



Flanders
State of the Art

TOURISM IN KEY FIGURES

edition 2018

VISITFLANDERS

TOURISM IN KEY FIGURES edition 2018

“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 2017 Flanders counted 30.8 million overnight stays and 12.9 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.

In the course of 2017 and 2018 the Art

Cities Research was conducted again, in which nearly 7,000 visitors were asked about their satisfaction and experience in the Flemish art cities. As an appetizer you'll find some 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.

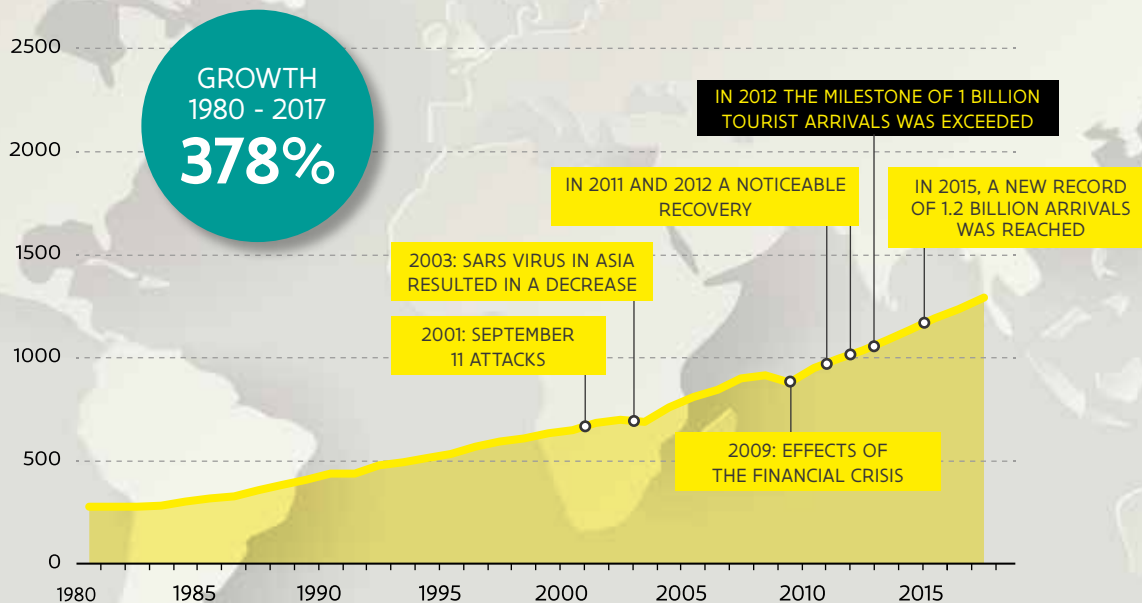
I wish you lots of inspiration through this information.



PETER DE WILDE
CEO VISITFLANDERS

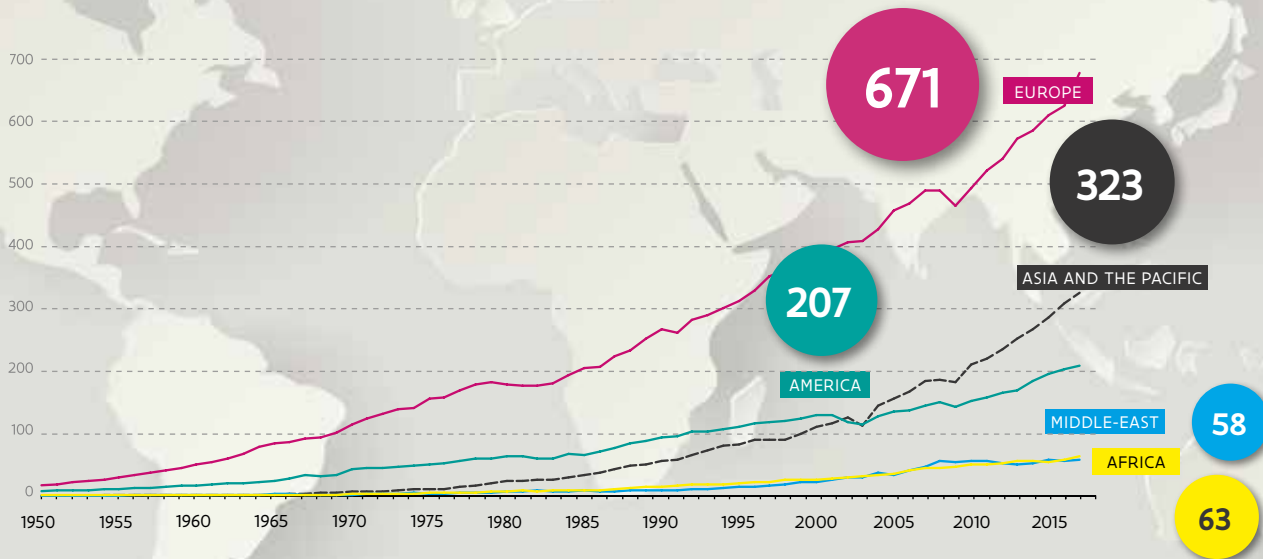
Evolution of international tourist arrivals 1980-2017 (in millions)

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



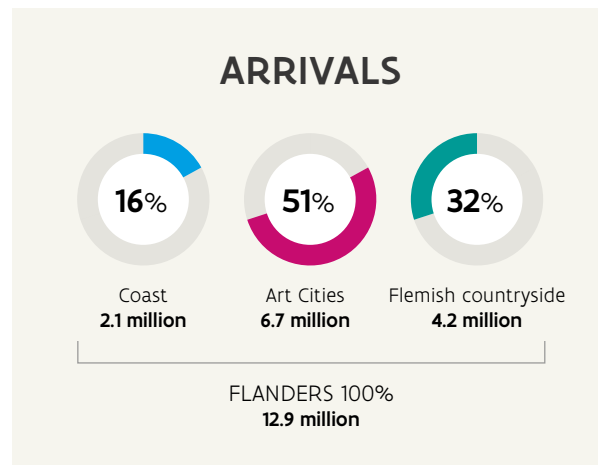
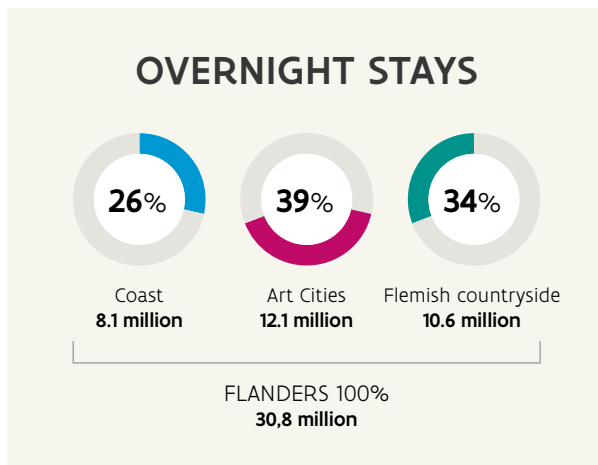
Evolution of international tourist arrivals 1950-2017 by continent

(in millions)

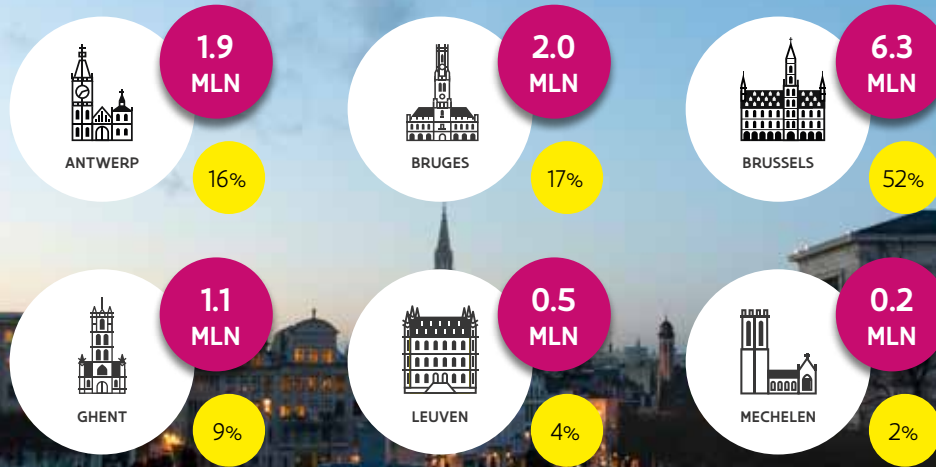


2017 / Number of arrivals and overnight stays in Flanders

	overnight stays	%	arrivals	%	average length of stay (nights)
Flemish region	24,511,335	79%	9,510,003	76%	2.6
Brussels region	6,335,177	21%	3,416,094	24%	1.8
Flanders	30,846,512	100%	12,926,097	100%	2.4
Belgium	38,677,308		16,319,275		2.4

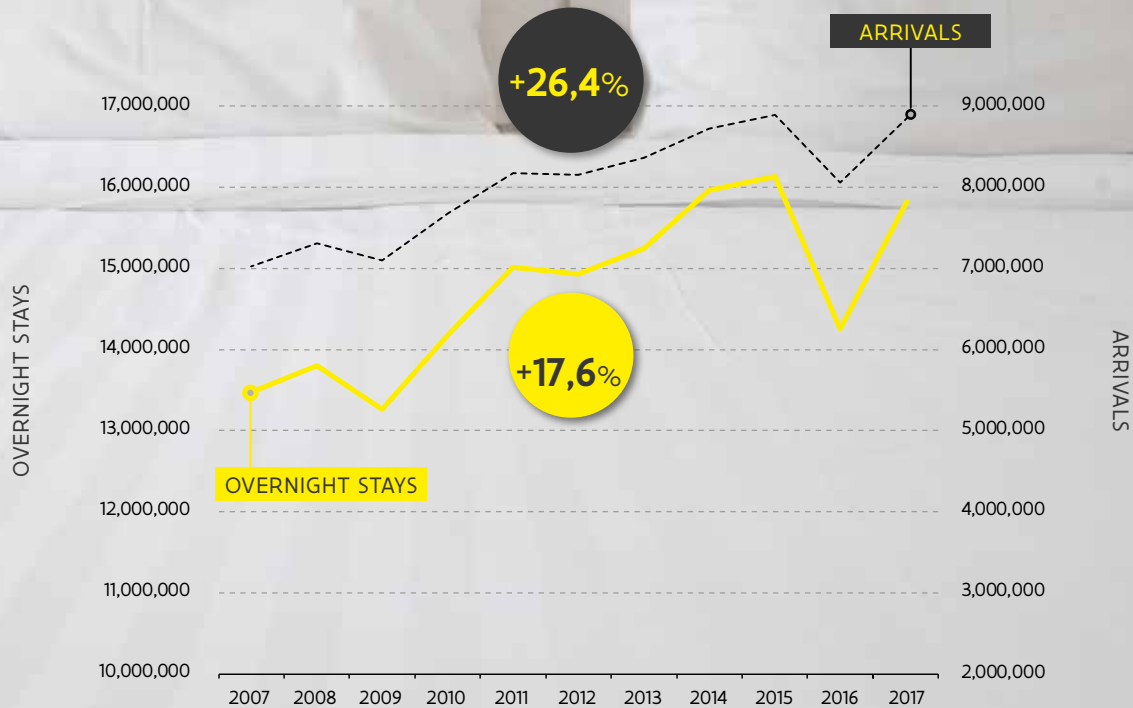


2017 / Division of overnight stays in the art cities

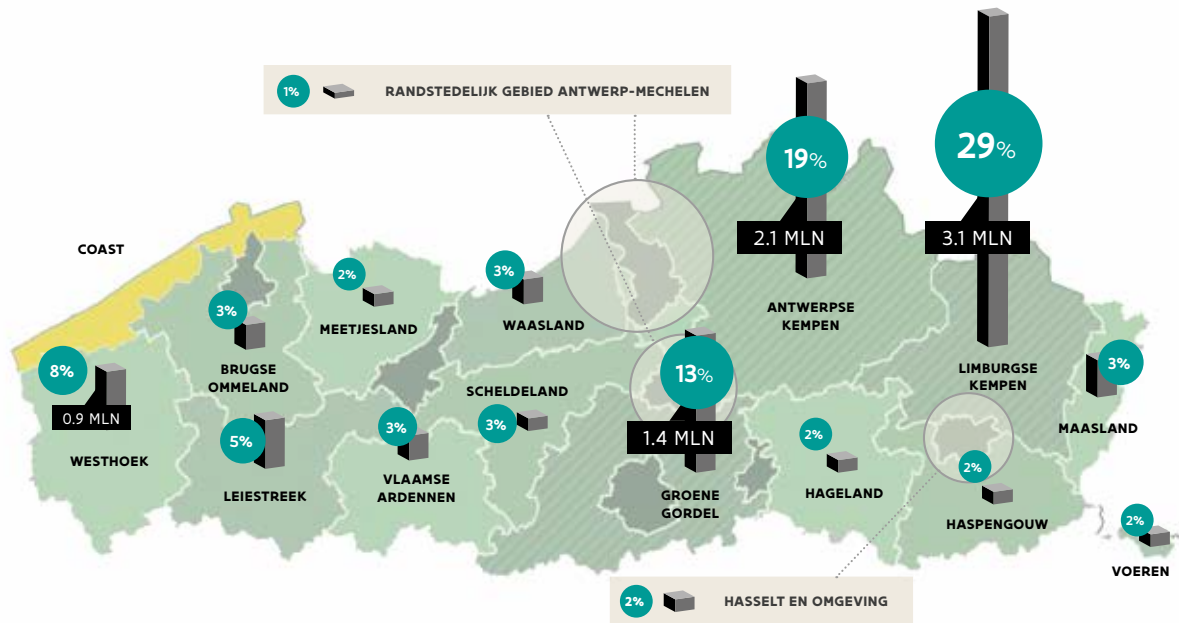


TOTAL 12.2 million
AVERAGE LENGTH OF STAY 1.8 nights

2007 - 2017 / Evolution overnight stays and arrivals in Flanders



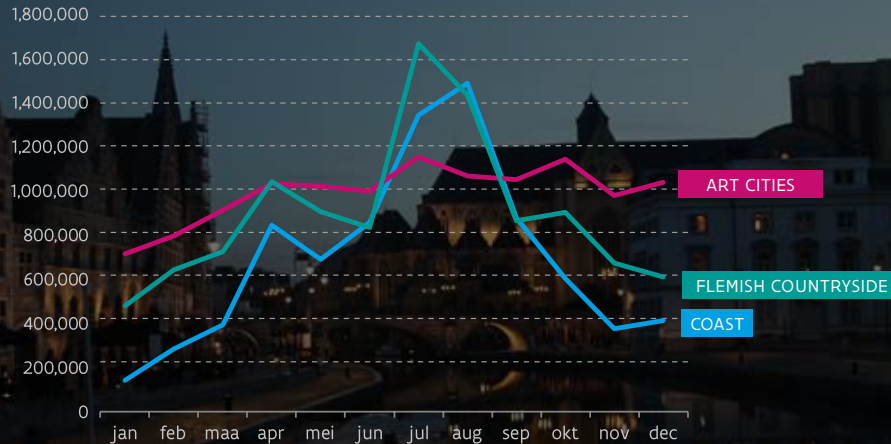
2017 / Division of overnight stays in the Flemish countryside



TOTAL FLEMISH COUNTRYSIDE: 10.6 million
AVERAGE LENGTH OF STAY: 2.5 nights

TOTAL COAST: 8.1 million
AVERAGE LENGTH OF STAY: 3.9 nights

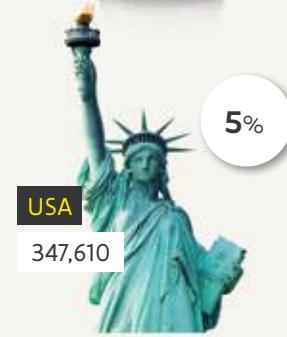
2017 / Seasonality of overnight stays in Flanders



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 35% of overnight stays takes place in the months July and August and in

the Flemish countryside 29% of overnight stays occurs during the summer months. In the art cities the two summer months count for 19% 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.

2017 / Top 10 of the foreign arrivals by country of origin





3%

ITALY

218,160



2%

CHINA

136,130



1%

ZWITSERLAND

95,195



1%

LUXEMBURG

92,011



25%

OTHER

1,790,933

54% of all arrivals in Flanders are made by foreign tourists. Belgian tourists account for 46% of all arrivals.

2017 / Overnight stays in Flanders by accommodation type



51%

HOTELS



3%

BED & BREAKFASTS



6%

CAMP SITES



13%

HOLIDAY PARCS & HOLIDAY CENTRES



14%

HOLIDAY COTTAGES



12%

YOUTH ACCOMMODATION



1%

OTHER HOLIDAY ACCOMMODATION

2017 / Overnight stays in Flanders by purpose of stay

75%



**LEISURE AND
HOLIDAY**

23,094,084

15%



**CONFERENCE, CONGRESS
AND SEMINAR**

4,724,612

10%

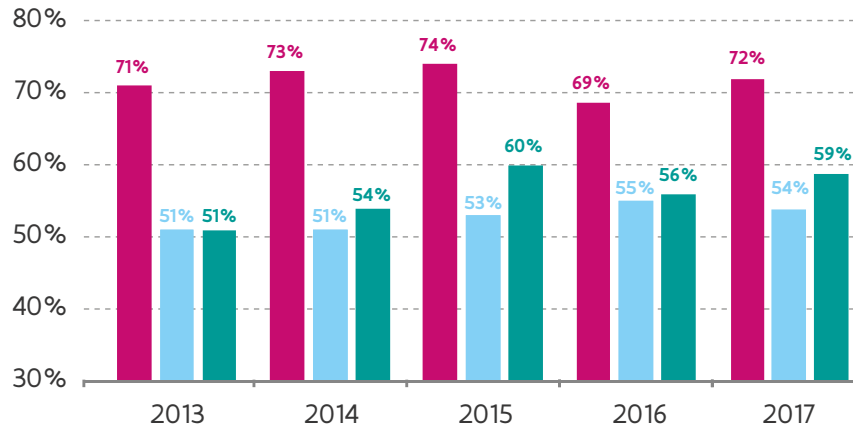


**OTHER BUSINESS
PURPOSES**

3,027,816

FLANDERS 100% - 30.1 million

2017 / Gross occupancy rate in hotels



RESPONSE RATE IN ROOMS



2013: 67% **2017:** 73%



2013: 78% **2017:** 79%



2013: 40% **2017:** 74%

(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

	2017	SHARE 2017
Hotels	1,065	26%
Bed & Breakfasts	1,978	47%
Camp sites	174	4%
Holiday parks and holiday centres	53	1%
Youth accommodation	480	12%
Other holiday accommodation	418	10%
FLANDERS	4,168	100%

CAPACITY IN PERSONS, BY TYPE OF ACCOMMODATION

	2017	SHARE 2017
Hotels	104,606	43%
Bed & Breakfasts	13,013	5%
Camp sites	50,785	21%
Holiday parks and holiday centres	26,672	11%
Youth accommodation	46,408	19%
Other holiday accommodation	4,294	2%
FLANDERS	245,778	100%

NUMBER OF ESTABLISHMENTS, BY DESTINATION

	2016	2017	TREND 2016-2017	SHARE 2017
Coast	506	507	+0.2%	12%
Flemish countryside	2,229	2,358	+5.8%	57%
Art cities	1,117	1,303	+16.7%	31%
- Antwerp	211	251	+19.0%	6%
- Bruges	334	374	+12.0%	9%
- Brussels	282	306	+8.5%	7%
- Ghent	204	258	+26.5%	6%
- Leuven	55	71	+29.1%	2%
- Mechelen	31	43	+38.7%	1%
FLANDERS	33,852	4,168	+8.2%	100%

CAPACITY IN PERSONS, BY DESTINATION

	2016	2017	TREND 2016-2017	SHARE 2017
Coast	50,165	50,183	-0.0%	20%
Flemish countryside	118,039	119,824	+1.5%	49%
Art cities	74,565	75,771	+1.6%	31%
- Antwerp	12,663	13,175	+4.0%	5%
- Bruges	10,761	11,110	+3.2%	5%
- Brussels	38,908	38,578	-0.8%	16%
- Ghent	7,332	7,769	+6.0%	3%
- Leuven	3,308	3,501	+5.8%	1%
- Mechelen	1,593	1,638	+2.8%	1%
FLANDERS	242,769	245,778	+1.2%	100%

2016 / total employment in the tourist sector in Flanders (in number of jobs)

TOTAL
250,581

	Employees	Self-employed
Accommodation	17,958	
Accommodation regarding 2nd homes (only coast)	1,020	41,771
Food and beverage services	74,073	
Passenger transport	54,954	
Travel agencies, travel organizers, reservation desks and related activities	6,306	
Cultural services	15,799	18,101
Sport and recreational services	15,057	
Retail of country-specific, characteristic tourism goods	3,547	
Non-tourism characteristic companies	1,995	
TOTAL	190,709	59,872

The broad tourism sector (passenger transport included) accounts for 6.9% of total employment, 8.2% of self-employment and 6.6% of salaried employment

2017 / Holiday participation



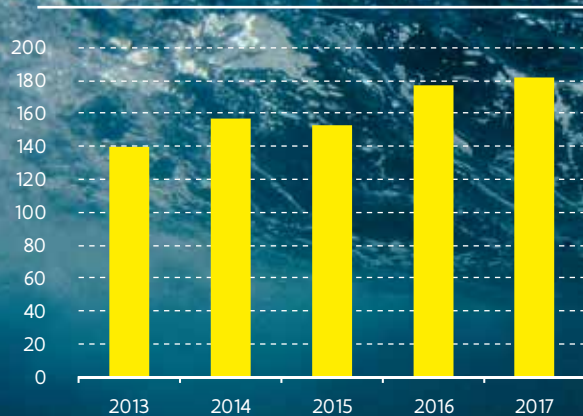
TOTAL: 157,018

In 2017 more than 157,000 Flemish people got support from the holiday participation centre to make a day trip or go on a holiday.

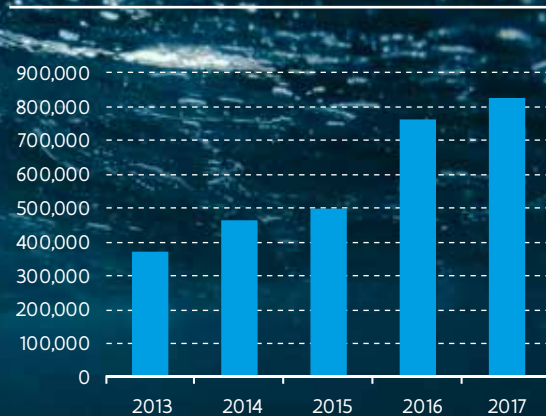


2017 / Cruises in Flanders

Evolution of number of cruises in Antwerp, Zeebrugge, Ostend



Evolution of cruise passengers in Antwerp, Zeebrugge, Ostend

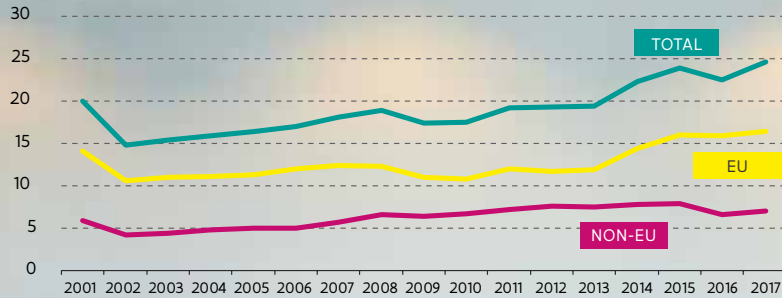


In 2016, 177 cruise ships berthed in the ports of Antwerp, Zeebrugge and Ostend, carrying a total of approximately 800,000 passengers.

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2017 / Aviation in Flanders



In 2017, Antwerp, Brussels and Ostend Airport welcomed 25.3 million commercial passengers. This is a increase of 13% compared to 2016.

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.

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

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