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PRESS RELEASE
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12688 calls from 154 countries: the first phase of #CallBrussels is a true success

From 7 January to 11 January 7 p.m. (GMT +1), 12688 people from 154 different countries have called one of the three telephone boxes on the occasion of #CallBrussels. The campaign was also widely followed on social media and has generated a lot of press coverage.

The first phase of the #CallBrussels campaign, which wants to convince tourists that Brussels is still a destination of choice, ended on Monday night. The success of this first phase is much bigger than the wildest expectations of visit.brussels.

Some numbers to illustrate the success

From 7 January to 11 January 7 p.m. (GMT +1), 12688 phone calls were made from 154 countries. The campaign was exported to the entire world: from neighbouring countries to The United States, Japan, Brazil and even Australia. 74 % were international phone calls.

The action was also widely followed on social media. The hashtag #CallBrussels was used all over the world and became the most popular hashtag in Belgium at its launch. Over 9,317,000 people have seen the hashtag.

Thank you to all the participants

#CallBrussels would never have been such a success without those who answered the phone. Rudi Vervoort Minister-President of the Government of the Brussels-Capital Region: *"I would like to kindly thank all inhabitants of Brussels who took the time to answer the questions and to promote Brussels. They can be proud of their reaction, which will undoubtedly benefit to the image of their region"*.

Countdown to the launch of the video

A countdown times can be seen on the page <http://call.brussels> since Monday evening 7 p.m. (GMT+1). This clock will count down the hours until 18 January 10.30 a.m. (GMT+1), when the campaign will reach its climax with the launch of the video. This video will show the campaign's key moments and will be widely spread internationally on the internet and on social media.


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