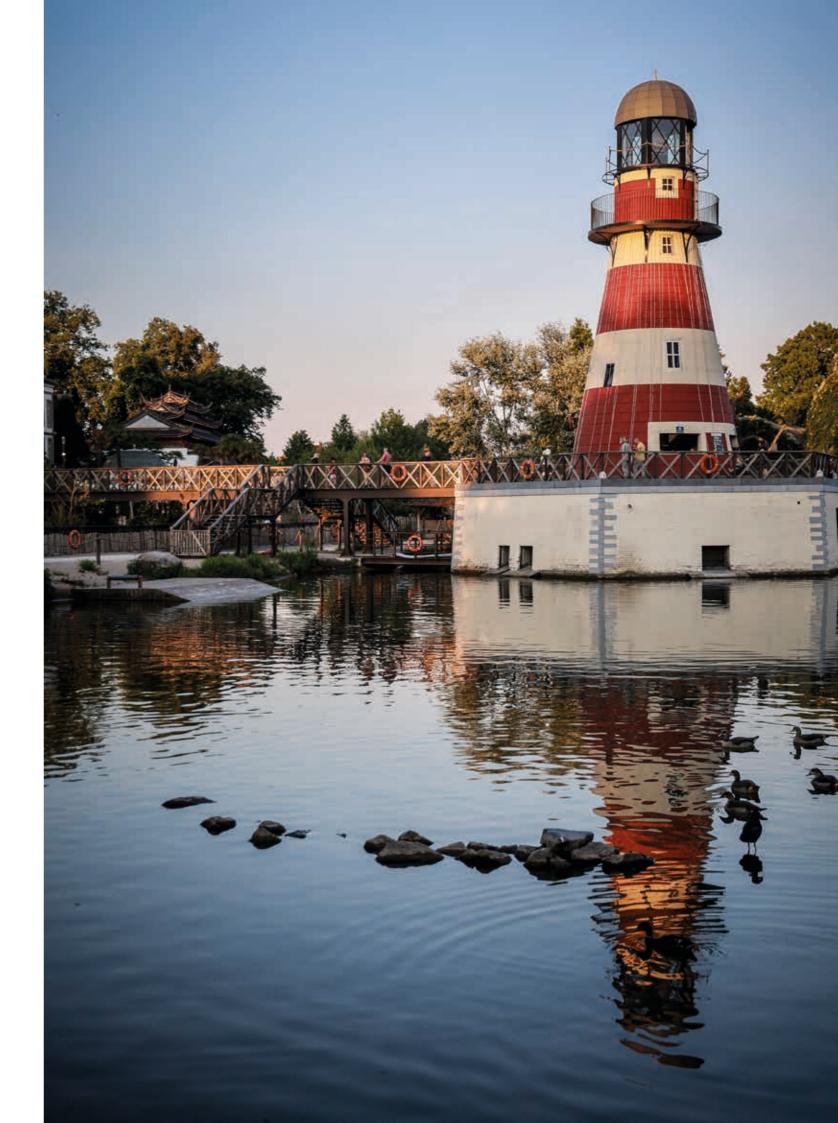
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