



L'Auberge Espagnole in Etterbeek

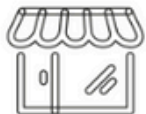
Place Jourdan

L'Auberge Espagnole in Etterbeek is located at 331 Chaussée de Wavre, on a pedestrian street just a stone's throw from Place Jourdan, the nerve centre and commercial hub of the neighbourhood of the same name. The square is home to numerous cafés and restaurants where employees of the nearby European institutions, local residents and Brussels residents attracted by the charm and tranquillity of the area gather.

Regulars describe the neighbourhood as cosmopolitan and friendly, combining a certain level of sophistication with a relaxed and easy-going atmosphere. The neighbourhood offers a wide range of shops. Local shops selling everyday items (Vatel, Paul, Sequoia, Brut By Farm, etc.) sit alongside original concepts such as La Fiancée du Bijoutier jewellery shop, Kinamania shoe shop, Maelstrom bookshop, Parc Léopold stationery shop, L'Ilot Fleurit by Philippe florist and Au guidon vert cargo bike shop. The Sunday market brings the neighbourhood to life when the shops are closed.

The neighbourhood also has a wide range of restaurants: Stirwen, The 1040, Schievelavabo, Maison Antoine, Ellis Burger, Mamma Roma, Donki, Takumi Ramen, Pepete et Ronron, Beers Banks, etc.

In our latest survey (conducted in 2024), shoppers told us they would like to see certain shops open in the Jourdan neighbourhood, such as a second-hand clothes shop, a shop specialising in board games, and a shop selling handmade products.



Commercial offering

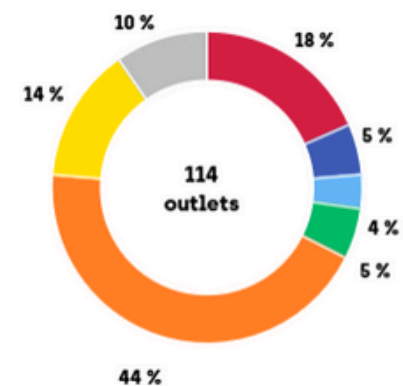
Last update of the inventory in April 2025



- Everyday products
- Personal goods
- Leisure
- Enseigne en réseau

- Household equip. and transport
- HoReCa and entertainment
- Services

Commercial mix



Brand network



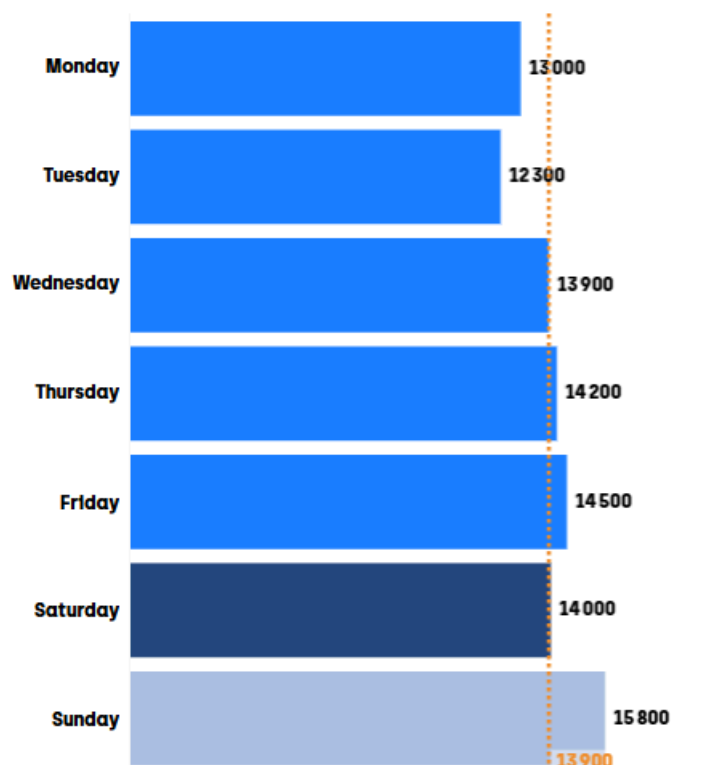


Pedestrian traffic

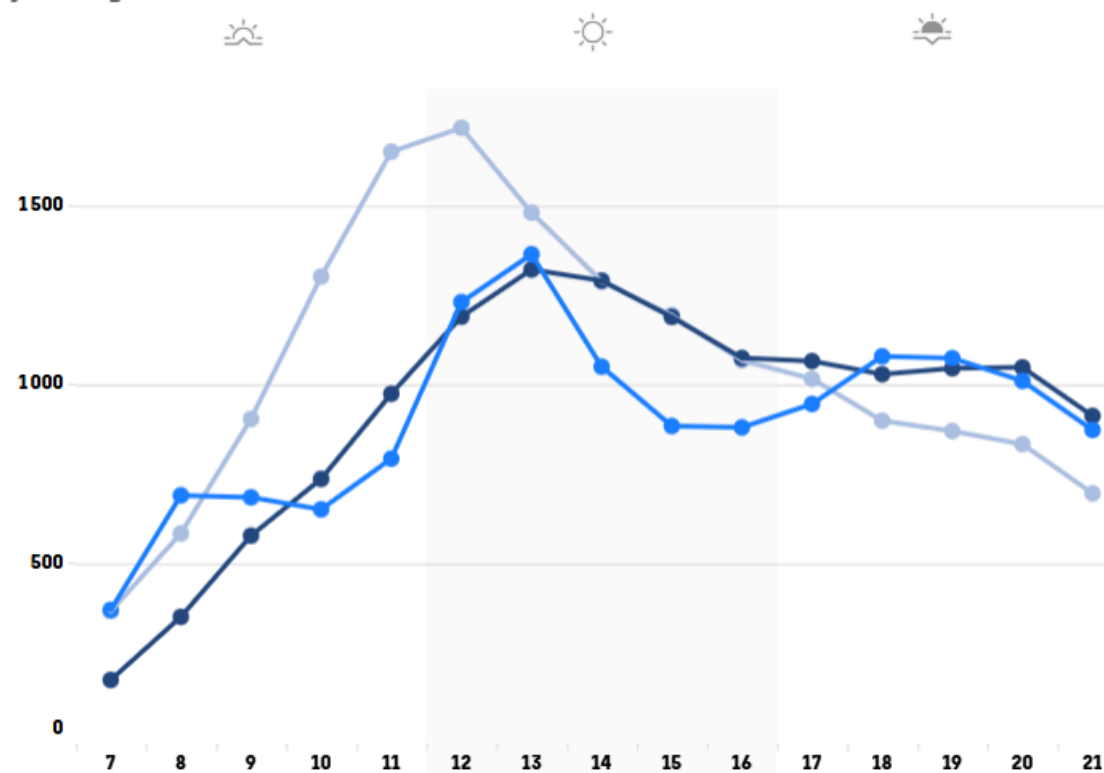
Counts by wifi sensor in section: Place Jourdan 20-29 / Jourdanplein 20-29

Period: January 2024 to July 2025 [7 a.m. to 9 p.m.]

Weekly average



Hourly average

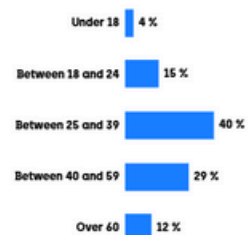




Profile of shoppers

Based on 386 surveys conducted in April 2023

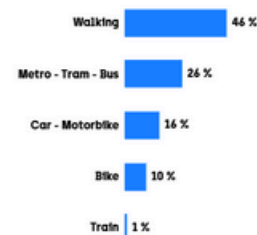
Age



Origin



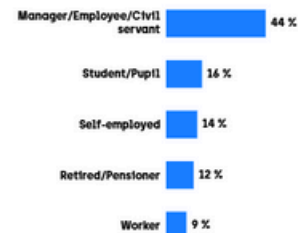
Mean of transport



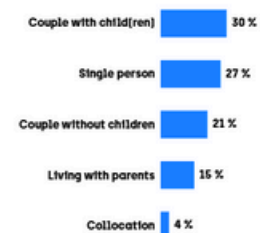
Monthly income



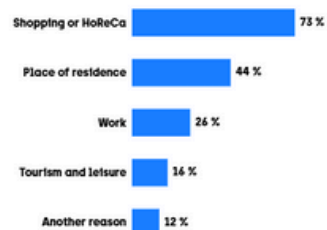
Socio-professional categ. (top 5)



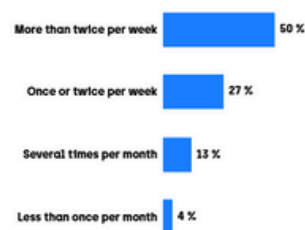
Household status (top 5)



Reasons for presence (top 5)



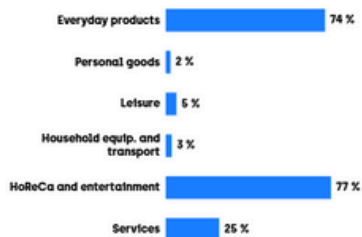
Frequency of visits



Spending per visit



Categories of shops visited



Desired shops - Top (based on 95 surveys)



What our incubatees think of this neighbourhood:



'It's a cosmopolitan and very lively neighbourhood. Its great atmosphere is what stands out.'
Rachel & Stéphane - La Fiancée du Bijoutier

'Jourdan is a lively neighbourhood that attracts not only Etterbeek residents but also workers from the nearby European institutions.'
Roxanne - Selva



'The public is curious and enthusiastic, and the neighbourhood is lively and multicultural!'
Maude & Coline - Constellation

These projects grew at L'Auberge Espagnole in Etterbeek:



Any questions? Contact us by email:
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