



Flanders
State of the Art

TOURISM IN KEY FIGURES

edition 2017

VISITFLANDERS

TOURISM IN KEY FIGURES edition 2017

“Tourism in Key figures” provides a convenient overview of the major trends in international tourism and the tourism flows to, from, and in Flanders. In 2016 Flanders counted 29.1 million overnight stays and 11.9 million arrivals. This publication provides information on the place of stay, the timing of the visit and the reason why these visitors chose Flanders as their destination.

This year we organised a reputation survey to map the image and touristic potential of Flanders in 13 different countries. As an appetizer you'll find the most important results here.

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

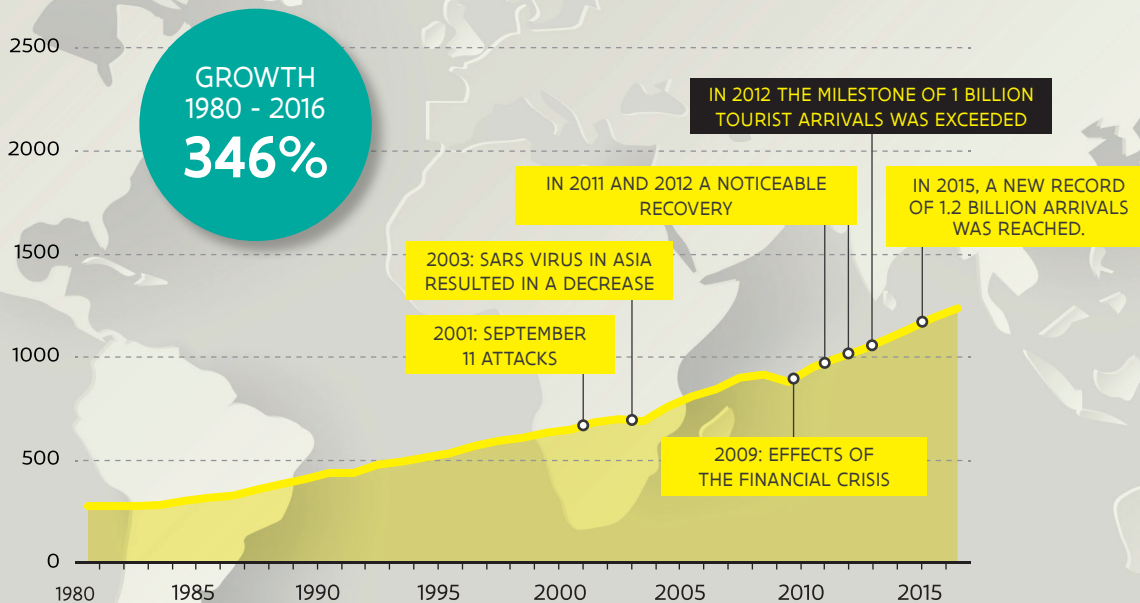
I wish you lots of inspiration through this information.



PETER DE WILDE
CEO VISITFLANDERS

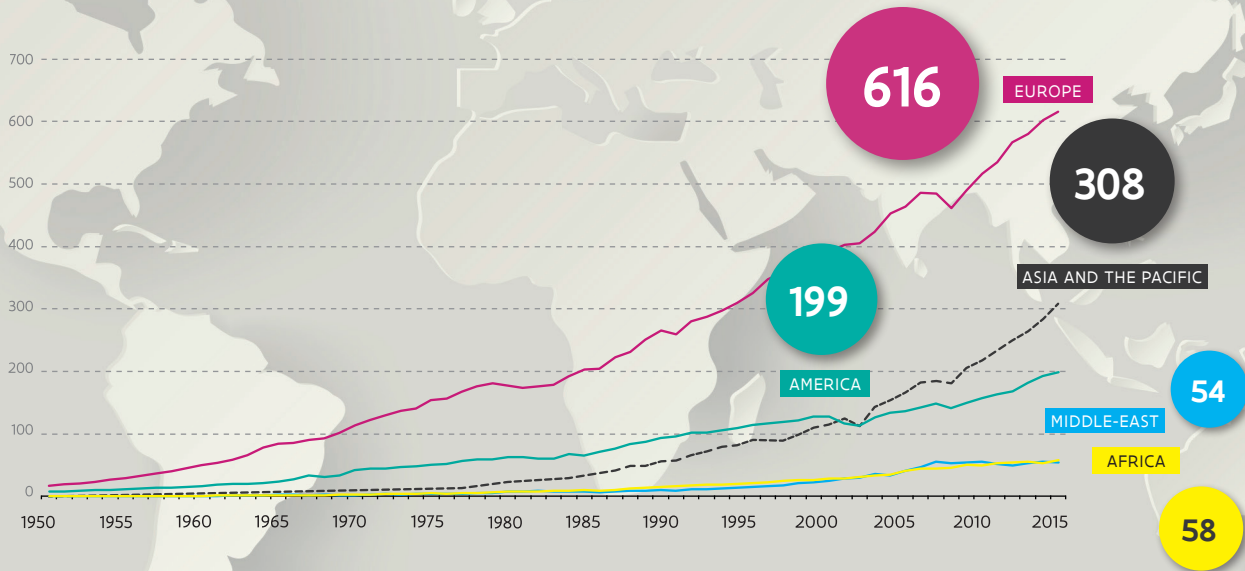
Evolution of international tourist arrivals 1980-2016 (in millions)

The graph shows that tourism remains a growing sector, with intermittent periods of slower growth:



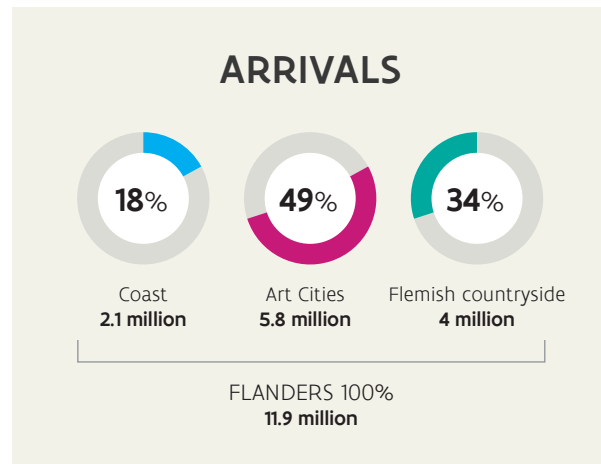
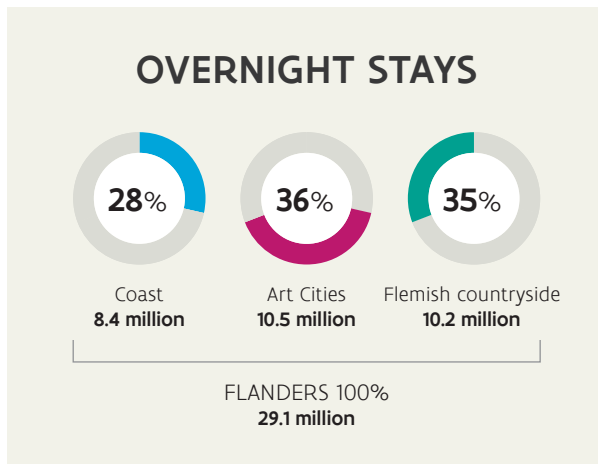
Evolution of international tourist arrivals 1950-2016 by continent

(in millions)



2016 / Number of arrivals and overnight stays in Flanders

	overnight stays	%	arrivals	%	average length of stay (nights)
Flemish region	23,894,894	82%	9,063,946	76%	2.6
Brussels region	5,210,495	18%	2,846,481	24%	1.8
Flanders	29,105,389	100%	11,910,427	100%	2.4
Belgium	36,855,214		15,210,781		2.4

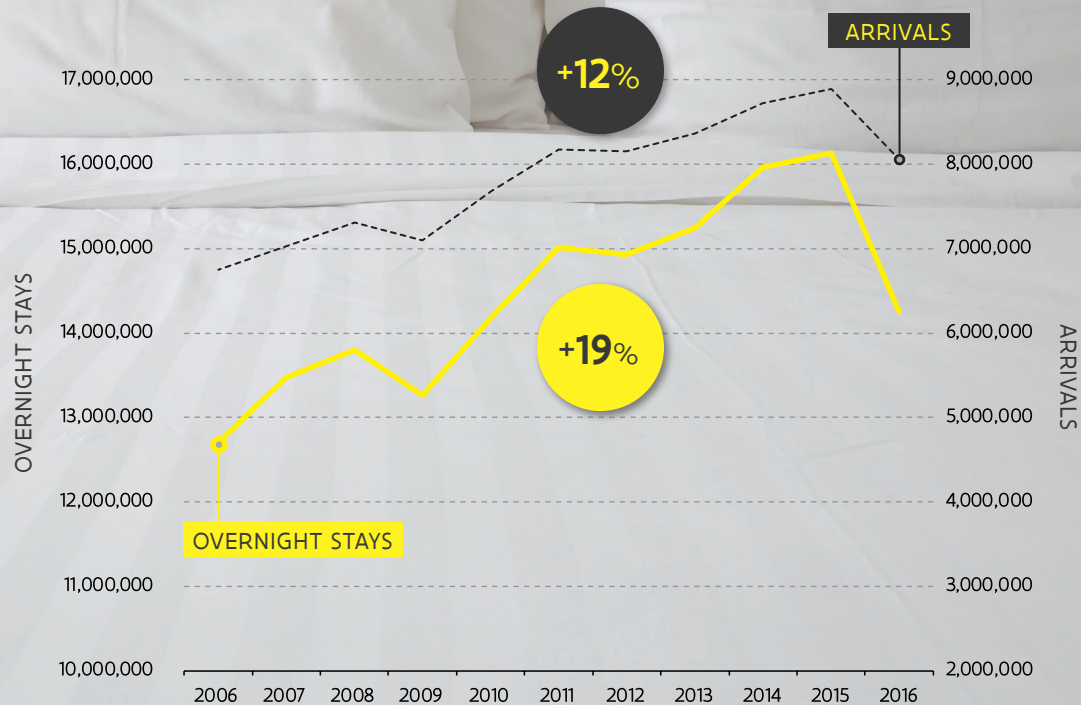


2016 / Division of overnight stays in the art cities

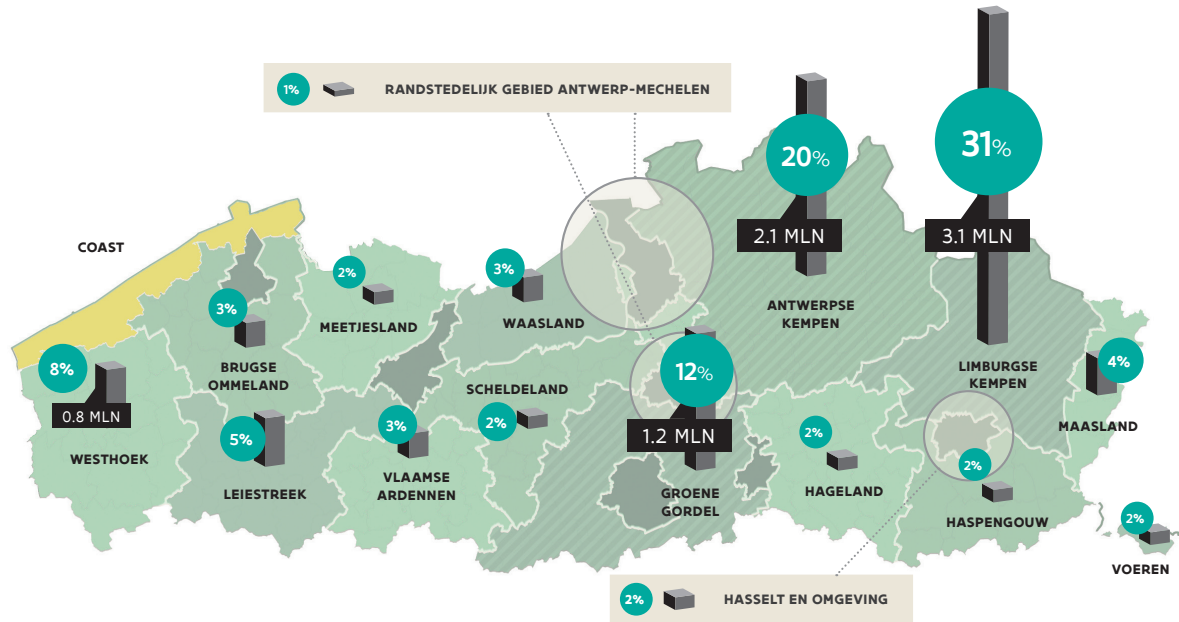


TOTAL 10.5 million
AVERAGE LENGTH OF STAY 1.8 nights

2006 - 2016 / Evolution overnight stays and arrivals in Flanders



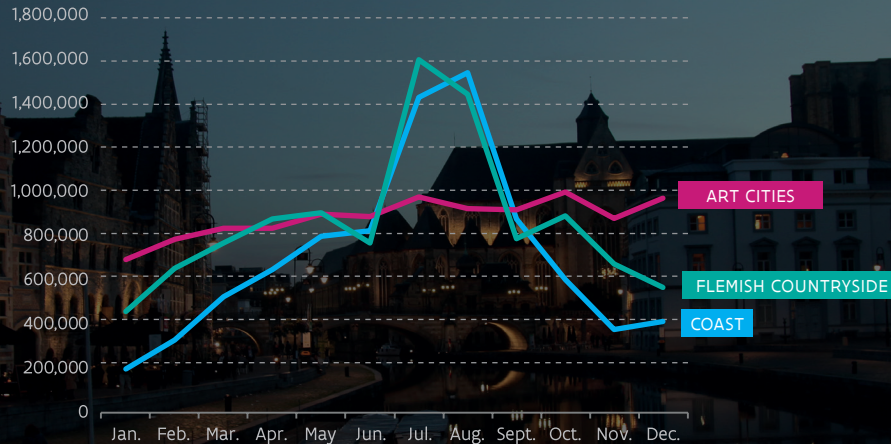
2016 / Division of overnight stays in the Flemish countryside



TOTAL FLEMISH COUNTRYSIDE: 10.2 million
AVERAGE LENGTH OF STAY: 2.6 nights

TOTAL COAST: 8.4 million
AVERAGE LENGTH OF STAY: 4.0 nights

2016 / Seasonality of overnight stays in Flanders



The distribution of overnight stays throughout the year varies depending on the destination. Tourism at the coast and in the Flemish countryside is very seasonal, whereas the occupancy in the art cities is more evenly distributed throughout the year. At the coast 36% of overnight stays takes place in the months July and August and in

the Flemish countryside 30% of overnight stays occurs during the summer months. In the art cities the two summer months count for 18% of the year total. There is clearly less commercial tourism in the winter at the coast, while the Flemish countryside still receives a reasonable amount of overnight stays.

2016 / Top 10 of the foreign arrivals by country of origin





3%

ITALY

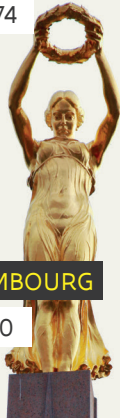
190,574



2%

CHINA

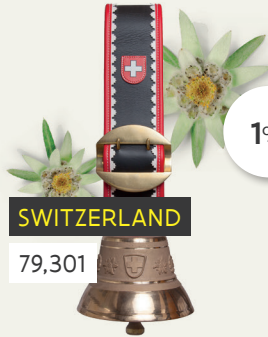
114,252



2%

LUXEMBOURG

86,980



1%

SWITZERLAND

79,301



22%

OTHER

1,377,579

52% of all arrivals in Flanders are made by foreign tourists. Belgian tourists account for 48% of all arrivals.

2016 / Overnight stays in Flanders by accommodation type



49%

HOTELS



3%

BED & BREAKFASTS



6%

CAMP SITES



14%

HOLIDAY PARCS & HOLIDAY CENTRES



15%

HOLIDAY COTTAGES



12%

YOUTH ACCOMMODATION



1%

OTHER HOLIDAY ACCOMMODATION

2016 / Overnight stays in Flanders by purpose of stay

76%



**LEISURE AND
HOLIDAY**
21,992,330

15%



**CONFERENCE, CONGRESS
AND SEMINAR**
4,398,148

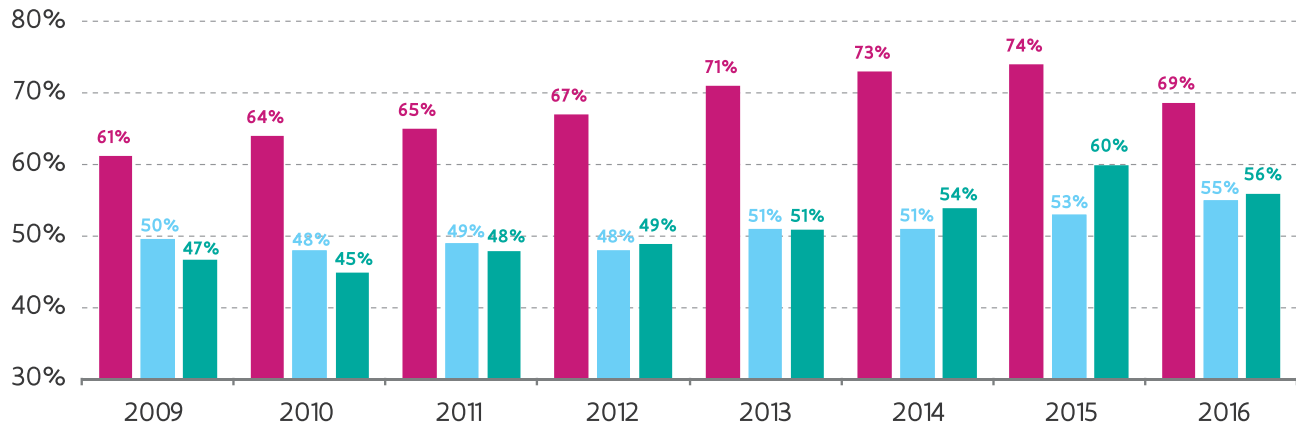
9%



**OTHER BUSINESS
PURPOSES**
2,714,911

FLANDERS 100% - 29.1 million

2016 / Gross occupancy rate in hotels



RESPONSE RATE IN ROOMS



2009: 62% **2016:** 75%



2009: 61% **2016:** 83%



2009: 31% **2016:** 75%

(Response rate based on all participating hotels, whether or not they provided data for every month.)

Evolution tourist accommodation supply in Flanders

NUMBER OF ESTABLISHMENTS, BY TYPE OF ACCOMMODATION

	2016	SHARE 2016
Hotels	1,054	27%
Bed & Breakfasts	1,837	48%
Camp sites	172	4%
Holiday parks and holiday centres	473	12%
Youth accommodation	57	1%
Other holiday accommodation	259	7%
FLANDERS	3,852	100%

CAPACITY IN PERSONS, BY TYPE OF ACCOMMODATION

	2016	SHARE 2016
Hotels	104,403	43%
Bed & Breakfasts	12,323	5%
Camp sites	50,486	21%
Holiday parks and holiday centres	45,307	19%
Youth accommodation	26,849	11%
Other holiday accommodation	3,401	1%
FLANDERS	242,769	100%

NUMBER OF ESTABLISHMENTS, BY DESTINATION

	2015	2016	TREND 2015-2016	SHARE 2016
Coast	497	506	+1.8%	13%
Flemish countryside	2,123	2,229	+5.0%	58%
Art cities	1,030	1,117	+8.4%	29%
- Antwerp	174	211	+21.3%	5%
- Bruges	311	334	+7.4%	9%
- Brussels	274	282	+2.9%	7%
- Ghent	183	204	+11.5%	5%
- Leuven	54	55	+1.9%	1%
- Mechelen	34	31	-8.8%	1%
FLANDERS	3,650	3,852	+5.5%	100%

CAPACITY IN PERSONS, BY DESTINATION

	2015	2016	TREND 2015-2016	SHARE 2016
Coast	52,123	50,165	-3.8%	21%
Flemish countryside	118,754	118,039	-0.6%	49%
Art cities	73,575	74,565	+1.3%	31%
- Antwerp	12,427	12,663	+1.9%	5%
- Bruges	10,893	10,761	-1.2%	4%
- Brussels	38,137	38,908	+2.0%	16%
- Ghent	7,247	7,332	+1.2%	3%
- Leuven	3,276	3,308	+1.0%	1%
- Mechelen	1,595	1,593	-0.1%	1%
FLANDERS	244,452	242,769	-0.7%	100%

2015 / total employment in the tourist sector in Flanders (in number of jobs)

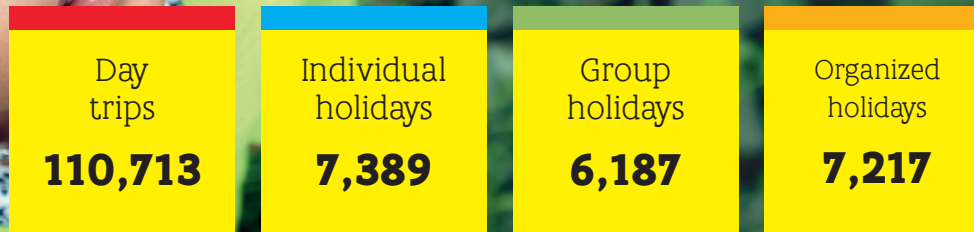


TOTAL
244,651

	Employees	Self-employed
Accommodation	18,218	
Accommodation regarding 2nd homes (only coast)	1,060	40,555
Food and beverage services	72,513	
Passenger transport	54,895	
Travel agencies, travel organizers, reservation desks and related activities	6,346	
Cultural services	15,157	15,886
Sport and recreational services	14,669	
Retail of country-specific, characteristic tourism goods	3,417	
Non-tourism characteristic companies	1,935	
TOTAL	188,210	56,441

The broad tourism sector (passenger transport included) accounts for 6.8% of total employment, 7.9% of self-employment and 6.6% of salaried employment

2016 / Holiday participation



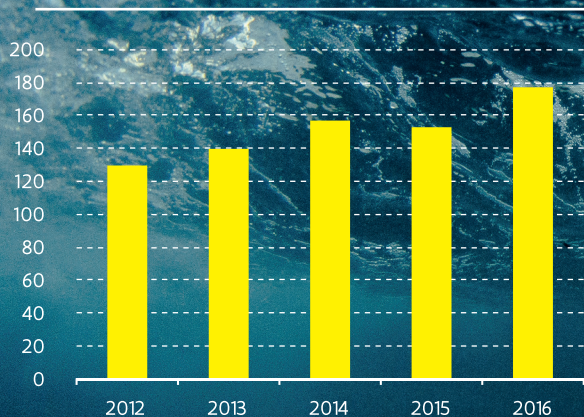
TOTAL: 131,506

In 2016 more than 131,500 Flemish people got support from the holiday participation centre to make a day trip or go on a holiday.

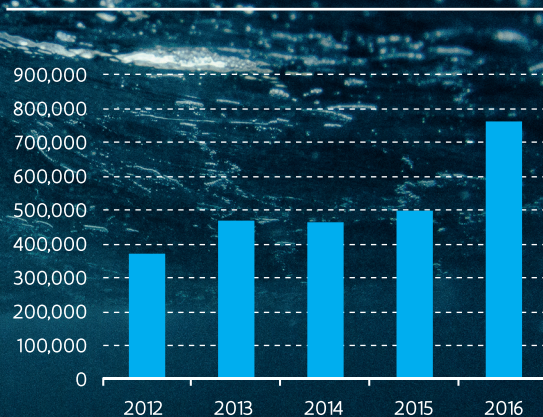


2016 / Cruises in Flanders

Evolution of number of cruises
in Antwerp, Zeebrugge, Ostend



Evolution of cruise passengers
in Antwerp, Zeebrugge, Ostend

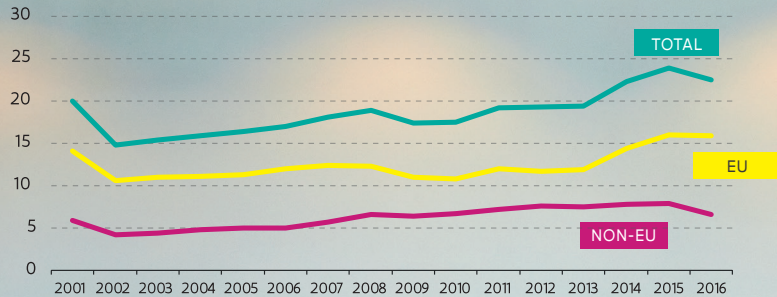


In 2016, 177 cruise ships berthed in the ports of Antwerp, Zeebrugge and Ostend, carrying a total of approximately 800,000 passengers.

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2016 / Aviation in Flanders



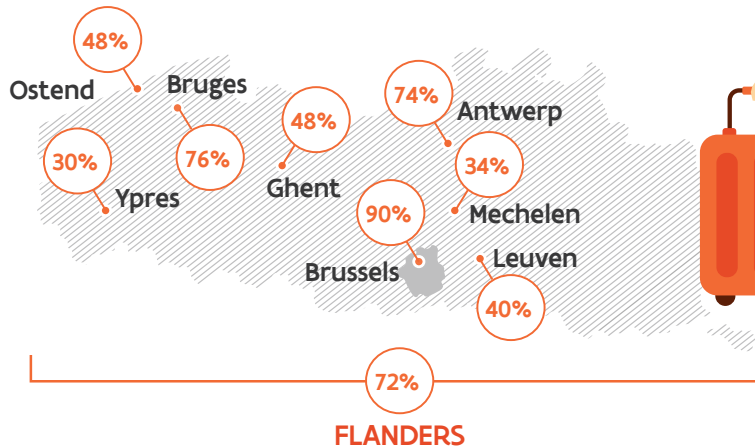
In 2016, Antwerp, Brussels and Ostend Airport welcomed 22.5 million commercial passengers. This is a decrease of -6% compared to 2015.

15.9 million of these had a destination within the EU and 6.6 million within the rest of Europe or had a destination overseas.

Reputation Study Flanders 2017



FAMILIARITY WITH BELGIUM, BRUSSELS, FLANDERS
AND THE MOST IMPORTANT CITIES (EUROPEAN MARKETS)

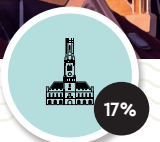


Familiarity = respondents have visited or heard/read about it and can picture it.

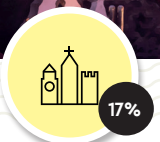
SPONTANEOUS ASSOCIATIONS WITH 'FLANDERS' (TOTAL EUROPE)



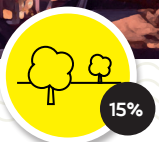
HARBOUR,
SHIP



HERITAGE
(HISTORIC BUILDINGS)



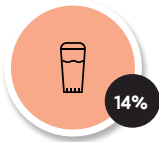
CITY (GENERAL)
OLD CITIES



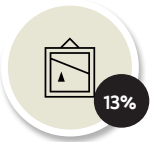
NATURE &
BEAUTIFUL LANDSCAPES



(FIRST AND SECOND)
WORLD WAR



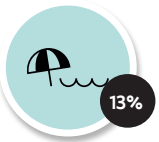
BEER



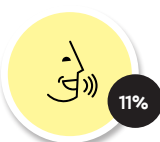
ART AND
ARTISTS, MUSEUM



HISTORY,
CULTURE



BEACH/
COAST



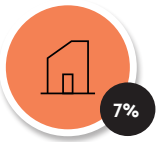
LANGUAGE/
ACCENT (DUTCH)



TASTY FOOD
& DRINKS



CHOCOLATE
& PRALINES



ARCHITECTURE



These results are based on an online research done in 13 European countries (13,000 respondents)

More information: www.toerismevlaanderen.be/reputatieonderzoek

Definitions

1 Flanders = Flemish + Brussels region

2 Overnight stays and arrivals figures are collected by the FPS – Directorate-general Statistics, in commercial lodging accommodations (hotels, bed & breakfasts, camp sites, holiday parks, youth accommodation, social accommodation for adults and other holiday accommodation), including commercial rental accommodations at the coast. Rental accommodation in the interior (holiday cottages) are included as a sample survey since 2015.

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 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.



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VISITFLANDERS

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More research, statistics and definitions: www.toerismevlaanderen.be/figures.

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