



# tourism in figures 2010

the Italian market in Flanders



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## A. The Italian market in Flanders

### 1. Key figures

**Table 1: Total foreign and Italian market in Flanders 2010**

	Overall total foreign travellers	Italian travellers	% Italian	Ranking Italian
arrivals	6.027.265	212.964	3,5%	7th
overnight stays	13.209.591	421.247	3,2%	7th
length of stay (nights)	2,2	2,0	-	-

Source: Tourism Flanders based on GDS

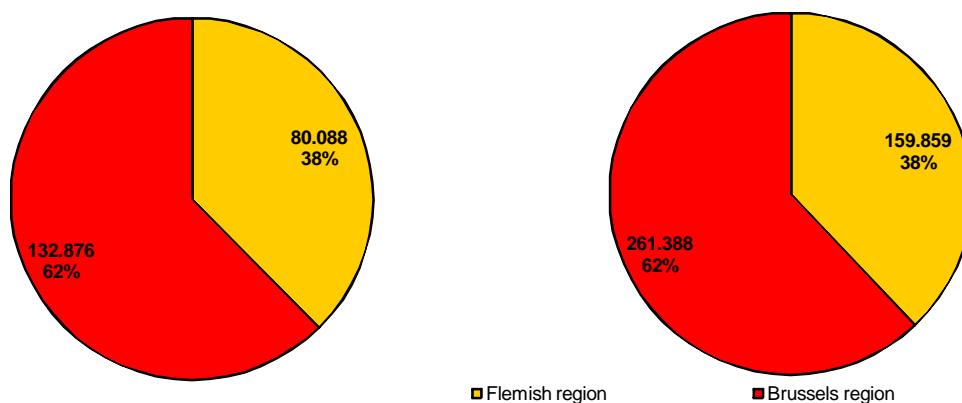
### 2. Distribution within Flanders

**Table 2: The Italian market in Flanders by region 2010**

	arrivals	%	overnights	%
Flemish region	80.088	38%	159.859	38%
Brussels region	132.876	62%	261.388	62%
<b>Flanders</b>	<b>212.964</b>	<b>100%</b>	<b>421.247</b>	<b>100%</b>

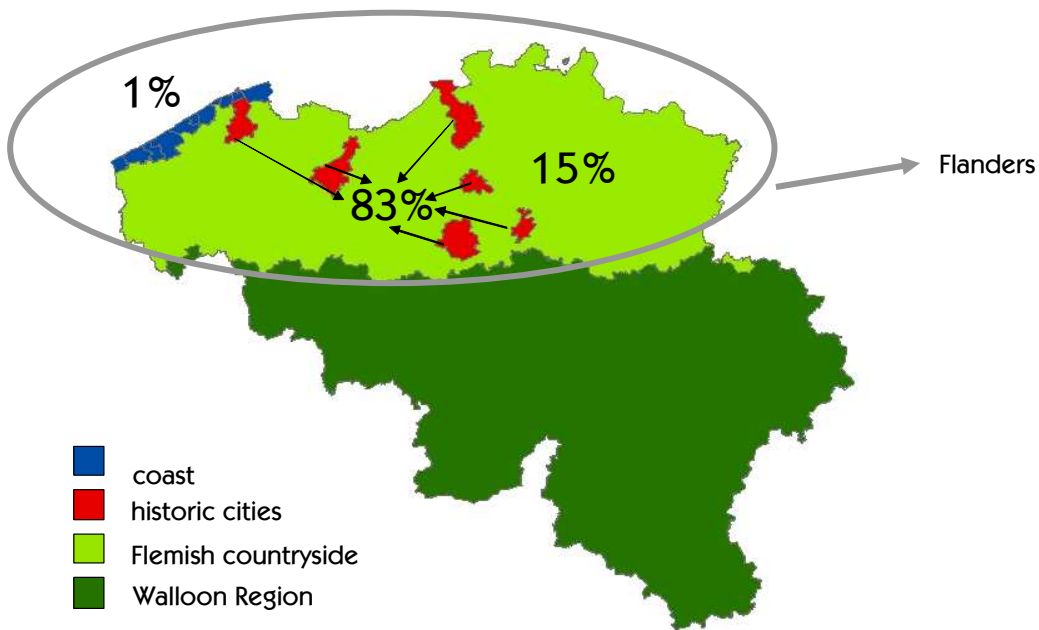
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

**Figure 2: Italian overnights in Flanders 2010**



Source: Tourism Flanders based on GDS

**Table 3: The Italian market in Flanders by destination 2010**

	overnights	%
Coast	5.907	1%
Historic cities	350.587	83%
Flemish countryside	64.753	15%
<b>Flanders</b>	<b>421.247</b>	<b>100%</b>

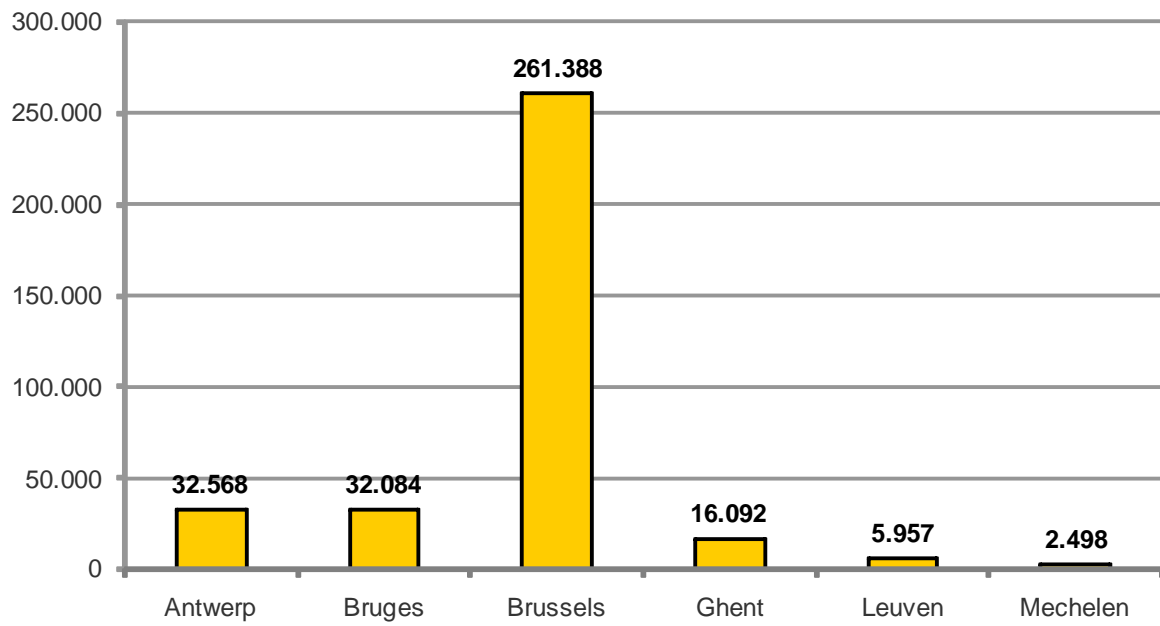
Source: Tourism Flanders based on GDS

**Table 4: The Italian market in the historic cities 2010**

	overnights	%
Antwerp	32.568	9%
Bruges	32.084	9%
Brussels	261.388	75%
Ghent	16.092	5%
Leuven	5.957	2%
Mechelen	2.498	1%
<b>Historic cities</b>	<b>350.587</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

**Figure 3: Italian overnights in the historic cities 2010**



*Source: Tourism Flanders based on GDS*

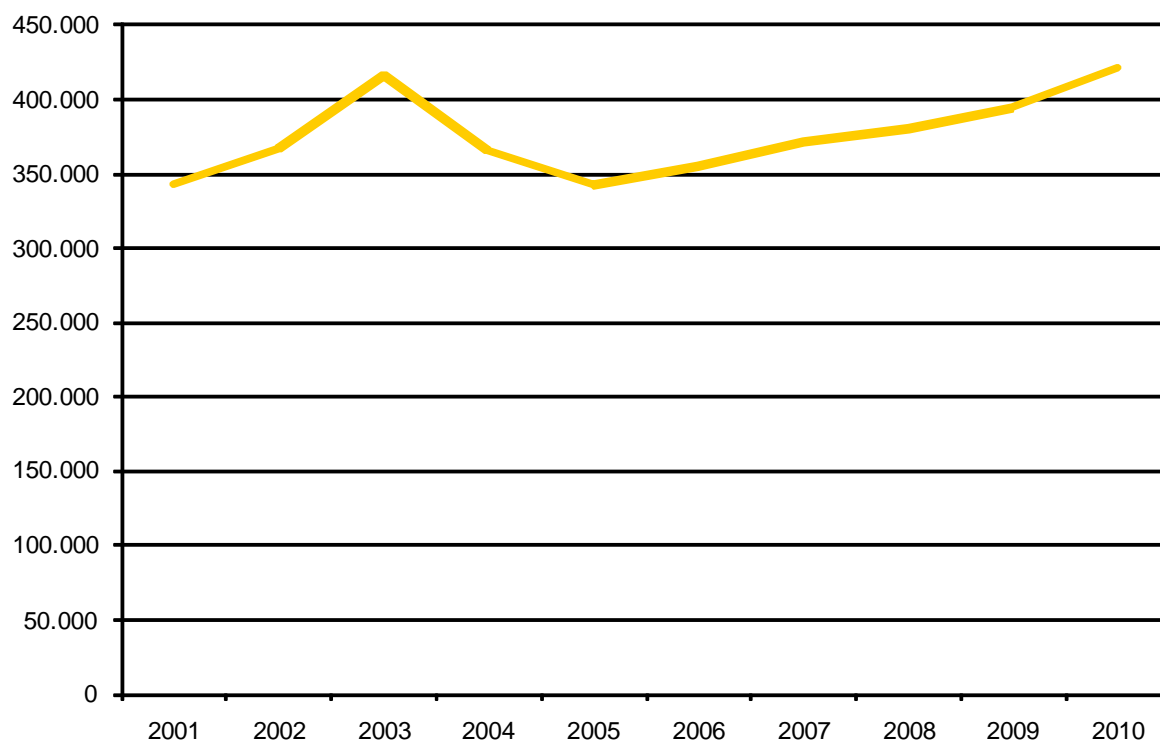
### 3. Trends

**Table 5: Trend of Italian 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)	342	367	416	365	342	355	372	380	394	421	+23,1%
Arrivals (x1.000)	173	187	196	186	177	182	186	192	198	213	+22,8%
Average length of stay*	1,97	1,96	2,12	1,97	1,93	1,95	2,00	1,98	1,99	1,98	+0,3%

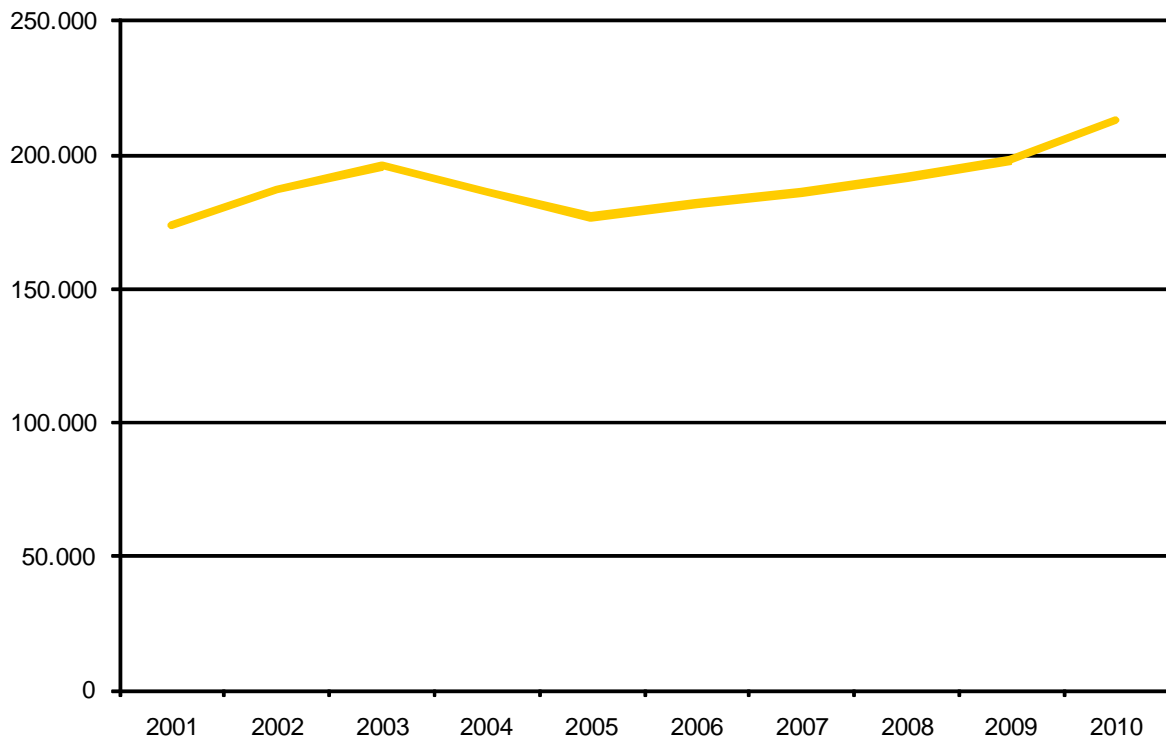
*Source: Tourism Flanders based on GDS* *\*nights*

**Figure 4: Trend of Italian overnights in Flanders 2001-2010**



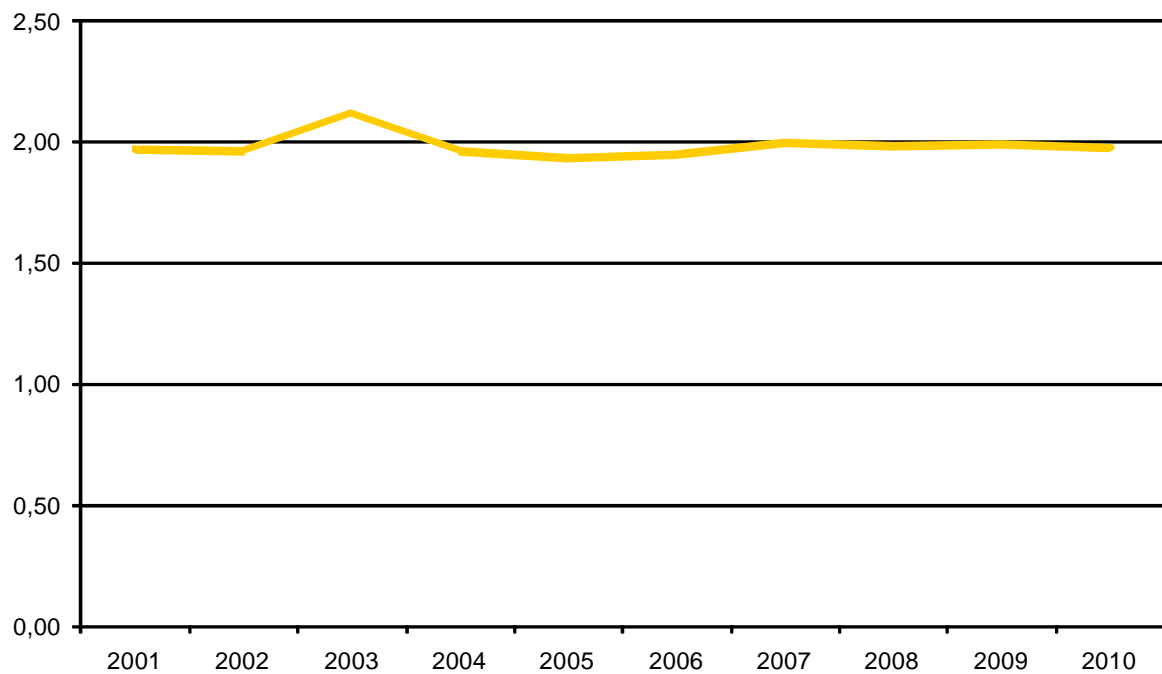
*Source: Tourism Flanders based on GDS*

**Figure 5: Trend of Italian arrivals in Flanders 2001-2010**



Source: Tourism Flanders based on GDS

**Figure 6: Trend of the average length of stay if Italians in Flanders 2001-2010**



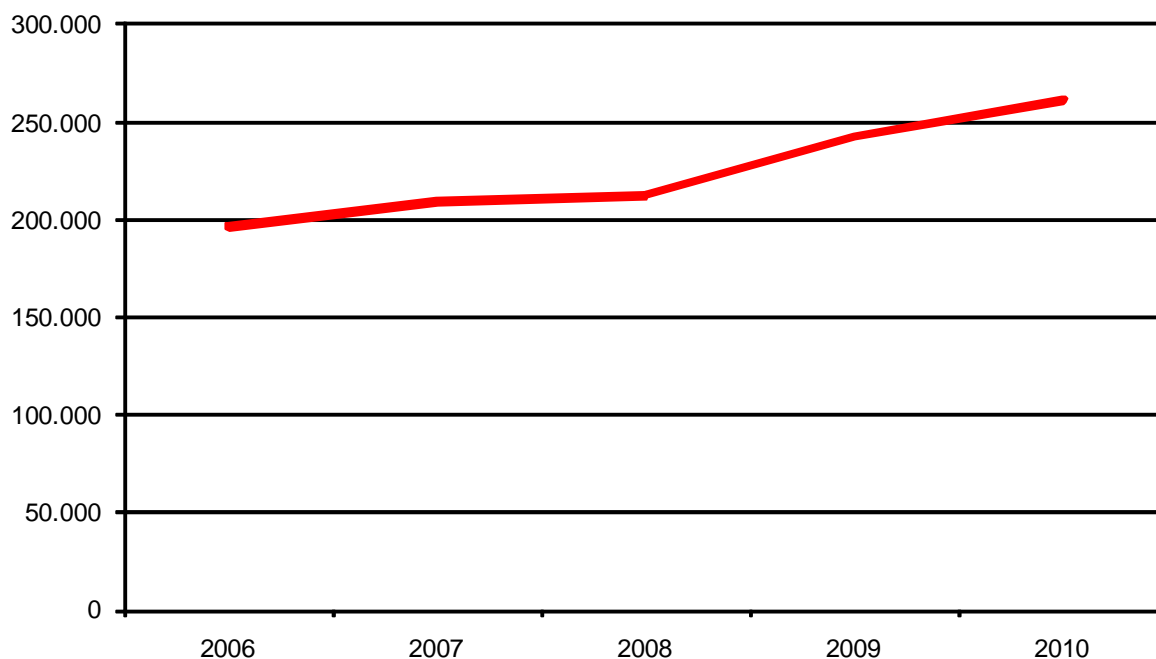
Source: Tourism Flanders based on GDS

**Table 6: Trend of Italian overnights in Flanders 2006-2010**

	2006	2007	2008	2009	2010	06-10
Coast	8.591	8.148	6.376	6.756	5.907	-31,2%
Historic cities	269.212	292.391	296.236	323.079	350.587	+30,2%
Antwerp	30.966	37.374	33.707	30.392	32.568	+5,2%
Bruges	19.942	21.317	25.903	28.164	32.084	+60,9%
Brussels	196.342	209.063	212.341	242.041	261.388	+33,1%
Ghent	13.895	15.703	16.187	14.748	16.092	+15,8%
Leuven	5.738	6.177	5.891	5.748	5.957	+3,8%
Mechelen	2.329	2.757	2.207	1.986	2.498	+7,3%
Flemish countryside	76.983	71.124	77.729	64.216	64.753	-15,9%
<b>Flanders</b>	<b>354.786</b>	<b>371.663</b>	<b>380.341</b>	<b>394.051</b>	<b>421.247</b>	<b>+18,7%</b>

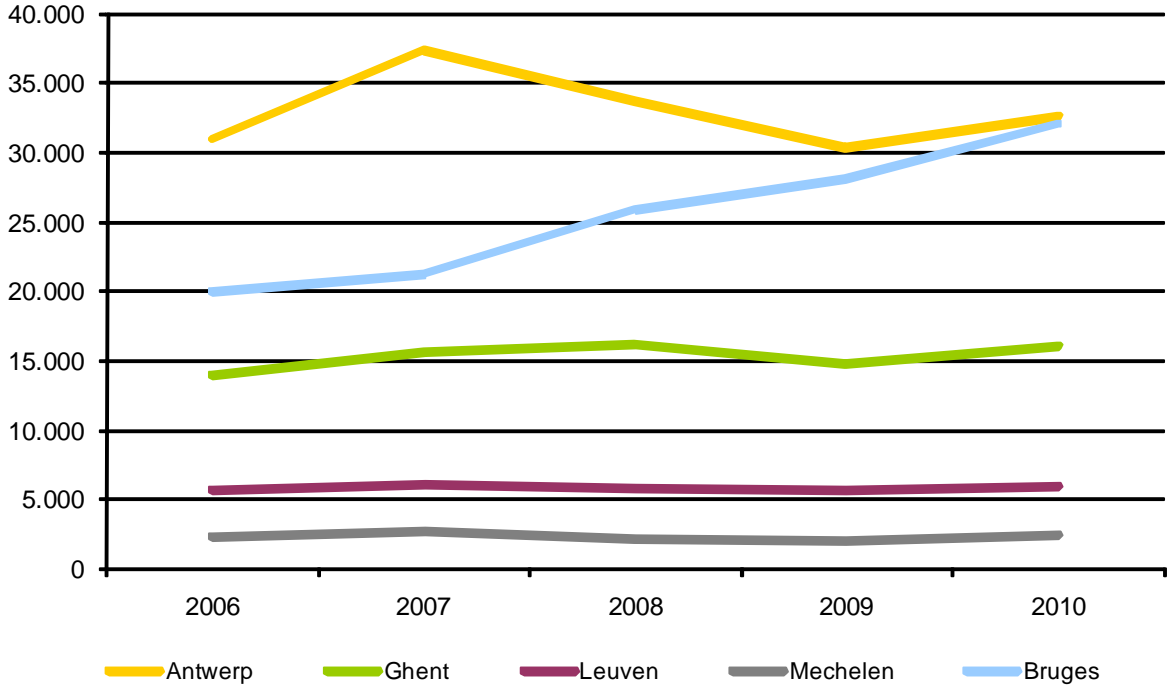
Source: Tourism Flanders based on GDS

**Figure 7: Trend of Italian overnights in Brussels 2006-2010**



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

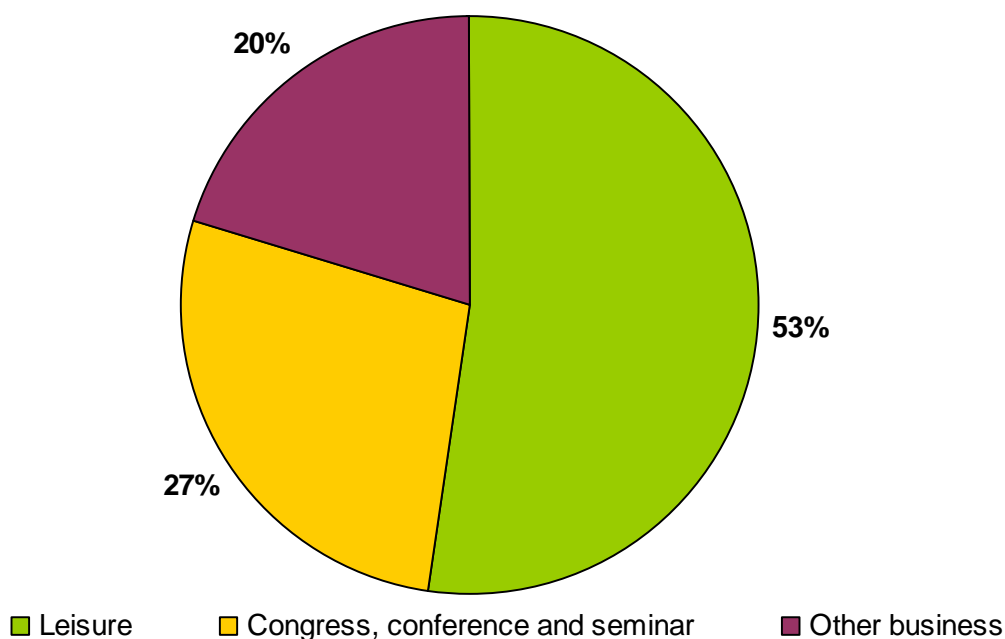
#### 4. Motive of stay

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

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	4.725	80%	600	10%	582	10%	5.907	100%
Historic cities	193.398	55%	96.823	28%	60.366	17%	350.587	100%
Antwerp	15.381	47%	6.378	20%	10.809	33%	32.568	100%
Bruges	28.259	88%	2.509	8%	1.316	4%	32.084	100%
Brussels	134.353	51%	84.354	32%	42.681	16%	261.388	100%
Ghent	11.926	70%	2.733	17%	2.133	13%	16.092	100%
Leuven	3.174	53%	719	12%	2.064	35%	5.957	100%
Mechelen	1.005	40%	130	5%	1.363	55%	2.498	100%
Flemish countryside	23.011	36%	17.824	28%	23.918	37%	64.753	100%
<b>Flanders</b>	<b>221.134</b>	<b>52%</b>	<b>115.247</b>	<b>27%</b>	<b>84.866</b>	<b>20%</b>	<b>421.247</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

**Figure 9: The Italian market in Flanders by motive of stay 2010 (overnights)**



Source: Tourism Flanders based on GDS

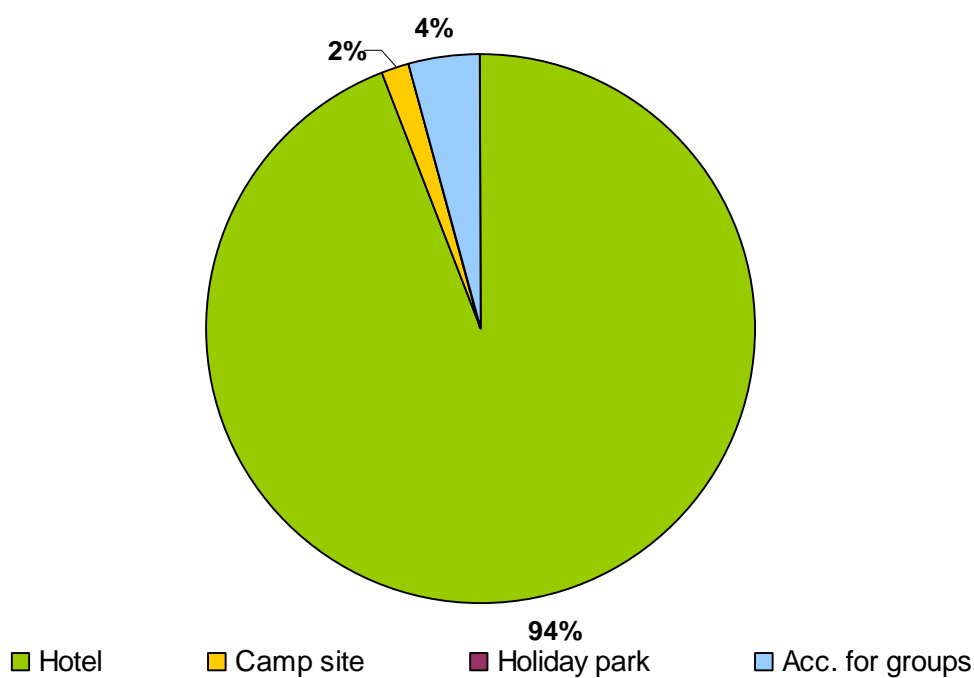
## 5. Type of accommodation

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

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	4.919	83%	332.307	95%	59.611	92%	396.837	94%
Camp site	786	13%	2.773	1%	2.669	4%	6.228	1%
Holiday park	61	1%	0	0%	243	0%	304	0%
Acc. for groups	141	2%	15.507	4%	2.230	3%	17.878	4%
<b>Total</b>	<b>5.907</b>	<b>100%</b>	<b>350.587</b>	<b>100%</b>	<b>64.753</b>	<b>100%</b>	<b>421.247</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

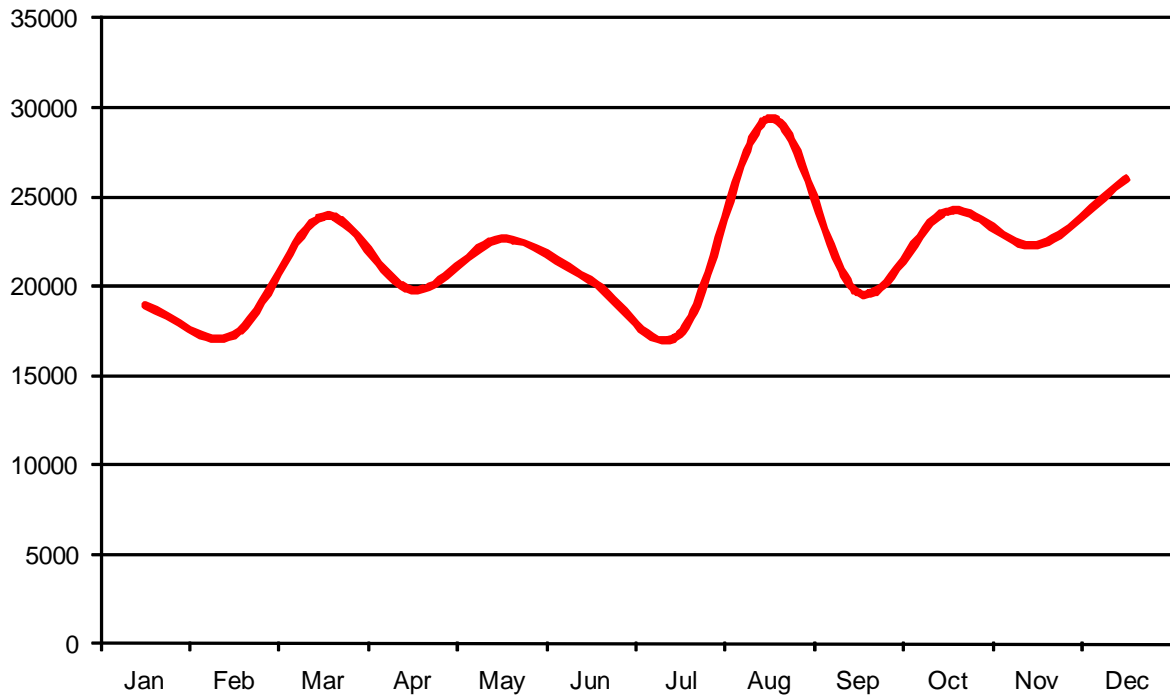
**Figure 10: The Italian market in Flanders by type of accommodation 2010 (overnights)**



Source: Tourism Flanders based on GDS

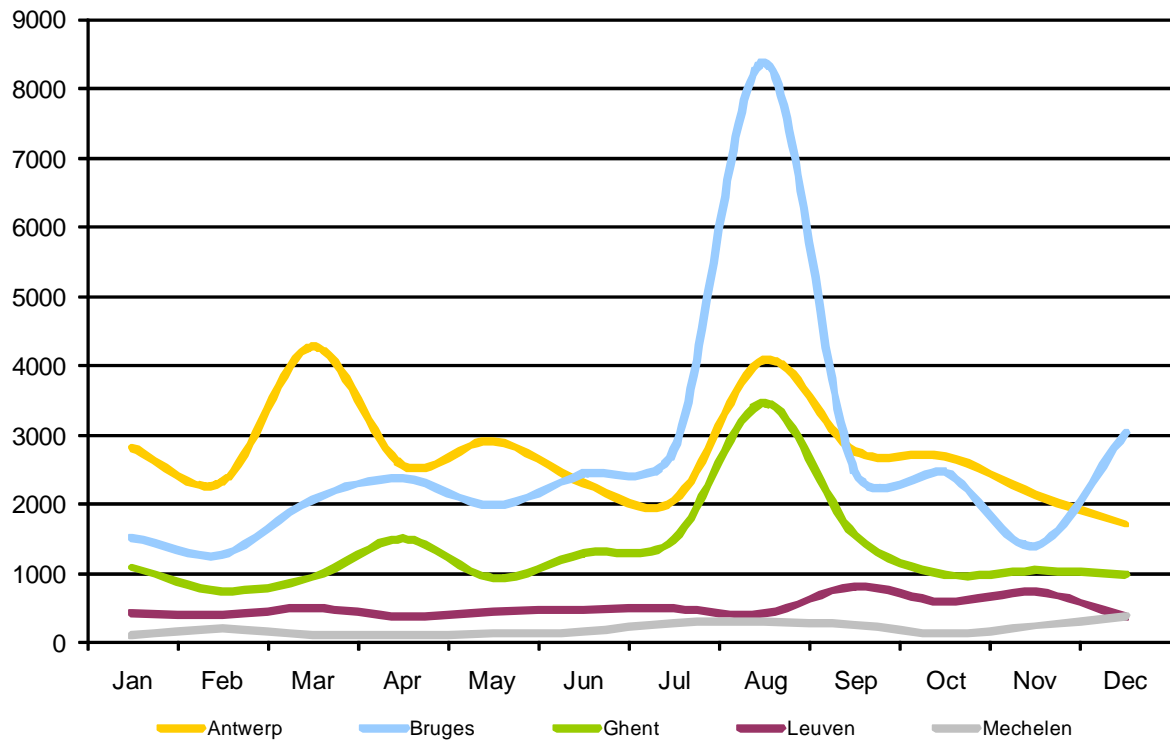
## 6. Seasonality

Figure 11: Italian overnights in Brussels – seasonality 2010



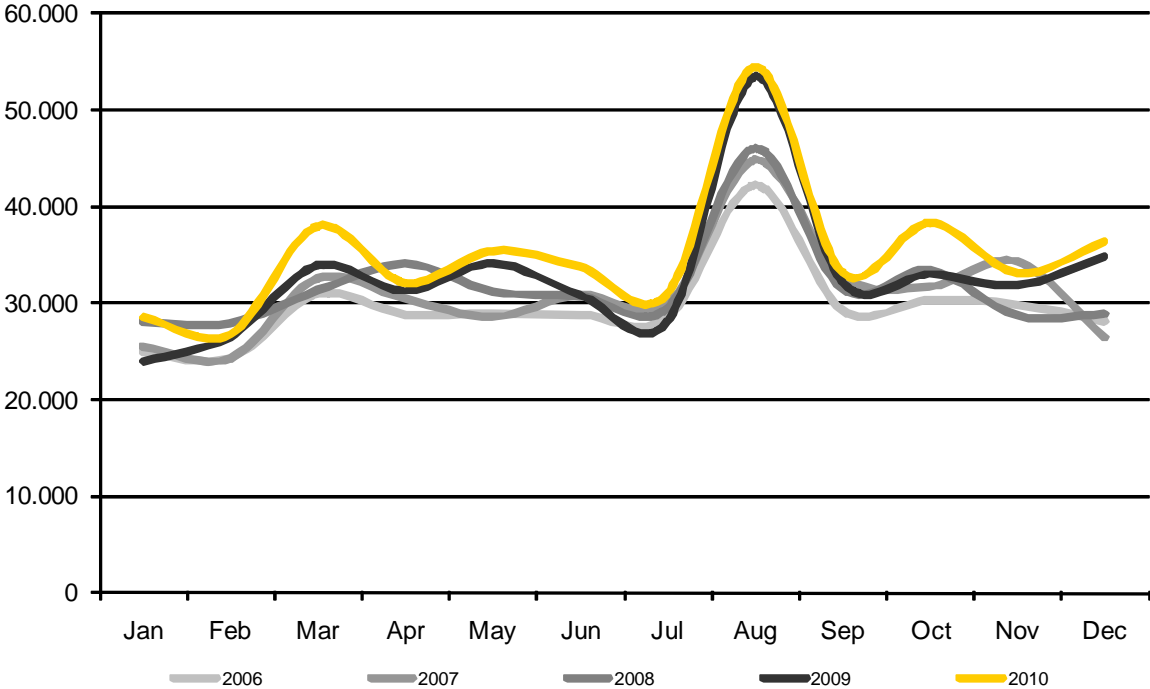
Source: Tourism Flanders based on GDS

Figure 12: Italian overnights in Antwerp, Bruges, Ghent, Leuven, Mechelen – seasonality 2010



Source: Tourism Flanders based on GDS

**Figure 13: Trend Italian overnights in Flanders – seasonality 2006-2010**



Source: Tourism Flanders based on GDS

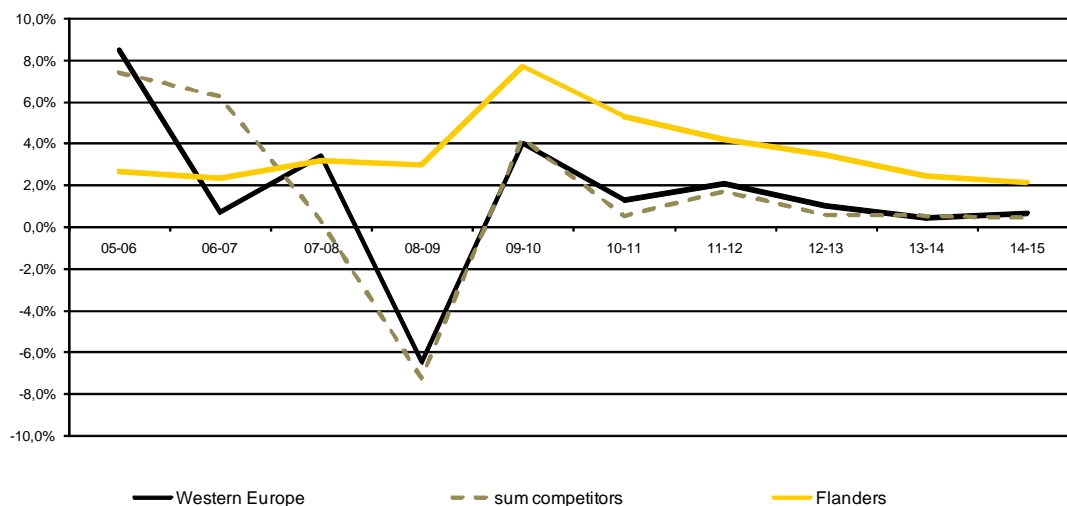
## 7. Country benchmark

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

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	182	186	192	198	213	253	+18,8%
Western Europe	17.996	18.124	18.749	17.538	18.245	19.293	+5,7%
sum competitors	10.657	11.321	11.357	10.535	10.979	11.392	+3,8%
Netherlands	398	398	370	368	430	436	+1,4%
UK	1.477	1.615	1.639	1.221	1.385	1.623	+17,1%
Ireland	248	265	232	276	220	263	+19,8%
France	7.584	8.141	8.233	7.775	8.024	8.131	+1,3%
Austria	951	902	882	895	920	938	+2,0%
Wallonia	46	44	44	39	45	54	+18,8%

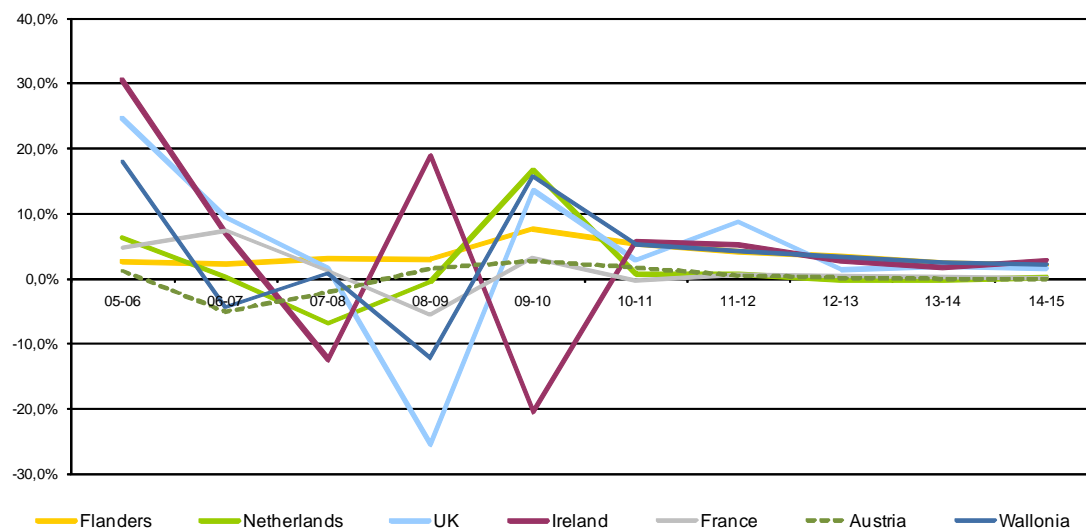
Source: Tourism Flanders based on TDM and GDS

**Figure 14: Trend and forecast of the Italian market in Flanders, Western-Europe and competitive destinations (2006-2015, in arrivals)**



Source: Tourism Flanders based on TDM and GDS

**Figure 15: Trend and forecast of the Italian 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](http://www.toerismevlaanderen.be/figures) (in English), [www.toerismevlaanderen.be/cijfers](http://www.toerismevlaanderen.be/cijfers) (in Dutch) or contact [vincent.nijs@toerismevlaanderen.be](mailto:vincent.nijs@toerismevlaanderen.be).