



tourism in figures 2010

the American market in Flanders

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A. The American market in Flanders

1. Key figures

Table 1: Total foreign and American market in Flanders 2010

	Overall total foreign travellers	American travellers	% American	Ranking American
arrivals	6.027.265	265.949	4,4%	6th
overnight stays	13.209.591	561.854	4,3%	6th
length of stay (nights)	2,2	2,1	-	-

Source: Tourism Flanders based on GDS

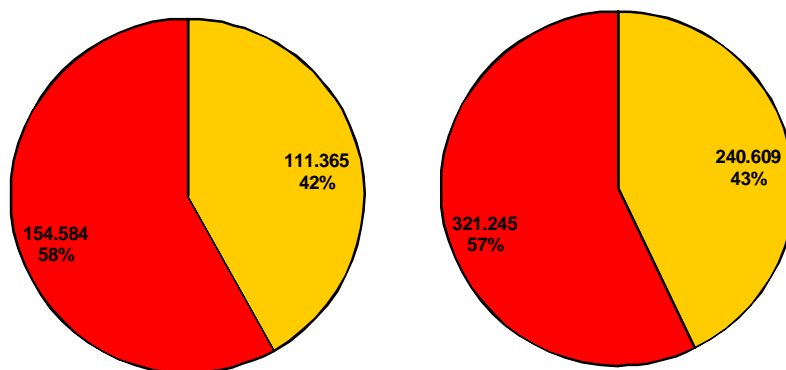
2. Distribution within Flanders

Table 2: The American market in Flanders by region 2010

	arrivals	%	overnights	%
Flemish region	111.365	42%	240.609	43%
Brussels region	154.584	58%	321.245	57%
Flanders	265.949	100%	561.854	100%

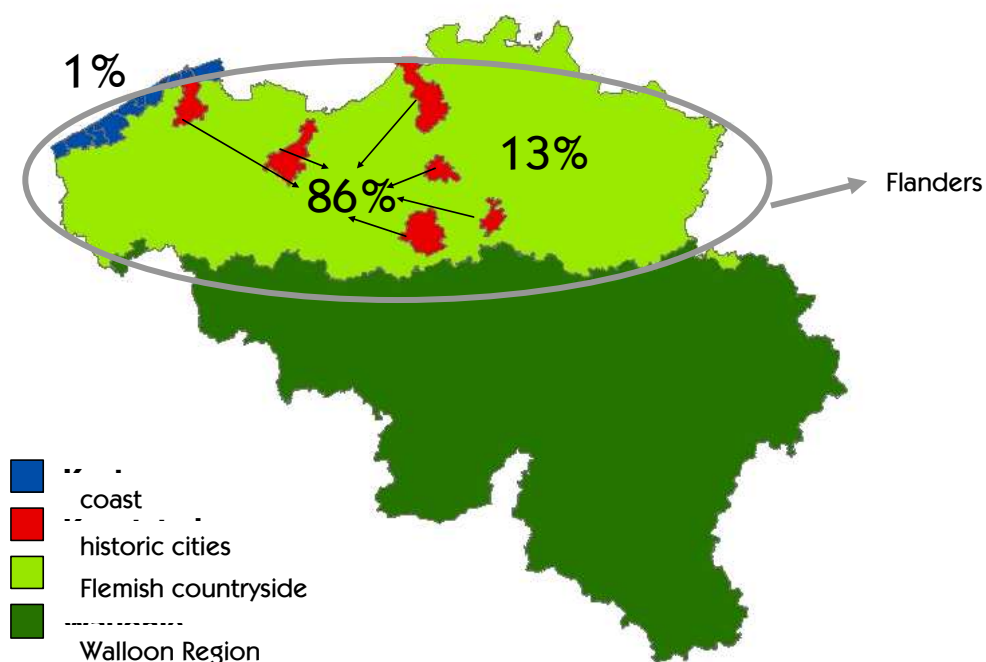
Source: Tourism Flanders based on GDS

Figure 1: The American market in Flanders by region 2010 (arrivals (left) and overnights (right))



Source: Tourism Flanders based on GDS

Figure 2: American overnights in Flanders 2010



Source: Tourism Flanders based on GDS

Table 3: The American market in Flanders by destination 2010

	overnights	%
Coast	6.872	1%
Historic cities	483.352	86%
Flemish countryside	71.630	13%
Flanders	561.854	100%

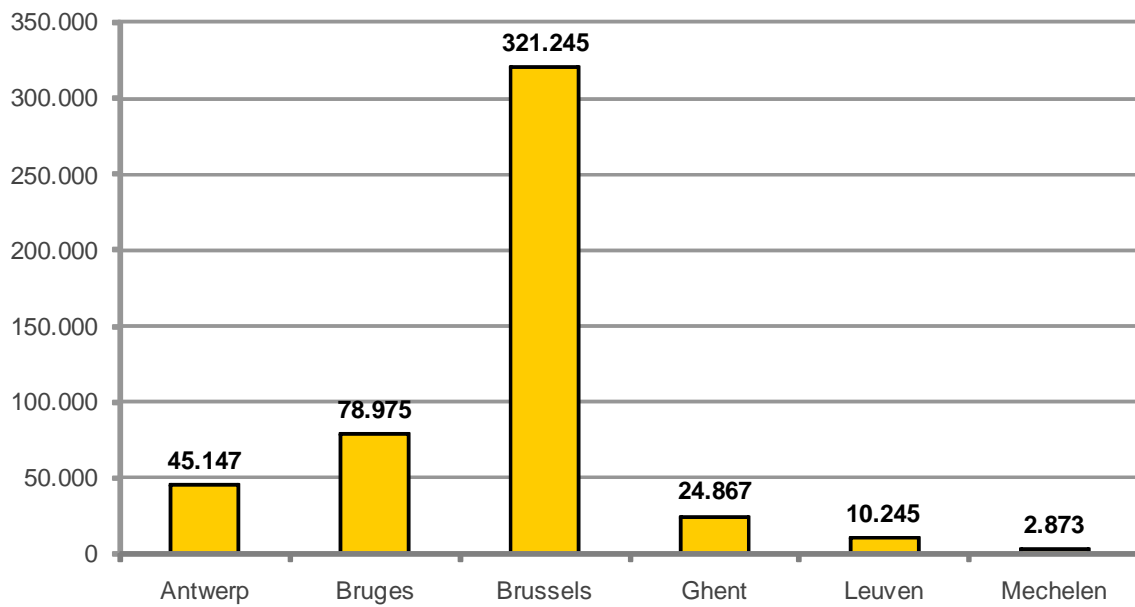
Source: Tourism Flanders based on GDS

Table 4: The American market in the historic cities 2010

	overnights	%
Antwerp	45.147	10%
Bruges	78.975	15%
Brussels	321.245	66%
Ghent	24.867	5%
Leuven	10.245	3%
Mechelen	2.873	1%
Historic cities	483.352	100%

Source: Tourism Flanders based on GDS

Figure 3: American overnights in the historic cities 2010



Source: Tourism Flanders based on GDS

3. Trends

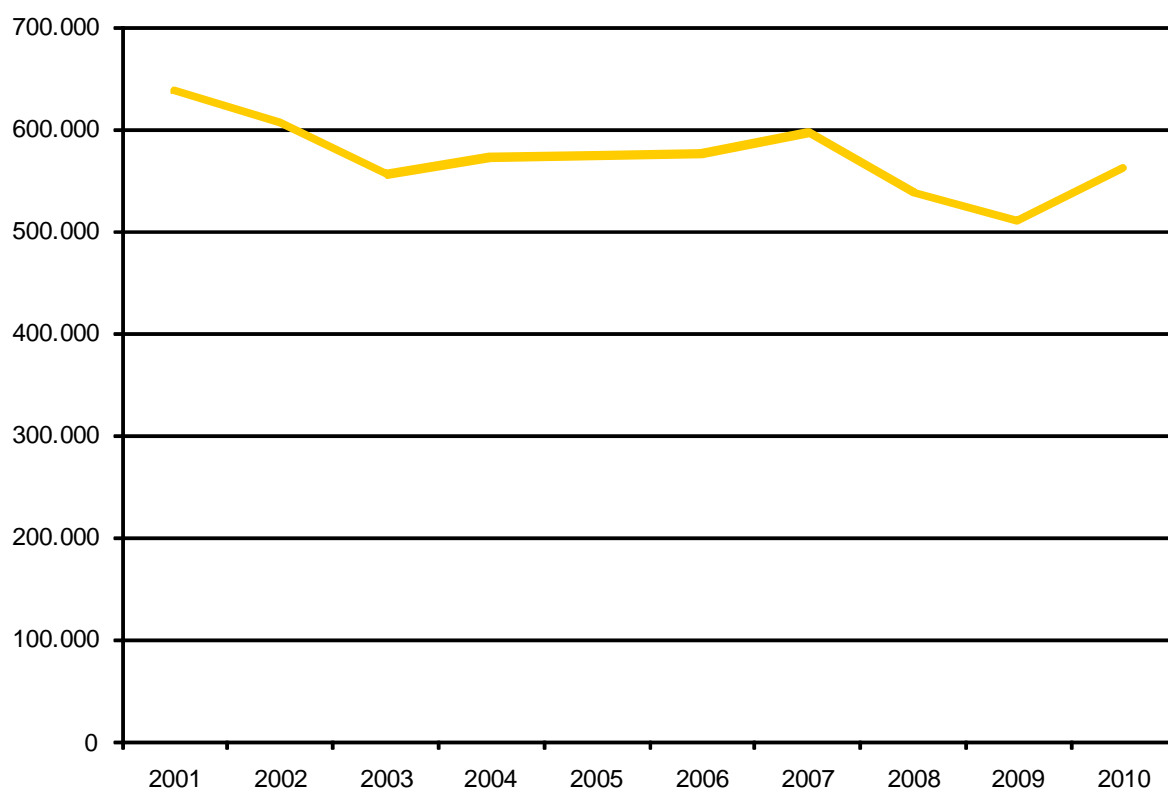
Table 5: Trend of American overnights, arrivals and average length of stay in Flanders 2001-2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	01-10
Overnights (x1.000)	636	606	556	572	574	576	596	538	510	562	-11,7%
Arrivals (x1.000)	304	277	253	264	271	271	275	251	242	266	-12,4%
Average length of stay*	2,10	2,19	2,20	2,17	2,12	2,13	2,17	2,14	2,11	2,11	+0,8%

Source: Tourism Flanders based on GDS

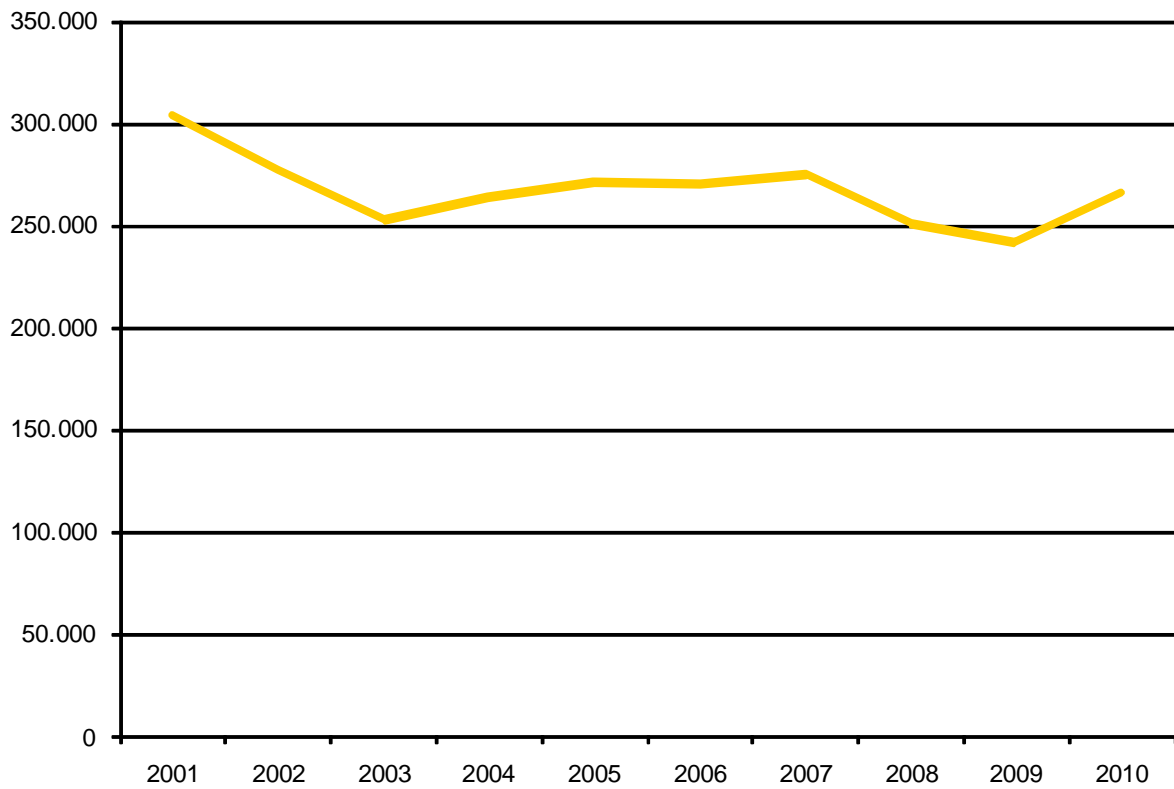
*nights

Figure 4: Trend of American overnights in Flanders 2001-2010



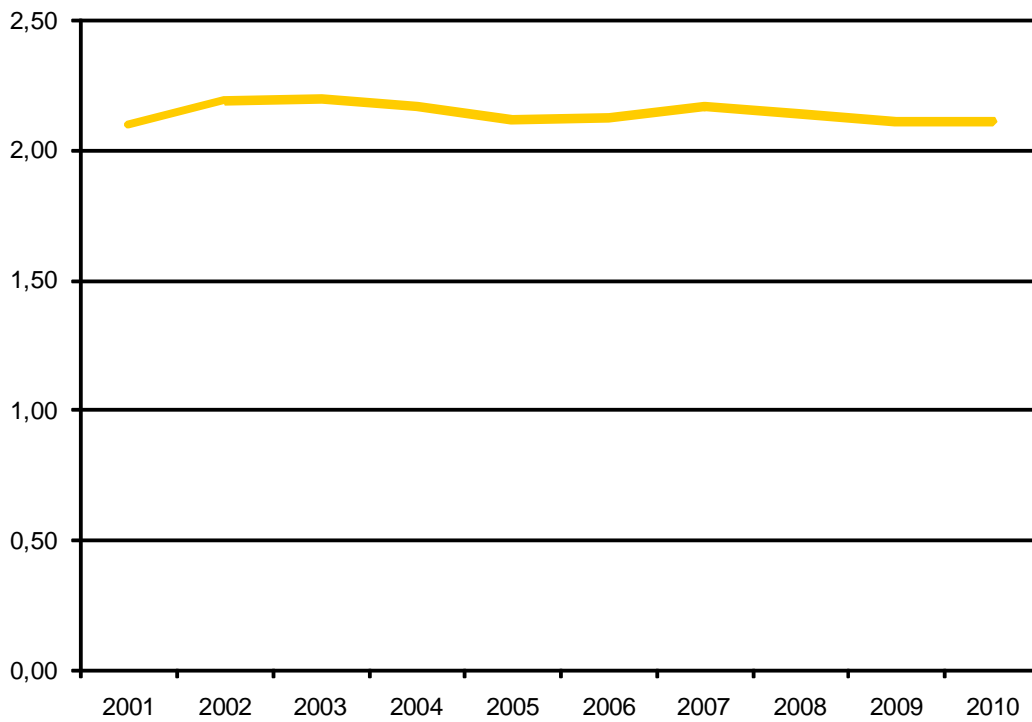
Source: Tourism Flanders based on GDS

Figure 5: Trend of American arrivals in Flanders 2001-2010



Source: Tourism Flanders based on GDS

Figure 6: Trend of the average length of stay of Americans in Flanders 2001-2010



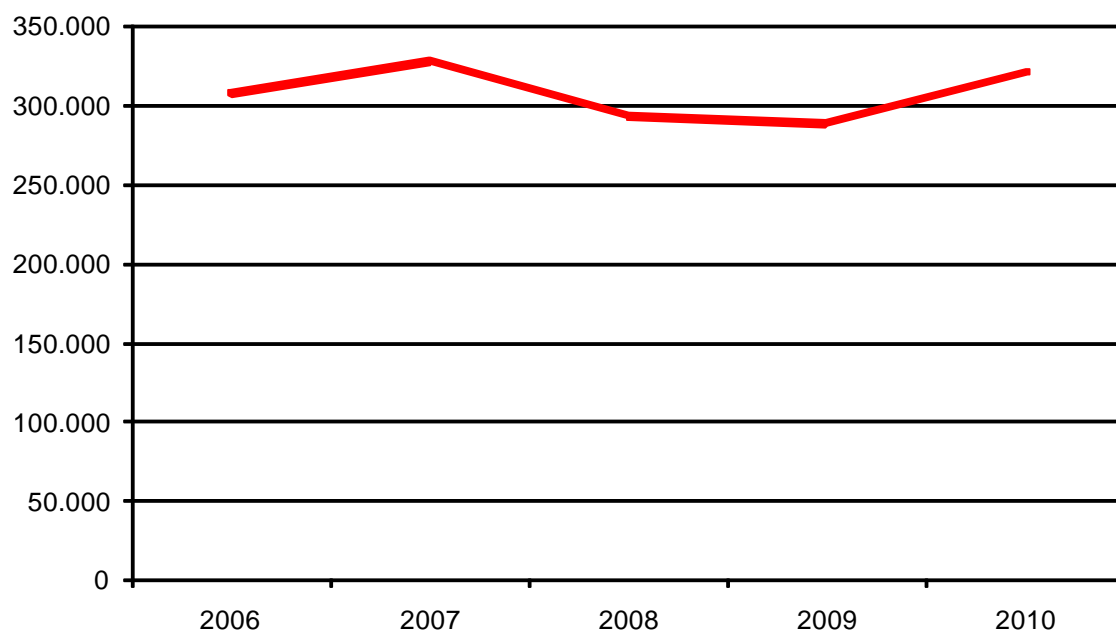
Source: Tourism Flanders based on GDS

Table 6: Trend of American overnights in Flanders 2006-2010

	2006	2007	2008	2009	2010	06-10
Coast	10.386	10.440	7.330	6.411	6.872	-33,8%
Historic cities	471.525	498.301	451.982	436.883	483.352	+2,5%
Antwerp	62.632	65.569	53.702	41.817	45.147	-27,9%
Bruges	65.423	66.409	62.095	67.694	78.975	+20,7%
Brussels	307.390	328.156	293.381	288.381	321.245	+4,5%
Ghent	20.508	18.879	23.077	23.610	24.867	+21,3%
Leuven	12.961	14.155	14.942	12.597	10.245	-21,0%
Mechelen	2.611	5.133	4.785	2.784	2.873	+10,0%
Flemish countryside	93.973	86.873	78.661	66.378	71.630	-23,8%
Flanders	575.884	595.614	537.973	509.672	561.854	-2,4%

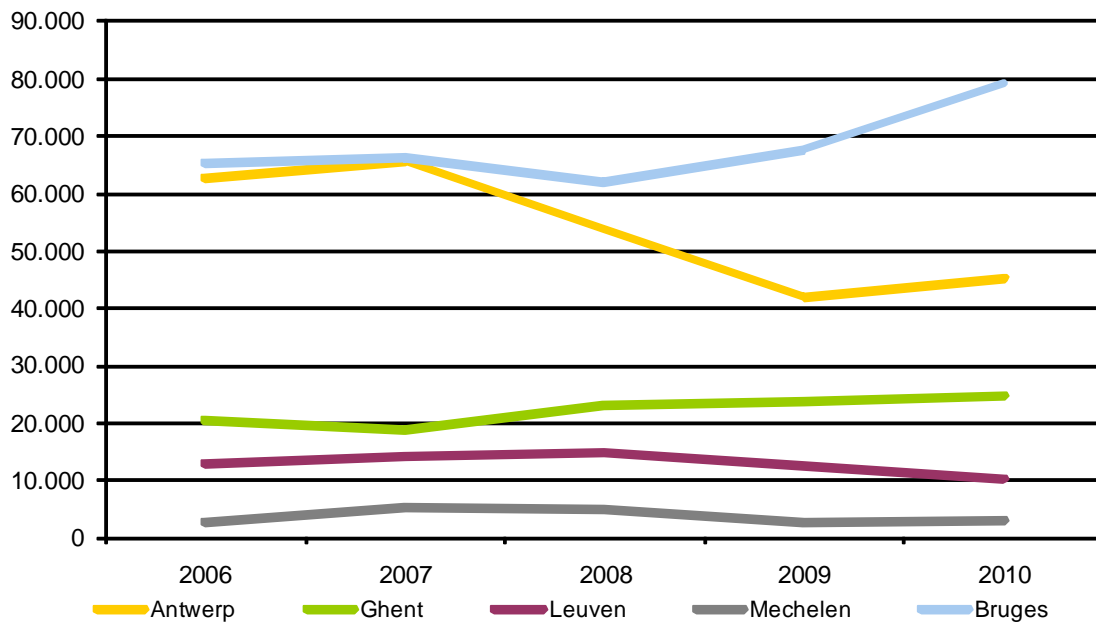
Source: Tourism Flanders based on GDS

Figure 7: Trend of American overnights in Brussels 2006-2010



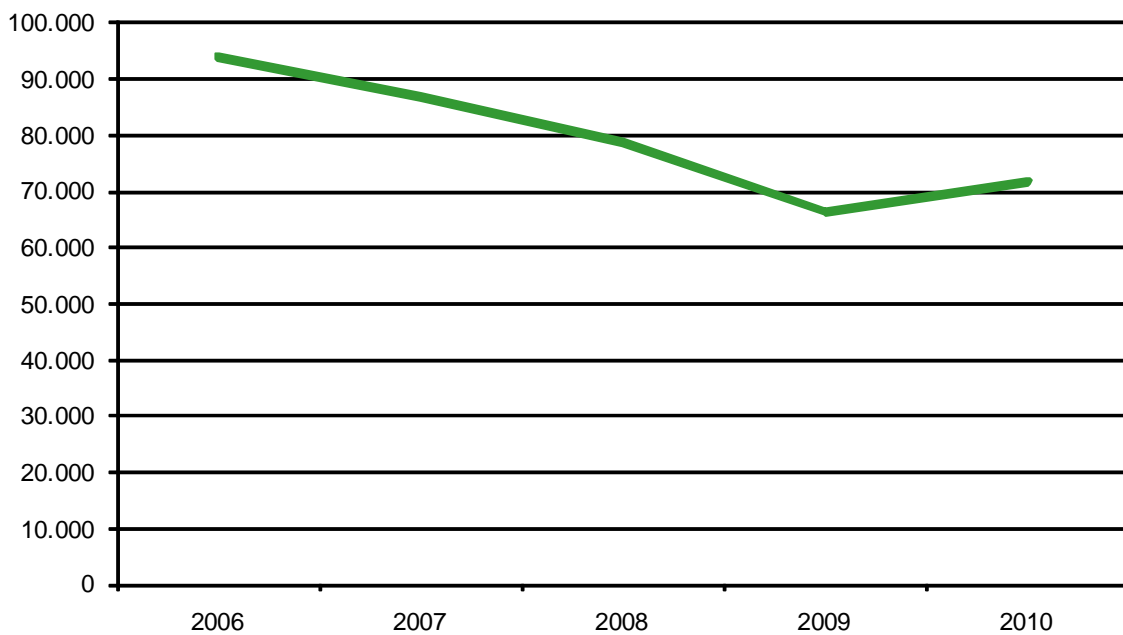
Source: Tourism Flanders based on GDS

Figure 8: Trend of American overnights in Antwerp, Bruges, Ghent, Leuven, Mechelen 2006-2010



Source: Tourism Flanders based on GDS

Figure 9: Trend of American overnights in the Flemish countryside 2006-2010



Source: Tourism Flanders based on GDS

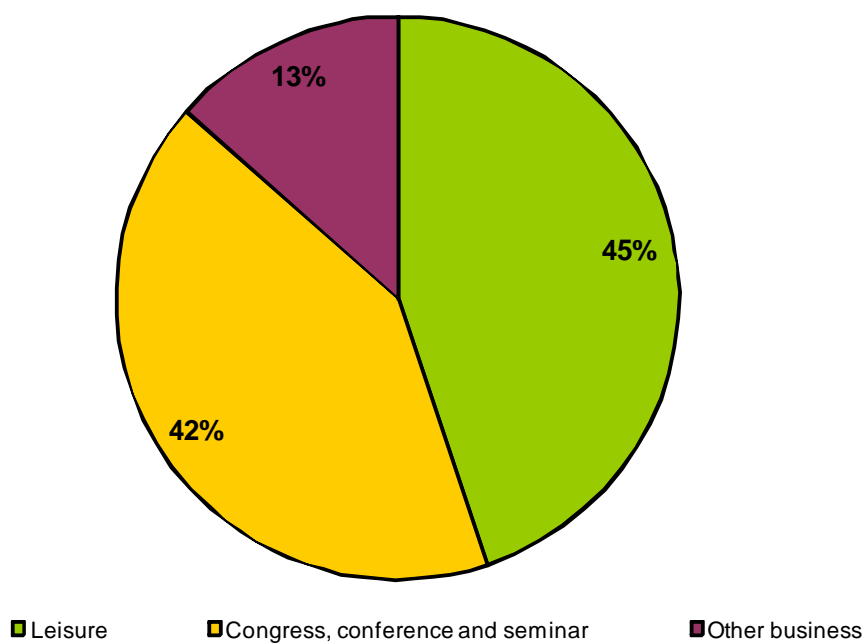
4. Motive of stay

Table 7: The American market in Flanders by motive of stay 2010 (overnights)

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	3.980	58%	524	8%	2.368	34%	6.872	100%
Historic cities	228.225	47%	200.619	42%	54.508	11%	483.352	100%
Antwerp	18.890	42%	16.976	38%	9.281	21%	45.147	100%
Bruges	68.650	87%	9.391	12%	934	1%	78.975	100%
Brussels	125.520	39%	161.153	50%	34.572	11%	321.245	100%
Ghent	10.664	43%	11.630	47%	2.573	10%	24.867	100%
Leuven	3.441	34%	1.313	13%	5.491	54%	10.245	100%
Mechelen	1.060	37%	156	5%	1.657	58%	2.873	100%
Flemish countryside	19.714	28%	33.233	46%	18.683	26%	71.630	100%
Flanders	251.919	45%	234.376	42%	75.559	13%	561.854	100%

Source: Tourism Flanders based on GDS

Figure 10: The American market in Flanders by motive of stay 2010 (overnights)



Source: Tourism Flanders based on GDS

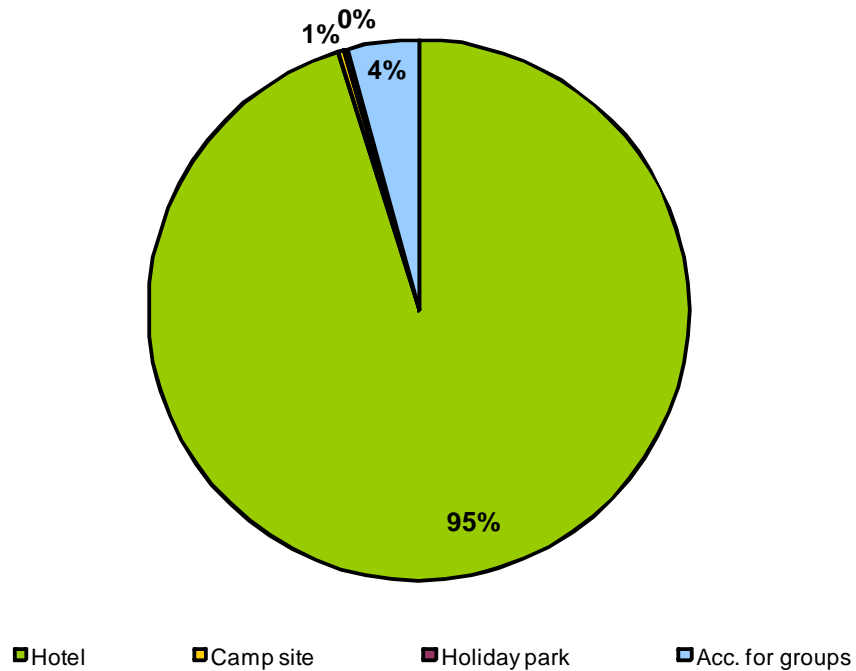
5. Type of accommodation

Table 8: The American market in Flanders by type of accommodation 2010 (overnights)

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	6.344	92%	459.158	95%	69.367	97%	534.869	95%
Camp site	120	2%	1.615	0%	321	0%	2.056	0%
Holiday park	114	2%	0	0%	860	1%	974	0%
Acc. for groups	294	4%	22.579	5%	1.082	2%	23.955	4%
Total	6.872	100%	483.352	100%	71.630	100%	561.854	100%

Source: Tourism Flanders based on GDS

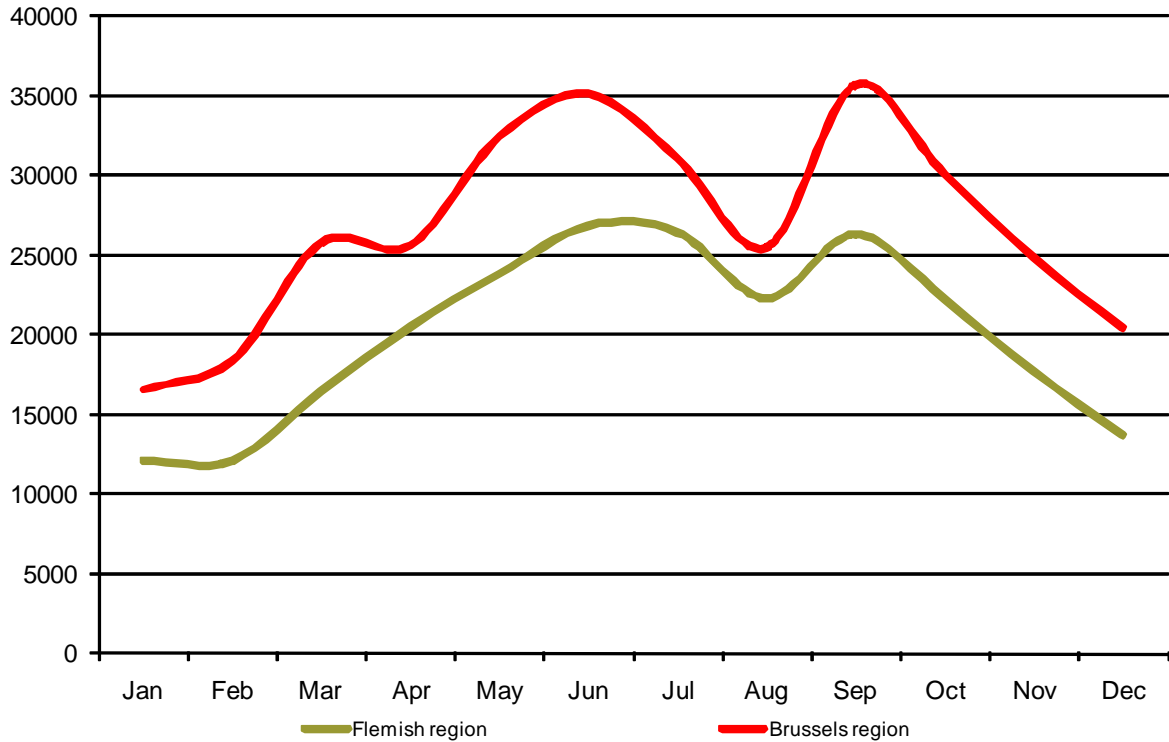
Figure 11: The American market in Flanders by type of accommodation 2010 (overnights)



Source: Tourism Flanders based on GDS

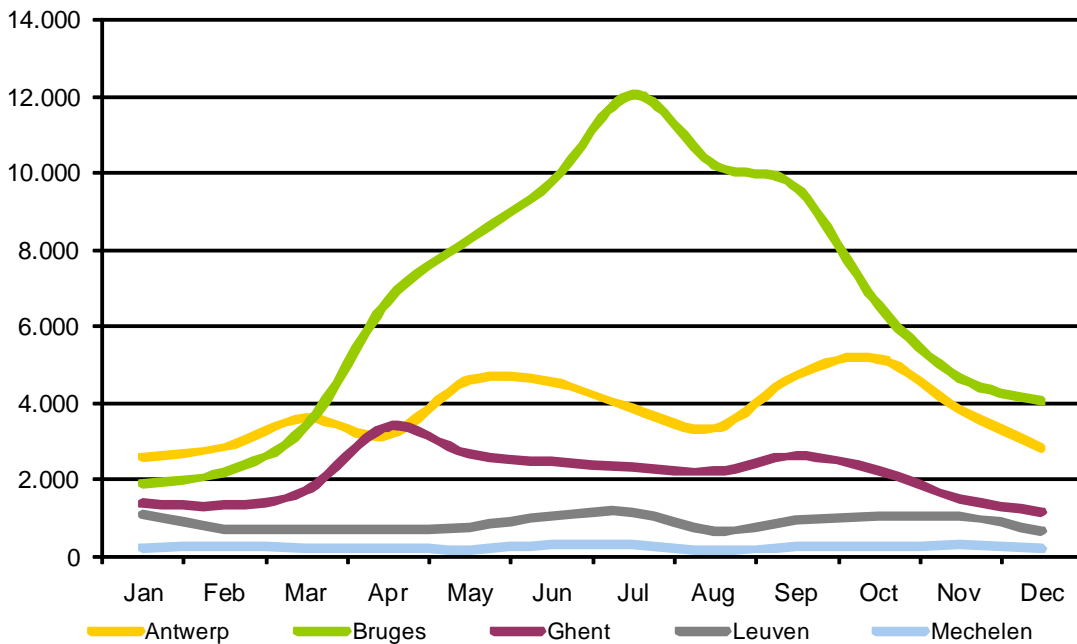
6. Seasonality

Figure 12: American overnights in Brussels and the Flemish region– seasonality 2010



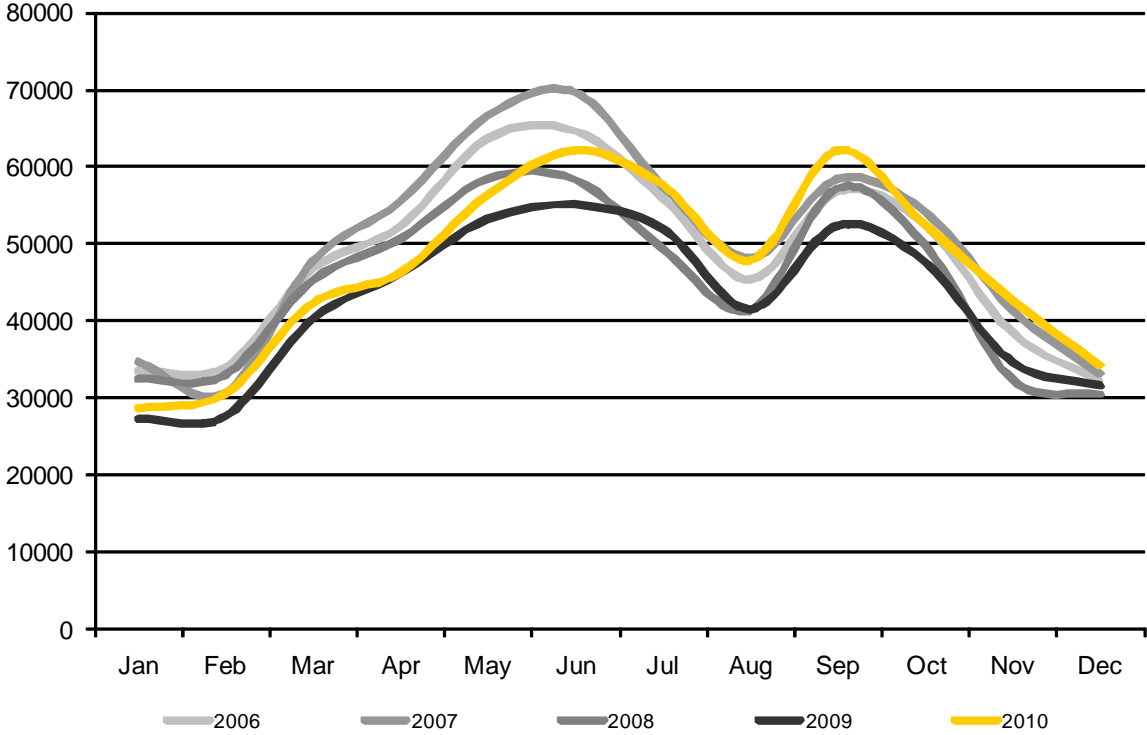
Source: Tourism Flanders based on GDS

Figure 13: American overnights in Antwerp, Bruges, Ghent, Leuven, Mechelen – seasonality 2010



Source: Tourism Flanders based on GDS

Figure 14: Trend American overnights in Flanders – seasonality 2006-2010



Source: Tourism Flanders based on GDS

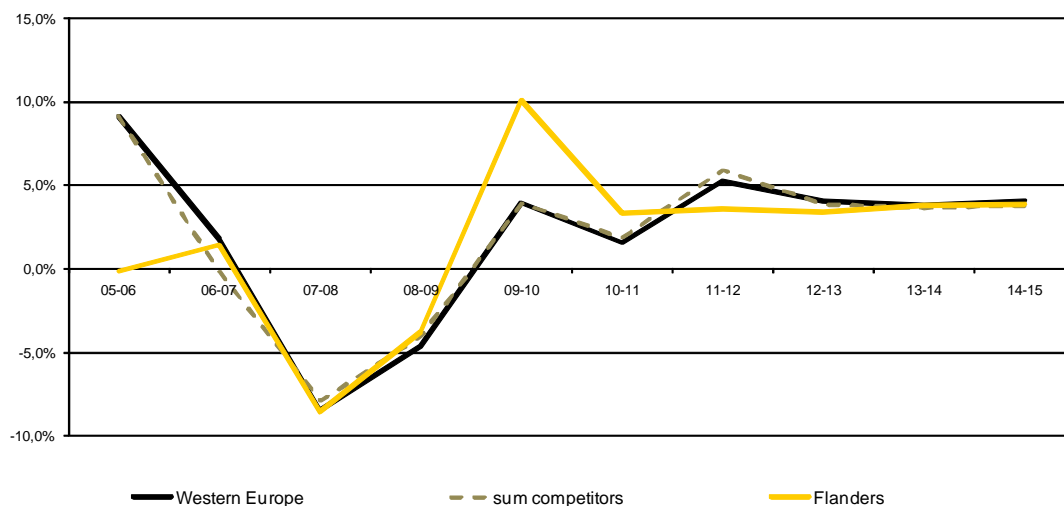
7. Country benchmark

Table 9: Trend and forecast of the American market in Flanders and competitive destinations (2006-2015, x1.000, in arrivals)

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	271	275	251	242	266	317	+19,2%
Western Europe	17.574	17.876	16.364	15.607	16.220	19.493	+20,2%
sum competitors	13.202	13.125	12.202	11.708	12.055	14.610	+21,2%
Netherlands	997	1.067	889	834	982	1.052	+7,2%
UK	3.896	3.551	2.950	2.877	2.651	3.938	+48,5%
France	3.120	3.399	3.328	2.996	3.175	3.485	+9,8%
Germany	2.119	2.123	1.974	1.939	2.161	2.510	+16,1%
Spain	919	1.047	1.124	1.138	1.106	1.133	+2,4%
Italy	2.588	2.437	2.269	2.262	2.418	2.920	+20,8%
Czech Republic	322	322	305	274	303	366	+20,5%

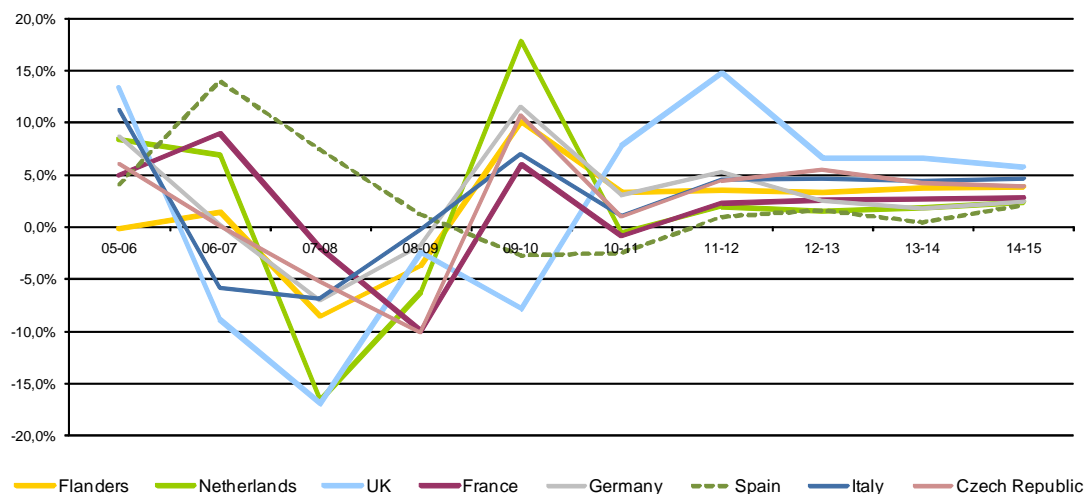
Source: Tourism Flanders based on TDM and GDS

Figure 9: Trend and forecast of the American market in Flanders, Western-Europe and competitive destinations (2006-2015, in arrivals)



Source: Tourism Flanders based on TDM and GDS

Figure 10: Trend and forecast of the American market in Flanders and competitive destinations (2006-2015, in arrivals)



Source: Tourism Flanders based on TDM and GDS

B. CONCEPTS AND DEFINITIONS

In Belgium, the FPS Economy, Directorate-general Statistics is authorised to demand from all commercial lodging facilities each month the number of persons who stayed in the facility for payment. Two basic indicators are obtained in this way: the number of arrivals and the number of overnight stays.

Along with the division by **accommodation form** (hotels, camp sites, holiday parks and accommodations for target groups), the Directorate-general Statistics' statistics give **volume characteristics** (the number of arrivals and overnight stays), **trip characteristics** (length of stay, motive of stay, period of stay, place of stay) and **personal characteristics** (country of origin of the residential tourist).

Roughly speaking, the number of **arrivals** corresponds with the number of residential tourists, with the qualification that each tourist is counted as an 'arrival' each time he or she uses a new accommodation. For this reason, the number of arrivals does not precisely correspond to the number of holidays or business trips in our country. An example: hikers can generate several arrivals during 1 holiday, by staying in different successive lodging facilities. The volume of **overnight stays** is the sum of all overnight stays which are coupled with the registered arrivals.

The data in this report are excluding overnights in accommodations for rent.

'Flanders'= Brussels + Flemish Region.

For more detailed figures see 'Tourism in figures XL' www.toerismevlaanderen.be/figures (in English) www.toerismevlaanderen.be/cijfers (in Dutch) or contact vincent.nijs@toerismevlaanderen.be.