

# TOURISM IN KEY FIGURES

edition 2021

# TOURISM IN KEY FIGURES edition 2021



“Tourism in Key Figures” gives you an insight into the most important trends and findings regarding international tourism and tourism flows from, to and within our region.

2020, the Covid-19 year, was an incredibly difficult year for the tourism sector worldwide. Tourism in Flanders was also hit hard. The impact of the countless security measures and the accompanying uncertainty are clearly reflected in the figures.

In 2020, Flanders had only 15 million overnight stays and 5.4 million arrivals. In this publication, you will find out where these tourists come from, where they stayed and what their main motives were for travelling to Flanders. In the final slides, we map out the impact of COVID-19 on tourism in Flanders by comparing it to the 2019 figures. We also give more info on the expected recovery.

VISITFLANDERS conducts new research and publishes updated arrival and overnight figures on a regular basis. Please consult [www.toerismevlaanderen.be/figures](http://www.toerismevlaanderen.be/figures) to get regular updates on new tourism figures and research.

I wish you lots of inspiration through this information.

**Peter De Wilde**

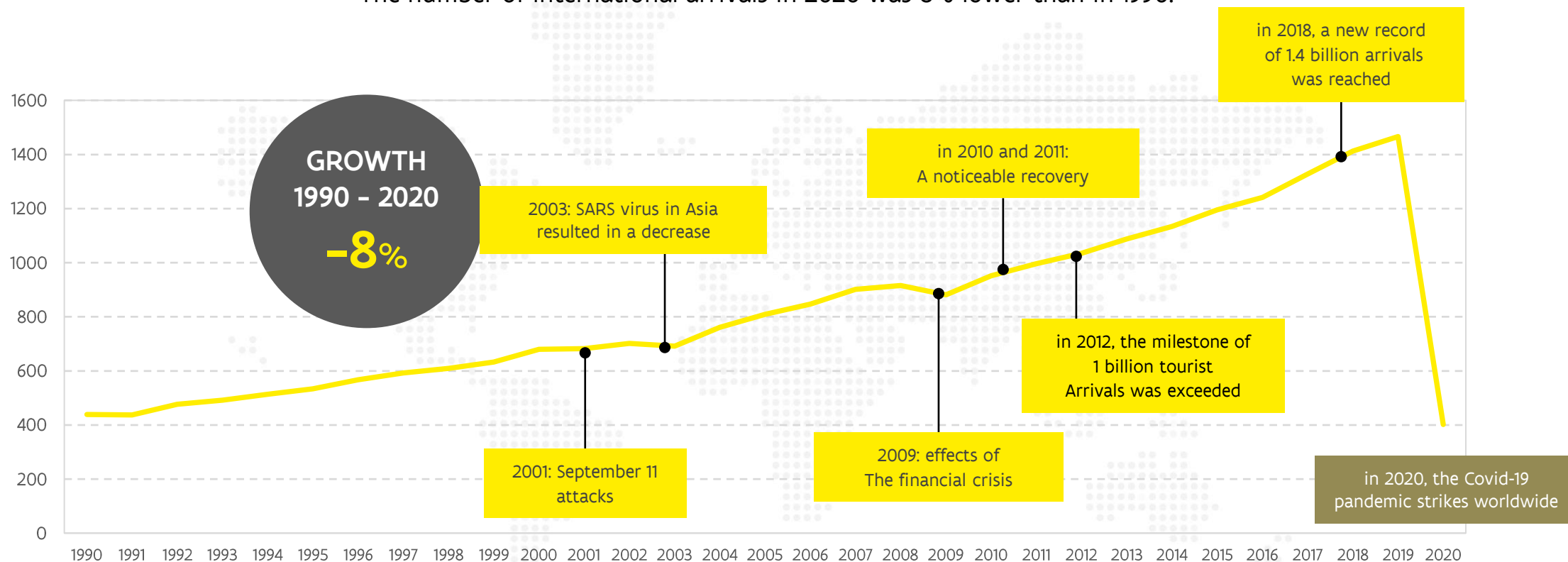
CEO VISITFLANDERS



# EVOLUTION OF INTERNATIONAL TOURIST ARRIVALS

## 1990-2020 (in millions)

The COVID-19 pandemic is having an unprecedented impact on tourism growth.  
The number of international arrivals in 2020 was 8% lower than in 1990.



Only foreign arrivals, excluding domestic travel.

# 2020 \ NUMBER OF ARRIVALS AND OVERNIGHT STAYS IN FLANDERS

	Overnight stays	%	Arrivals	%	Average length of stay (nights)
Flemish region	13,276,415	88%	4,431,080	82%	3,0
Brussels region	1,782,873	12%	992,289	18%	1,8
<b>Flanders</b>	<b>15,059,288</b>	<b>100%</b>	<b>5,423,369</b>	<b>100%</b>	<b>2,8</b>
Belgium	20,177,486		7,376,417		2,7



## OVERNIGHT STAYS

35%

COAST  
5.3 MILLION

26%

ART CITIES  
3.9 MILLION

38%

FLEMISH COUNTRYSIDE  
5.8 MILLION

FLANDERS 100%: 15.1 MILLION



## ARRIVALS

23%

COAST  
1.3 MILLION

40%

ART CITIES  
2.2 MILLION

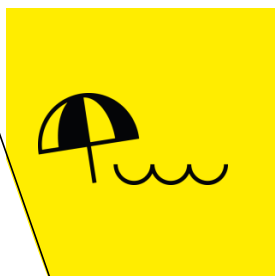
36%

FLEMISH COUNTRYSIDE  
2.0 MILLION

FLANDERS 100%: 5.4 MILLION



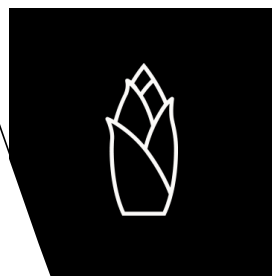
# 2020 \ DIVISION OF OVERNIGHT STAYS IN FLANDERS



## COAST

TOTAL  
5.3 million

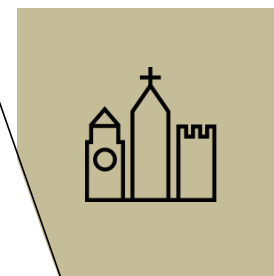
AVERAGE LENGTH  
OF STAY  
4.2 nights



## FLEMISH COUNTRYSIDE

TOTAL  
5.8 million

AVERAGE LENGTH  
OF STAY  
2.9 nights

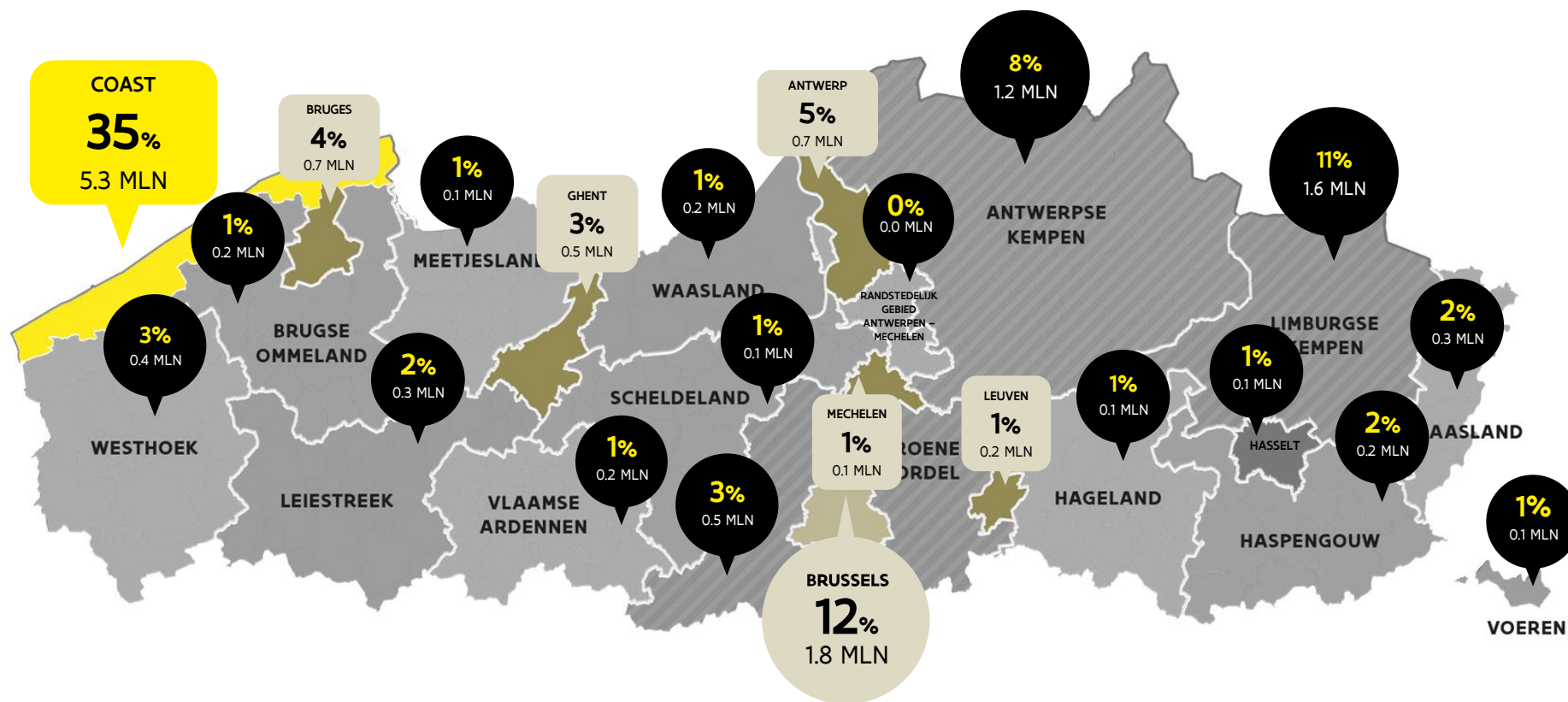


## ART CITIES

TOTAL  
3.9 million

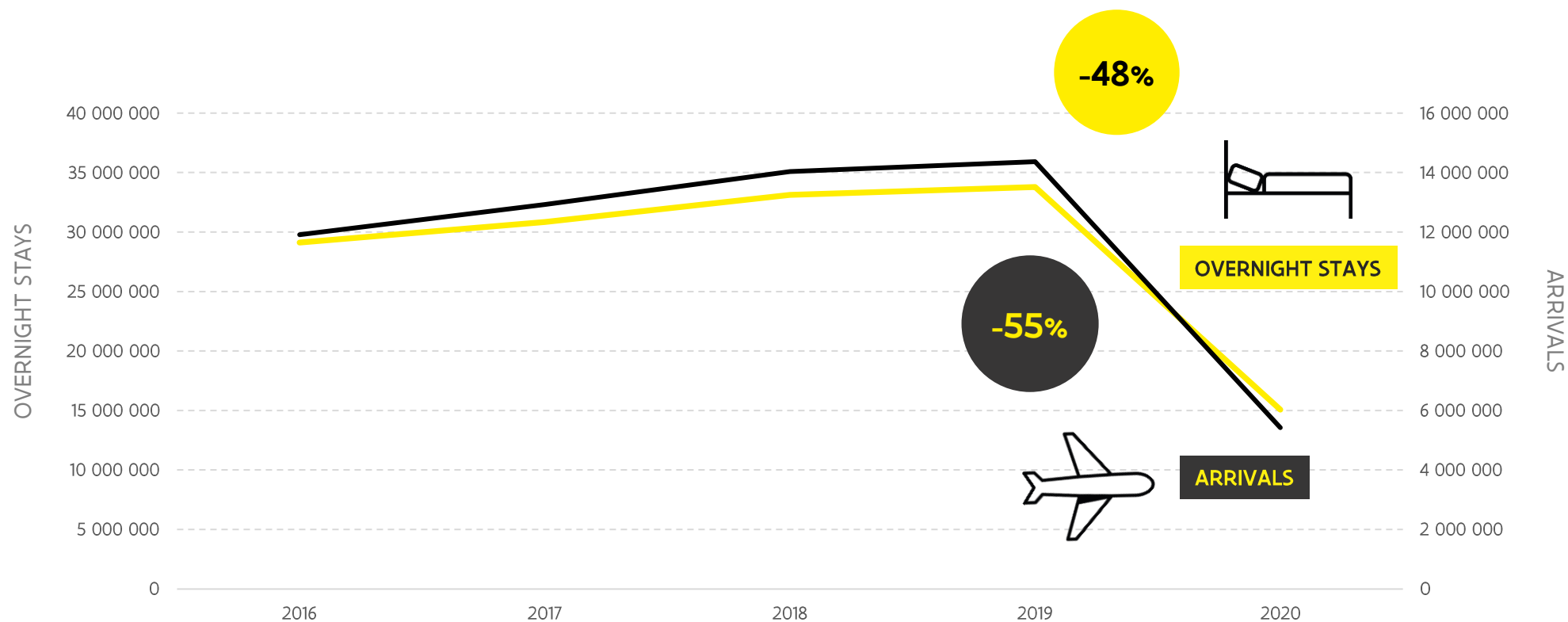
AVERAGE LENGTH  
OF STAY  
1.8 nights

# 2020 \ DIVISION OF OVERNIGHT STAYS FLANDERS



[www.toerismevlaanderen.be/tourism-figures-xl](http://www.toerismevlaanderen.be/tourism-figures-xl)

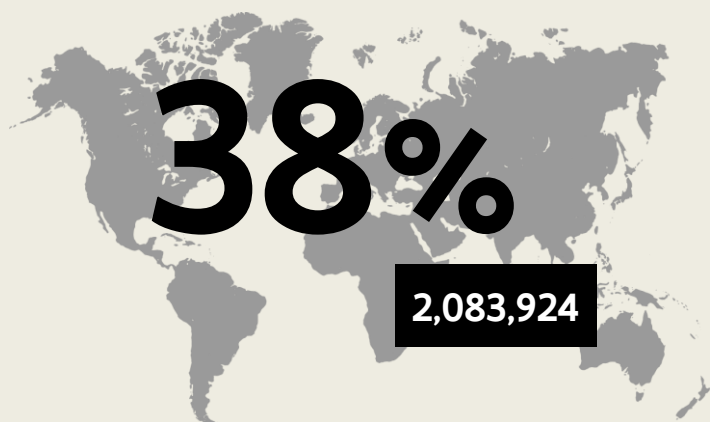
# 2016 - 2020 \ EVOLUTION OVERNIGHT STAYS AND ARRIVALS IN FLANDERS



# 2020 \ ARRIVALS IN FLANDERS

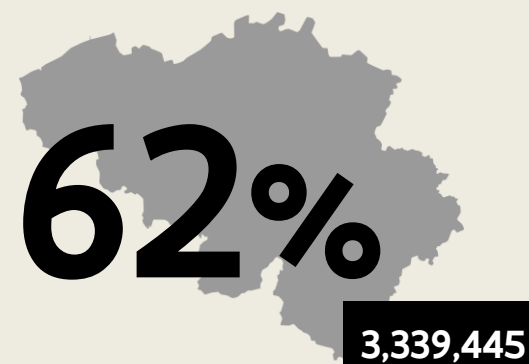
**TOTAL:** 5,423,369

## FOREIGN COUNTRIES



38% of all arrivals in Flanders are made by foreign tourists.

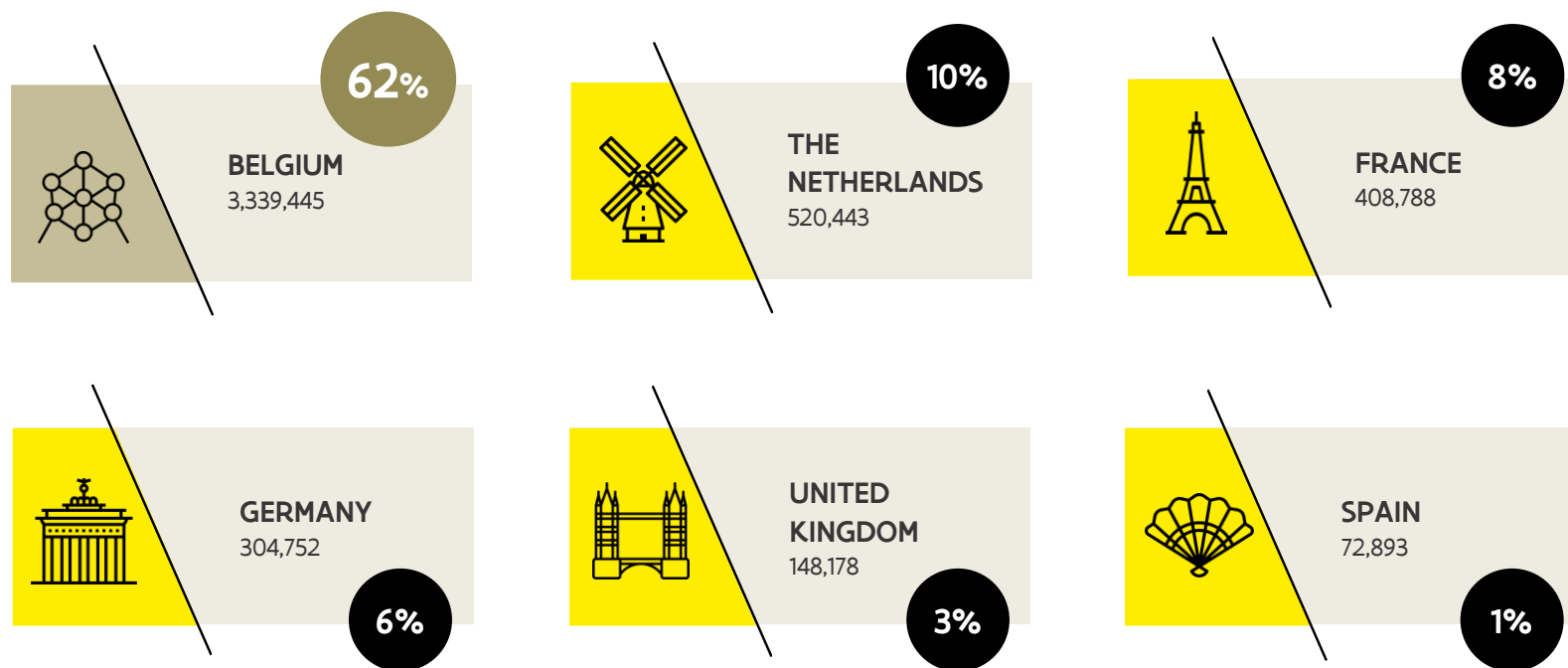
## BELGIUM



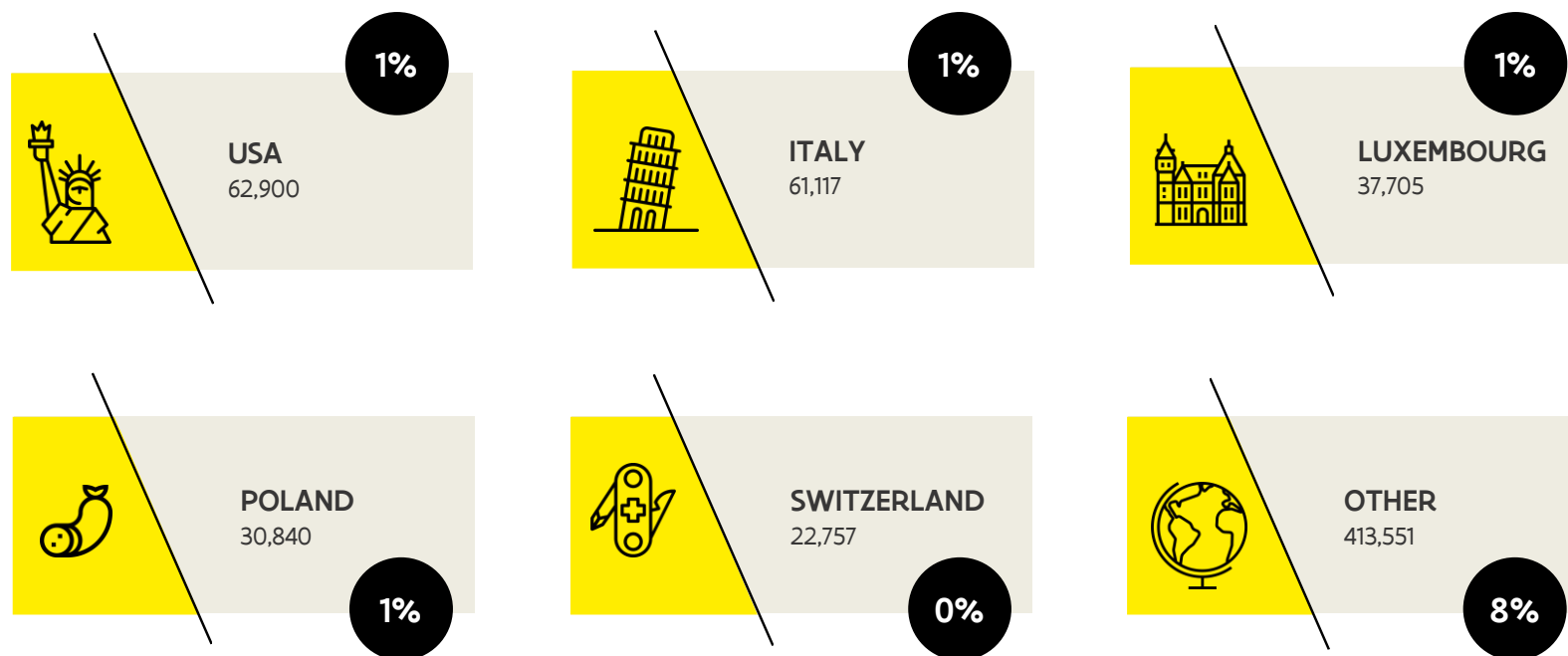
Belgian tourists account for 62% of all arrivals.



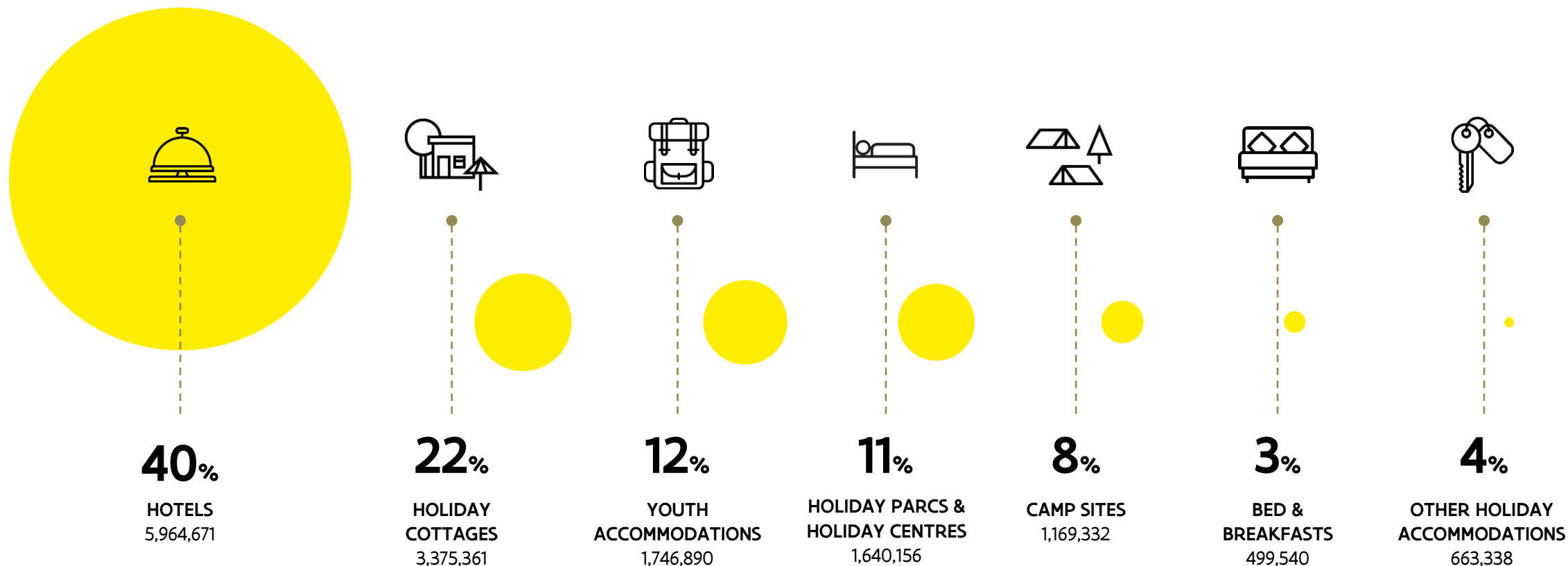
# 2020 \ TOP FOREIGN ARRIVALS IN FLANDERS BY COUNTRY OF ORIGIN



# 2020 \ TOP FOREIGN ARRIVALS IN FLANDERS BY COUNTRY OF ORIGIN



# 2020 / OVERNIGHT STAYS IN FLANDERS BY ACCOMMODATION TYPE



FLANDERS 100% - 15 MILLION



# 2020 / OVERNIGHT STAYS IN FLANDERS

## BY PURPOSE OF STAY

82%



LEISURE AND  
HOLIDAY  
12,283,874

9%



CONFERENCE,  
CONGRESS  
AND SEMINAR  
1,327,432

10%



OTHER  
BUSINESS  
PURPOSES  
1,447,982

FLANDERS 100% - 15 MILLION

# 2020 / TOTAL TOURIST ACCOMMODATION SUPPLY

## TOURIST ACCOMMODATION SUPPLY IN FLANDERS (NUMBER OF ESTABLISHMENTS)



ROOM-BASED	2020	SHARE 2020
Hotel	906	4%
B&B (+ guestroom)	2.206	9%
Holiday homes	18.670	77%
Hostel	58	0%
Holiday accommodation (+ room-related accommodation)	2.079	9%



TERRAIN-BASED	2020	SHARE 2020
Campsite (+ minicamping)	116	0%
Motorhome area (+ camper van)	59	0%
Holiday park	8	0%
Terrain-based lodgings + Residence park	150	1%
<b>FLANDERS</b>	<b>24 252</b>	<b>100%</b>

## TOURIST ACCOMMODATION SUPPLY IN FLANDERS (CAPACITY IN PERSONS)





ROOM-BASED	2020	SHARE 2020
Hotel	71.650	16%
B&B (+ guestroom)	14.478	3%
Holiday homes	103.706	24%
Hostel	4.311	1%
Holiday accommodation (+ room-related accommodation)	21.986	5%

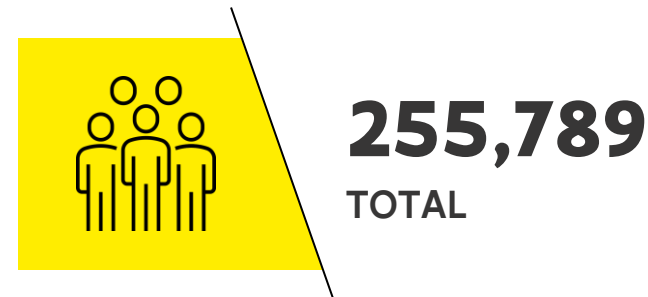


TERRAIN-BASED	2020	SHARE 2020
Campsite (+ minicamping)	104.901	24%
Motorhome area (+ camper van)	2.812	1%
Holiday park	14.632	3%
Terrain-based lodgings + Residence park	97.570	22%
<b>FLANDERS</b>	<b>436.046</b>	<b>100%</b>

[www.toerismevlaanderen.be/logiesaanbod](http://www.toerismevlaanderen.be/logiesaanbod)

# 2020 / TOTAL EMPLOYMENT IN THE TOURIST SECTOR IN FLANDERS (IN NUMBER OF JOBS)

	 EMPLOYEES	 SELF-EMPLOYED
Accommodation	18,236	
Accommodation regarding 2nd homes (only coast)	1,022	42,500
Food and beverage services	74,559	
Passenger transport	54,613	
Travel agencies, travel organizers, reservation desks and related activities	5,519	
Cultural services	15,942	23,551
Sport and recreational services	15,233	
Retail of country-specific, characteristic tourism goods	3,588	
Non-tourism characteristic companies	2,026	
<b>TOTAL</b>	<b>189,738</b>	<b>66,051</b>



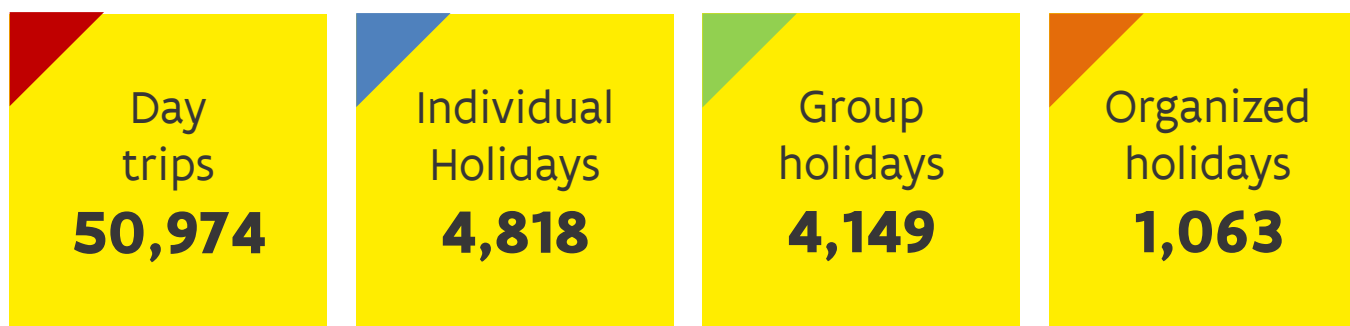
The broad tourism sector (passenger transport included) accounts for:

**6.7%** of total employment

**8.9%** of self-employment

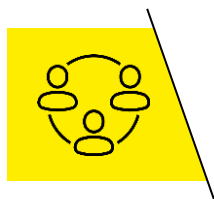
**6.1%** of salaried employment

# 2020 / HOLIDAY PARTICIPATION



TOTAL **61,004**

In 2020  
61,000 Flemish  
people got support  
from the  
holiday participation  
centre to make a day  
trip or go on a  
holiday.



Holiday participation consists of a network of more than 2,400 partners.

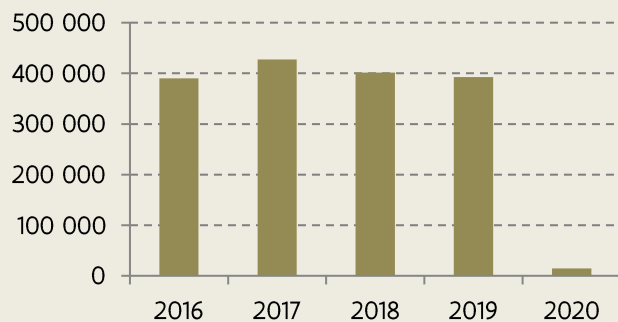




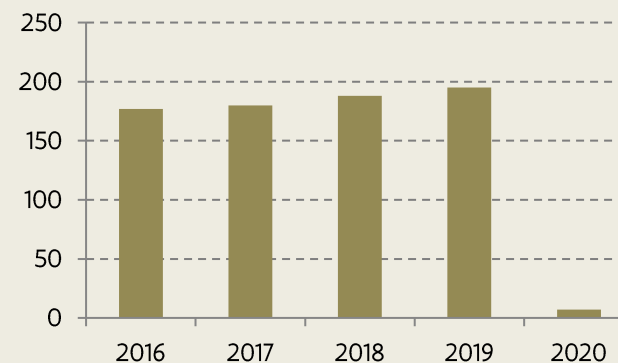
# CRUISES IN FLANDERS



EVOLUTION OF CRUISE PASSENGERS  
IN ANTWERP, ZEEBRUGGE, OSTEND



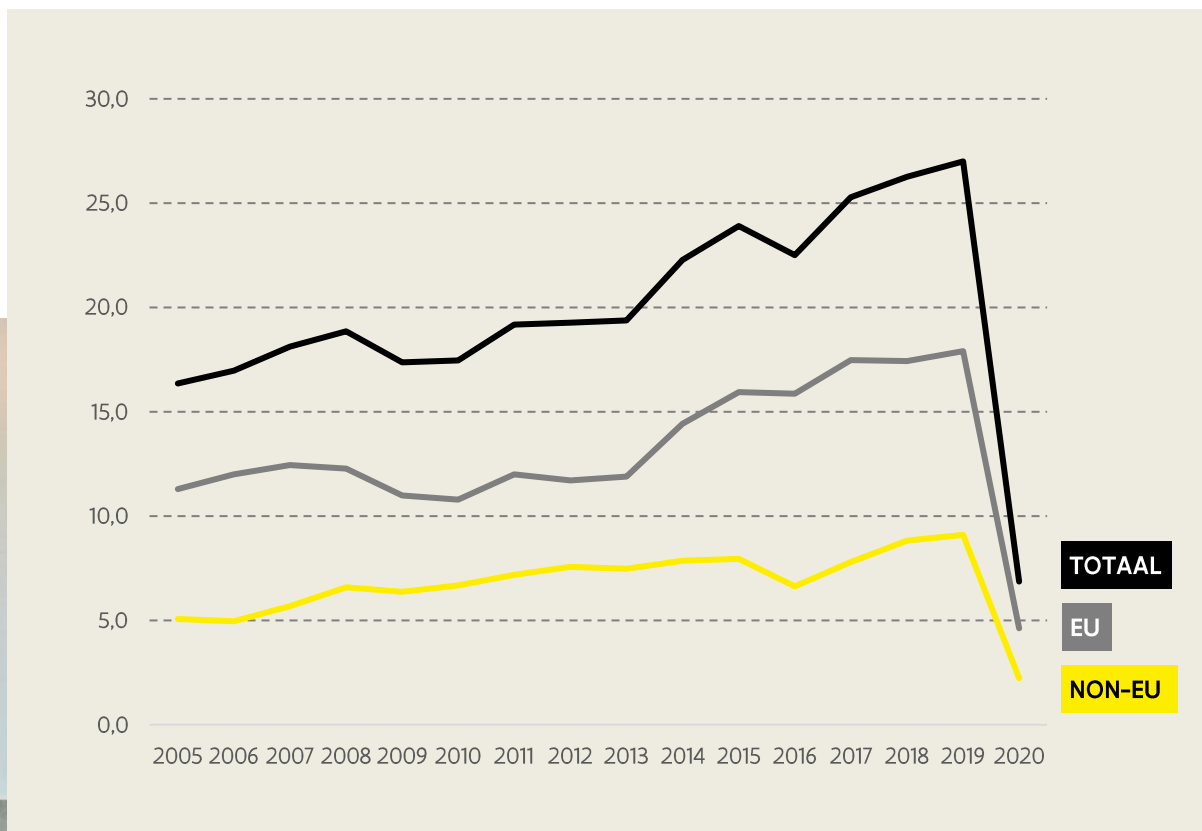
EVOLUTION OF NUMBER OF CRUISES  
IN ANTWERP, ZEEBRUGGE, OSTEND



In 2020, 7 cruise ships berthed in the ports of Antwerp, Zeebrugge and Ostend, carrying a total of approximately 14,500 passengers



# AVIATION IN FLANDERS



In 2020, Antwerp, Brussels and Ostend-Bruges Airport welcomed 7 million commercial passengers. This is a decrease of 75% compared to 2019.

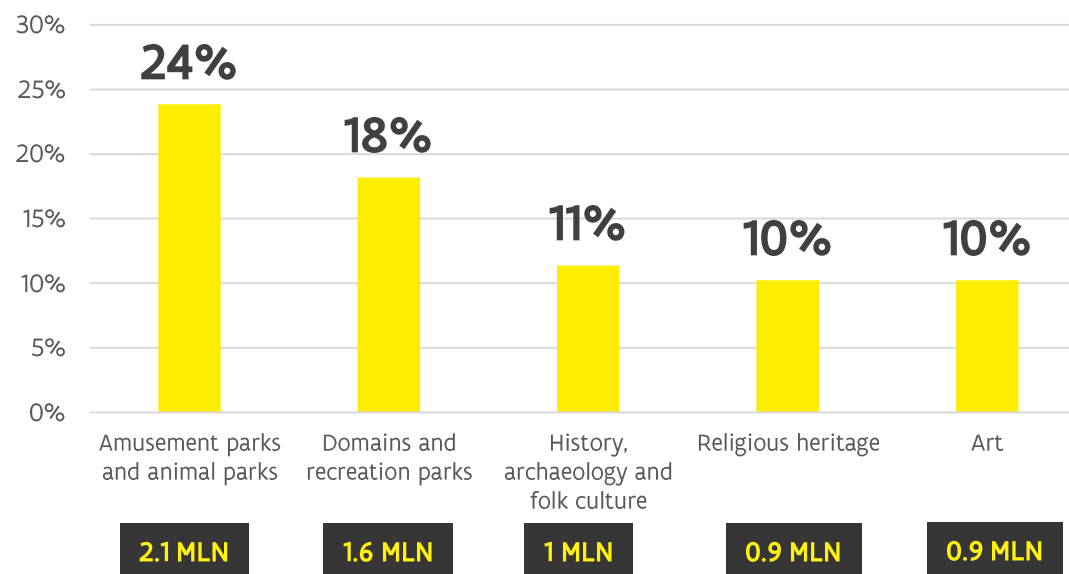
4.6 million of these had a destination within the EU and 2.2 million within the rest of Europe or had a destination overseas.

## 2020 / VISITORS BAROMETER



In 2020, 371 attractions took part with a total of more than 8.8 million visitors.

### TOP FIVE CATEGORIES



[www.toerismevlaanderen.be/bezoekersbarometer](http://www.toerismevlaanderen.be/bezoekersbarometer)

# IMPACT OF COVID-19 ON TOURISM



**-73%**

## GLOBAL

million international  
arrivals:

<b>2019</b>	1,466.1
<b>2020</b>	402.1

[www.unwto.org/unwto-tourism-dashboard](http://www.unwto.org/unwto-tourism-dashboard)



**-70%**

## FLANDERS

million international  
arrivals:

<b>2019</b>	18.1
<b>2020</b>	5.4

[www.toerismevlaanderen.be/tourism-figures-xl](http://www.toerismevlaanderen.be/tourism-figures-xl)

# IMPACT OF COVID-19 ON TOURISM

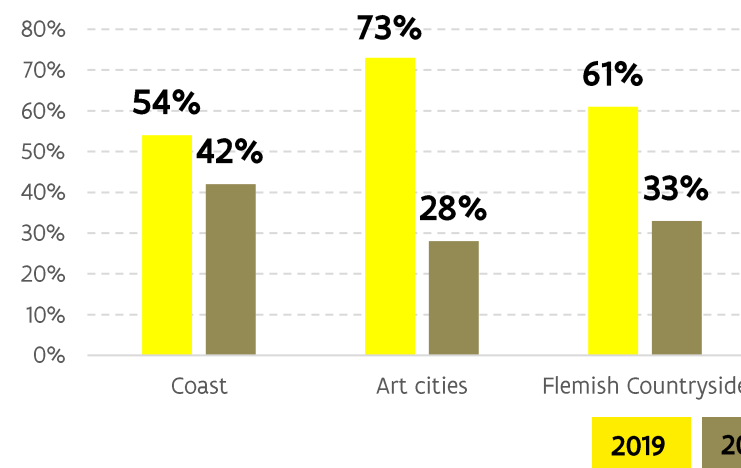


## EMPLOYMENT

	2019	2020	trend '19-'20
Flemish region	199,658	189,797	-5%
Brussels region	67,101	65,993	-2%

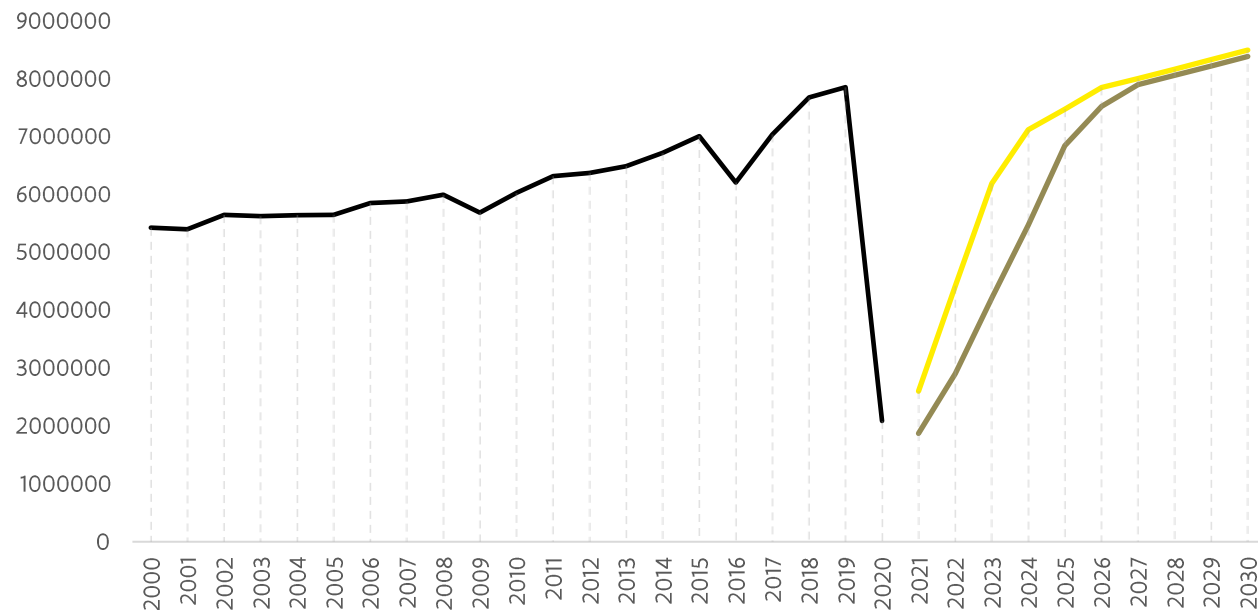


## OCCUPATION OF HOTELS



[www.toerismevlaanderen.be/logiesbarometer](http://www.toerismevlaanderen.be/logiesbarometer)

# EXPECTED RECOVERY OF INTERNATIONAL ARRIVALS IN FLANDERS



● trend real figures

● Scenario 1

● Scenario 2

In **Scenario 1**, we assume an increase in the number of foreign arrivals in 2021 compared to 2020 and a strong 2022. Thus, in 2025, we return to the pre-corona level of 2019.

In **Scenario 2**, the share of foreign arrivals will fall further in 2021 and rise more slowly in 2022. expected to reach 2019 levels by 2026.

Overview 2020 and long-term trend tourism Flanders





# DEFINITIONS

**1** Flanders = Flemish + Brussels region

**2** Overnight stays and arrivals figures are collected by the FPD - Directorate-general Statistics, in commercial lodging accommodations (hotels, B&B's, camp sites, holiday parks, youth accommodation, social accommodation for adults and other holiday accommodation), including rental accommodations. Not included in these figures: non-commercial rental accommodation, second homes and permanent places on a camp site.

The number of **arrivals** corresponds with the number of residential tourists, taking into account that each tourist is counted as an 'arrival' each time he uses a new accommodation.

The volume of **overnight stays** is the total of all overnight stays associated with the registered arrivals. The represented arrival and overnight figures cover both leisure and business trips.

**3** The **gross occupancy rate** is calculated based on the number of rented rooms in relation to the numbers of rooms in relation to the numbers of rooms available. The gross occupancy rate does not take into account closing dates.

**4** **Self-employed** includes the categories Hotels, Recreation, Cafés, Amusements, Fairs and liberal professions in art.







# MORE INFO?

---



## MAIL

[kennisbeheer@toerismevlaanderen.be](mailto:kennisbeheer@toerismevlaanderen.be)



## TEL

+32 2 504 03 00



## MORE RESEARCH, STATISTICS AND DEFINITIONS:

[www.toerismevlaanderen.be/figures](http://www.toerismevlaanderen.be/figures)