



tourism in figures 2010

the Spanish market in Flanders

TABLE OF CONTENT

A. THE SPANISH MARKET IN FLANDERS	5
1. Key figures	5
2. Distribution within Flanders	5
3. Trends	9
4. Motive of stay	13
5. Type of accommodation	14
6. Seasonality	15
7. Country benchmark	17
B. CONCEPTS AND DEFINITIONS	19
Figure 1: The Spanish market in Flanders by region 2010 (arrivals (left) and overnights (right))	5
Figure 2: Spanish overnights in Flanders 2010	6
Figure 3: Spanish overnights in the historic cities 2010	8
Figure 4: Trend of Spanish overnights in Flanders 2001-2010	9
Figure 5: Trend of Spanish arrivals in Flanders 2001-2010	10
Figure 6: Trend of the average length of stay of Spanish in Flanders 2001-2010	10
Figure 7: Trend of Spanish overnights in Brussels and Bruges 2006-2010	11
Figure 8: Trend of Spanish overnights in Antwerp, Ghent, Leuven, Mechelen 2006-2010	12
Figure 9: The Spanish market in Flanders by motive of stay 2010 (overnights)	13
Figure 10: The Spanish market in Flanders by type of accommodation stay 2010 (overnights)	14
Figure 11: Spanish overnights in Brussels – seasonality 2010	15
Figure 12: Spanish overnights in Antwerp, Bruges, Ghent, Leuven, Mechelen – seasonality 2010	15
Figure 13: Trend Spanish overnights in Flanders – seasonality 2006-2010	16
Figure 14: Trend and forecast of the Spanish market in Flanders, Western-Europe and competitive destinations (2006-2015, in arrivals)	17
Figure 15: Trend and forecast of the Spanish market in Flanders and competitive destinations (2006-2015, in arrivals)	17
Table 1: Total foreign and Spanish market in Flanders 2010	5
Table 2: The Spanish market in Flanders by region 2010	5
Table 3: The Spanish market in Flanders by destination 2010	6
Table 4: The Spanish market in the historic cities 2010	6
Table 5: Trend of Spanish overnights, arrivals and average length of stay in Flanders 2001-2010	9
Table 6: Trend of Spanish overnights in Flanders 2006-2010	11
Table 7: The Spanish market in Flanders by motive of stay 2010 (overnights)	13
Table 8: The Spanish market in Flanders by type of accommodation 2010 (overnights)	14
Table 9: Trend and forecast of the Spanish market in Flanders and competitive destinations (2006-2015, x1.000, in arrivals)	17

A. The Spanish market in Flanders

1. Key figures

Table 1: Total foreign and Spanish market in Flanders 2010

	Overall total foreign travellers	Spanish travellers	% Spanish	Ranking Spanish
arrivals	6.027.265	316.209	5,2%	5th
overnight stays	13.209.591	630.337	4,8%	5th
length of stay (nights)	2,2	2,0	-	-

Source: Tourism Flanders based on GDS

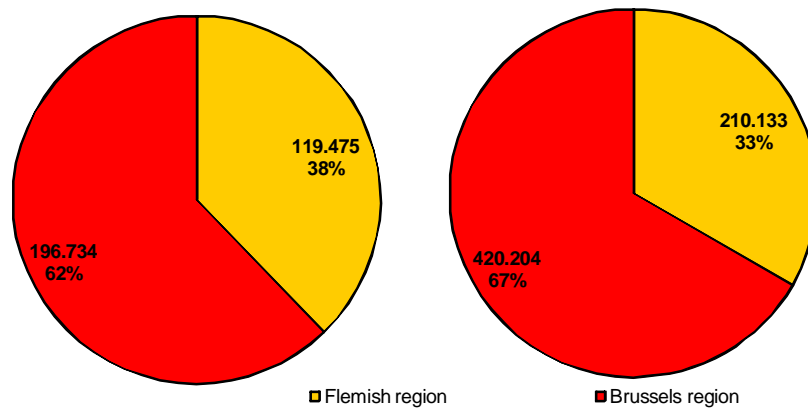
2. Distribution within Flanders

Table 2: The Spanish market in Flanders by region 2010

	arrivals	%	overnights	%
Flemish region	119.475	38%	210.133	33%
Brussels region	196.734	62%	420.204	67%
Flanders	316.209	100%	630.337	100%

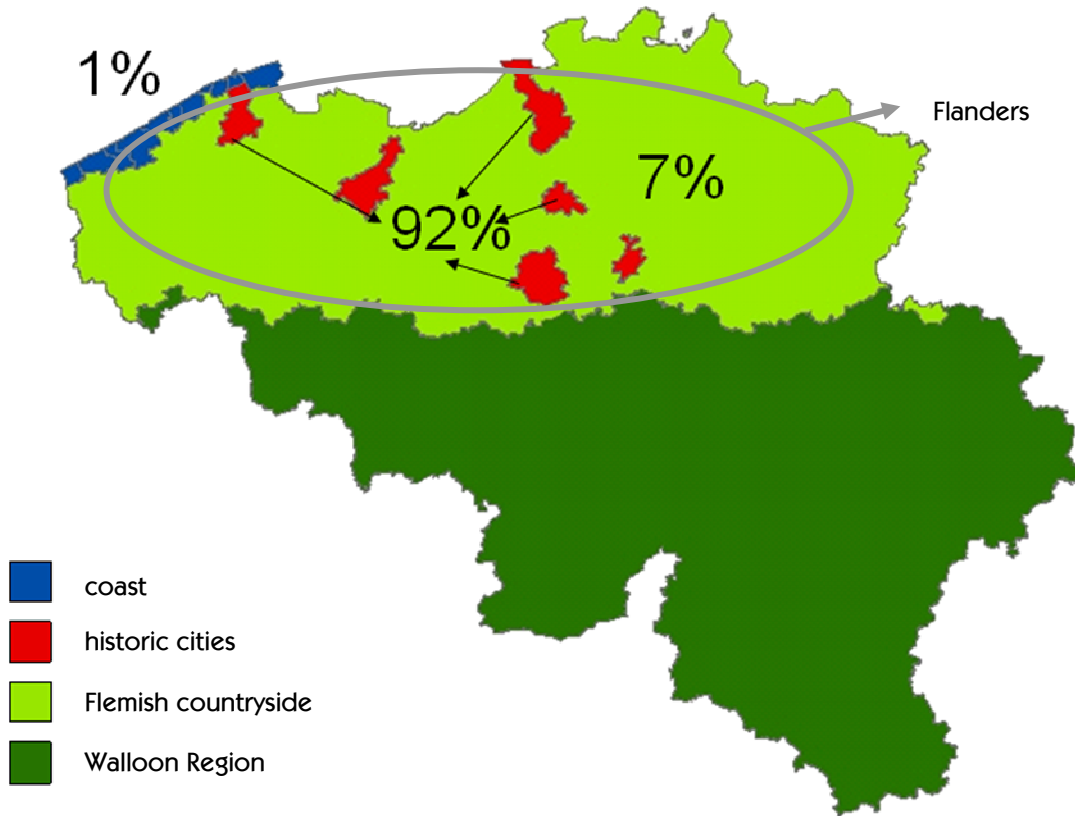
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

Figure 2: Spanish overnights in Flanders 2010



Source: Tourism Flanders based on GDS

Table 3: The Spanish market in Flanders by destination 2010

	overnights	%
Coast	5.930	1%
Historic cities	578.954	92%
Flemish countryside	45.453	7%
Flanders	630.337	100%

Source: Tourism Flanders based on GDS

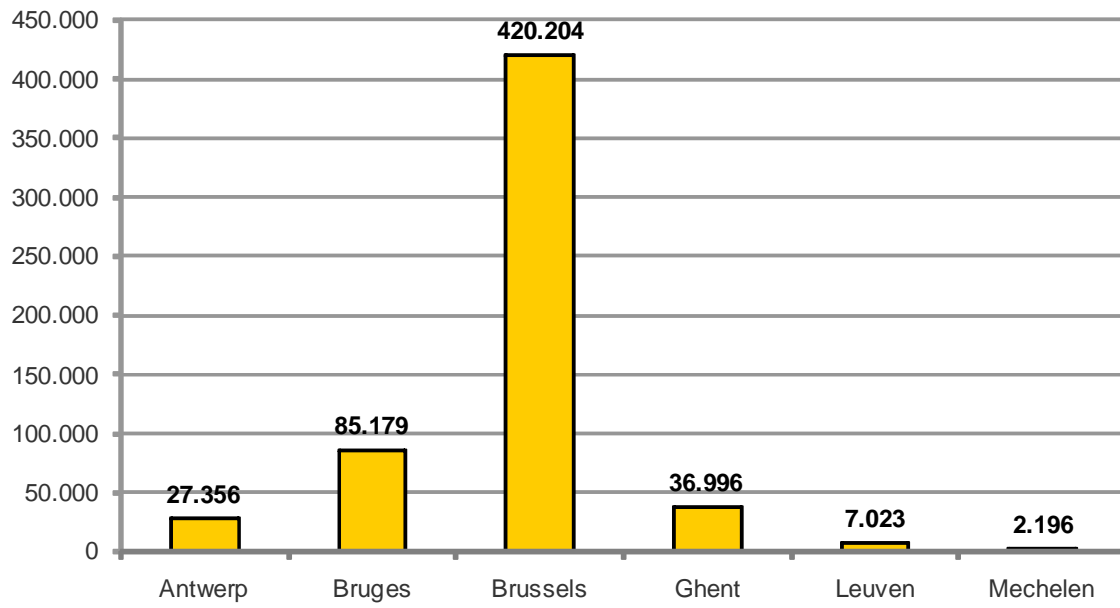
Table 4: The Spanish market in the historic cities 2010

	overnights	%
Antwerp	27.356	5%
Bruges	85.179	15%
Brussels	420.204	73%
Ghent	36.996	6%
Leuven	7.023	1%
Mechelen	2.196	0%

Historic cities	578.954	100%
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Source: Tourism Flanders based on GDS

Figure 3: Spanish overnights in the historic cities 2010



Source: Tourism Flanders based on GDS

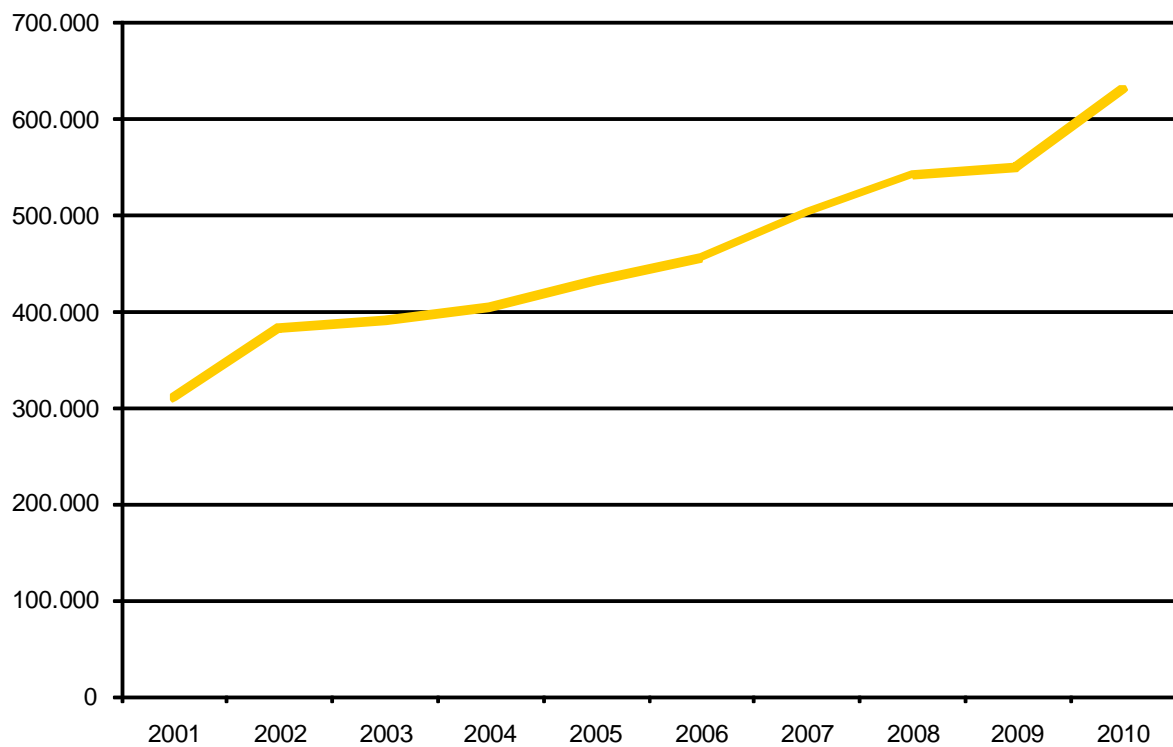
3. Trends

Table 5: Trend of Spanish 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)	310	383	391	406	432	455	504	543	551	630	+103,4%
Arrivals (x1.000)	168	202	201	215	227	236	257	276	274	316	+88,7%
Average length of stay*	1,85	1,90	1,94	1,89	1,91	1,93	1,96	1,97	2,01	1,99	+7,8%

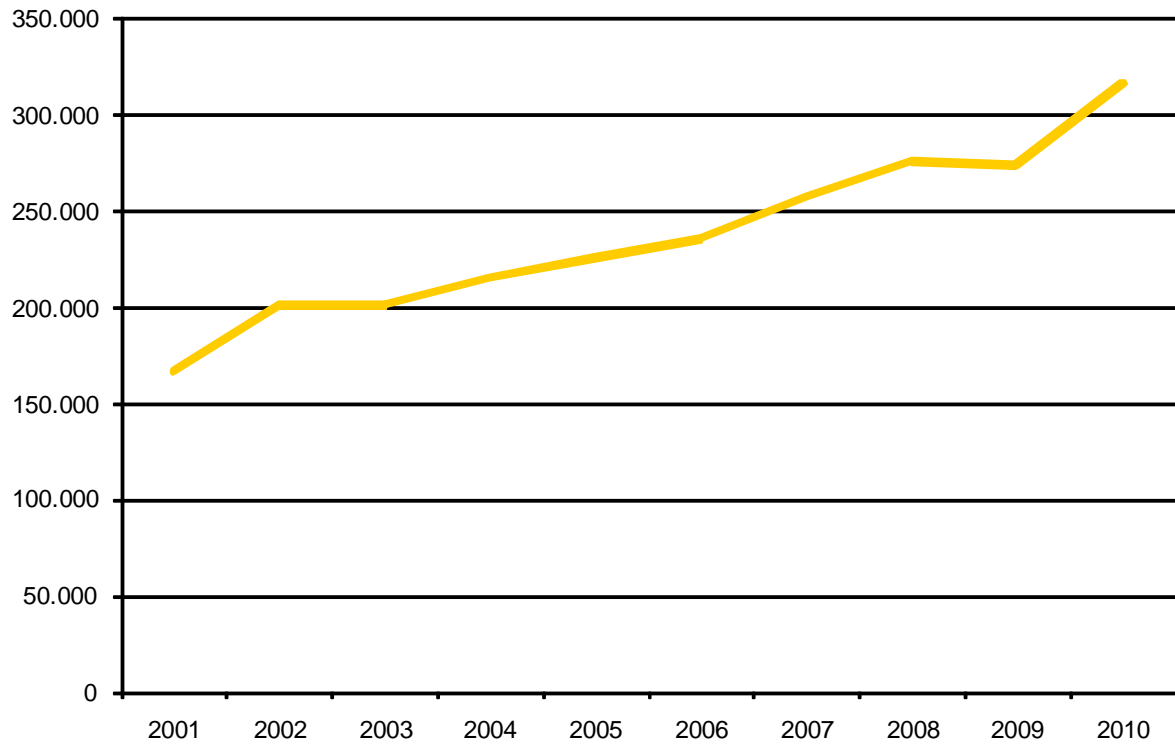
Source: Tourism Flanders based on GDS *nights

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



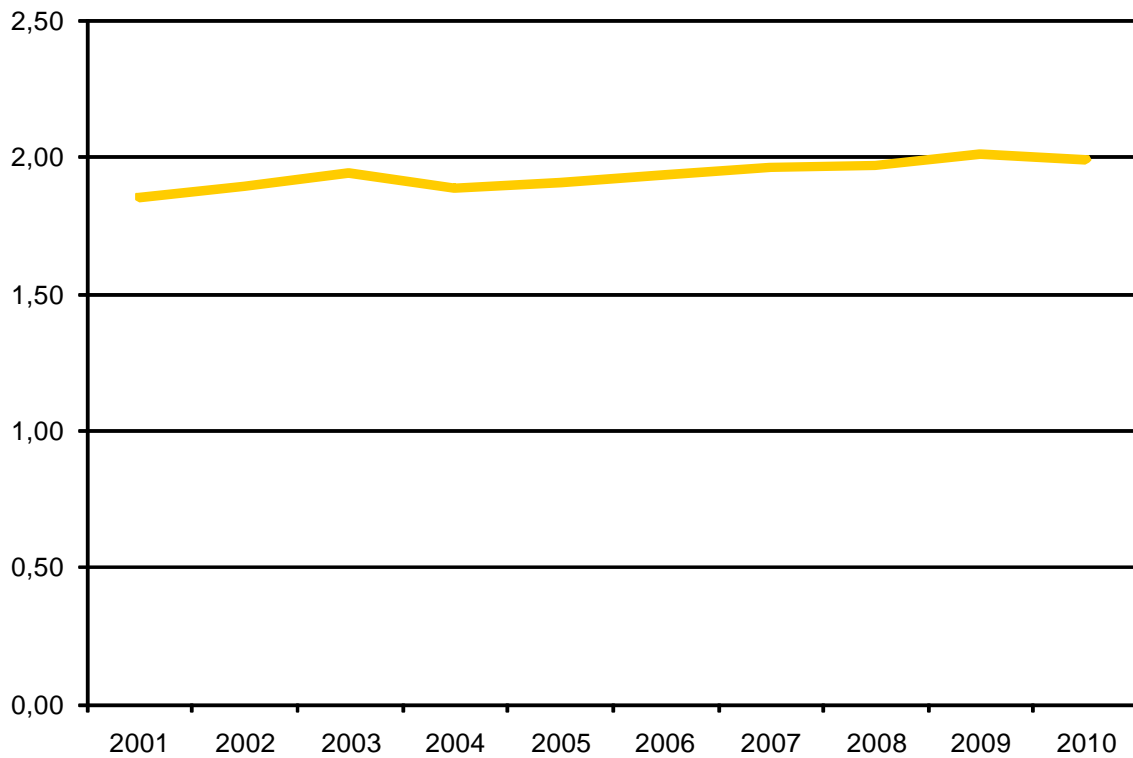
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



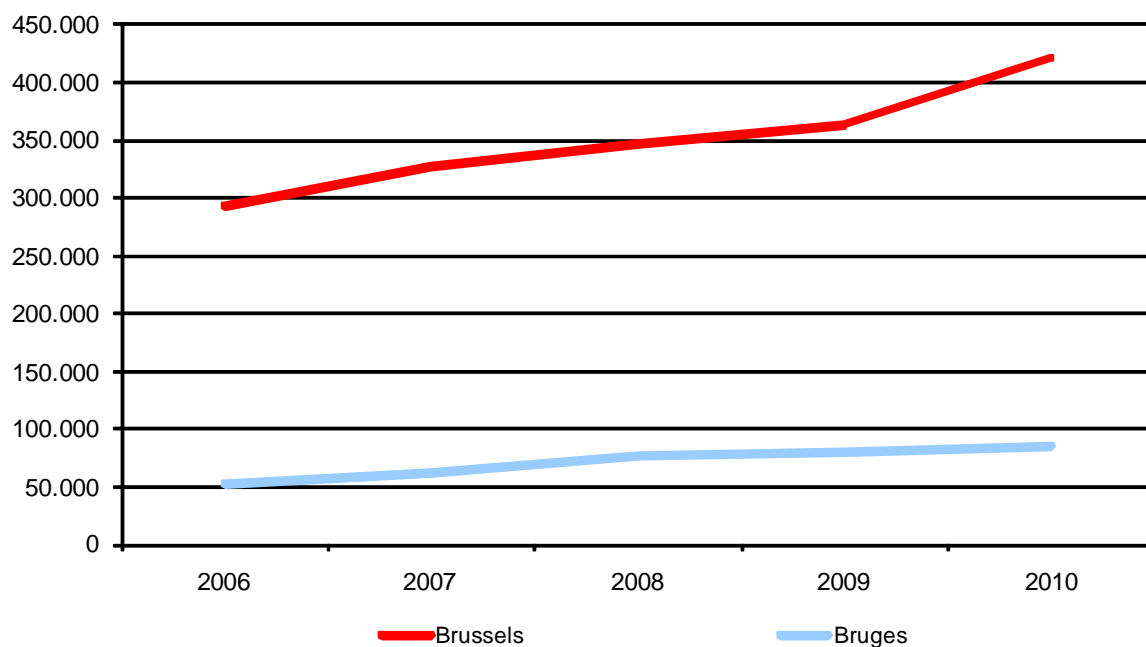
Source: Tourism Flanders based on GDS

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

	2006	2007	2008	2009	2010	06-10
Coast	7.819	8.320	6.386	4.118	5.930	-24,2%
Historic cities	399.632	455.539	492.996	510.226	578.954	+44,9%
Antwerp	24.403	26.735	28.149	26.507	27.356	+12,1%
Bruges	52.350	62.126	76.907	79.732	85.179	+62,7%
Brussels	292.923	327.034	346.549	363.357	420.204	+43,5%
Ghent	22.268	30.675	31.217	31.585	36.996	+66,1%
Leuven	5.796	6.898	7.752	7.364	7.023	+21,2%
Mechelen	1.892	2.071	2.422	1.681	2.196	+16,1%
Flemish countryside	48.018	40.375	43.948	37.098	45.453	-5,3%
Flanders	455.469	504.234	543.330	551.442	630.337	+38,4%

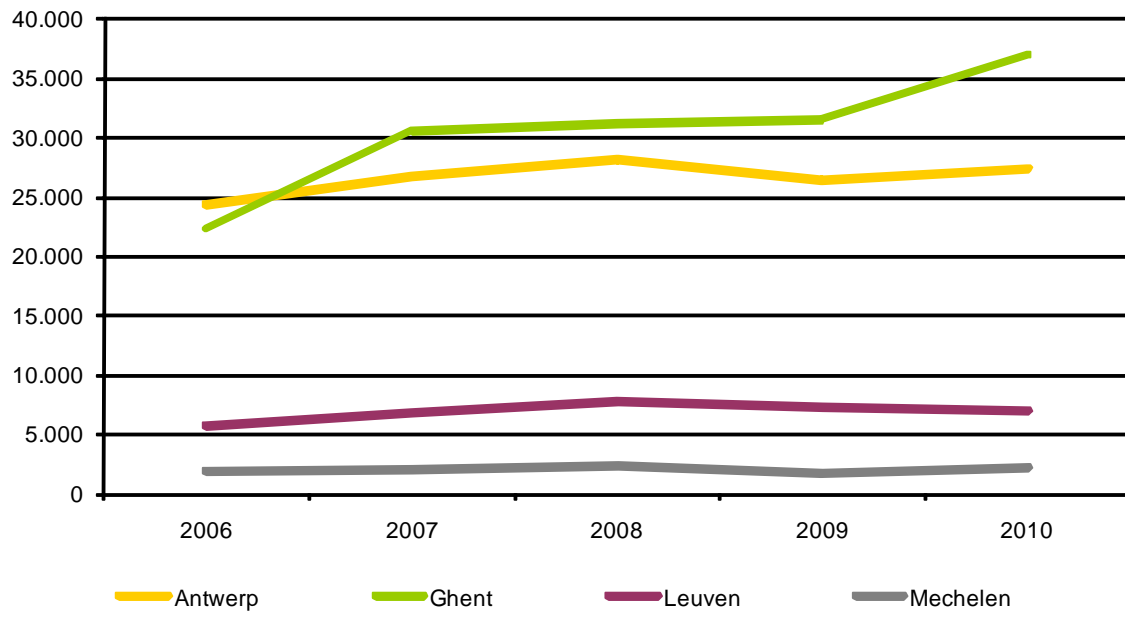
Source: Tourism Flanders based on GDS

Figure 7: Trend of Spanish overnights in Brussels and Bruges 2006-2010



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

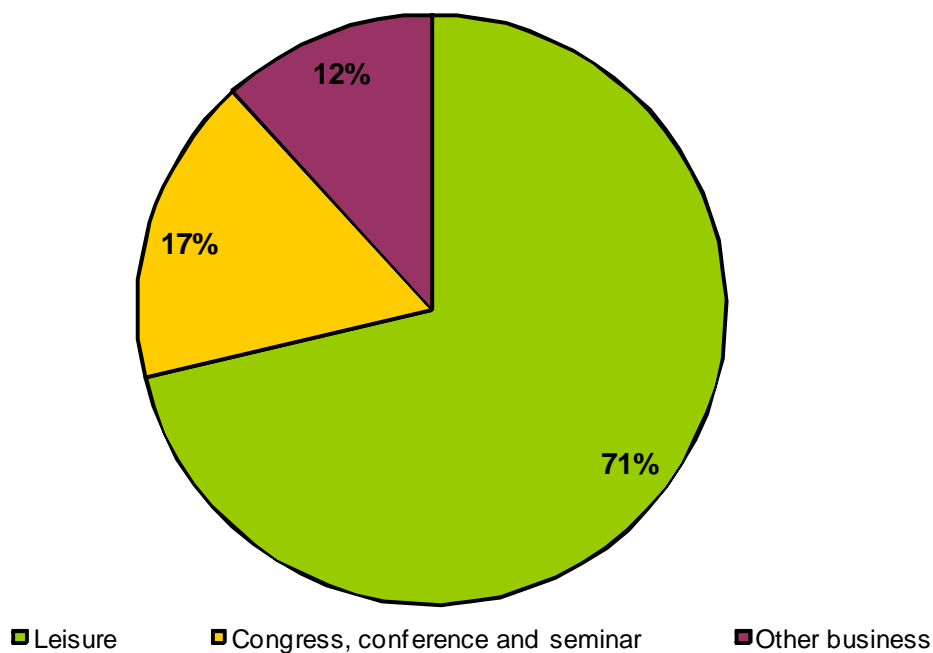
4. Motive of stay

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

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	5.081	86%	381	6%	468	8%	5.930	100%
Historic cities	421.593	73%	96.879	17%	60.482	10%	578.954	100%
Antwerp	17.112	63%	3.273	12%	6.971	25%	27.356	100%
Bruges	81.133	95%	3.457	4%	589	1%	85.179	100%
Brussels	286.444	68%	86.374	21%	47.386	11%	420.204	100%
Ghent	31.486	85%	3.182	9%	2.328	6%	36.996	100%
Leuven	4.382	62%	417	6%	2.224	32%	7.023	100%
Mechelen	1.036	47%	176	8%	984	45%	2.196	100%
Flemish countryside	22.629	50%	9.709	21%	13.115	29%	45.453	100%
Flanders	449.303	71%	106.969	17%	74.065	12%	630.337	100%

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

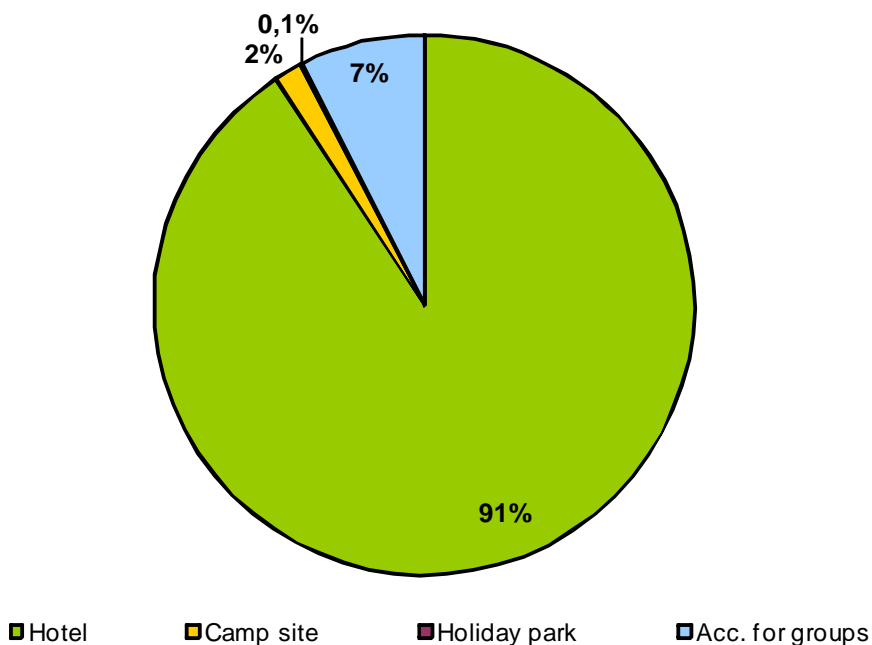
5. Type of accommodation

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

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	4.774	81%	528.424	91%	38.963	86%	572.161	91%
Camp site	562	9%	5.889	1%	4.146	9%	10.597	2%
Holiday park	102	2%	0	0%	651	1%	753	0%
Acc. for groups	492	8%	44.641	8%	1.693	4%	46.826	7%
Total	5.930	100%	578.954	100%	45.453	100%	630.337	100%

Source: Tourism Flanders based on GDS

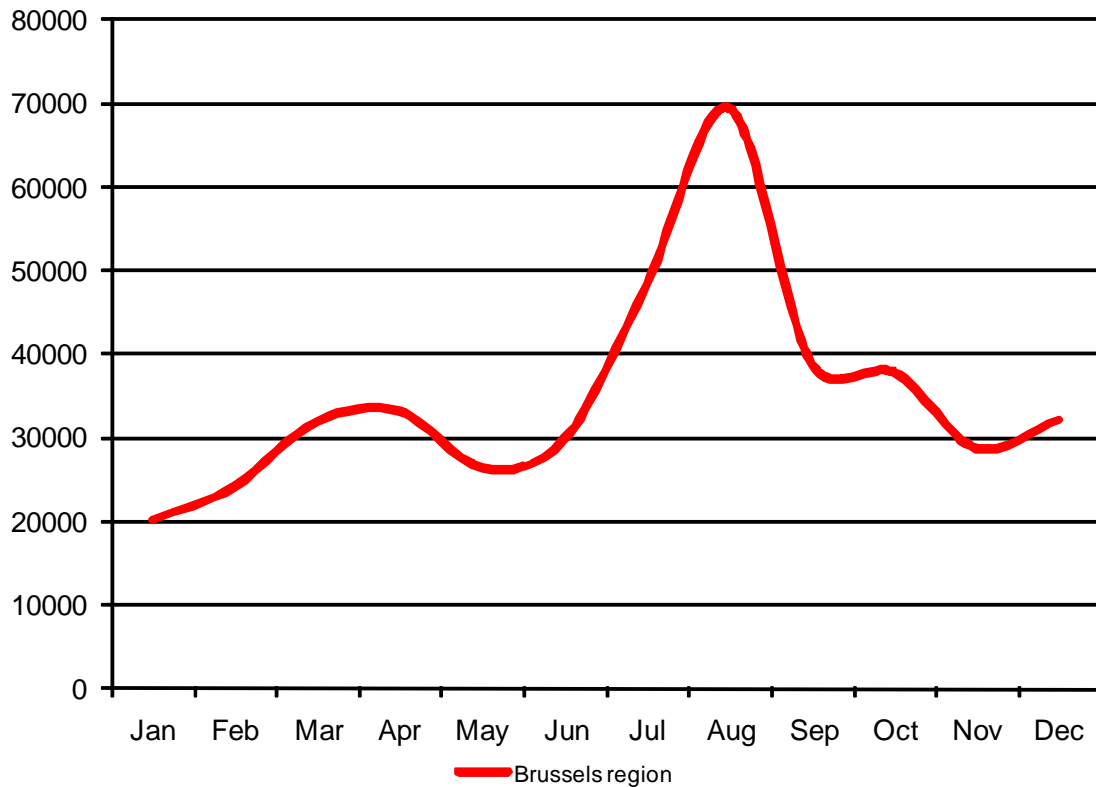
Figure 10: The Spanish market in Flanders by type of accommodation stay 2010 (overnights)



Source: Tourism Flanders based on GDS

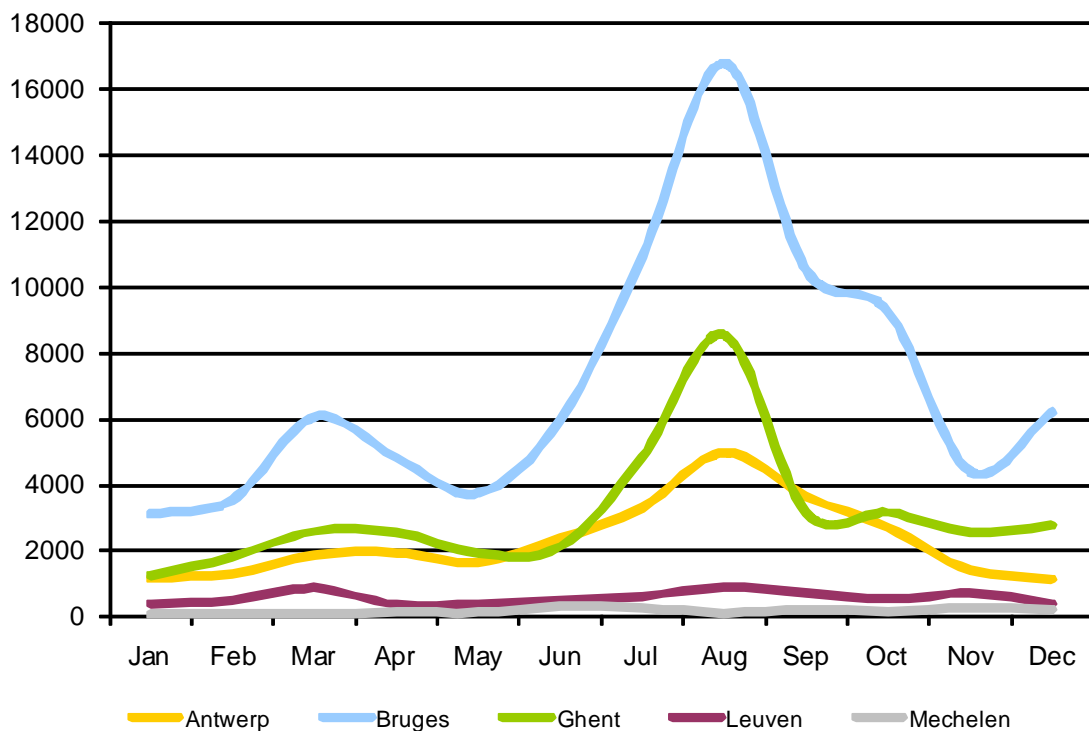
6. Seasonality

Figure 11: Spanish overnights in Brussels – seasonality 2010



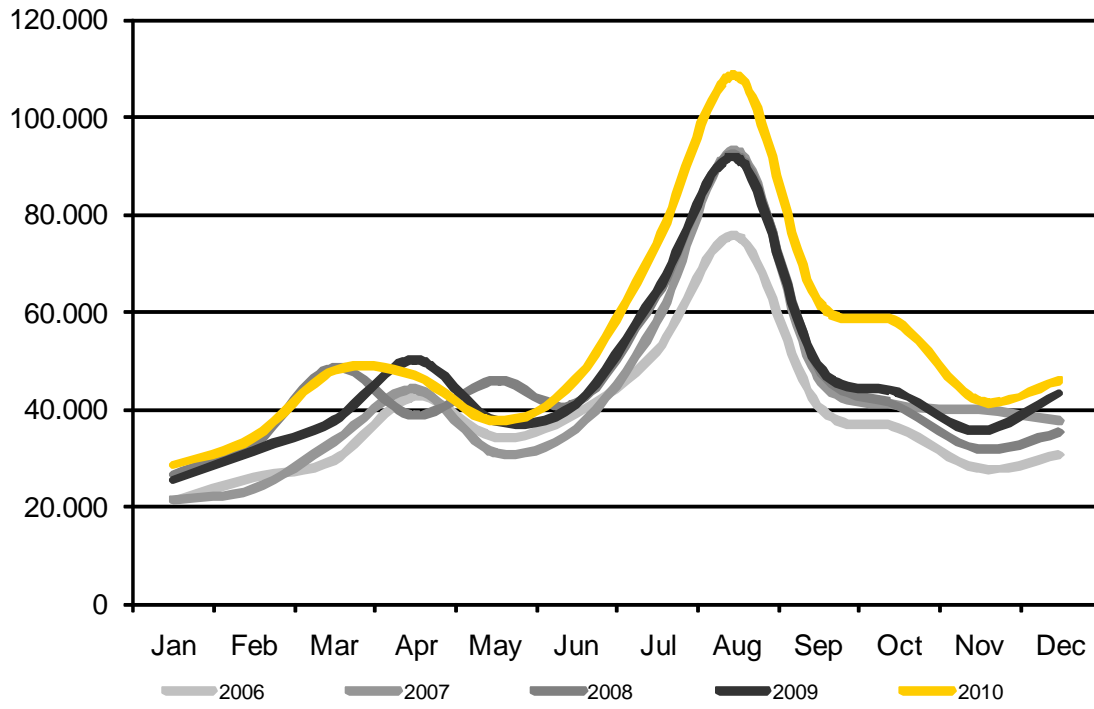
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

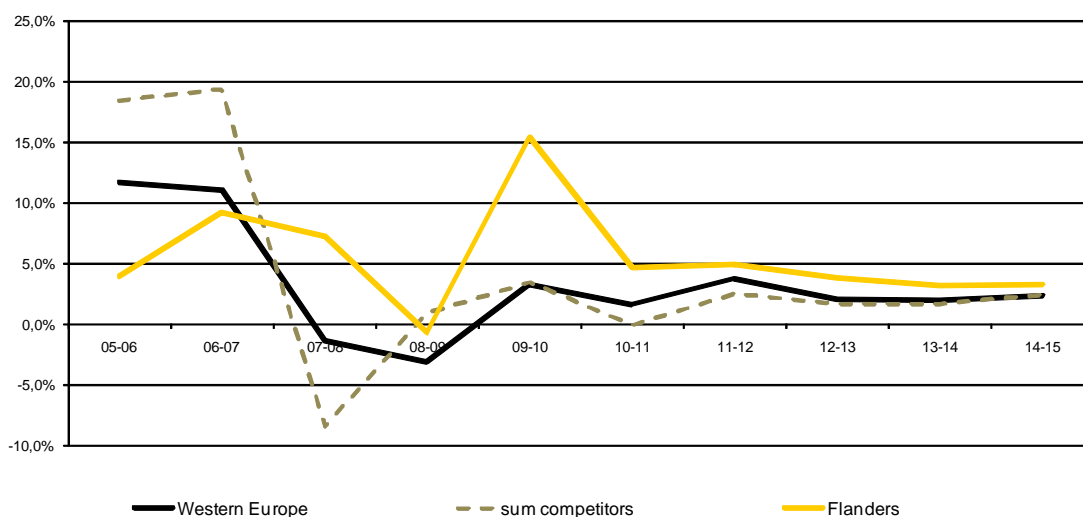
7. Country benchmark

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

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	236	257	276	274	316	385	+21,7%
Western Europe	13.777	15.301	15.095	14.635	15.116	16.989	+12,4%
sum competitors	4.041	4.824	4.421	4.462	4.616	5.011	+8,6%
Austria	238	246	252	222	240	259	+7,9%
Germany	713	812	809	761	881	941	+6,9%
Ireland	198	249	243	256	224	282	+26,0%
Italy	2.091	2.613	2.287	2.463	2.417	2.559	+5,8%
Netherlands	392	436	368	351	414	449	+8,4%
Switzerland	189	212	215	213	222	232	+4,8%

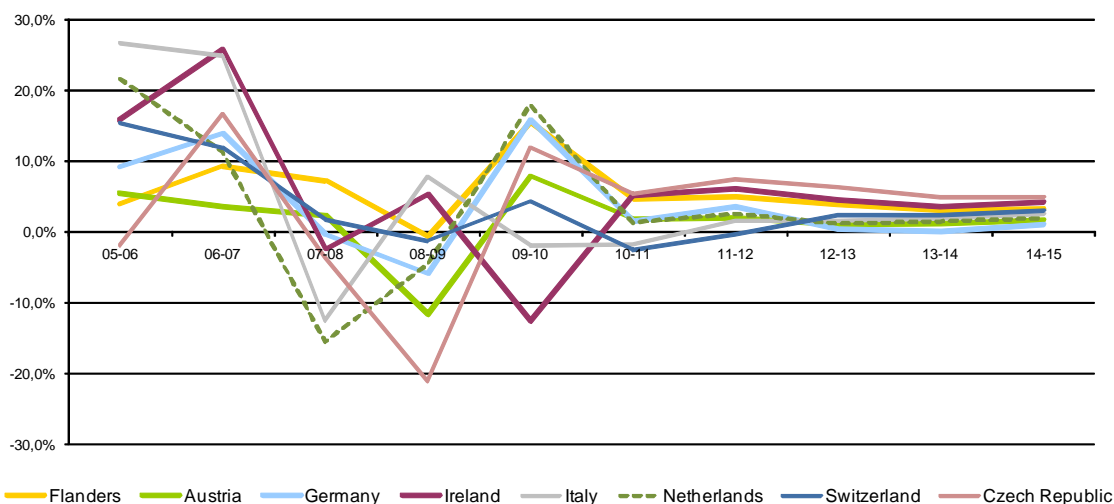
Source: Tourism Flanders based on TDM and GDS

Figure 14: Trend and forecast of the Spanish 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 Spanish 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 (Dutch) or contact vincent.nijs@toerismevlaanderen.be.