



tourism in figures 2010

the Japanese market in Flanders

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A. The Japanese market in Flanders

1. Key figures

Table 1: Total foreign and Japanese market in Flanders 2010

	Overall total foreign travellers	Japanese travellers	% Japanese	Ranking Japanese
arrivals	6.027.265	77.106	1,3%	8th
overnight stays	13.209.591	150.622	1,1%	10th
length of stay (nights)	2,2	2,0	-	-

Source: Tourism Flanders based on GDS

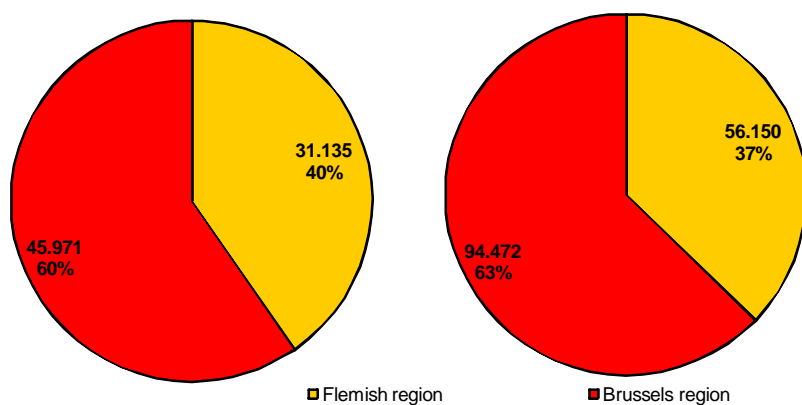
2. Distribution within Flanders

Table 2: The Japanese market in Flanders by region 2010

	arrivals	%	overnights	%
Flemish region	31.135	40%	56.150	37%
Brussels region	45.971	60%	94.472	63%
Flanders	77.106	100%	150.622	100%

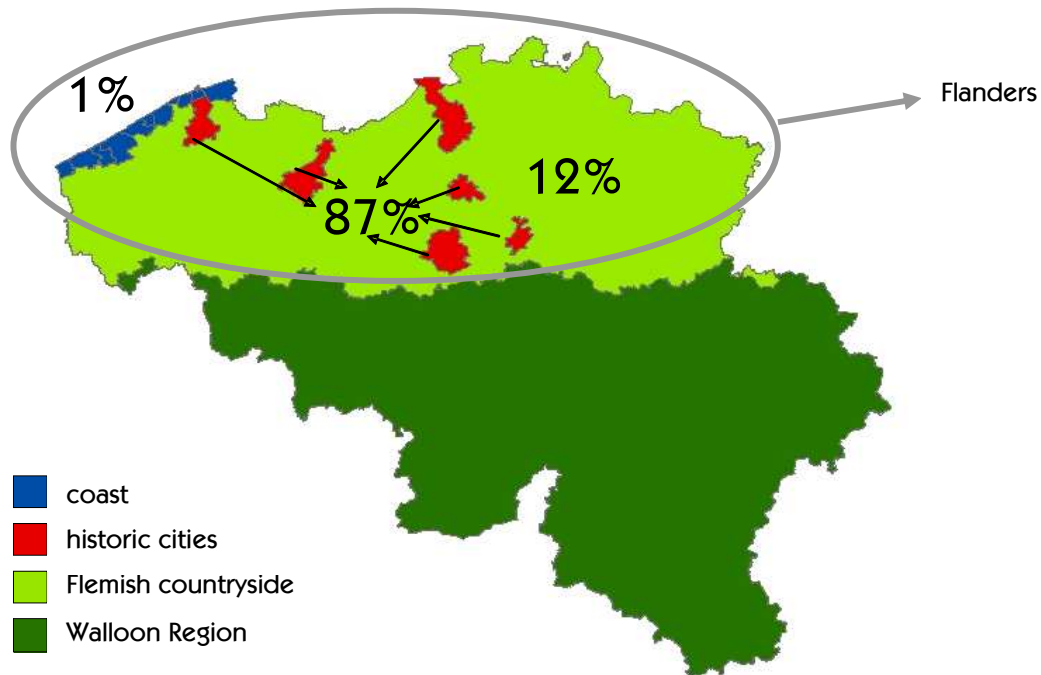
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

Figure 2: Japanese overnights in Flanders 2010



Source: Tourism Flanders based on GDS

Table 3: The Japanese market in Flanders by destination 2010

	overnights	%
Coast	1.445	1%
Historic cities	130.702	87%
Flemish countryside	18.475	12%
Flanders	150.622	100%

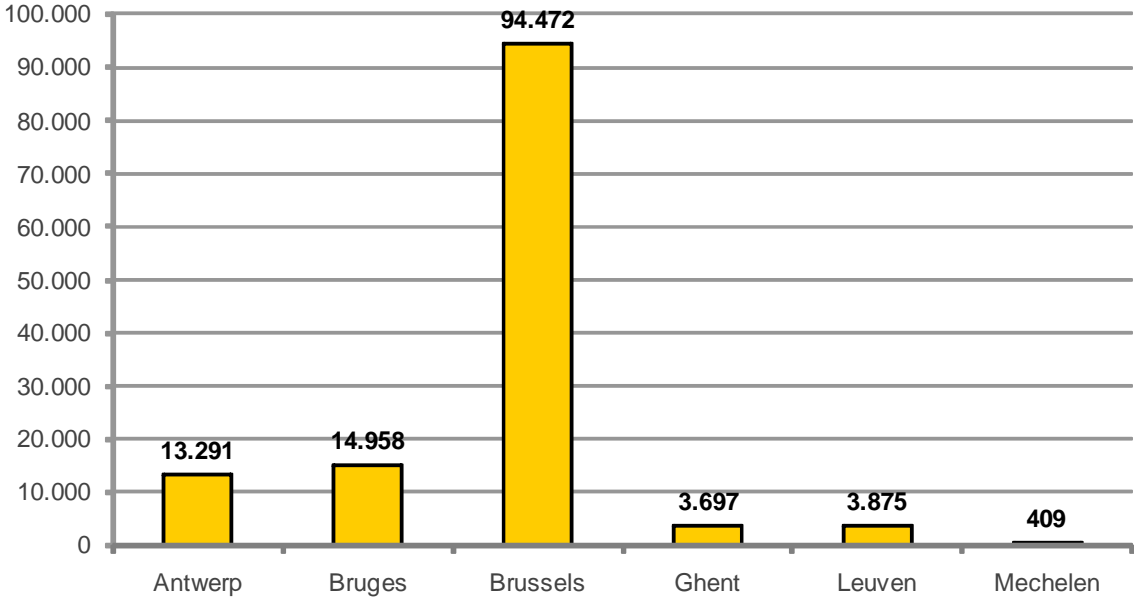
Source: Tourism Flanders based on GDS

Table 4: The Japanese market in the historic cities 2010

	overnights	%
Antwerp	13.291	10%
Bruges	14.958	11%
Brussels	94.472	72%
Ghent	3.697	3%
Leuven	3.875	3%
Mechelen	409	0%
Historic cities	130.702	100%

Source: Tourism Flanders based on GDS

Figure 3: Japanese overnights in the historic cities 2010



Source: Tourism Flanders based on GDS

3. Trends

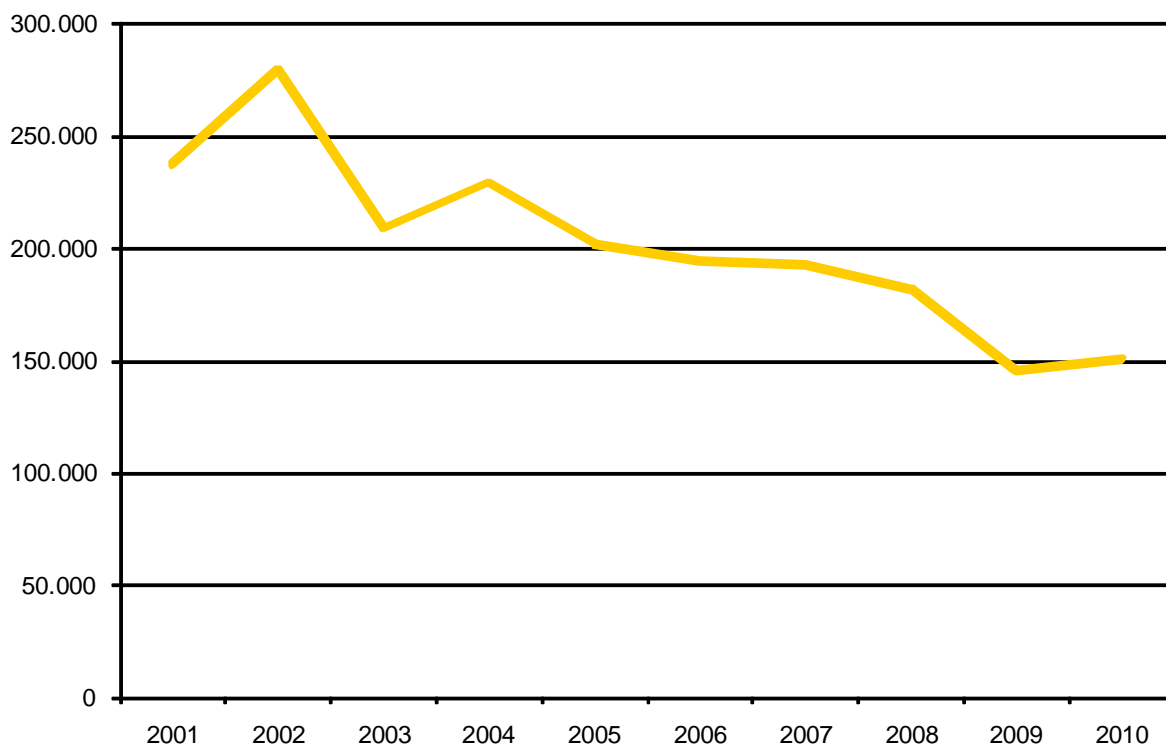
Table 5: Trend of Japanese overnights, arrivals and average length of stay in Flanders 2001-2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	01-10
Overnights (x1.000)	237	280	209	229	202	194	193	182	146	151	-36,6%
Arrivals (x1.000)	133	146	108	120	107	104	103	95	76	77	-41,8%
Average length of stay*	1,79	1,92	1,94	1,92	1,90	1,86	1,87	1,91	1,91	1,95	+9,1%

Source: Tourism Flanders based on GDS

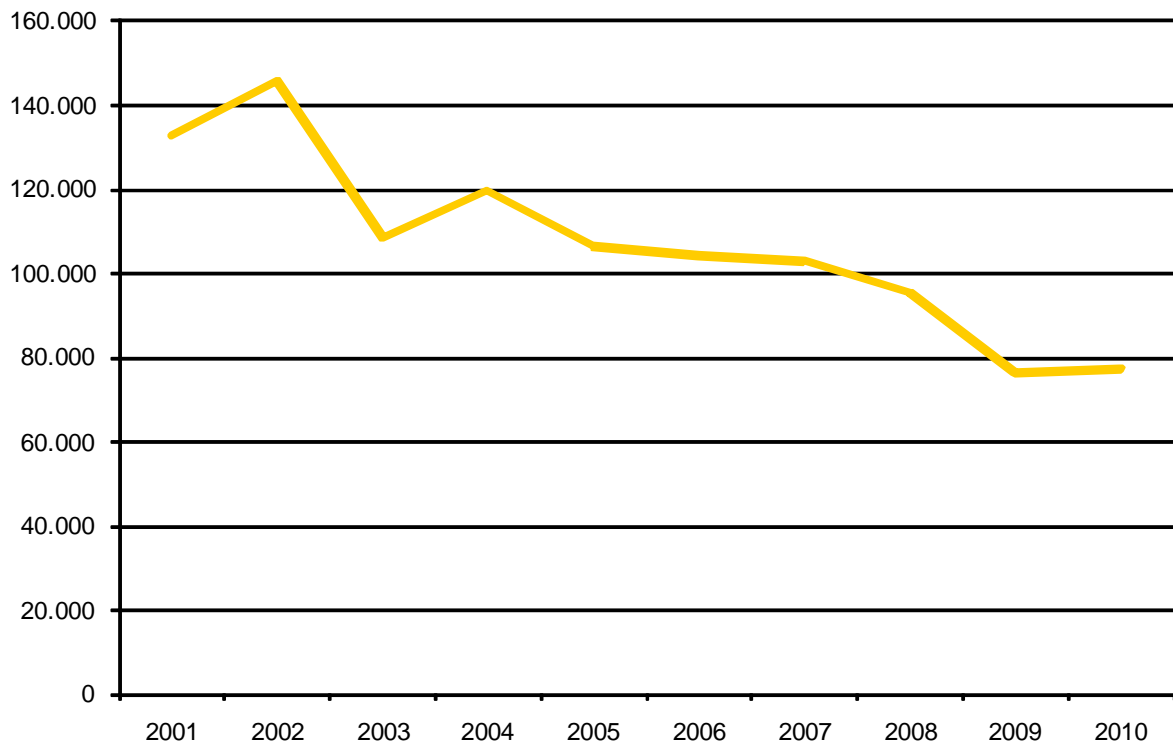
*nights

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



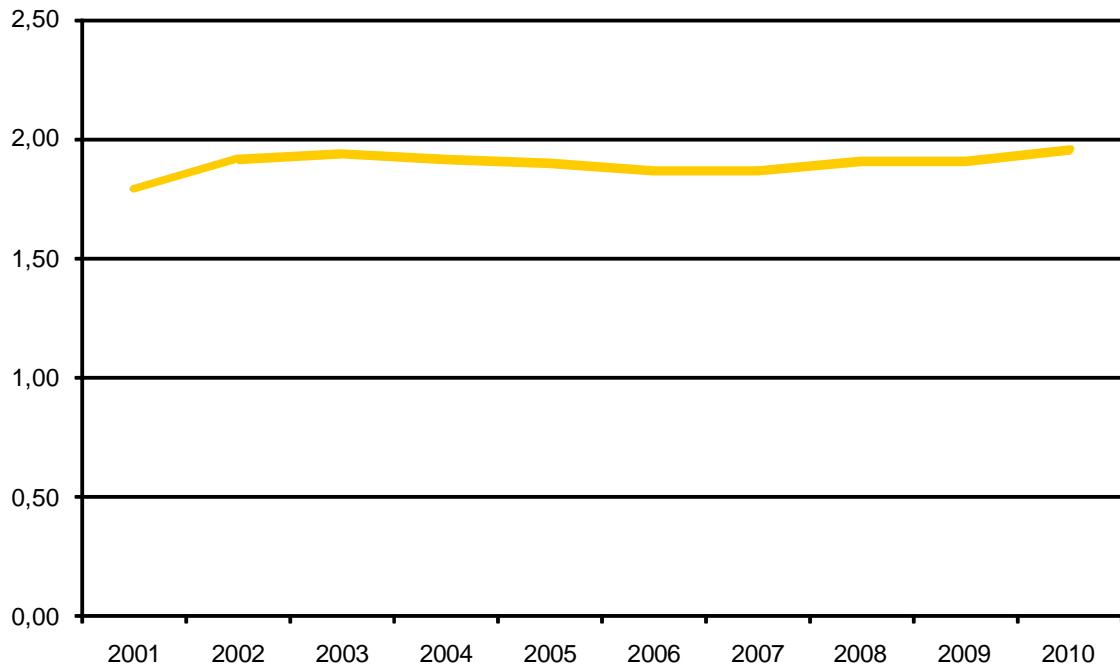
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



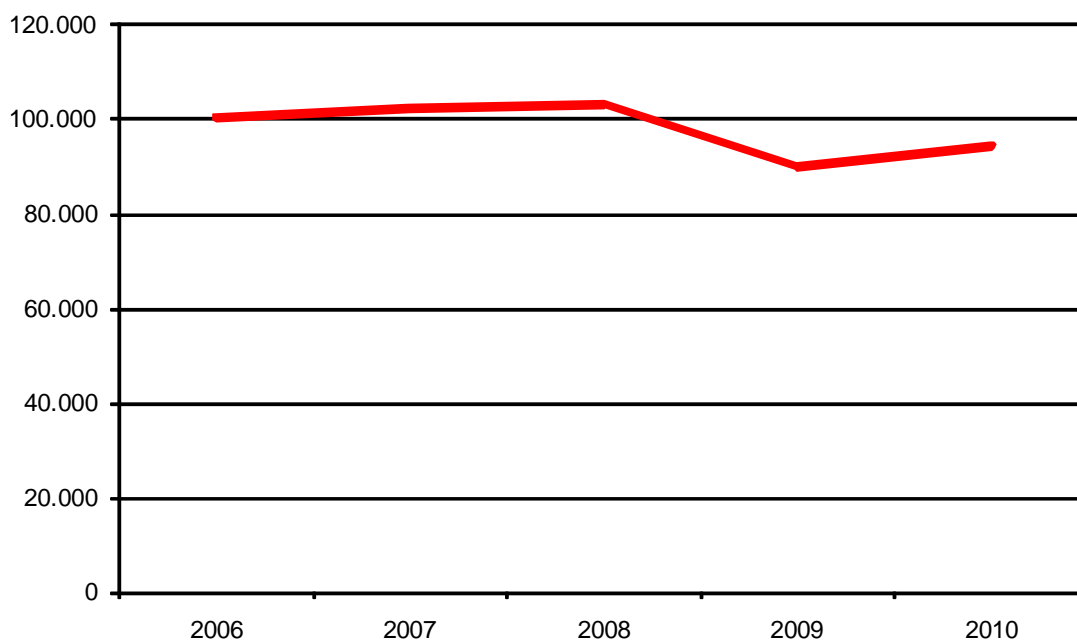
Source: Tourism Flanders based on GDS

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

	2006	2007	2008	2009	2010	06-10
Coast	8.708	7.726	4.949	2.461	1.445	-83,4%
Historic cities	164.450	164.924	155.860	127.426	130.702	-20,5%
Antwerp	19.159	23.322	18.302	14.334	13.291	-30,6%
Bruges	34.509	28.484	23.256	15.482	14.958	-56,7%
Brussels	100.318	102.304	103.079	89.865	94.472	-5,8%
Ghent	5.839	5.989	5.569	4.268	3.697	-36,7%
Leuven	4.370	4.573	5.315	3.128	3.875	-11,3%
Mechelen	255	252	339	349	409	+60,4%
Flemish countryside	21.179	20.356	21.140	15.744	18.475	-12,8%
Flanders	194.337	193.006	181.949	145.631	150.622	-22,5%

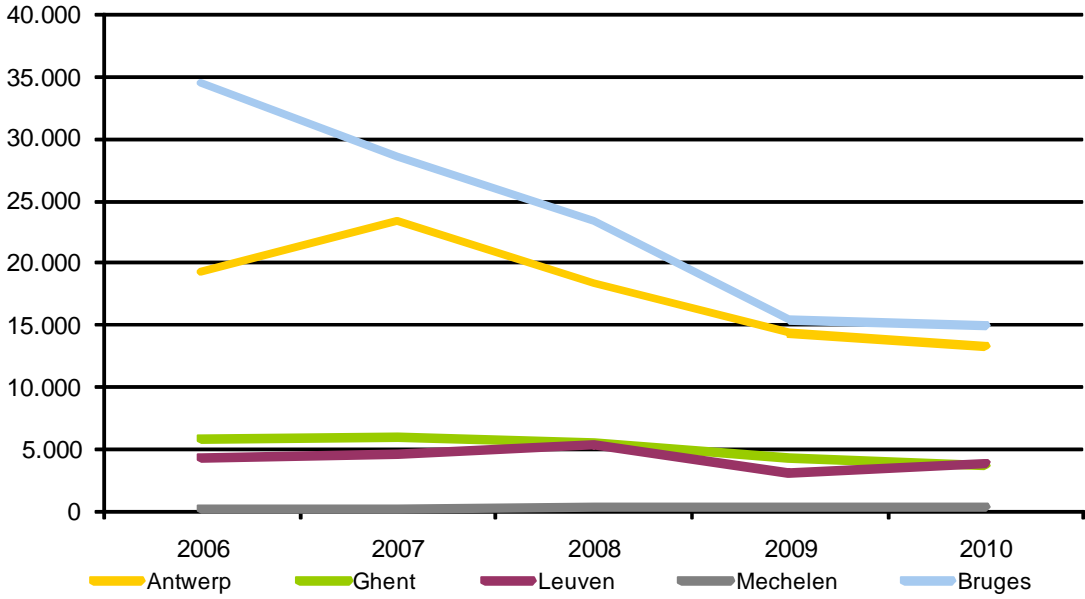
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

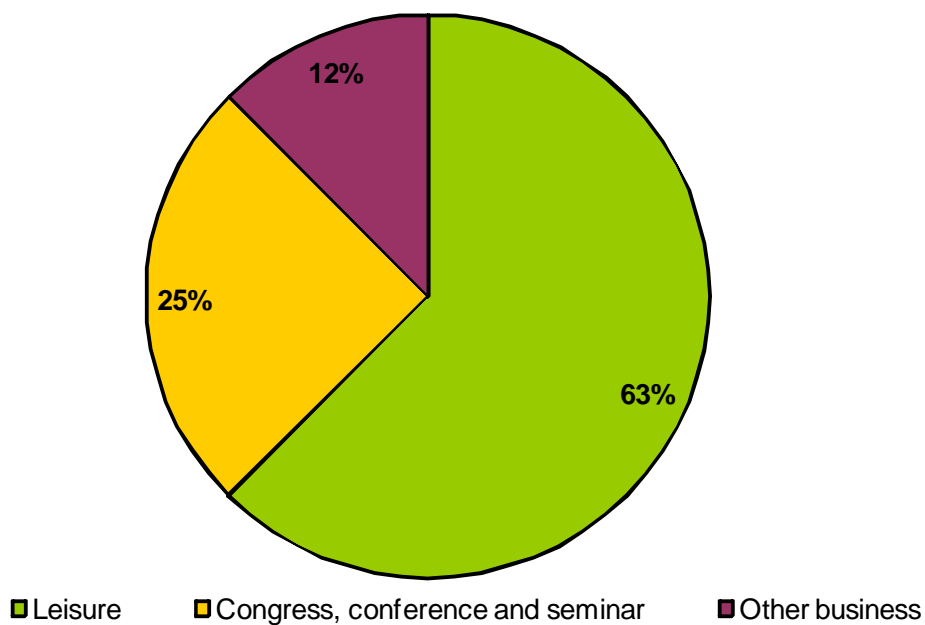
4. Motive of stay

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

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	565	39%	809	56%	71	5%	1.445	100%
Historic cities	83.782	64%	32.919	25%	14.001	11%	130.702	100%
Antwerp	8.022	60%	2.501	19%	2.768	21%	13.291	100%
Bruges	13.091	88%	1.715	11%	152	1%	14.958	100%
Brussels	59.055	63%	27.465	29%	7.952	8%	94.472	100%
Ghent	2.277	62%	683	18%	737	20%	3.697	100%
Leuven	565	39%	809	56%	71	5%	1.445	100%
Mechelen	83.782	64%	32.919	25%	14.001	11%	130.702	100%
Flemish countryside	8.022	60%	2.501	19%	2.768	21%	13.291	100%
Flanders	13.091	88%	1.715	11%	152	1%	14.958	100%

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

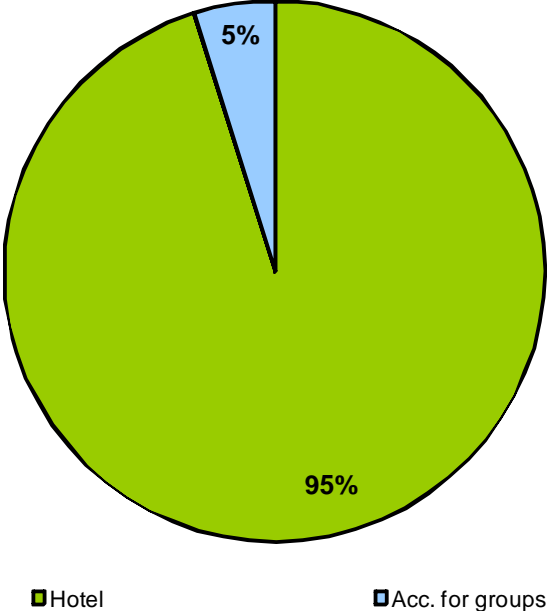
5. Type of accommodation

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

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	1.396	97%	123.678	95%	18.235	99%	143.309	95%
Camp site	2	0%	39	0%	22	0%	63	0%
Holiday park	0	0%	0	0%	21	0%	21	0%
Acc. for groups	47	3%	6.985	5%	197	1%	7.229	5%
Total	1.445	100%	130.702	100%	18.475	100%	150.622	100%

Source: Tourism Flanders based on GDS

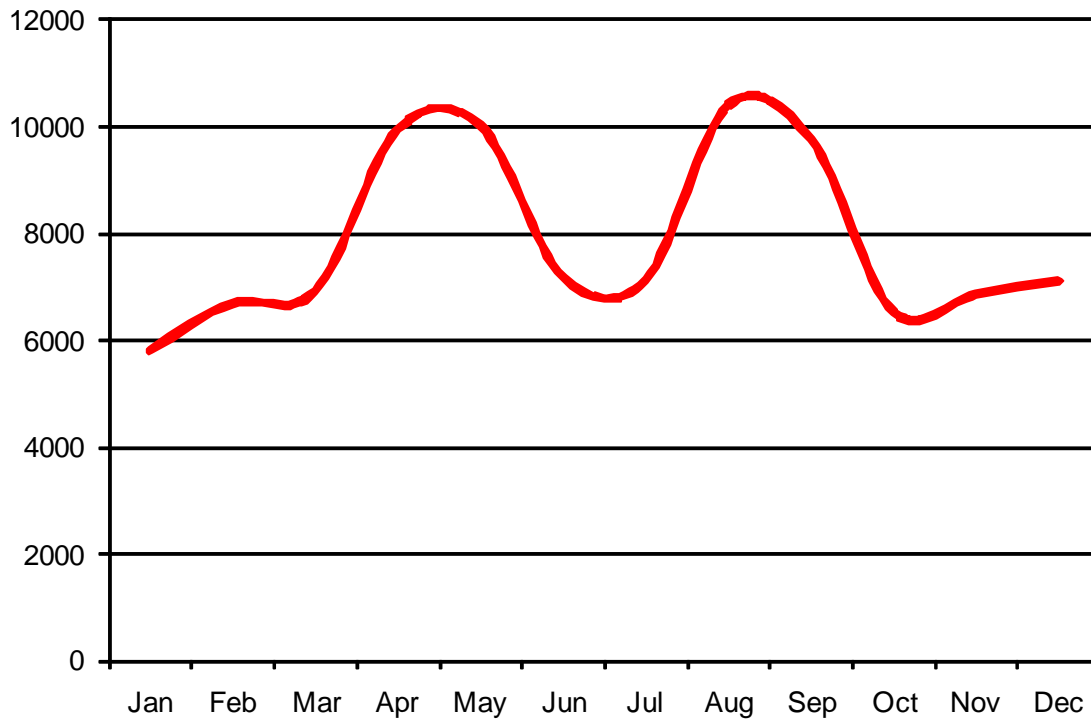
Figure 10: The Japanese market in Flanders by type of accommodation 2010 (overnights)



Source: Tourism Flanders based on GDS

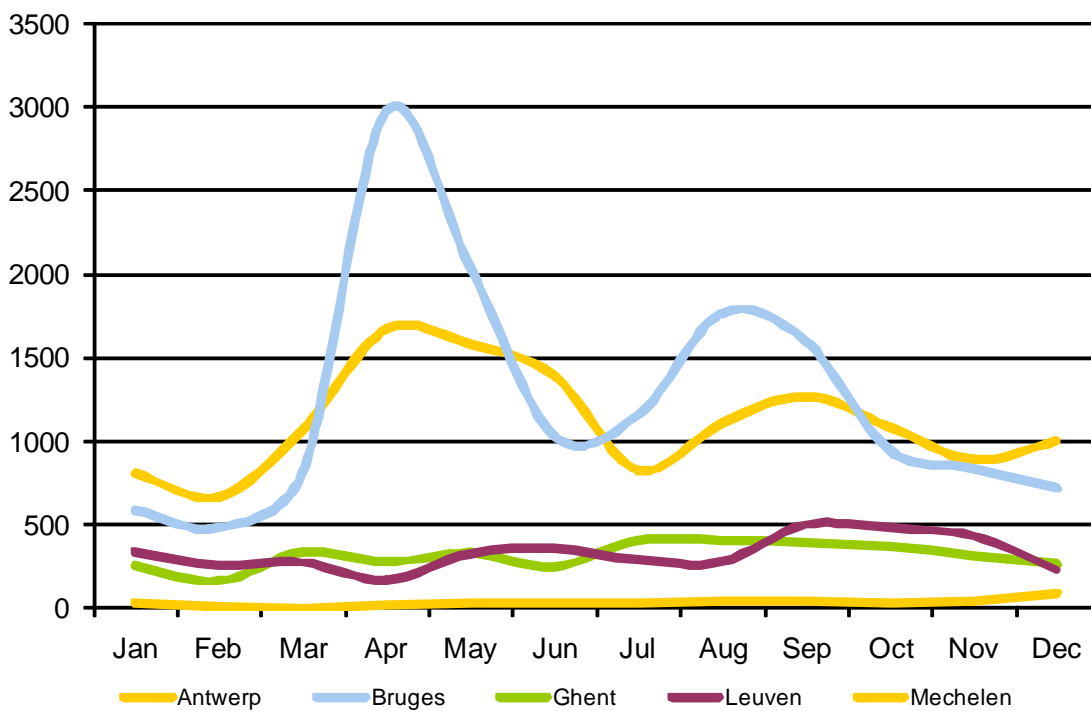
6. Seasonality

Figure 11: Japanese overnights in Brussels – seasonality 2010



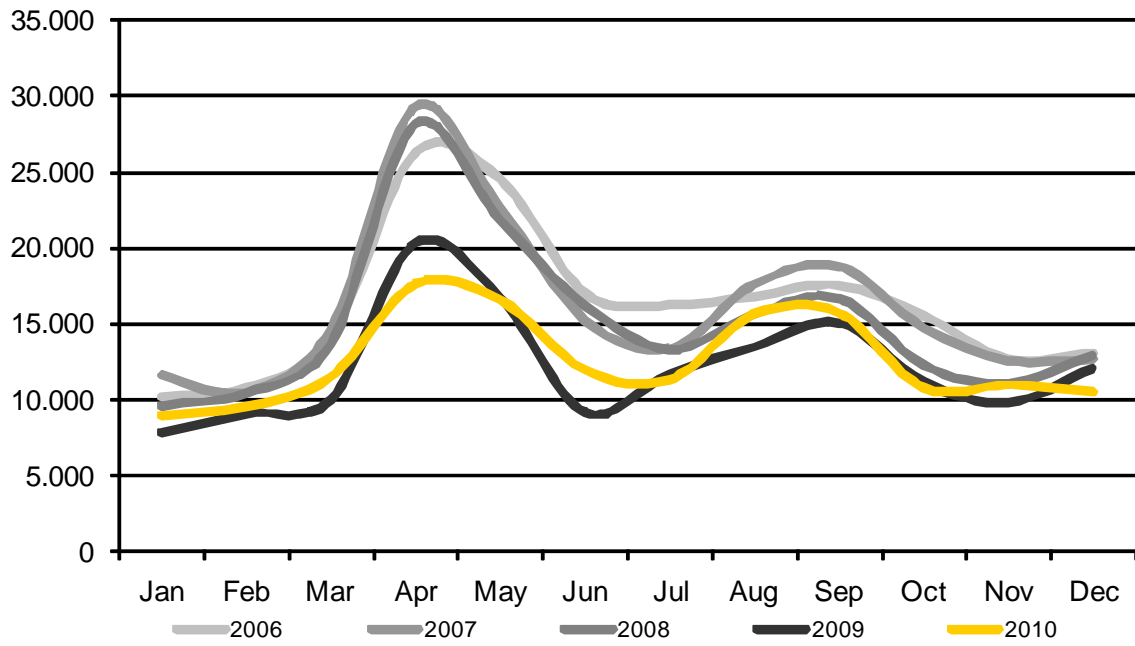
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

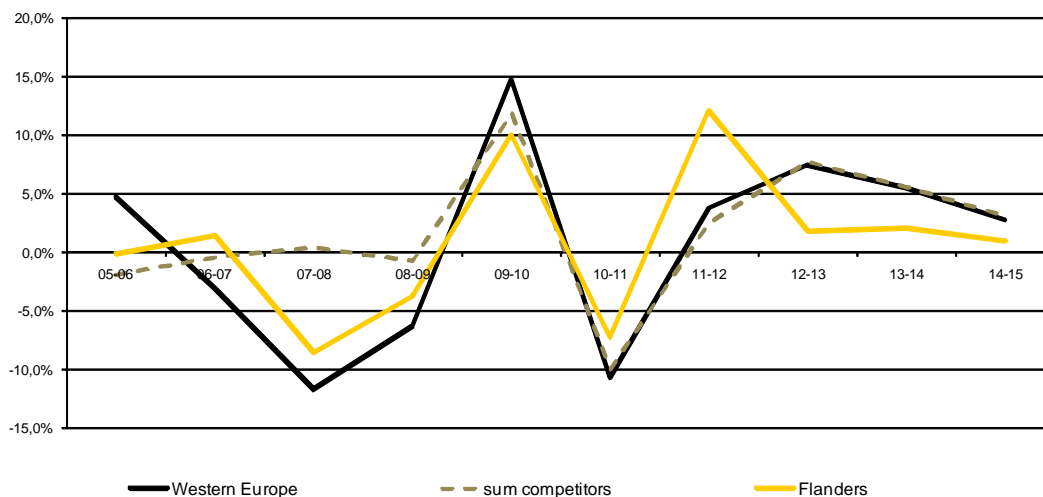
7. Country benchmark

Table 9: Trend and forecast of the Japanese 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	290	+9,2%
Western Europe	3.559	3.450	3.048	2.855	3.275	3.535	+7,9%
sum competitors	885	881	884	878	982	1.063	+8,2%
Netherlands	189	203	203	170	203	199	-2,1%
Austria	260	220	201	191	219	231	+5,3%
Czech	146	137	123	115	141	148	+4,9%
Hungary	102	95	75	71	76	88	+16,4%
Portugal	34	36	33	26	30	34	+15,1%
Finland	89	103	105	142	135	124	-8,4%
Croatia	65	86	144	163	179	240	+34,2%

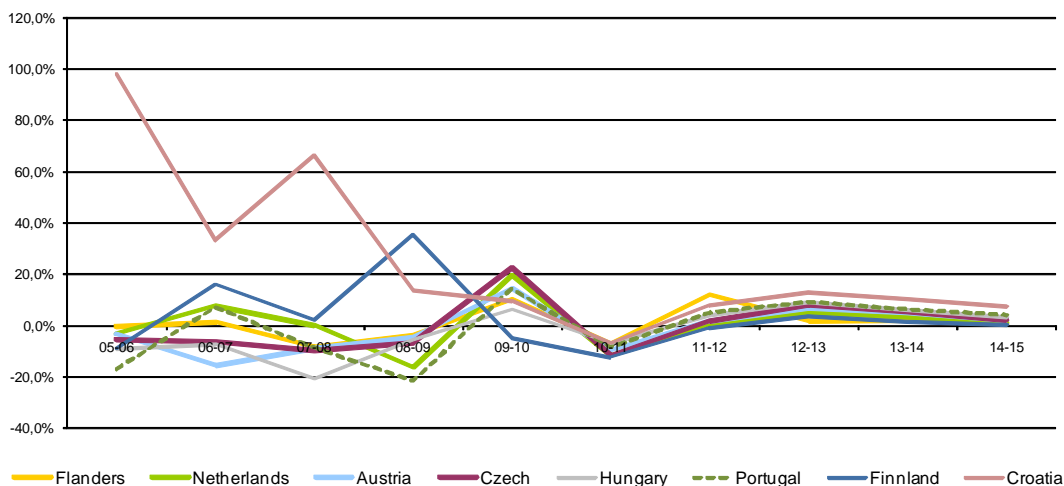
Source: Tourism Flanders based on TDM and GDS

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



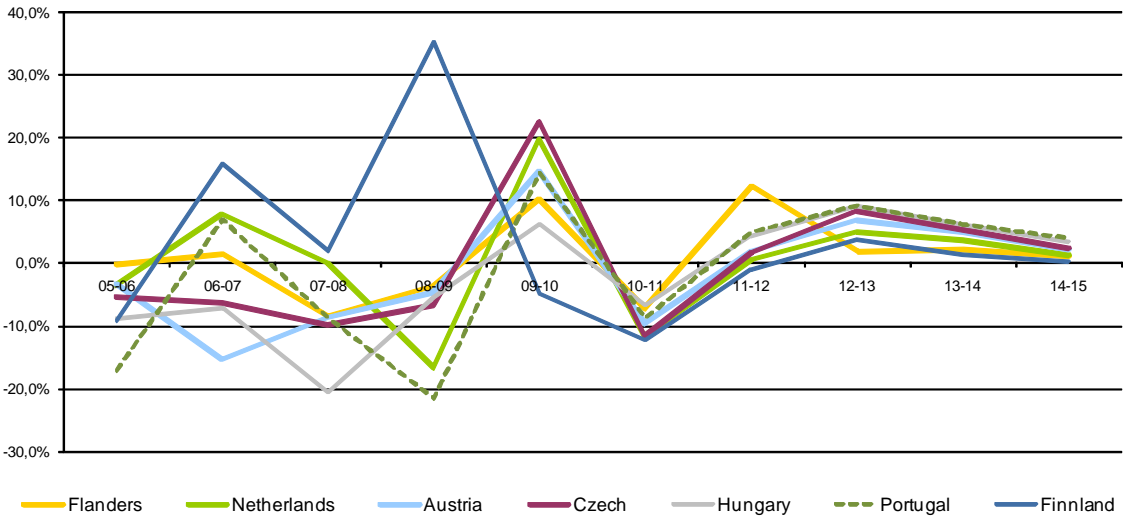
Source: Tourism Flanders based on TDM and GDS

Figure 15: Trend and forecast of the Japanese market in Flanders and competitive destinations (2006-2015, in arrivals)



Source: Tourism Flanders based on TDM and GDS

Figure 16: Trend and forecast of the Japanese market in Flanders and competitive destinations (2006-2015, in arrivals, excluding Croatia)



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.