



60 YEARS OF  
PIONEERING  
BEYOND  
BORDERS

# Facts & Figures 2026

CREATING MEANINGFUL EXPERIENCES



Breda  
University  
OF APPLIED SCIENCES



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# Foreword

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The first figure to mention in this new edition of Facts & Figures is, of course, 60! After all, the year 2026 marked our 60th anniversary – a milestone we are proud of.

Those 60 years can best be summarised in three words: Pioneering Beyond Borders, as demonstrated by the Facts & Figures in this little orange booklet. They also guide us forward in the years to come, as we build on our new **Human-Centred and Future-Forward** strategic direction with three pillars at its core.

First of all, we prepare students for a constantly evolving world, equipping them to be future-ready: adaptable, digitally proficient and globally minded.

We are also strengthening our position as a European R&D university through practice-oriented research closely linked to education and society.

Finally, we are cultivating an inclusive and supportive community in which students, staff and partners feel recognised, valued and supported.

## Dr Jorrit Snijder

President of the Executive Board  
Breda University of Applied Sciences

## Ingrid Timmermans RA

Member of the Executive Board  
Breda University of Applied Sciences



SINCE 1966



6,932 STUDENTS | 30% INTERNATIONAL



834 EMPLOYEES | 24% INTERNATIONAL



# About us

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Breda University of Applied Sciences (BUas) is a European R&D university, educating young professionals, focusing on innovations with industry relevance and societal impact.

Firmly rooted in Europe through KreativEU, we offer a small-scale educational environment and a wide range of international professional and academic bachelor's and master's programmes in Breda, the Netherlands.

We aim to create added value in our education and our practice-oriented research for our students and, in turn, for business and society. We provide students with knowledge as well as 'BUas Skills for Life', empowering them to thrive in an ever-changing world and contribute to making it a better place.

Our success stems from our commitment to creating an excellent academic environment for students, lecturers, researchers, alumni and industry professionals alike.

In our multidisciplinary learning communities, we encourage everyone to speak up, take initiative and explore new opportunities.

We embrace diversity in both people and education, enriching our community and fostering an open, inclusive environment where people collaboratively learn, work, experiment and create.

## MISSION



Empowering young professionals on their journey to shape a better world

## VISION



Educating and innovating for well-preparedness in a fast-changing world

## AMBITION



Educating future-ready professionals as a European university of applied R&D, with students and staff in a caring community

# Strategy 2026-2029



The strategic narrative thread for 2026-2029, **Human-Centred and Future-Forward**, emphasises preparing students for continuous development in a rapidly evolving landscape through three interconnected pillars.

## Pillar 1 | Future-Ready Professionals

Developing industry-relevant education with personalised learning pathways, integrating AI fluency, sustainability and cross-domain learning.

## Pillar 2 | European University of Applied R&D

Strengthening applied research aligned with digitalisation, sustainability, and human-centred innovation through learning communities.

## Pillar 3 | Caring Community

Building a caring, small-scale community based on team-based working and professional autonomy, with the campus as the foundation for student well-being and collaboration.

BUs prioritises quality over quantity, maintaining a scale small enough for a well-connected community yet large enough to excel in education and research while engaging in meaningful cooperation with partners.



# Our academic domains

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Our strength and uniqueness derive from our intense collaborative processes within our strongly related domains, but also from sharing, enhancing, challenging and cultivating knowledge across the boundaries of these domains.



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

Since the establishment of our institute in 1966, we have transformed and evolved within our fields of interest and anticipated changes in society at large, creating new domains out of existing study programmes to respond to changing industry needs, thus ensuring curriculum relevance.



### OUR STUDENT POPULATION (6,932) CONSISTS OF:

- > **6,418** bachelor's students
- > **204** associate degree students
- > **270** master's students
- > **40** pre-master's students

# Student numbers

NOVEMBER 2025



## STUDENT NUMBERS PER DOMAIN | % OF TOTAL STUDENT POPULATION



LEISURE & EVENTS  
**1,704** | **25%**



BUILT ENVIRONMENT  
**648** | **9%**



TOURISM  
**1,182** | **17%**



LOGISTICS  
**396** | **6%**



HOTEL  
**871** | **13%**



DATA SCIENCE & AI  
**306** | **4%**



MEDIA  
**788** | **11%**



FACILITY  
**293** | **4%**



GAMES  
**744** | **11%**

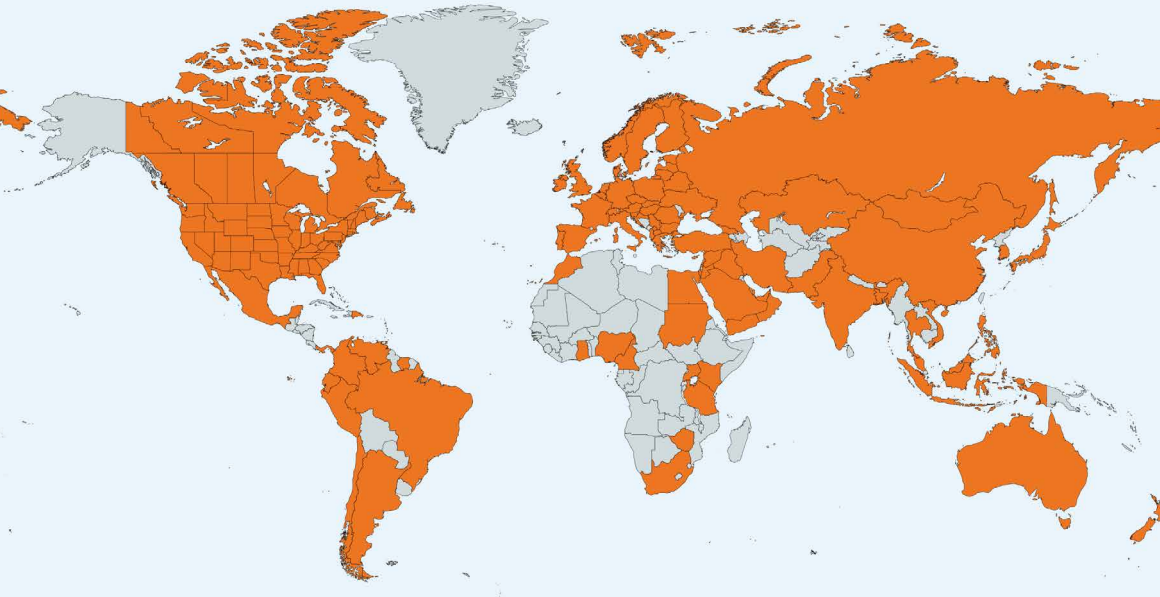


69 COUNTRIES OF ORIGIN



2,045 INTERNATIONAL STUDENTS | 30%

# International students



The world has become increasingly interconnected and globalised, and our institute reflects this ongoing trend. At Breda University of Applied Sciences, we are deeply engaged in a wide variety of international relationships – from international exchange programmes to double degrees and research collaborations.

In our view, internationalisation – and the diversity which it brings – is a driver for change and improvement that has spurred the innovative capacity of our institute, our graduates and the Netherlands as a trading nation.

## OUR 96 COUNTRIES OF ORIGIN

ALBANIA ARGENTINA ARUBA AUSTRALIA AUSTRIA BAHREIN BANGLADESH BELARUS BELGIUM BOLIVIA BONAIRE BRAZIL BULGARIA CAMEROON CANADA CHILE CHINA COLOMBIA CROATIA CURAÇAO CYPRUS CZECH REPUBLIC DENMARK DOMINICAN REPUBLIC ECUADOR EGYPT ESTONIA FINLAND FRANCE GEORGIA GERMANY GHANA GREAT BRITAIN GREECE HUNGARY INDIA INDONESIA IRAN IRAQ IRELAND ISRAEL ITALY JAPAN JORDAN KAZAKHSTAN KENYA KOSOVO LATVIA LEBANON LITHUANIA LUXEMBOURG MALAYSIA MEXICO MONGOLIA MOROCCO NETHERLANDS NEW ZEALAND NIGERIA NORTH-MACEDONIA NORWAY OMAN PAKISTAN PANAMA PERU PHILIPPINES POLAND PORTUGAL QATAR ROMANIA RUSSIA SABA SAUDI ARABIA SERBIA ST MAARTEN SLOVAK REPUBLIC SLOVENIA SOUTH AFRICA SOUTH KOREA SPAIN SUDAN SURINAME SWEDEN SWITZERLAND SYRIAN ARAB REPUBLIC TANZANIA THAILAND TRINIDAD AND TOBAGO TURKEY UGANDA UKRAINE UNITED ARAB EMIRATES UNITED STATES OF AMERICA VENEZUELA VIETNAM YEMEN ZIMBABWE

# Degree programmes

|                              |  | LANGUAGE | NEW ENROLMENTS | TOTAL STUDENTS | INTERNATIONAL STUDENTS |
|------------------------------|--|----------|----------------|----------------|------------------------|
| <b>BUILT ENVIRONMENT</b>     |  |          |                |                |                        |
| BSc                          | Built Environment                              | English  | 99             | 299            | 221                    |
| BSc                          | Built Environment                              | Dutch    | 77             | 349            |                        |
| <b>DATA SCIENCE &amp; AI</b> |  |          |                |                |                        |
| BSc                          | Applied Data Science & Artificial Intelligence | English  | 94             | 306            | 198                    |
| <b>FACILITY</b>              |  |          |                |                |                        |
| BSc                          | International Facility Management              | English  | 79             | 293            | 44                     |
| <b>GAMES</b>                 |  |          |                |                |                        |
| BSc                          | Creative Media and Game Technologies           | English  | 196            | 702            | 332                    |
| MSc                          | Game Technology                                | English  | 28             | 42             | 29                     |
| <b>HOTEL</b>                 |  |          |                |                |                        |
| BA                           | Hotel Management                               | English  | 271            | 871            | 130                    |
| <b>LEISURE &amp; EVENTS</b>  |  |          |                |                |                        |
| BA                           | Leisure & Events Management                    | English  | 131            | 589            | 243                    |
| BA                           | Leisure & Events Management                    | Dutch    | 303            | 985            | 2                      |
| BSc                          | Leisure Studies   Academic                     | English  | 11             | 32             | 12                     |
| MSc                          | Leisure and Tourism Studies   Academic         | English  | 10             | 11             | 3                      |
| MBA                          | Imagineering                                   | English  | 19             | 29             | 22                     |
| MA                           | Strategic Events Management                    | English  | 18             | 40             | 14                     |
| Pre-M                        | Pre-Master Leisure & Tourism Studies           | English  | 12             | 18             | 7                      |

# Degree programmes

|                  |  | LANGUAGE | NEW ENROLMENTS | TOTAL STUDENTS | INTERNATIONAL STUDENTS |
|------------------|--|----------|----------------|----------------|------------------------|
| <b>LOGISTICS</b> |  |          |                |                |                        |
| BSc              | Logistics Engineering                                  | English  | 14             | 79             | 66                     |
| BSc              | Logistics Engineering                                  | Dutch    | 6              | 41             |                        |
| BSc              | Logistics Management                                   | English  | 43             | 119            | 96                     |
| BSc              | Logistics Management                                   | Dutch    | 31             | 126            | 1                      |
| MSc              | Supply Chain Management                                | English  | 31             | 31             | 20                     |
| <b>MEDIA</b>     |  |          |                |                |                        |
| BA               | Creative Business                                      | English  | 187            | 729            | 288                    |
| MA               | Media Innovation                                       | English  | 45             | 59             | 35                     |
| <b>TOURISM</b>   |  |          |                |                |                        |
| Ad               | AD Tourism Management                                  | Dutch    | 100            | 204            | 9                      |
| BA               | Tourism Management                                     | English  | 119            | 432            | 205                    |
| BA               | Tourism Management                                     | Dutch    | 101            | 392            | 4                      |
| BSc              | Tourism   <i>Academic</i>                              | English  | 23             | 74             | 14                     |
|                  | Joint degree with Wageningen University                |          |                |                |                        |
| MA               | Tourism Destination Management                         | English  | 35             | 48             | 33                     |
| MA               | Sustainable Outdoor Hospitality Management             | English  | 5              | 10             | 6                      |
| Pre-M            | Pre-Master Strategic Business Management and Marketing | English  |                | 22             | 11                     |



# BUas minors

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In our BUas minors, students and lecturers from various degree programmes work on issues from professional practice. Our cross-domain minors are:

- > Aviation Management
- > Building Your Own Business
- > Change Management
- > Co-Creating Events & Designing Experiences
- > Crowd Safety in Hubs & Events
- > Data Science & Artificial Intelligence
- > Design and Strategies for Themed Entertainment
- > Digital Marketing in Tourism
- > Dutch Language & Culture
- > Duurzame Gebiedsontwikkeling
- > Esports Event & Media Management
- > Hotels: Contracts, Brands and Revenue Intelligence
- > Inclusive Placemaking
- > Intercultural Media Fieldwork
- > International Urban Redevelopment
- > Live Music & Dance Events
- > Newways Training Company
- > NextGen Topsport Events
- > Spanish Language & Culture
- > Storytelling in Experience Design
- > Strategic Events Management
- > Sustainability Transitions Challenges
- > Tourism Impact Lab

For detailed information on our multidisciplinary minor offerings, check [BUas.nl/en/programmes/minors](https://BUas.nl/en/programmes/minors).

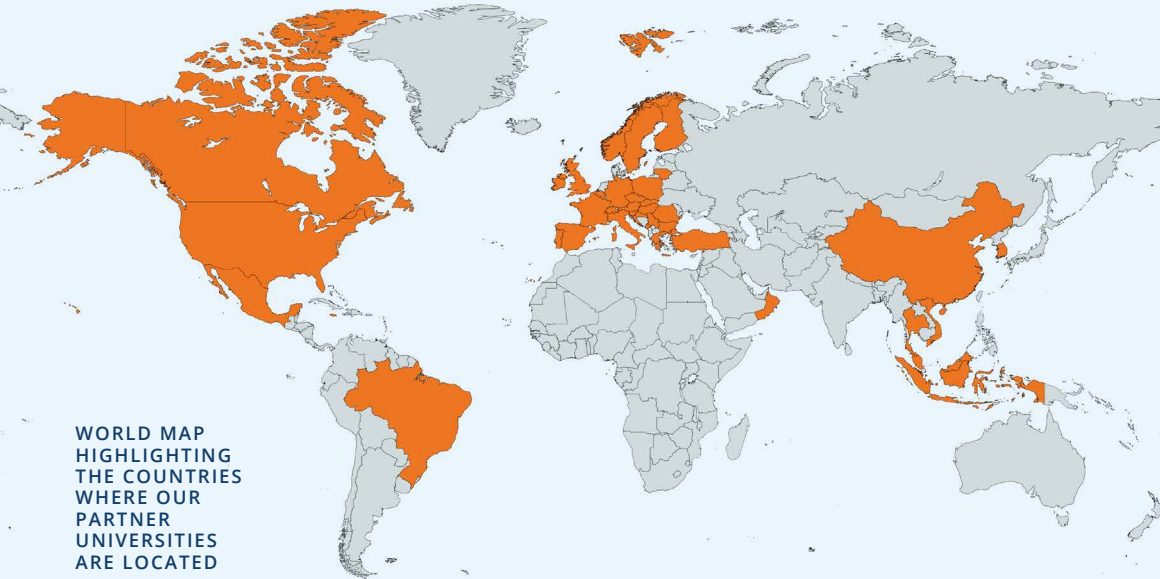


**156** OUTGOING EXCHANGE



**114** INCOMING EXCHANGE

# International student mobility programmes



## SOME OF OUR PARTNER UNIVERSITIES

AATENEO DE MANILA UNIVERSITY FACHHOCHSCHULE KUFSTEIN THOMAS MORE MECHELEN UNIVERSITY OF RIJKA UNIVERSITY OF CENTRAL FLORIDA VANCOUVER ISLAND UNIVERSITY TORONTO METROPOLITAN UNIVERSITY THE HONG KONG POLYTECHNIC UNIVERSITY DONGHUA UNIVERSITY JYVÄSKYLÄN AMMATTIKORKEAKOULU HELSINKI METROPOLIA AMMATTIKORKEAKOULU HAAGA-HELIA AMMATTIKORKEAKOULU UNIVERSITÉ DE SAVOIE MONT BLANC AUDENCIA NANTES SCHOOL OF MANAGEMENT COLOGNE BUSINESS SCHOOL SÖDERTÖRN UNIVERSITY UNIVERSITY OF GREIFSWALD BUDAPESTI GAZDASÁGI FŐISKOLA LONDON SCHOOL OF PUBLIC RELATIONS JAKARTA NATIONAL UNIVERSITY OF IRELAND UNIVERSITÀ DEGLI STUDI DI ROMA TOR VERGATA UNIVERSITY OF PRIMORSKA MANCHESTER METROPOLITAN VIDZEMES AUGSTSKOLA TAYLOR'S UNIVERSITY KRISTIANA UNIVERSITY COLLEGE JAGIELLONIAN UNIVERSITY IMC KREMS HANGYANG UNIVERSITY UNIVERSIDAD POLITÉCNICA DE VALENCIA HÖGSKOLAN DALARNA CETT BARCELONA IE UNIVERSITY MADRID ISTANBUL BILGI ÜNİVERSİTESİ BOURNEMOUTH UNIVERSITY EDINGBURGH NAPIER UNIVERSITY NORTHERN ARIZONA UNIVERSITY JOHNSON AND WALES UNIVERSITY HOCHSCHULE HEILBRONN ESCUELA SUPERIOR DE HOSTELERÍA Y TURISMO SANT IGNASI

We consider international experience of great importance. That is why we encourage students to spend part of their studies at one of our partner universities abroad. Our network of 133 highly reputed institutions abroad offers exchange places to our students.

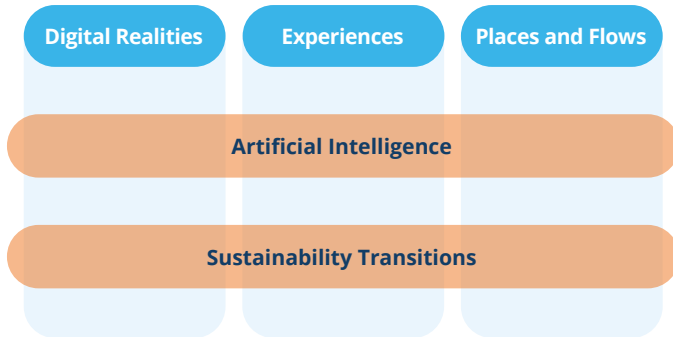
In 2024-2025, 156 students went abroad on an exchange programme. In return, we welcomed 114 students from these partners to Breda, where they joined the international student community.



**133** PARTNER UNIVERSITIES

# Research & Development/Design

The R&D programme of BUAs consists of three cross-domain themes and two transversal themes.



## Digital Realities

We are at the forefront of exploring technologies such as Virtual Reality (VR), Augmented Reality (AR) and other interactive technologies. Our research focuses on the creation, application and experience of Digital Realities in ways that are sensible, meaningful and responsible.



## Experiences

Recognising that experiences lie at the heart of many expert domains – including leisure, tourism, hospitality, games and media – our research focuses on designing and evaluating high-quality experiences that promote well-being, sustainability and social inclusion.



## Places and Flows

We focus on understanding and improving the interactions between physical places and the flows of people, goods and information that connect them. Our aim is to develop attractive, accessible and competitive places that enhance quality of life while managing flows sustainably.



## Artificial Intelligence

We use AI to transform education and research, while always prioritising ethics. Our work connects what students learn with what the industry needs and what AI can do, in a way that is academically robust, socially responsible and globally relevant.



## Sustainability Transitions

This theme focuses on developing pathways towards a low-carbon, well-being-oriented and equitable economy. Our research supports industries in reshaping their models, structures and processes to align with sustainability goals.





#### OUR R&D PROGRAMME IS:


- > beyond applied
- > guided by societal challenges
- > cross-domain and transdisciplinary
- > connected to education
- > connected to industry

# Our professorships

- > **Applied Data Science and Artificial Intelligence**  
Fostering and understanding of AI technology while promoting its ethical and responsible use.
- > **Placemaking and Events**  
The role of attractions and events in processes of regional and urban development and their impacts on regions, cities and communities.
- > **Creative and Entertainment Games**  
Content, creation and cultural context of artistic/entertainment video games.
- > **Serious Games, Innovation & Society**  
Playful organisations and learning systems.
- > **Digital Media Concepts**  
Creating and testing new immersive media strategies and content (VR, AR and MR).
- > **Smart Cities and Logistics**  
The role and place of city logistics innovations in the transition towards smarter and more sustainable cities.
- > **Digital Transformation in Cultural Tourism**  
Researching the application of digital realities within the realm of cultural tourism.
- > **Storytelling**  
Storytelling research and design, with and for the leisure, tourism and hospitality industry.
- > **Leisure and Tourism Experiences**  
Measurement and design of leisure and tourism experiences and their impacts.
- > **Sustainability, Tourism and Transport**  
The mitigation of tourism and transport impacts on the environment.
- > **Leisure in a Social Context**  
Increasing well-being, bridging societal divides, promoting dialogue and contributing to inclusivity, helping to counteract social and political polarisation through leisure activities.
- > **Sustainability Transitions**  
Accelerating the transition to a sustainable society by encouraging the development of a new socio-economic system.
- > **Tourism Impacts on Society**  
Enhancing visitor experiences, residents' quality of life, and working conditions in tourism destinations.
- > **Urban Mobility Planning**  
Research on the interaction between the built environment and mobility.



 **39,293** (E-)BOOKS AND REPORTS

 **83** DATABASES

# Library

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The BUas Library contains a vast number of books, e-books, databases, journals, game consoles, video games, board games and learning products created by our students, such as theses.

The Library also offers a quiet study area (with a special de-stress zone), a game room to play video games and self-service equipment for borrowing materials.


Information literacy support is provided by one-to-one sessions with students ('Meet with a Librarian' programme) as well as online and offline training for students and staff. The Copyright Information Point gives advice and information on copyright issues and offers support in open-access publishing.

## Pure

Pure is the research information system bringing together key information on BUas research and business activities. The system is used for reporting and showcasing research outputs and activities at [pure.buas.nl](https://pure.buas.nl). The Library also offers dedicated support for researchers in publishing their work and managing their research data.

 **44,824** (E-)JOURNALS

 **910** GAMES (VIDEO GAMES & BOARD GAMES)

 **11,918** PURE BUas RESEARCH OUTPUTS

# Connected to the industry

Breda University of Applied Sciences has strong collaborations with industry partners around the globe. Together we provide students with relevant and up-to-date education within full-time and executive degree programmes.

## Built Environment



## Data Science & AI



## Facility



## Games



## Media



## Innovation Square

Entrepreneurial and innovative industry professionals are welcome guests to us. Innovation Square is a platform for students, graduate students, researchers and industry professionals from Breda and far beyond. You will find seats-to-meet facilities, room for brainstorming sessions, as well as flexible workspaces. It is also possible to hire a space for your business or event.

## Hotel



## Leisure & Events

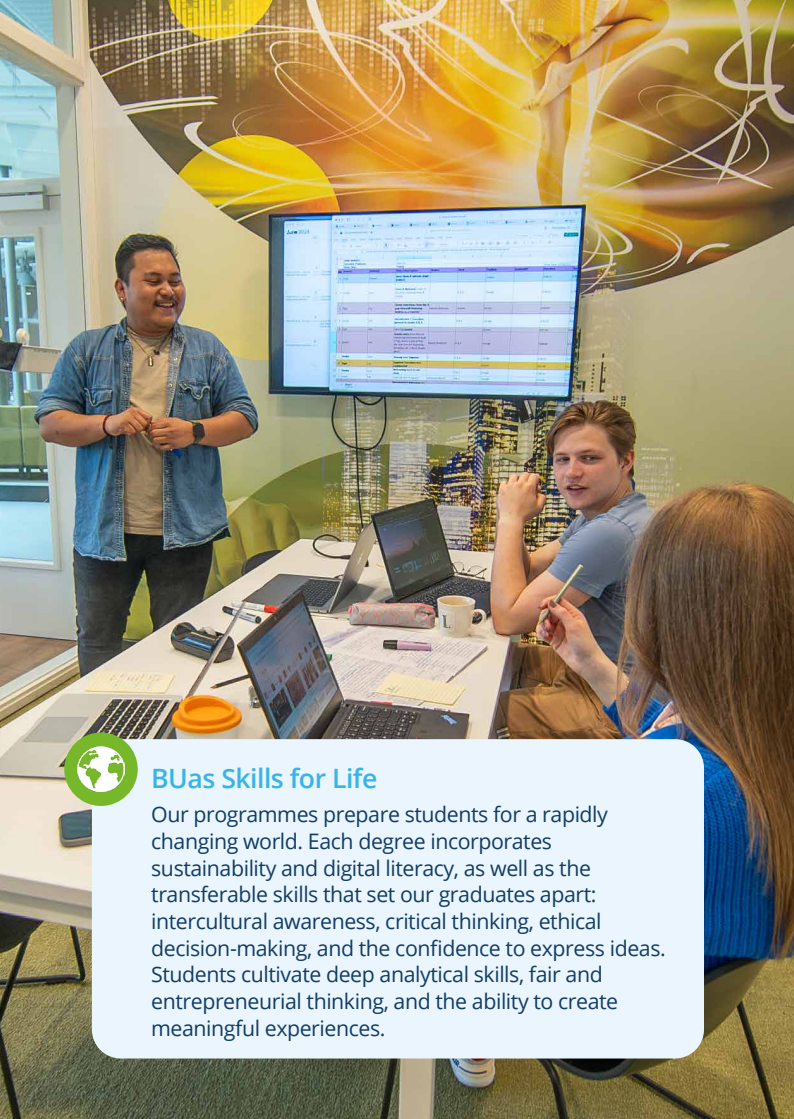


## Logistics



## Tourism





# Practical learning

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We build strong connections and work closely together with government, industry, education and research partners.

Students gain experience in our multidisciplinary learning communities and training companies, such as Sibelicious, Newways and Media Lab. Our 40,000 alumni – having taken their careers to all corners of the world – are contributing to as well as shaping the industry.

In the academic year of 2024-2025, a total of 2,288 students served the industry by performing work placements and graduation assignments. A total of 660 (29%) of these students did so at a company outside the Netherlands.

These practical curriculum components last between 12 and 40 weeks in companies and organisations, where our bachelor's students gain valuable work experience and complete research and other assignments directly related to their field of study.



## BUas Skills for Life

Our programmes prepare students for a rapidly changing world. Each degree incorporates sustainability and digital literacy, as well as the transferable skills that set our graduates apart: intercultural awareness, critical thinking, ethical decision-making, and the confidence to express ideas. Students cultivate deep analytical skills, fair and entrepreneurial thinking, and the ability to create meaningful experiences.



**2,288** PLACEMENTS & GRADUATION ASSIGNMENTS  
**660** ABROAD, OUTSIDE THE NETHERLANDS | **29%**



# Proud of our rankings

---

To mention a few:

## International rankings

- > **QS Ranking**
  - > BUAs #35 (2026) | in Hospitality & Leisure Management - worldwide
  - > BUAs #02 (2026) | in Hospitality & Leisure Management - the Netherlands
- > **The Global Ranking of Academic Subjects (GRAS)** (By ShanghaiRanking)
  - > BUAs #76-100 (2024) | in Hospitality & Tourism Management - worldwide
  - > BUAs #01 (2024) | in Hospitality & Tourism Management - the Netherlands
- > **GAMEducation** (The Global Association for Media Education)
  - > BUAs #03 (2025) | World Ranking Game Schools
- > **Rookies World School Rankings** (Best Creative Media & Entertainment Art Schools worldwide)
  - > BUAs #31 (2025) | Top 50 Creative Media & Entertainment Schools & Colleges in the World
  - > BUAs #09 (2025) | Best Game Design & Development
  - > BUAs #10 (2025) | Best Production Excellence - Console Games

## National rankings

- > **Keuzegids**

The most important national ranking system for Dutch bachelor's and master's programmes in which BUAs has several top rankings.





## KreativEU

BUas is part of KreativEU. Teaming up with 11 universities in Europe, the main goal of KreativEU is to create a European university that puts the creative potential of Europe's cultural heritage at the heart of its teaching, research and knowledge-sharing activities.

# International standing

Our education and research are highly valued and recognised by (among others):



We are active members of relevant national and international networks, including:





# Finances

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## Income (x mln) 2025 \*

|                                       |              |
|---------------------------------------|--------------|
| OCW government funding                | €67.4 (70%)  |
| Course, tuition and exam fees         | €19.3 (20%)  |
| Income from work for external clients | € 6.7        |
| Other income                          | € 2.3        |
| <b>Total income</b>                   | <b>€94.7</b> |

## Expenditure (x mln) 2025 \*

|                           |              |
|---------------------------|--------------|
| Personnel expenses        | €77.6 (80%)  |
| Depreciation              | € 3.4        |
| Accommodation costs       | € 2.9        |
| Other institutional costs | €12.6        |
| <b>Total expenditure</b>  | <b>€96.5</b> |

Most of the income generated consists of OCW government funding (70%) and tuition fees (20%). Personnel costs (80%) are the largest expenditure component.

*\* 2025 figures currently under final assessment of accountancy and BUas governance (April 2026).*



- 1a HORIZON BUILDING | SOUTH
- 1b HORIZON BUILDING | NORTH
- 2 FRONTIER BUILDING
- 3 OCEAN BUILDING
- 4 COMMUNITY GARDEN
- 5 RESTAURANT SIBELICIOUS
- 6 INNOVATION SQUARE

## Our campus

The BUas campus on Mgr. Hopmansstraat in Breda embodies a vision of openness, sustainability, diversity and a distinctive identity. This is reflected in its three buildings – including a former convent – and the park-like landscape. All were designed to encourage interaction, collaboration, vitality and creativity.

## BUas student well-being and community

BUas takes an active role in student well-being and student community building. Students should feel welcome and safe, and experience a sense of belonging, supporting their well-being and study success. Student well-being at BUas is underpinned by dedicated support from student counsellors and psychologists. On the social side, a broad range of opportunities is available, including social events, BUas Clubs and BRESS sports activities.

# The city of Breda

Breda is a charming city in the south of the Netherlands with a population of over 190,000. It was granted city rights in 1252. This vibrant historical city is home to around 19,000 students, both Dutch and international. As well as century-old buildings, it has lots of trendy, fun and affordable places to eat and socialise. The city's small size suits the educational vision of Breda University of Applied Sciences. This makes both the city and its residents easily accessible. For more information: [welkominbreda.nl/en](http://welkominbreda.nl/en).



 **19,000** STUDENTS

 **190,000** INHABITANTS



Games



Leisure & Events



Tourism



Media



Data Science & AI



Hotel



Logistics



Built Environment



Facility

Mgr. Hopmansstraat 2  
4817 JS Breda | The Netherlands  
T: +31 76 533 22 03  
E: [communications@buas.nl](mailto:communications@buas.nl)  
[www.BUas.nl](http://www.BUas.nl)

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Breda  
University  
OF APPLIED SCIENCES