



Toerists choose Antwerp specifically for Belgian chocolate museum

With 132,500 visitors in its first year, Chocolate Nation turns out to be a star attraction

Antwerp, 31st January 2020 – One year ago, the Belgian chocolate museum, Chocolate Nation, opened its doors to the public. In the meantime Chocolate Nation has proven to be a star attraction in its first year of operations. Visitors come to Antwerp from far and beyond, with the majority of visitors coming from abroad. Thousands have filled in reviews online, resulting in a commendable review average of 4,6 out of 5.

53 different nationalities

In its first year of operations, Chocolate Nation welcomed 53 different nationalities. 32% of its visitors come from Belgium, and not surprisingly, 30% come from The Netherlands. The rest of the visitors come from all parts of the globe; from New-Zeeland to Japan, from Peru to Australia. This museum is often seen as the reason for choosing Antwerp as travel destination. The daily surveys taken at the museum indicate that a growing number of visitors travel to Antwerp specifically to visit Chocolate Nation. What is also remarkable is that, besides the many different nationalities, the age categories are also very diverse. The museum, like Belgian chocolate, appeals to everyone.

High rating: 4.6 / 5

Online one can see that the museum, which is seen as an experience rather than a regular museum, is highly appreciated by its visitors. The 14 thematized rooms in which visitors are guided through, can count on many positive reviews. Chocolate Nation has at least one review per day on Tripadvisor, and stands strong in the top 3 of the museums to visit in Antwerp. With more than 1.000 reviews on Google, the museum achieved a highly recommendable score of 4,6/5. The interactive transport zone, the giant fantasy machine which demonstrates how Belgian chocolate is made and chocolate heaven, where one can taste 10 different types of chocolate, all receive a lot of praise from its visitors.

1 year Chocolate Nation in figures

Two years ago, this place, which is located right opposite the Central Train Station in Antwerp, was a construction site and 2,5 years ago fish used to swim in this building. What happened over the past year? The figures of one year Chocolate Nation:

- 6 marriage proposals – every time the answer to the crucial question was a resolute ‘yes’
- 3.429.045 audiostories about Belgian chocolate were heard
- More than 21.000 followers on Facebook
- Over 9.000 followers on Instagram
- The youngest visitor was 3 months old
- The eldest visitor was 98 years young
- Over 100 school visits
- 365 days open to the public
- 289 company events, including a press conference with Roberto Martinez announcing the selection of the Red Devils for the European Championship 2020
- More than 14.000 demonstrations on how a Belgian praline is made
- 134.700 pralines tasted
- 8 ton chocolate was tasted in our chocolate heaven
- 76 international journalists visited the museum

About Chocolate Nation

Chocolate Nation, world's largest Belgian chocolate museum, is a museum filled with sensory experiences and stories of chocolate brands and chocolatiers. Chocolate traditions, history, products and innovations are brought to life in this experience museum. In fourteen thematized spaces visitors are taken through a 60 to 90 minute chocolate journey. Starting in the cocoa plantations at the equator and following the cocoa bean to world's largest storage port of cocoa in Antwerp. A giant fantasy machine demonstrates how chocolate is made and how the velvety taste is created. Visitors discover why Belgian chocolate is world famous and have ample time for various chocolate tastings along the way.

Practical information

Tickets and info on www.chocolatenation.be

Chocolate Nation is open every day from 10.30am to 9.00pm. The last tour starts at 7.30pm. The shop of Chocolate Nation opens at 10.00am and closes at 9.00pm and is freely accessible.

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www.chocolatenation.be

More information

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